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Are you using your Exit Survey Data to its full potential?

The Commonwealth of Virginia Exit Survey provides insight into an employee's perspective of their job experience, including key information on factors that influenced their decision to leave. This information is essential to build effective retention strategies, strengthen employee engagement, and position the Commonwealth as an employer of choice.

To paint the most accurate portrait of the employee experience, it is critical to encourage exiting employees to participate in the exit survey. DHRM established the exit survey program through Mercer over five years ago as a tool to address agency turnover. Since that time, the response rate has consistently averaged approximately 10% per fiscal year. Best practice for an exit survey is a response rate of 20%. Therefore, the Commonwealth has room for improvement.

One of the obstacles to achieving the target response rate may be the time delay between an employee's separation date and the date they receive an exit survey invitation. The exit survey process is designed to allow agencies to be the primary driver of survey participation. Through use of the Exit Survey HR Admin Tool, your agency can send a survey invitation via email or survey link when a resignation letter is received or launch the survey immediately during offboarding. Based on recent analysis, only 37% of agencies with access to the Mercer exit survey have utilized the HR Admin Tool.

As an administration step, DHRM partners with Mercer to send an invitation to employees who resign, or transfer based on Cardinal transaction data to make sure that employees are not missed. However, this may occur weeks after the employee has left employment and is not as effective as receiving the request directly from the agency.

To strengthen the response rate, agencies are encouraged to incorporate the exit survey into existing offboarding processes. This will ensure that all employees are aware of the survey and know how to participate. Increased participation will enhance report data to needed to identify and address retention gaps.

Agencies have direct access to the exit survey reports, which are generated quarterly and aggregated for the fiscal year. Agency information is reported for each quarter where there are at least three responses. Secretariat level data will be reported when agency specific data is unavailable. Report data may assist agencies with metrics to establish goals to incorporate in strategic, DOI, and WFP plans and measure the effectiveness of these strategies.

As a reminder, please routinely review the list of agency representatives with access to the HR Admin Tool and Exit Survey Reports to insure your agency can leverage these data tools.

For questions regarding the Exit Survey, request access or confirm your agency's contacts, please contact Christopher.kinney@dhrm.virginia.gov.