

*360-Degree Feedback Evaluation*  
Performance Feedback Mechanism

*SUMMARY INFORMATION SHEET*

*360 Degree Feedback:*

- Moves away from traditional feedback system where only a single manager or supervisor evaluates an individual based on their overall perspective of performance, and instead seeks input on specific competencies from several people who have a working relationship with the individual being assessed

*TYPICAL 360 DEGREE EVALUATORS:*

- Manager/supervisor
- Peers / colleagues
- Direct / Indirect reports
- the individual themselves

*EVALUATORS MAY INCLUDE:*

- Customers / clients
- Suppliers
- End users
- Fellow committee members
- Project team members

*ADVANTAGES of 360-Degree Feedback:*

- Provides objective, well-rounded views, expressed by a number of colleagues.
- Increases involvement of people at all levels of the University, as well as the University community.
- Direct reports and peers, rather than managers/supervisors are better to judge some skills, such as leadership.
- Increases understanding of the behaviours required to improve both individual and organizational effectiveness.
- Individuals can better manage their own performance and careers.
- Evaluators are able to respond confidentially and anonymously.
- Provides reliable and user-friendly feedback reports.
- Feedback can provide organizational value, allowing us to identify needs and set goals for organizational development and training within the University.

*PROCESS:*

- Final evaluators will be randomly selected from a list of possible evaluators.

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- The computerized survey will be sent directly to evaluators at their e-mail address, and can be completed on-line at their convenience.
- The software allows evaluators to save responses and return to the survey at another time to complete, within the allotted timeframe.
- Evaluators will be asked to respond to a series of questions that have been developed in relation to the competencies associated with the individual's job, and are consistent with the values of the Service / Unit / Department.

#### **COMPLETING THE SURVEY:**

- Please take your time to complete accurately and objectively within the allotted timeframe. The software will also generate reminders to complete the survey.
- Provide comments if appropriate; be cautious of providing too much detail if you are concerned about maintaining your anonymity.
- Select "not applicable / not observed" as appropriate.

#### **WHERE DOES THE EVALUATION DATA GO?**

- After evaluators have completed the on-line survey and hit the "submit" button at the end of the survey, the data is sent to a server maintained by an external software company.

#### **FEEDBACK REPORTS:**

- The Human Resources department will generate various reports of the summarized findings, by utilizing the various report options available through the software program.
- These reports will be provided to the individual and his/her manager, which will be utilized as one component of that individual's performance review for the year.

#### **CONFIDENTIAL and ANONYMOUS:**

- ✓ The evaluation data is compiled by the server maintained by an external software company, protecting the confidentiality of individual responses.
- ✓ Individual responses are not identified in the final reports ... instead, only a summary of the results is included in the report provided to the individual being evaluated and his/her manager.

#### **QUESTIONS / PROBLEMS/ CONCERNS:**

- Karen Merritt in Human Resources ([kmerritt@brocku.ca](mailto:kmerritt@brocku.ca), ext. 3969) can assist you with any technical difficulties you may experience when completing the survey.
- Any questions about 360-degree feedback and the corresponding process can be forwarded to Kim Thompson ([kthompson@brocku.ca](mailto:kthompson@brocku.ca), ext. 3454).

#### **EVALUATION:**

- At the conclusion of this process, a short survey will be sent to all evaluators seeking feedback on the computerized survey and their ability to respond to the defined competencies.

*Thank-you for your anticipated cooperation and participation, which is critical to the success of 360 Feedback.*