



2022 Academy of Fellows Engagement Survey

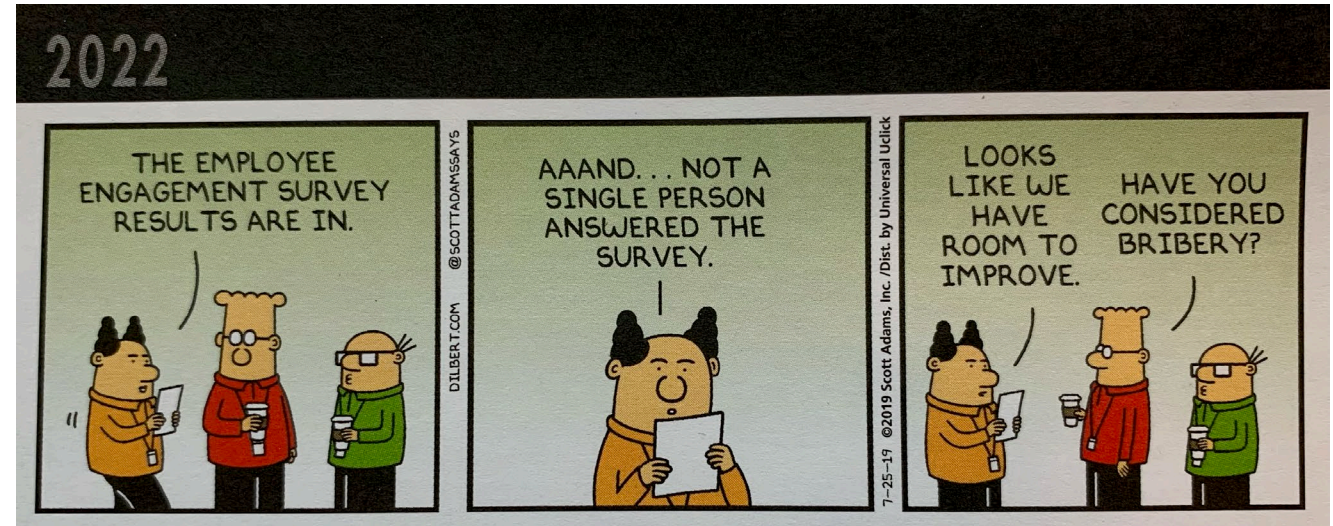
Rad Delaney

Patrick Coullahan

Kathy Off

2022 AOF Engagement Survey

- Conducted Via email
- Sent to all Fellows in good standing using current email contact information.
 - Over 800 emails sent to 748 Fellows
 - Many Fellows have multiple records
- Looking for recent engagement (at this time and date)
- 422 Fellows responded, 17 found to be deceased
- **23 Fellows from classes of 2018-2022 did not answer the survey**



56% of Fellows are engaged at the most basic level.

Types of involvement

323 answered 99 skipped

ANSWER CHOICES	RESPONSES
Serve on Post Board	64.40% 208
Serve on multiple Post Boards	8.98% 29
Chaired a local event in the last year that supports the Strategic Plan	19.50% 63
Lead a Post-level program that supports the Strategic Plan	30.34% 98
Serve on a Post committee	53.25% 172
Serve as a mentor or in a leadership role in a national or Post LDP	24.77% 80
Serve a national or Post level Engineering & Construction Camp	9.60% 31
Led an IGE effort (local or national) or served on a national IGE Project team in the last year	14.55% 47
Serve or served on National Board in last year	12.07% 39
Serve on COI Steering Committee or sub-committee	15.48% 50
Serve on a national Task Force or Committee	11.46% 37
Served on national abstract/award/streamer review committee in the last year	8.36% 27
Submitted a national award nomination last 3 years	21.05% 68
Attended a national SAME event in the last year (SAME JETC, SBC, Capital Week, PLW)	59.13% 191
Submitted an abstract for a national conference in the last year	12.69% 41
Have fostered a Strategic Partnership between SAME and another organization in the last year	18.27% 59
Serve or served on AOF XC (including RFPOCs) within the last year	7.74% 25
Serve as a Post Fellows POC	23.22% 75
Serve as a formal mentor to others within the industry and/or SAME (informal or haphazard mentorship does not count for this purpose)	28.79% 93
Successfully nominated a Fellow in the last 3 years	27.55% 89
Attended a Fellows event (AOF Luncheon, Townhall, Golden Eagle Dinner, Investiture) in the last year	49.23% 159
Serve or served on Foundation Board in last year as a member or volunteer	7.74% 25
Total Respondents: 323	

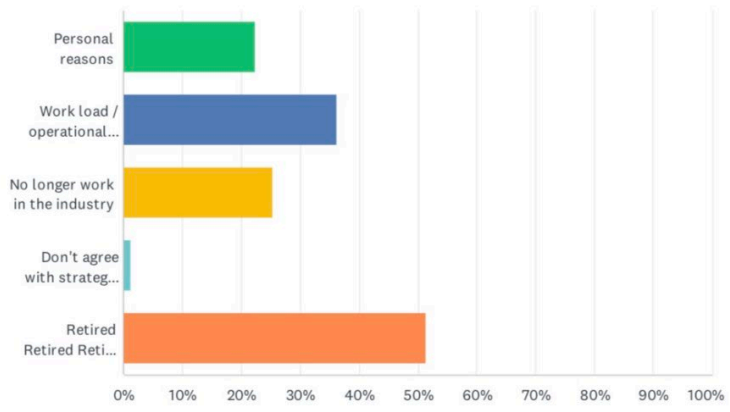
*One to add for next iteration: TME Article or contributor.



Not as engaged in SAME as once was (reasons)

Q5 I am not as engaged in SAME as I once was for the following reason(s):

Answered: 237 Skipped: 185



ANSWER CHOICES	RESPONSES
Personal reasons	22.36% 53
Work load / operational tempo of job	36.29% 86
No longer work in the industry	25.32% 60
Don't agree with strategic direction of SAME	1.27% 3
Retired Retired Retired (service, industry, volunteer work)	51.48% 122
Total Respondents: 237	

Some other examples of why not engaged

- Post doesn't reach out
- Distance from nearest Post
- TME and other newsletters suffice in staying up to date
- No local in-person meetings
- No mentoring meetings held/Not able to mentor online
- Time and allowance for younger members to step up
- Too costly for travel and attendance as a retiree
- Post leadership issues

What can leadership do to bring back (if not as engaged)

144 answered 278 skipped

- Assist recruiting new Post Members
- Post doesn't reach out to senior members
- Provide easy to find opportunities to engage with limited time commitment
- Impact of personal costs
- Be open to new ideas at National level
- Work on getting industry and military leaders supporting SAME
- Make events with virtual capability

Most answers refer back to age and retirement status. At this point in their lives, they do not plan to get MORE engaged with SAME.

What else should SAME Leadership know about Fellows Engagement? (some excerpts)

- Post level engagement to keep them going locally
- Informal, haphazard, selective mentorship is valuable at local posts
- Many fellows are active at many posts
- Emphasize the fun and fulfilling aspects of SAME
- Advertise/recruit for Fellow opportunities/involvement/engagement
- Ensure Post Fellow POC and Regional Fellow POC are engaged
- Value the existing Fellows more at Posts
- LinkedIn page for Fellows
- Share results of engagement survey and revisit
- Share engagement success stories, methodologies
- Challenge the Fellows to hold post and national support roles, donate, recruit, and adhere to AoF charge
- Be realistic about term of AoF engagement (don't expect support forever)
- Stay on track



Why did we do this?

- Allows for a clean-up of data before switching to new EMS
- Gives a more accurate picture of the number of Fellows
- Provides a benchmark for future trends and improvements
- Fellows are heard and concerns are addressed
- Some Post Fellows making personal calls and catching up with long-time members – finding some interesting stories!
- The majority of Fellows fall into four categories:
 - Those who answered the survey and are engaged in some way
 - Those who answered the survey and cannot be engaged for personal reasons, age, or retirement status
 - Those who did not answer the survey because they are not getting emails from SAME (firewalls, or not keeping up profile)
 - **Those who chose not to answer the survey – some of whom we know are engaged**



After the Survey

- Report Results of Survey in AoF Newsletter
 - Brief at AoF Townhall
 - Institutionalize survey process and timing (frequency—annual or other?)
 - Establish trends
 - Follow up on specific comments
 - Continue to lean on RFPOCs to lead efforts to reach non-responders
- Consider Fellows Social Media pages
- Reference AoF Operations Manual specific responsibilities and relationships
- **Encourage Fellows and Posts to keep their records up-to-date**
- Advocate for mentoring by Fellows (formal and informal) in every aspect of Strategic Plan
- Assist in growth of engaged Fellows – look at LDP pipeline and address “Fellow deserts.”
- Support RFPOCs and their charter to engage – *new EMS may be key*
- Increase awareness and roles of Post Fellow POCs
- Recognize retirements, deaths, and other Fellow life events at Post level & Social Media
- Continue to publicize Fellow Commitment Statements
- Continue follow-up on Commitment Statements at AOF Townhalls and Luncheons
- Allow for Fellows to claim their SAME retirement status – only an issue for grandfathered life members
- Follow up on the stories!!

