CUPA-HR EMPLOYEE RETENTION SURVEY

2027 Survey Administration Overview

Fall and Winter 2026

Obtain IRB Approval
If required, seek Institutional Review Board (IRB) approval for spring survey administration.

Fall and Winter 2026

Plan Spring Surveys
Plan other institutional surveys to avoid conflict with ERS data collection scheduled for April 2027.

Feb.–Mar. 2027

Develop a Marketing Plan
Prepare promotional materials, secure leadership buy-in and raise employee awareness about the upcoming ERS survey.

Apr. 2027

Data Collection
Distribute the ERS survey link to employees.

May 2027

Purchase Results
Purchase your institution's ERS report.

Summer 2027

Share Findings
Share institution's ERS findings with employees and develop action plans based on the results.

Fall 2027

Full Report Available
Access the 2027 national ERS report in CUPA-HR's Research Center.

Questions? email research@cupahr.org