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 online 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 online 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, 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, 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.