

Friends of Jordan
Online membership survey results – SUMMARY

Introduction

This document provides a brief summary and analysis of the Friends of Jordan (FOJ) online survey, sent to all 51 of the association's members in November, 2006. Detailed results are attached in a separate document. This summary is meant to help FOJ officers to prioritize and design programs for 2007.

28 of our 51 members completed the survey (55% response rate). The comments and opinions contained in the responses, then, represent those of a significant portion of our membership.

Key Results are:

- 1. Strong interest in a Jordan educational information packet**
- 2. Minimal interest in (and significant opposition to) reimbursing for Jordan educational related expenses**
- 3. Significant interest in big brother/sister program**
- 4. New programming and fundraising ideas from our members**
- 5. Many suggestions to expand FOJ membership**

Which give following *Recommendations*:

1. Developing an educational packet should be a priority activity for 2007. Members willing to help develop most packet materials.
2. Mentoring (big brother/sister) program should also be a programming priority for 2007. Need to include members in the program development and/or provide them with updated information.
3. Only develop reimbursement materials for education-related activities if time allows.

Further details on each of the above items follow.

1. Strong interest in a Jordan information packet.

78% of respondents stated that they would “probably” or “maybe” use of a Jordan information packet if it were available. Also, when compared with other potential programs for development in 2007, the information packet ranked 2nd (after “further develop existing programs”) on the list of activities to which FOJ should devote time and resources.

Respondents also prioritized the following items, in order to importance, for inclusion in the packet, and a number of respondents volunteered to help in producing them: poster-size map of Jordan, presentation-friendly food recipes, fact sheet on Islam, fact sheet on Jordan, and presentation templates and tips. Some respondents also suggested additional items for inclusion in the packet, including: an archive of presentations given by RPCVs; stories/profiles of average Jordanians; Arabic music; a list of resources; online photo bank (see #5 below); kid-friendly activities/lessons; and information on Jordan's neighbors.

Recommendation: Development of this packet should be a priority activity for 2007. We should include in the packet the items ranked highly by respondents (see previous paragraph), and employ volunteers to help develop them.

2. Minimal interest in (and significant opposition to) reimbursement for presentation/event expenses.

A majority (75%) of respondents reported that they would not likely seek reimbursement for their Jordan-oriented educational activities, and only 4% said they would probably seek such reimbursement. Along the same lines, reimbursement guidelines, application, and other related forms were ranked last on the list of items that should be developed for the packet. Finally, a number of respondents explicitly stated – in an open-ended question - that they did not think reimbursements were necessary.

Recommendation: Creating a mechanism for reimbursement to members for Jordan-oriented educational activities should not be a priority activity for 2007. However, if it is easy to develop these materials, we may consider offering it for the few members who would benefit from it.

3. Significant interest in big brother/sister and other programs.

When presented with a list of possible programs for development, respondents expressed interest in a number of them. “Further development of existing programs” was ranked highest, followed by the educational materials packet. Following those were the “big brother/sister program for returning volunteers,” “large grant assistance to Jordanian non-profits,” and “internship program for FOJ members.” “Reimbursement for educational activities” was the only item that a majority of respondents did not want FOJ to devote time and resources to develop.

The survey response rate and the rankings and suggestions contained within the responses are very encouraging. They show significant interest on the part of the FOJ membership in both existing and potential programs. Also of note is that a majority of respondents wanted more information on the mentorship program before deciding whether or not to participate

Recommendation: Based on responses, the educational packet program and the mentorship (big brother/sister) program should be our top two programming priorities for 2007. We should also include members in the development of the mentorship program and/or provide them with updated information as it develops.

4. New programming ideas from our members.

When prompted, the survey respondents offered a number of creative suggestions for FOJ activities, including:

- A online collection of current volunteer blogs
- Support to families of PCVs
- Local (stateside) service projects
- Scholarship program for Jordanian students
- Connecting volunteers to women’s groups in Jordan
- A cookbook of Jordanian recipes for sale as a fundraiser
- An online photo bank of photos for use in RPCV educational activities/presentations

5. FOJ members’ suggestions to expand membership...

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- Among RPCVs...
 - Contact them before they leave Jordan / at COS conference
 - Involve them in leadership roles
 - Clarify FOJ's vision and purpose
 - Hold annual or biannual gathering
 - Establish buddy/mentorship program
 - Publish newsletter

- Among former and current staff
 - Send newsletter, email

- Others with an interest in Jordan
 - Work with the Jordanian embassy
 - Establish partnerships with other Arab- or Jordan-focused organizations
 - Through presentations by RPCVs