

From: American Red Cross
Sent: Wednesday, September 10, 2014 10:12 AM
To: National Sector Employees; ALL Biomedical; Chapter Employees All
Subject: Gail McGovern Announces Engage! Survey Results

Distributed to: All National Sector Staff; All Biomedical Services Staff; All Chapter Staff

The following message is from Gail McGovern, President and CEO:

Hello everyone,

I want to thank each of you who took time out of your busy schedules to respond to the Engage! employee survey we launched on May 19; more than 14,000 of you responded. The purpose of the survey is to understand what your experience is like working at the American Red Cross and what we can do to increase your sense of engagement with the organization.

Survey results

Today, I want to relay the topline results, which have recently been tabulated. Candidly, the results could have been stronger. Overall, 56 percent of our employees are positively engaged—compared with an average of 69 percent at other companies surveyed by our vendor. Our strengths are the pride we have in the Red Cross, employees' belief in their supervisors, and the values and ethics we embrace in the workplace. The scores were very high in these areas. Two areas where we have to improve are two-way communications between managers and employees and providing you with a vision for the future.

I'm not completely surprised by these findings, given the current challenges we face and the steps we are taking to achieve our vision for a sustainable Red Cross by 2017. But, it is imperative that we do all we can to make this a better workplace for you, and we'll focus on these issues with our senior leadership and your local management teams over the next year.

Next steps

In September and October, specific Engage! results will be cascaded to you through each business unit's leadership. We will ask all of our managers to share and discuss the local results with their direct reports. Moving forward, your managers will hold meetings to collect feedback and discuss what improvements can be made. Next year, we plan to take the Engage! survey again to measure our progress. Our goal is increase our engagement score by 20 percent by 2017. This is an ambitious goal, but I can't think of anything more important, and I'm confident that we can and will get there together. For more information on the survey, I encourage you to review the summary report of our [Engage! survey results](#). Additionally, post-survey resources are available on the [Engage! Resource Site](#). If you have questions, please contact engage@redcross.org.

In conclusion, let me emphasize that one of the greatest assets the Red Cross has is our people, and I remain grateful for all you do on behalf of those we serve. I know that you think of this as more than a job, but a mission. Thank you for your service and the work you contribute each and every day. We understand we cannot do this overnight, but rest assured we are very committed to a multi-year journey to improve your experience working at the Red Cross.

Sincerely,

Gail