



**GROWTH NEEDS, MORALS AND EFFICIENCY OF NON-ACADEMIC  
PERSONNEL OF NORTHWESTERN UNIVERSITY**

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This study aimed to determine the level of growth needs, morals and efficiency of non-academic personnel of Northwestern University and their performance on efficiency in providing the administrative support of an academic institution.

The researcher employed the descriptive method of research. Data were gathered from the non-academic personnel using a questionnaire. Responses were substantiated by unstructured interviews.

Results revealed that (1) growth needs had no significant relationship with efficiency; (2) morale contributed to efficiency but only to a slight extent; and (3) among the control variables, only salary showed a very significant relationship with efficiency.

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