2022 Academy of Fellows Engagement Survey

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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

*One to add for next iteration: TME Article or contributor.
Not as engaged in SAME as once was (reasons)

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!!