

Link Questionnaire Report

Introduction

This report gives the findings of a survey which was circulated via email to our JA Sponsor Companies/Organisation Links during the month of November this year (11/08).

The main objectives of the survey were:

- To collect general feedback on JA and its relationship with our sponsor companies.
- To use the findings to help strengthen the communication links and our relationship with our Company Ambassadors.

Summary of Findings

Junior Achievement has received a lot of positive feedback from the respondents of this survey with:

There was a **54%** response rate from those contacted with replies from 64 different companies/public bodies.

99% of those surveyed were happy and felt they had the right level of communication with their JA Development Officers.

99% of those surveyed found their Development Officer to be approachable and responsive.

97% thought that they received either enough support or a lot of support from Junior Achievement.

99% felt that JA had helped their organisation build its relationship within the community.

When asked how important JA was in building community links, **93%** felt that Junior Achievement was very important or reasonably important in building community links.

When asked about the effect on staff morale, **90%** felt that staff morale had either increased greatly or had increased slightly.

Of those surveyed, **96%** felt that JA programmes had contributed to staff training and development.

SURVEY FINDINGS

Communication and Support

1. How often does your JA Development Officer communicate with you?
a.) Too little, b.) Infrequently, c.) The right amount, d.) Too frequently

There was a **54%** response rate from 64 different companies/public bodies. In total, there were 71 replies out of a possible 130 individuals.

99% of those surveyed were happy and felt they had the right amount of communication with their JA Development Officers.

2. Do you find your JA Development Officer to be approachable and responsive?

99% of those surveyed found their Development Officer to be approachable and responsive.

3. How much support do you get from your JA Development Officer?
a.) A lot of support, b.) Enough Support, c.) Some Support, d.) Not Enough

97% of those surveyed thought that they received either enough support or a lot of support from Junior Achievement.

4. Do you have any suggestions as to how we could improve our communication and support?

All feedback was positive and few suggestions were made on how we can improve our communication and support.

“My Development Officer is always keeping me up-to-date with progress and letting me know how the staff are getting on and providing me with feedback from the schools. I never feel I have to chase the information and she is always very efficient and pleasant to deal with.”

“I’m very happy with the level and amount of communication between Junior Achievement and our organisation. They have always been very supportive and understanding of our business needs.”

“Absolutely, we get great feedback from the local schools, a lot of employees’ children attend these schools so we receive feedback from this source also and to date there has been nothing but praise for the programme. The employees who take part in the programme see the benefits for the children and also gain a lot from the experience themselves also.”

Links to the Community

5. Do you think JA has helped your organisation build its relationship within the community?

Of those surveyed, **99%** of those surveyed felt that JA has helped their organisation build its relationship within the community.

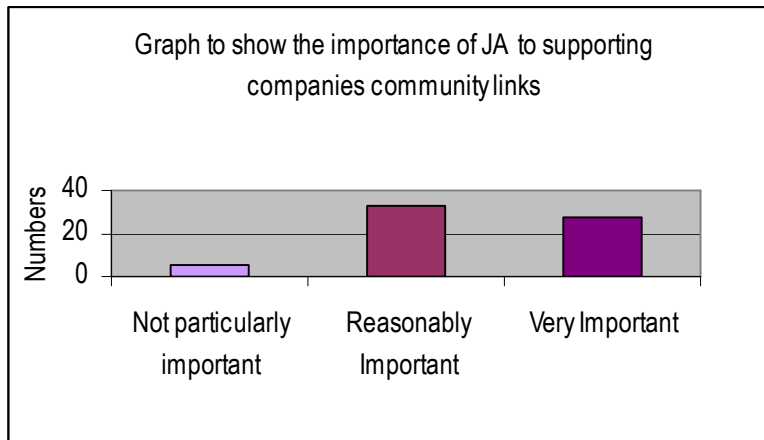
**6. How important has JA has been to your community links?
a.) Not particularly important, b.) Reasonably important and c.) Very important**

When asked how important JA was in building community links, **93%** felt that Junior Achievement was very important or reasonably important in building community links.

“The kids will tell their parents someone from our company was in teaching them which is great.”

“We would have a large number of foreign nationals and they love going out to the schools and talking about where they come from and the kids seem to love hearing about it. It makes our staff feel much more confident about themselves and gives them a chance to see a part of Irish life they would not normally see.”

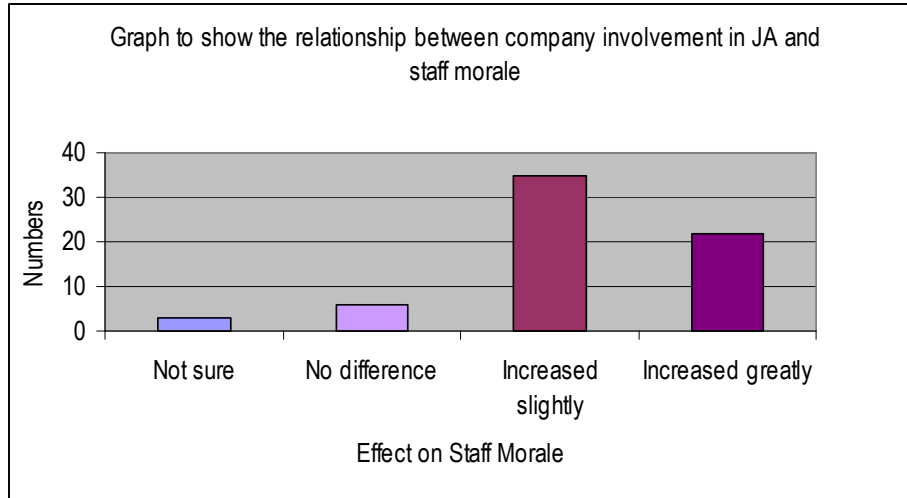
“I have found that we have a great rapport with schools since the involvement with JA and this in turn is sowing a lot of seeds for the future of our Company.”



Effect on Staff Morale

**7. Has your company involvement in JA had an effect on staff morale?
a.) Increased greatly b.) Increased slightly and c.) No difference**

When asked about the effect on staff morale, **90%** of those surveyed felt that staff morale had either increased greatly or had increased slightly. Of those who have reported no difference, many mentioned that this had not been measured and that other factors were of greater importance when it comes to having an effect on staff morale.



Our staff are more confident and happier now that they are making a difference in the community.”

“All volunteers come back from their session with the children full of enthusiasm and fulfillment. People love to share their different experiences in the schools.”

“It has improved staff morale and there is now a waiting list of people who wish to do a JA achievement program in the local schools.”

Staff Training and Development

8. Do you think JA programmes have contributed to staff development and training?

Of those surveyed, **96%** felt that JA programmes had contributed to staff training and development. Some companies even include JA as a part of their formal ‘Presentation Skills’ programmes.

“We encourage associates who want to improve on presentation skills to get involved with Junior Achievement and also those looking to be leaders within the company to get involved.”

“It has increased the confidence of employees and given them a sense of pride in what they do.”

“Definitely. People speak of being more comfortable presenting, standing up in front of groups and also being able to take on things they never did before.”

Suggestions for Improvement

There was a suggestion to have FAQ up on our website and also a schedule showing the start time for all programmes and the typical length of time.