

## Company Culture Frequently Asked Questions

### 1. What is the Company Culture Program?

- a. It is a workforce development program developed and maintained by the Greater Fargo Moorhead Economic Development Corporation. In cooperation with regional employers, the program provides both a place where companies can network with one another to support their business' culture and access to a survey tool delivered to employees to gauge their culture.

### 2. Why was the Company Culture program developed?

- a. Company survey data from our region shows that Human Resource (HR) leaders rank a focus on improving company culture as their number two area of work.
- b. National and regional data from labor market data leader, Lightcast, shows a tightening of the labor market over the next decade and having good company culture can help with attraction and retention.
- c. There's not currently an established network where HR leaders can discuss company culture and best practices and when asked about establishing such it was unanimous that it be provided.

### 3. Why should I join this program vs. using other programs on the market?

- a. This program offers two components, a network component and a survey component
  - i. You can choose to be part of the network component where you can network with and learn from others who value company culture, and/or you can choose to use the survey tool. Either option is available at any time, and both can be used simultaneously.
- b. In the future, companies who choose to use the survey tool can see how they compare to others in their industry and the market overall, specifically in this market (Fargo Moorhead).

- c. The networking group and the survey tool are offered at a competitive price compared to other employee engagement tools on the market. This program is not intended to replace products that companies may be using that they find valuable to their organization. Instead, it is for those who want to engage in a company culture program and/or be tied to others in the market utilizing a program.

**4. What type of company was this program developed for?**

- a. The network component: this can be used by any company of any size, and currently we have companies with varied employment sizes.
- b. The survey component: while this can be used by any size of company, large to small, this may be best suited for small to mid-sized companies, who don't have the time or resources to implement their own survey.
- c. For companies who are community-minded and see value in being part of a collective of companies working together to develop a brand for the region that supports employees through meaningful and intentional actions. We believe this will aid in attracting talent to our region.

**5. How was the program, including the survey specifically developed?**

- a. We engaged with a professional, third-party agency who held facilitated sessions with area employers to develop the framework for both the survey and HR network structure. Additionally, a national literature search was conducted to learn about such programs in other markets to obtain best practices.
- b. Received feedback throughout the process from HR professionals representing a variety of industries. Those companies included: Aldevron, Bobcat, Border States, Bushel, Butler, Cardinal IG, DSG, Fargo Glass & Paint Co., FMWF Chamber, Folkways, John Deere, Marvin, RDO, TrueNorth Steel and Ulteig.
- c. Research and survey professionals have reviewed the survey tool including Praxis Strategy Group, and faculty from NDSU and MSUM. The survey questions were also tested and continue to be tested by area companies.

**6. What does it cost to participate in this program?\***

- a. Online Network Access - \$1,000/year
- b. Survey Administrative Fee - \$1,500/survey  
\*Includes Survey link set-up administration, analysis and reporting
- c. Survey Responses - \$2.00 per survey received
- d. Additional charges for specific survey questions added by the company

\*\*Online network access and survey administration fees waived for all investors of GFMEDC and/or Innovate28 investing \$25K+

**7. What are the commitments of the employer to engage in this program?**

- a. Funding the Program (See cost to participate)
- b. Distribute the survey via custom survey link provided by the EDC if you choose to opt into the survey component.
  - i. Survey responses would be delivered directly to the EDC
  - ii. Survey responses would be anonymous
- c. Take action with results and share outcomes
- d. Be part of the marketing program (allow us to use your name as participant)
- e. Willingness to support and engage with other companies in the program
- f. Potential to serve as an on-going advisor

**8. How is confidentiality of the results maintained?**

- a. Responses are delivered directly back to the GFMEDC team via a customized link. GFMEDC will not share company data or findings with any other organization without permission. A report of aggregate-only survey responses will be made available to company leadership.
- b. No personally identifiable information is captured
- c. No open-ended responses for respondents to identify participant

**9. Are companies recognized as having a Great Company Culture if they meet a minimum threshold score with the survey, and if so, what are those scores?**

- a. Yes, companies will be recognized for meeting a minimum threshold score. There are six broad pillars identified within the culture program and to be recognized as having a “Great Company Culture,” each pillar needs to have a score of at least 5.25 (75<sup>th</sup> percentile), on a scale of 1-7 and an aggregate average of all pillars is over 5.75 (80<sup>th</sup> percentile). This threshold rating is still being analyzed for general acceptance as a measure of good culture.

**10. Can I view the set of survey questions**

- a. Yes, a copy of the survey is available at this [LINK](#)

**11. Can this program be used by companies outside of the Fargo Moorhead market?**

- a. Currently, the focus is on getting companies in the Fargo Moorhead market to use the program, but we are looking at getting the program Trademarked and Copyrighted if companies want to use the survey tool in other locations outside of Fargo Moorhead.

**12. Are multiple languages offered to take the survey?**

- a. Yes, the survey can be available in multiple languages. We have tested the translation of the survey into Arabic with success and continue to evaluate additional languages as requested by companies looking to survey their workforce.

**13. Who can I contact if I have additional questions?**

- a. If you have additional questions, please contact Tifanie Gelinske, [tgelinske@fmedc.com](mailto:tgelinske@fmedc.com) or Joe Raso, [jraso@fmedc.com](mailto:jraso@fmedc.com)