

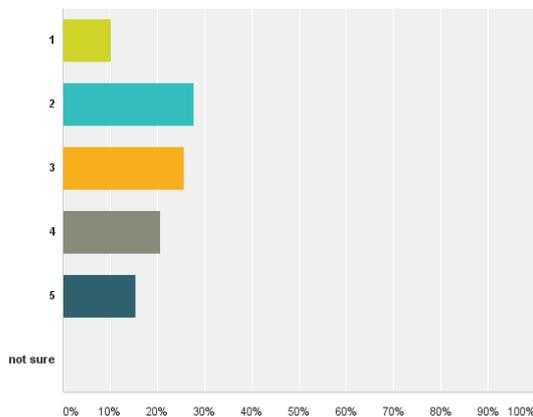
Australian Fulbright Alumni Association Membership Survey Results

Executive summary:

The primary aim of the survey was to address the question “How can we keep the Fulbright alumni community connected and moving forward”. To answer this question the survey was designed to answer three main questions:

- 1) What services does the Fulbright alumni community engage with currently and want to see in the future?
- 2) Is AFAA positioned to deliver these services?
- 3) If so, what form should AFAA take in the future?

Measuring our success: How can we keep the Fulbright alumni community connected and moving forward



We propose that a key metric of measuring how the Fulbright alumni community is currently connected is the stated response to “How connected do you currently feel to the Fulbright Alumni community? (1 = not at all, 5 = a great deal)”. This metric tells us whether we are currently achieving our goal and can be monitored over time to measure the success of an alumni engagement strategy. The average response is 3.04 or “somewhat” and 40% of respondents were not at all connected or only a

little (1 or 2). This suggests that we are currently not achieving our goal of connecting alumni and that there is room for improvement.

Who did we hear from?

The survey was sent to 370 Fulbright alumni that are currently on the AFAA membership list. Of those 370 alumni we received 100 replies. This is a 27% response rate. Interestingly although the survey went to only those on the AFAA membership database 22% of respondents replied that they were either not AFAA members or had never heard of AFAA.

What services does the Fulbright alumni community engage with currently and want to see in the future

Our results suggest that respondents are attending at least one AFAA event a year and see this is a one of the key benefits they receive, and would like to continue to receive in the future, from AFAA. Those benefits that respondents perceive currently receiving from AFAA are those that they would like AFAA to continue providing and prioritize for resourcing. This includes: networking,

opportunities to engage with alumni and new scholars, support prior to departure and opportunities for new scholars to meet people and share experiences.

Is AFAA positioned to deliver these services?

AFAA's value proposition is clear. 91% of respondents identified that AFAA plays a role, in addition to the Commission's outreach to alumni, in offering independent peer support, contributing to the intellectual and cultural life in Australia and speaking out on topics in which members have expertise. AFAA is serving a connecting role in connecting alumni and in AFAA's absence a majority of respondents would be less likely to connect with alumni and 33% would be less likely to connect with the Fulbright commission.

What form should AFAA take in the future?

The current performance of AFAA is rated as average and change is needed (66% of respondents agreed with this statement). The changes that received the largest proportion of answers were the very purpose and direction of AFAA and the way people coordinate activities. This is further supported by the responses to organizational performance assessment question based on Dalmau and Dick (1985) framework. 70% of respondents are clear on the purpose or 'Why' of AFAA (those that responded to Level 1 and 2 issues) while 30% question the very purpose or direction of AFAA (Level 3 responses). Thus, while a majority of respondents still believe in AFAA's purpose, substantive change is required in addressing the 'Where' and 'How' of AFAA (56% of respondents fall in Level 2 and 3). Before we address fine tuning of tasks and jobs associated with Level 1 we must first intervene in the way that the system is structured and coordinated. The majority of respondents were not aware of the formal relationship between AFAA and the Commission. However in the open ended statement respondents that were aware of the formal relationship suggested that the relationship is important but currently underutilized. Respondents indicated a desire to see clearer coordination between the organizations to leverage the individual power and strengths of each for better delivery of alumni engagement services.

Detailed results summary:

What services does the Fulbright alumni community engage with currently and want to see in the future?

Respondents attend, on average, 2 Fulbright related events a year of 1 is organized by AFAA. Respondents enjoyed the events they attended (93% responded ≥ 3 on likert scale of satisfaction).

Joint organized AFAA- Fulbright Commission events (State and territory receptions, welcome events for scholars and public lectures) were the most widely attended events.

Percent attended	Event type	Organizer
8%	Salon events	AFAA - Vic chapter
21%	Networking events	AFAA
39%	AFAA state and territory events	AFAA
13%	Information sessions	Commission
20%	Gala dinner	Commission
49%	State/territory receptions	Joint
35%	Welcome reception for new scholars	Joint
39%	Public lectures	Joint

Of our current core services, only three were recognized as benefits members receive by respondents: opportunities to engage with alumni, opportunity to welcome new scholars and networking opportunities. These were also the top ranked priorities for AFAA in the future. Other services such as access to scholarships, representation on the Commission board and an avenue to speak out on issues were the lowest ranked priorities and also perceived as current benefits by a minority of respondents (<20%).

Benefit	Priority ranking	% perceive as current benefit/attendance
Opportunity to welcome new scholars	1	72%
Networking	2	62%
Opportunity to engage with alumni	3	83%
Support on/after arrival as scholar	4	31%
Salon events - Sharing work and discussions	5	8%
Public events (e.g. Lectures)	6	39%
Avenue to speak out on issues (e.g. Think tanks)	7	11%
Access to scholarships	8	13%
Represent you on the Commission board	9	17%
Newsletter or other publication	10	N/A

The primary benefits that respondents perceived for current Fulbright scholars were a platform for meeting people and an opportunity to share experiences. These were also top ranked priorities for

the future. Funding the Walker Fund was perceived as a benefit by a minority of respondents (<40%) and were lowest ranked priorities.

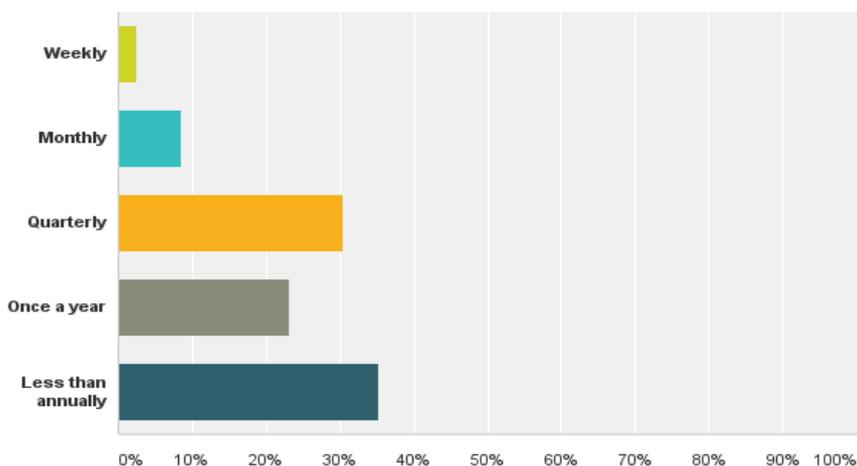
Benefit	Priority ranking	% perceive as current benefit
Platform for meeting people, sharing experiences	1	89%
Support prior to departure	2	40%
Opportunity to share experiences	3	69%
Support upon return	4	43%
Funding the WG Walker scholarship	5	36%

Is AFAA positioned to deliver these services?

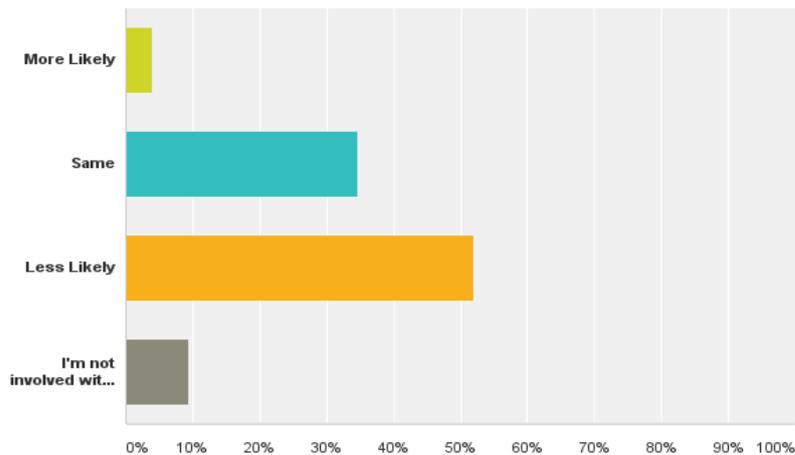
AFAA members engage significantly more often with AFAA compared to the Fulbright Commission (76% engage once or more than once a year with AFAA compared to 58% with the Commission).

AFAA						
	Weekly	Monthly	Quarterly	Once a year	Less than annually	Total
Annual frequency	2.15% 2	6.45% 6	31.18% 29	36.56% 34	23.66% 22	93
Fulbright Commission						
	Weekly	Monthly	Quarterly	Once a year	Less than annually	Total
Annual frequency	3.33% 3	4.44% 4	21.11% 19	28.89% 26	42.22% 38	90

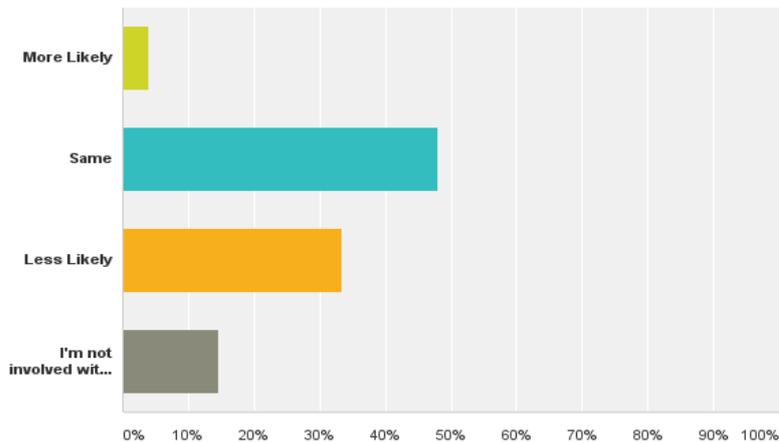
Addressing whether AFAA is delivering on its core purpose of connecting alumni and whether this service would diminish in AFAA’s absence, we found that 65% of respondents reported interacting with alumni at least once a year or more due to being a part of AFAA .



Furthermore, a majority (53%) reported they would interact less in AFAA's absence:



AFAA is also playing a role in connecting alumni to the Fulbright Commission. In AFAA's absence: 33% reported they would be less likely to interact with the Commission.



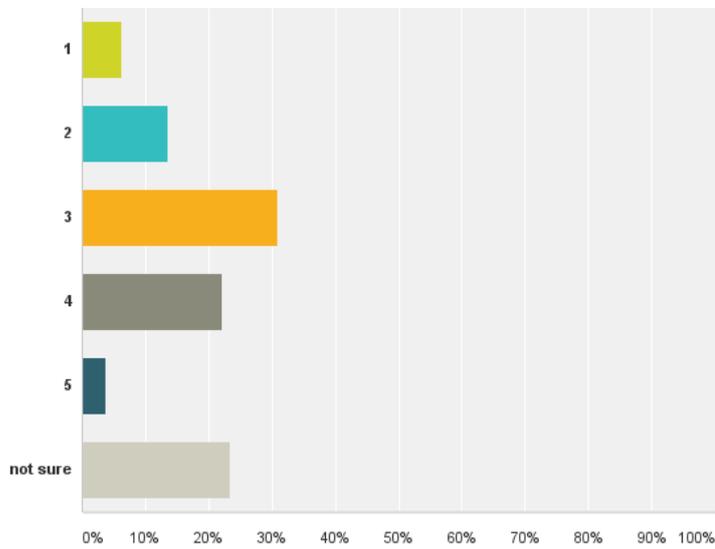
AFAA's value proposition is clear. 91% of respondents identified that AFAA plays a role, in addition to the Commission's outreach to alumni, in offering independent peer support, contributing to the intellectual and cultural life in Australia and speaking out on topics in which members have expertise.

Answer Choices	Responses
An avenue by which alumni can speak out on scientific, political, economic, moral, ethical, social and environmental issues on which we have expertise	40.91% 27
Independent peer support	54.55% 36
Contributing to the intellectual and cultural life in Australia	51.52% 34
None: the Commission can provide all support that AFAA currently offers	9.09% 6
Total Respondents: 66	

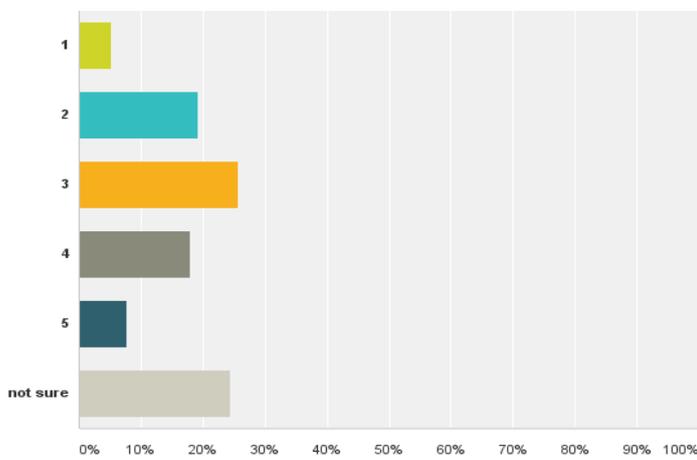
What form should AFAA take in the future?

Respondents felt that AFAA's national and state chapters are currently functioning at an average level (likert scale 3). However a majority of respondents agree that change is needed.

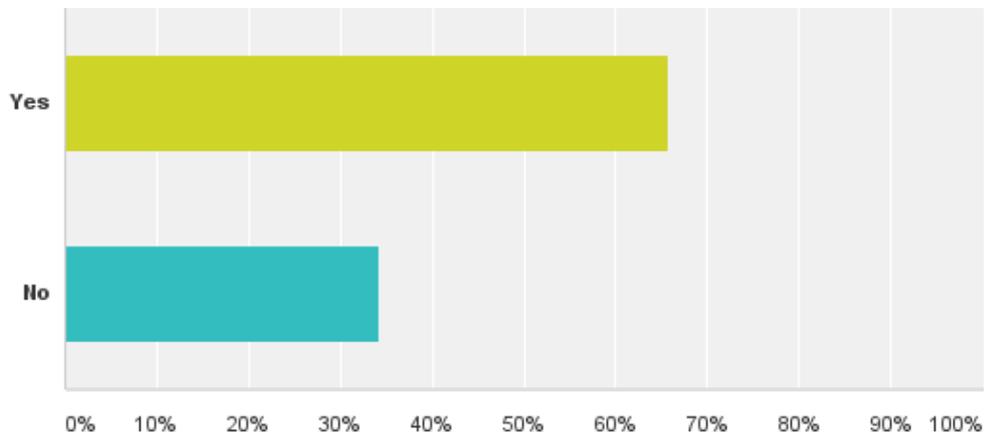
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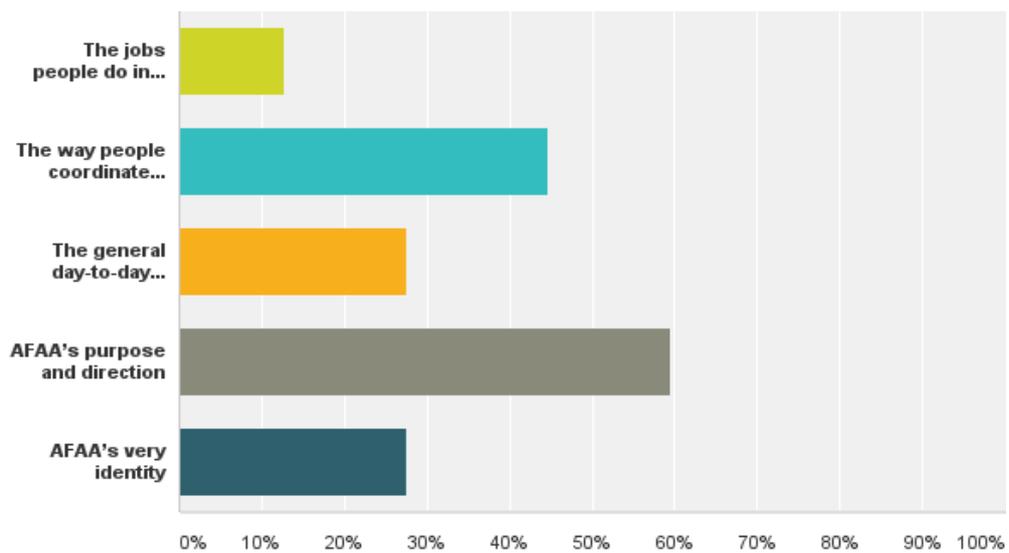
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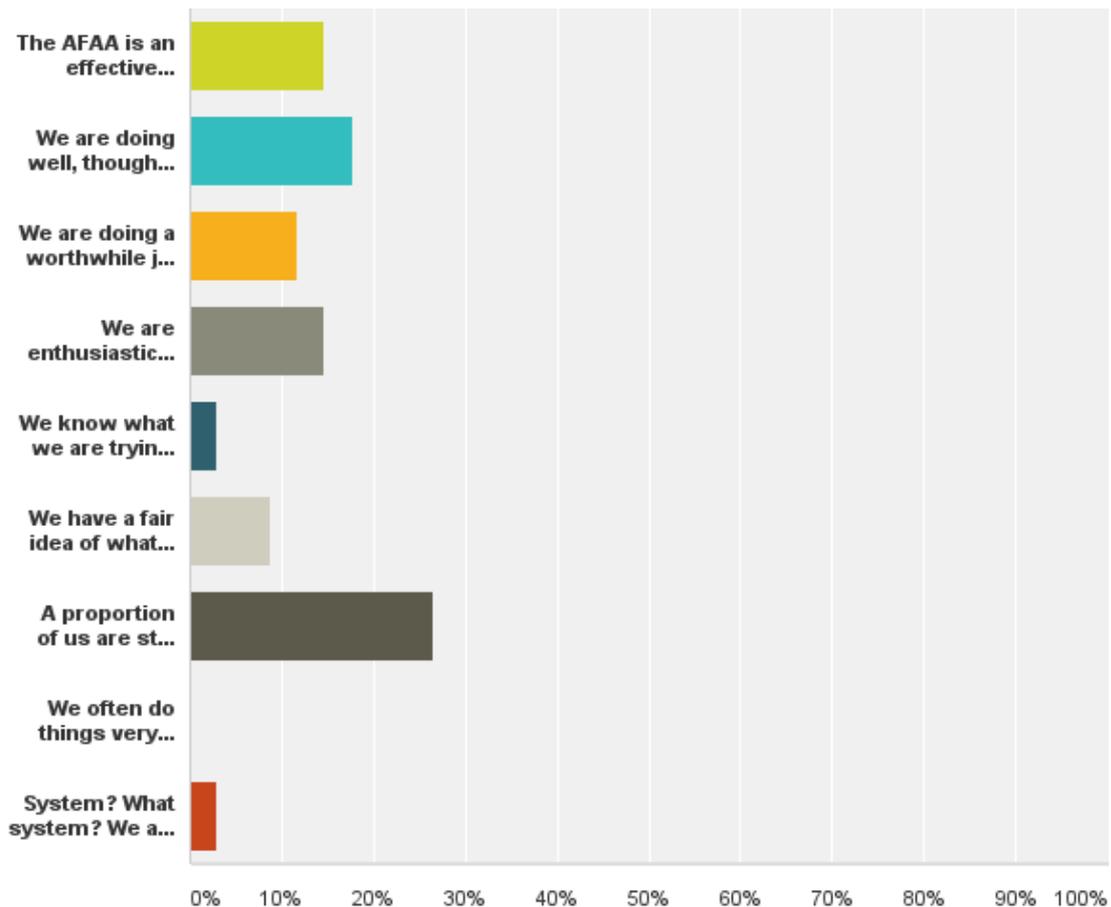
Need a change



The changes that received the largest proportion of answers were that very purpose and direction of AFAA and the way people coordinate activities.



When assessing organizational performance, 70% of respondents are clear on the purpose or 'Why' of AFAA (those that responded to Level 1 and 2 issues –see below) while 30% question the very purpose of direction of AFAA (Level 3 responses). Thus, while a majority of respondents still believe in AFAA's purpose, substantive change is required in addressing the 'Where' and 'How' of AFAA (56% of respondents fall in Level 2 and 3). Before we address fine tuning of tasks and jobs associated with Level 1 we must first intervene in the way that the system is structured and coordinated.



Analysis details:

This question is based on Dalmau and Dick (1985). It assesses organization performance at three levels addressing the why, where and how of an organization's direction and purpose.

LEVEL 1: Problems at the level of PROCEDURE AND PRACTICES. (First three responses)

LEVEL 2: Problems at the level of PURPOSES AND DIRECTIONS. (Second set of three responses)

LEVEL 3: Problems at the level of IDENTITY AND UNITY (final three responses)

Level 1 Problems at the level of PROCEDURE AND PRACTICES: 44% of respondents

According to Dalmau and Dick (1985), this means that:

The system is working well, almost at its peak. People's main needs are to 'fine tune' the social aspect of the system. Almost all people in the system agree about what the system should be doing. They also agree that the system almost always does what it should be doing. But people feel the system could do even better. In other words there is clear consensus are the Why, Where and How of the organization, but people may need assistance in improving some immediate organisational practices and procedures (generally around the How).

Level 2 Problems at the level of PURPOSES AND DIRECTIONS: 26% of respondents

This means that:

People may need to revise long term goals and direction of the system. Doubts about the organisation may go beyond daily procedures. There is uncertainty about what the system should be doing. People may be concerned that what they are doing seems distant from the real purpose of the system. The issues faced are intermediate to long term. Once these issues are sorted out, the group also may need to look at day to day issues. People are generally clear about the Why, but may disagree about the Where and How.

Level 3 Problems at the level of IDENTITY AND UNITY: 30% of respondents, (most of whom selected response #7)

This means that, at the most extreme end of this level (response #9)

People have lost their way entirely. The system has lost its identity. Most of their members have given up entirely. In reality, the system no longer exists. People are still going through the motions, but with no real interest in the system or the way it operates. Here, the very existence of the system is the key issue. People may be unsure about why they are there.

Answers to the open ended question of what AFAA could improve were coded into broad themes. A tabulation of the number of times each theme was mentioned is below:

What AFAA could improve	Responses
Increase liaison with US	1
Better coordination with the commission and hosting of shared events	1
Create platform where members can see who else is a member	1
More outreach	1
Representativeness	1
Relevance	1
Better governance and organisation	2
Need employed executive committee member	2
Resourcing	2
Organisation	2
Need clear goals	2
Coordination of events	3
Geographic barriers	4
Events	4
Web presence	4
Inclusiveness	4
Coordination	5
Engagement	7
More idea sharing	9
Communication	15

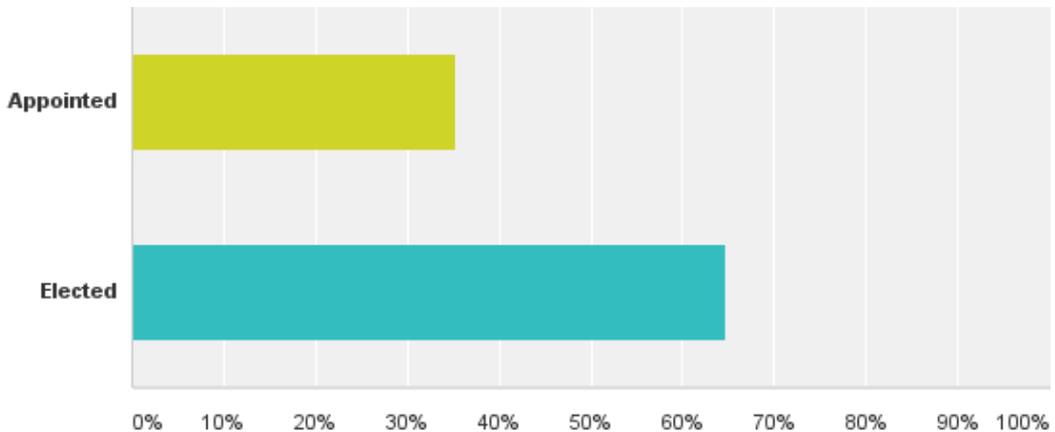
The word cloud for open ended responses about what we could do better is:



Top issues are communication, sharing of ideas, coordination of activities and having a web presence.

AFAA’s online presence is minimal making it hard for potential members to find us and become a part of the community. Furthermore, membership management is a time intensive process with obvious flaws (currently 7.5% of our database is outdated and renewals must be done by paper form). Moving to an online delivery of core member services would address the majority of issues respondents commented on.

A majority of respondents think Committee members should be elected.



Most respondents were not aware of the formal relationship with AFAA and the Commission:

