

## Wharton ANZ Alumni Questionnaire, July 2006

### 1. What expectations / desired objectives do you have for the Wharton Alumni Club, Australia New Zealand?

(Please rank your top three objectives for the Club with #1 representing your most important objective)

*Percentage of respondents who ranked item as #1 OR #2 objective*

|            |   |
|------------|---|
| <b>64%</b> | (a) Social Networking within Wharton ANZ Alumni Club Membership             |
| <b>39%</b> | (b) Social Networking within US / European BSchool Alumni Membership        |
| <b>21%</b> | (c) Social Networking within Broader ANZ BSchool Alumni Membership          |
| <b>29%</b> | (d) Continuing Education on Topical Business / Social Issues... Ideas Forum |
| <b>25%</b> | (d) Building Value of Wharton Brand in ANZ (via Event Sponsorship, etc.)    |
| <b>0%</b>  | (e) Conduit of School Information (via club website, etc.)                  |
| <b>11%</b> | (f) Other... pls explain(type response) and rank                            |

### 2. Regarding social networking within Wharton ANZ membership (on a casual, no RSVP required, and periodic basis)...

2(i): Please indicate in which city you live. (place X in correct box)

*28 completed surveys*

|           |  |
|-----------|--|
| <b>17</b> | (a) Sydney                               |
| <b>8</b>  | (b) Melbourne                            |
| <b>3</b>  | (c) Other... pls specify (type response) |

2(ii): Would you support such functions?... (place X in correct box)

|           |         |
|-----------|---------|
| <b>24</b> | (a) Yes |
| <b>4</b>  | (b) No  |

2(iii): ...at what frequency? (place X in correct box)

|           |  |
|-----------|--|
| <b>5</b>  | (a) Monthly                              |
| <b>15</b> | (b) Quarterly                            |
| <b>8</b>  | (c) Other... pls explain (type response) |

2(iv): Suggestions for venues? (place X in top row or write in name of suggested venue, if any)

|           |  |
|-----------|--|
| <b>12</b> | Happy with current Sydney venue: Opera House Bar             |
| <b>5</b>  | Pls. nominate alternative venue (Sydney)...The American Club |
| <b>2</b>  | Pls. nominate potential venue (Melbourne)....                |

**3. Would you support an attempt to raise the general awareness of the Wharton brand in Australia?**

3(i): (Place X in correct box)

|           |         |
|-----------|---------|
| <b>27</b> | (a) Yes |
| <b>1</b>  | (b) No  |

3(ii): What activities would you suggest: (please rank below items, #1 representing your strongest suggestion for the Club)

***Percentage of respondents who ranked item as #1 OR #2 objective***

|            |   |
|------------|---|
| <b>57%</b> | (a) Increase inter B-school Club sponsorship of events / speakers   |
| <b>43%</b> | (b) Greater Club support of student recruitment (interviewing, promotion etc)   |
| <b>39%</b> | (c) Greater Club involvement in business community (event co-sponsorship, etc.)   |
| <b>43%</b> | (d) Host Wharton Regional Alumni Forum...form committee to explore (note: the Wharton School 'co-sponsors' three regional alumni forums globally, per year) |
| <b>7%</b>  | (f) Other... pls explain (type response below) and rank   |

**4. Would you support increased interaction with other Wharton Alumni / Alumni Clubs throughout Asia Pacific?**

4(i): (Place X in correct box)

|           |         |
|-----------|---------|
| <b>22</b> | (a) Yes |
| <b>6</b>  | (b) No  |

4(ii): What activities would you suggest: (please rank below items, #1 representing your strongest suggestion for the Club)

|                 |  |
|-----------------|--|
| <b>3rd</b>      | (a) Establish communication lines initially, towards goal of sponsoring bilateral and/or regional events |
| <b>Tied 1st</b> | (b) Club sponsorship / subsidization of ANZ member(s) to attend regional forums                          |
| <b>Tied 1st</b> | (c) Identify prominent alumni to represent ANZ on Wharton School Asian Advisory Board                    |

|  |   |
|--|---|
|  | (f) Other... pls explain (type response) and rank |
|--|---|

**5. What level of Wharton Alumni Club/ANZ involvement do you anticipate for yourself over the next year or so?**

5 (i): (Place X in correct box)

|           |   |
|-----------|---|
| <b>10</b> | (a) High involvement (i.e. attend most events and assist in organisation) |
| <b>11</b> | (b) Limited involvement (i.e. attend one or two events of interest)       |
| <b>7</b>  | (c) Little / No involvement ...<br>Reason: (optional)_____                |

5 (ii): Would you contribute towards annual club dues and if so, to what level (Place X in correct box)

|           |                               |
|-----------|-------------------------------|
| <b>8</b>  | (a) Yes, if under \$50        |
| <b>17</b> | (b) Yes, between \$50 - \$100 |
| <b>2</b>  | (c) No                        |

**6. Regarding topical speakers at events, who do you suggest?**

6 (i): What speakers would you like to hear (perhaps you have enjoyed a good speaker at another function or you know a speaker who would enjoy an audience of Wharton alumni? Please take a moment to nominate potential speakers / topic areas...

|                     |  |
|---------------------|--|
| <b>10 responses</b> | (a) Potential speaker ... <i>see individual questionnaires</i>   |
|                     | (b) Potential speaker... <i>see individual questionnaires</i>  |
| <b>3 responses</b>  | (c) Please check this row if you can assist us in securing above speaker(s) (and supply your name below so that we may follow-up with you) |
| <b>6responses</b>   | (d) Please nominate desired topic areas you would like to address at our speaker events... <i>see individual questionnaires</i>            |

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**OPTIONAL:** If we can contact you for your assistance with organising future events, or to further detail any of your above suggestions, please supply your name / best contact#

|                    |                |
|--------------------|----------------|
| <b>7 responses</b> | (a) Name _____ |
|--------------------|----------------|

|  |                        |
|--|------------------------|
|  | (b) Contact info _____ |
|--|------------------------|

**OPTIONAL:** Please provide any additional comments, feedback or queries for Club leadership in the below space...

|                             |   |
|-----------------------------|---|
| <b>9</b><br><i>comments</i> | (a) Additional comments: ... <i>see individual questionnaires</i> |
|-----------------------------|---|