Post Engagement Summit Survey Analysis

Summary

- 111 Responses

- Overall, there was a significant amount of positive feedback for the Engagement Summit. 81% of responders indicated high satisfaction (score of 7 to 10) for the overall conference, and 93% of responders indicated that the breakout sessions were applicable and useful to their role on the board. 81% of responders are either likely or very likely to attend the Engagement Summit if it occurs yearly.

- This report focuses on crossmatch analyses across boards to find patterns and pinpoint boards' needs. Additionally, themes for open ended responses are identified, as well as negative/critical responses.

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Crossmatch Analysis

- For each crossmatch analysis, the data points were highlighted using color scales to indicate patterns in each matrix.

  - The higher the count is, the darker the cell color.

  - Some matrices were split up using different color scales (i.e. green, orange, red to indicate positive vs. negative responses)

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Time Length on Board per Board

Board	Length on Board						
	Less than 2 years	2-5 years	5-10 years	10-15 years	15-20 years	20+ years	Total
ACIS Advisory Board	1	2	4	1	1	3	12
ACIS Emerging Leaders Board	1	0	0	0	0	0	1
APEX Advisory Board	0	1	0	0	0	0	1
BIT Advisory Board	3	2	0	1	0	0	6
BIT Emerging Leaders Board	0	0	0	0	0	0	0
CBIA Advisory Board	1	0	0	0	0	0	1
HTM Advisory Board	1	3	0	0	1	0	5
MBAA Advisory Board	0	3	1	0	0	0	4
MIMB Advisory Board	4	4	2	1	0	0	11
MIT Advisory Board	0	0	0	0	0	0	0
Management Advisory Board	3	2	1	1	0	0	7
Management Recent Alumni Board	1	0	0	0	0	0	1
Other	12	3	3	5	1	0	24
Pamplin Advisory Council	1	3	9	7	3	1	24
Pamplin Society	1	6	0	0	0	1	8
Program in Real Estate Board	2	5	6	1	0	1	15
Recent Alumni Board	0	1	0	0	0	0	1
Sales Advisory Board	1	1	0	0	0	0	2
Total	32	36	26	17	6	6	123

Board members with longest time length:
- ACIS Advisory Board
- Pamplin Advisory Council

Summit Satisfaction per Board

Board	1	2	3	4	5	6	7	8	9	10	Total
							Satisfaction Score				
ACIS Advisory Board	0	0	0	0	1	0	1	3	5	2	12
ACIS Emerging Leaders Board	0	0	0	0	0	0	0	0	0	1	1
APEX Advisory Board	0	0	0	0	0	0	0	0	0	1	1
BIT Advisory Board	0	0	0	0	2	0	0	1	2	1	6
BIT Emerging Leaders Board	0	0	0	0	0	0	0	0	0	0	0
CBIA Advisory Board	0	0	0	0	0	0	1	0	0	0	1
HTM Advisory Board	0	0	0	1	1	0	1	2	0	0	5
MBAA Advisory Board	0	0	0	0	0	1	0	2	1	0	4
MIMB Advisory Board	0	0	1	4	3	2	1	0	0	0	11
MIT Advisory Board	0	0	0	0	0	0	0	0	0	0	0
Management Advisory Board	0	0	0	0	0	0	1	2	2	2	7
Management Recent Alumni Board	0	0	0	0	0	0	0	0	0	1	1
Other	0	0	0	0	1	2	1	7	9	5	25
Pamplin Advisory Council	0	0	0	0	0	1	2	4	12	5	24
Pamplin Society	0	0	0	0	0	0	1	2	3	2	8
Program in Real Estate Board	0	0	0	0	0	0	4	4	5	2	15
Recent Alumni Board	0	0	0	0	0	0	1	0	0	0	1
Sales Advisory Board	0	0	0	0	0	1	0	1	0	0	2
Total	**0**	**0**	**1**	**5**	**8**	**7**	**14**	**28**	**39**	**22**	**124**

Confidence in role after Summit per Board

Board	Confidence Score					
	Very confident	Confident	Neutral	Not confident	Not confident at all	Total
ACIS Advisory Board	3	7	1	1	0	12
ACIS Emerging Leaders Board	1	0	0	0	0	1
APEX Advisory Board	1	0	0	0	0	1
BIT Advisory Board	2	2	2	0	0	6
BIT Emerging Leaders Board	0	0	0	0	0	0
CBIA Advisory Board	0	0	0	1	0	1
HTM Advisory Board	1	1	2	1	0	5
MBAA Advisory Board	0	3	1	0	0	4
MIMB Advisory Board	3	1	4	3	0	11
MIT Advisory Board	0	0	0	0	0	0
Management Advisory Board	3	3	1	0	0	7
Management Recent Alumni Board	1	0	0	0	0	1
Other	7	9	5	1	1	23
Pamplin Advisory Council	12	10	0	0	1	23
Pamplin Society	1	5	1	1	0	8
Program in Real Estate Board	4	7	3	0	0	14
Recent Alumni Board	1	0	0	0	0	1
Sales Advisory Board	0	1	0	0	0	1
Total	**40**	**49**	**20**	**8**	**2**	**119**

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Summit Objectives per Board

Board	Response			
	Yes	Neutral	No	Total
ACIS Advisory Board	10	2	0	12
ACIS Emerging Leaders Board	1	0	0	1
APEX Advisory Board	1	0	0	1
BIT Advisory Board	5	1	0	6
BIT Emerging Leaders Board	0	0	0	0
CBIA Advisory Board	0	1	0	1
HTM Advisory Board	1	2	2	5
MBAA Advisory Board	2	2	0	4
MIMB Advisory Board	2	6	3	11
MIT Advisory Board	0	0	0	0
Management Advisory Board	6	1	0	7
Management Recent Alumni Board	1	0	0	1
Other	21	1	1	23
Pamplin Advisory Council	22	1	0	23
Pamplin Society	7	0	1	8
Program in Real Estate Board	12	3	0	15
Recent Alumni Board	1	0	0	1
Sales Advisory Board	1	0	0	1
Total	**93**	**20**	**7**	**120**

Individual responses to:

"Do you think the Summit achieved the objectives it set out to accomplish?"

-**ACIS Advisory Board, Program in Real Estate, PAC and Other** boards (alums serving on multiple boards) were very positive regarding the Summit achieving its goals.

- **MIMB Advisory Board** and **HTM Advisory Board** were mostly neutral or disagreed that the Summit achieved its objectives.

Usefulness of Plenary Session per Board

Board	Usefulness					
	Very useful	Moderately useful	Neutral	Moderately useless	Very useless	Total
ACIS Advisory Board	9	3	0	0	0	12
ACIS Emerging Leaders Board	1	0	0	0	0	1
APEX Advisory Board	1	0	0	0	0	1
BIT Advisory Board	4	2	0	0	0	6
BIT Emerging Leaders Board	0	0	0	0	0	0
CBIA Advisory Board	0	1	0	0	0	1
HTM Advisory Board	1	2	1	1	0	5
MBAA Advisory Board	2	1	0	0	0	3
MIMB Advisory Board	1	1	2	7	0	11
MIT Advisory Board	0	0	0	0	0	0
Management Advisory Board	2	5	0	0	0	7
Management Recent Alumni Board	1	0	0	0	0	1
Other	16	6	2	0	0	24
Pamplin Advisory Council	22	2	0	0	0	24
Pamplin Society	7	1	0	0	0	8
Program in Real Estate Board	3	8	3	0	0	14
Recent Alumni Board	1	0	0	0	0	1
Sales Advisory Board	0	2	0	0	0	2
Total	71	34	8	8	0	121

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Usefulness of Breakout Sessions per Board

Board	Were the breakout sessions useful?		
	Yes	**No**	**Total**
ACIS Advisory Board	11	1	12
ACIS Emerging Leaders Board	1	0	1
APEX Advisory Board	1	0	1
BIT Advisory Board	5	0	5
BIT Emerging Leaders Board	0	0	0
CBIA Advisory Board	0	1	1
HTM Advisory Board	3	1	4
MBAA Advisory Board	1	1	2
MIMB Advisory Board	6	0	6
MIT Advisory Board	0	0	0
Management Advisory Board	6	0	6
Management Recent Alumni Board	1	0	1
Other	18	0	18
Pamplin Advisory Council	22	0	22
Pamplin Society	8	0	8
Program in Real Estate Board	6	1	7
Recent Alumni Board	1	0	1
Sales Advisory Board	1	0	1
Total	**91**	**5**	**96**

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Summit Occurrence per Board

Board	Summit Occurrence			
	Yearly	Every 2 years	Every 3+ years	Total
ACIS Advisory Board	5	6	1	12
ACIS Emerging Leaders Board	1	0	0	1
APEX Advisory Board	0	1	0	1
BIT Advisory Board	2	3	1	6
BIT Emerging Leaders Board	0	0	0	0
CBIA Advisory Board	0	1	0	1
HTM Advisory Board	2	2	1	5
MBAA Advisory Board	3	1	0	4
MIMB Advisory Board	3	5	2	10
MIT Advisory Board	0	0	0	0
Management Advisory Board	4	3	0	7
Management Recent Alumni Board	1	0	0	1
Other	11	11	1	23
Pamplin Advisory Council	7	16	0	23
Pamplin Society	6	2	0	8
Program in Real Estate Board	5	8	2	15
Recent Alumni Board	1	0	0	1
Sales Advisory Board	1	0	0	1
Total	**52**	**59**	**8**	**119**

Generally, most boards indicated that they would like the Summit occurrence to be either yearly or every 2 years.

Summit Satisfaction vs. Summit Occurrence

Satisfaction Score	Every 3+ years	Every 2 years	Yearly	Total
10	0	8	7	15
9	1	14	10	25
8	2	10	13	25
7	1	5	6	12
6	1	1	3	5
5	1	2	3	6
4	2	2	1	5
3	0	1	0	1
2	0	0	0	0
1	0	0	0	0
Total	**8**	**43**	**43**	**94**

Responders who were highly satisfied with the Summit indicated a more frequent occurrence for the Summit in the future.

Breakout Sessions

- Most responses gave **positive feedback** on the **breakout sessions** because the topics were good and there was open communication, overall sparking a lot of ideas. Some responses include:

    - "Excellent table discussion"

    - "Great ideas and suggestions across boards"

    - "I loved that the breakout sessions were non board affiliated. They showed me how to get more involved with the university as a whole and how to sign up for mentoring."

    - "This breakout was excellent!!! I hope some of the ideas are implemented."

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Other topics individuals would like covered

- Many responses indicated wanting **board transparency and best practices**:

  - "Discussion around what boards are doing, best in class practices so we can learn and evolve"

  - "I was hoping for more discussion on what the various boards do, what works, what's been tried, etc. I was disappointed that this was more of a discussion on what Pamplin is doing (ok) and how to get more alums involved (eh)."

  - "Would like to hear what other advisory groups are doing to bring value to students and the university"

  - "How Pamplin will further evolve its teaching models and curriculum to prepare students to be successful in dynamic, digital and data-driven business environments. As well, it would be helpful to have heard more about the purpose, accomplishments and near-term objectives of the many advisory boards that support Pamplin."

  - "This started new dialogue between boards - so the open question is how do we sustain this. I think more transparency about the boards and their goals would be helpful, and this would provide a good foundation for determining how they should interact together. For example, the fact that we're solving for alumni engagement and mentoring many different ways vs. working this as a unified team with participation from the various boards seems suboptimal. Would recommend considering adding cross-cutting shared objectives teams for key alumni engagement priorities"

  - "It is wonderful to interact and share challenges and best practices across the Boards. More of this please. As a collective group we can likely accomplish more than always working in individual silos."

Responses to note

- "I'd like to see how to get more **diversity of thought** in the room. Looking around, as a female, I was in the minority. Even more in the minority were people of color. The population of our boards should be representative of our student body. There is currently a disconnect."

- "Have a **student panel** at some point. The quality of our graduates is the quality of our school and we can't help the students become quality graduates with not having them in the conversation."

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Additional Conclusions

- If possible, have Engagement Summit every 1 to 2 years

- Breakout sessions were very successful, and a crowd favorite this year, so keep this up and research topics that the attendees want (pre-Summit survey was beneficial to this)
  - Since breakout sessions are at the same time, have each session leader share a summary with the whole body after

- Multiple responses noted wanting more networking time