



Daofeng & Angela Foundation

道·安基金會

Daofeng&Angela Intensive English Program Alumni's Survey

March 2020

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Preface

The Daofeng&Angela Foundation initiated the project of Intensive English Program in 2017, also called “Non-Profit Organization Leadership Capacity Building” during the COVID-19 fight project.

This project is sponsored by Daofeng&Angela Foundation, a total of 50 students will be selected for English and Leadership skill trainings over five years period, which aims to cultivate future Chinese leaders with international leadership skills and optimize the basic environment for the international talent developments in Chinese philanthropy.

At the time of the survey, there are a total of 28 participants including three student over a period of six semesters.

In order to improve the program design and management, the Daofeng&Angela Foundation conducted a questionnaire survey from all alumni anonymously. To assess the effectiveness of the project and provide necessary adjustments for the remaining sessions, this report surveyed the basic situation, institutional situation, period of the project subsidy in the United States after the project was funded, and impacts brought to China after the study.

Please note this survey being translated from Chinese and is a concise version of the original report.

Data Source

List of participants is in the table below:

No.	Term	First Name	Last Name	Gender
1	Spring 2020	Zhi	Zhang	Female
2	Spring 2020	Ying	Ye	Female
3	Spring 2020	Quanbin	Lyu	Male
4	Fall 2019 & Spring 2020	Wen	Li	Female
5	Fall 2019	Xinyu	Liu	Male
6	Fall 2019	Yiou	Wang	Female
7	Spring 2019	Ying	Liu	Female
8	Spring 2019	Lei	Sha	Male
9	Spring 2019	Hua	Yang	Female
10	Spring 2019	Shiyu	Guo	Male
11	Spring 2019	Xuemei	Sun	Female
12	Spring 2019	Fang	Zhang	Male
13	Fall 2018	Xiaohong	Luo	Female
14	Fall 2018	Guanghua	Hu	Male
15	Fall 2018	Xingping	Xiao	Female
16	Fall 2018	Tingting	Zhang	Female
17	Fall 2018	Ling	Zhang	Female
18	Spring 2018	Jinjin	Zeng	Female
19	Spring 2018	Peiyu	Su	Male
20	Spring 2018	Tao	Yang	Male
21	Fall 2017 & Spring 2018	Zhitao	Yang	Male
22	Fall 2017	Zhen	Li	Female
23	Spring 2019 & Fall 2019	Feng	Dong	Male
24	Fall 2018	Wenkui	Liu	Male
25	Fall 2018	Yajing	Zhang	Female

The list of student organizations is in the table below:

Organization Name	Student Quantity
NGO Photo Shop	1
Alibaba- Country Business Department	1
Beijing Illness Challenge Foundation	1
Beijing On the Road to School Foundation	1
Beijing YongYuan Foundation	1
Beijing All in One Foundation	1
China Commercial Law Firm-Guangdong	1
Hainan New Concept Law Firm	1
Wispring Education Development Foundation	1
Shenzhen Iread Foundation	1
Shenzhen One Foundation	1

Organization Name	Student Quantity
Tianjin Jiuhe Education Development Foundation	1
Xinhua Net	1
Zhejiang Zhipu Foundation	1
Organic and Beyond Fund	1
China Foundation for Poverty Alleviation	3
China Foundation Forum	1
China Council of Lion Clubs Shenzhen Philanthropy Institute Real Estate Financing Guarantee Co.,Ltd.	1
CFPA Microfinance Management Co Ltd	3
China Social Assistance Foundation	1
China Social Assistance Foundation-China Children Movie Foundation	1
Total	25


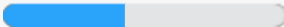

Survey Results

Alumni background information

Based on the survey, more than half of the alumni have an advanced degree, and 92% of them have more 10 years of working experience or above. About 80% of alumni worked in non-profit organizations for five years or above and 90% of the alumni hold a senior level position or higher in their respective organization. Detailed are listed below:

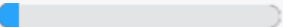
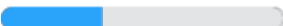
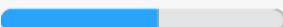
1. Education

96% students have a bachelor or higher, more than 50% students have a master degree.

Choice	Count	Percentage
Associate	1	4% 
Bachelor	11	44% 
Master	13	52% 
PHD	0	0%

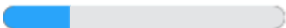
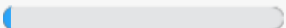
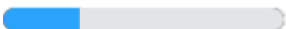
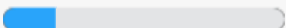
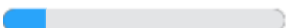
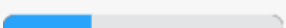
2. Years of working experience

More than 92% of alumni have 10 years of working experience or above.

Choice	Count	Percentage
< 5 years	0	0%
5-10 years	2	8% 
10-20 years	9	36% 
>20 years	14	56% 

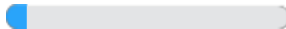
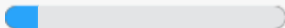
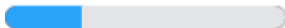

3. Positions from the corresponding organization

About 72% alumni are key players of their respective organization, and 92% of them are senior managers.

Choice	Count	Percentage
Chairman	6	24% 
Vice Chairman	1	4% 
Secretary general	7	28% 
Founder	5	20% 
Partner	4	16% 
Others: assistant secretary general, vice-general manager, director, editor-in-chief	8	32% 

4. The years of working experience in non-profit organization prior to the Intensive English Program

More than 80% of the alumni have worked for non-profit organization for 5 years or above.


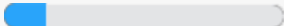
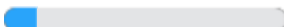
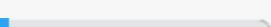

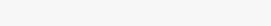
Choice	Count	Percentage
< 3 years	2	8% 
3-5 years	3	12% 
5-10 years	7	28% 
>10 years	13	52% 

Alumni's Organization Background (Survey From 2019)

Based on the 2019 survey, more than 70% of the alumni are from non-profit organizations, most of which have less than 100 employee with annual expenditure more than ¥10,000,000. In addition, more than 80% of the organization have international business, and the main focuses from at least 30% of the organization are education, health, and children. Detailed are listed below:


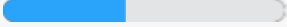
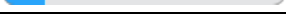
5. Organization type

About 72% of the alumni are from non-profit organization including foundation, social service agency, and social enterprise. A few other alumni are from media and enterprise but they are hold positions in the non-profit activities outside their primary roles.

Choice	Count	Percentage
Foundation	12	48% 
Social service agency	4	16% 
Others	3	12% 
Social enterprise	2	8% 
Media	2	8% 
Corporate	2	8% 

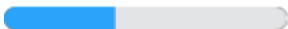
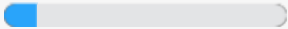
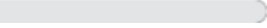
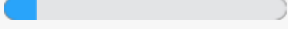
6. Whether the organization has international business

Roughly **81%** of the alumni's organization have international business. Please note six alumni are from China Foundation for Poverty Alleviation and CFPA Microfinance Management Co Ltd, so there is a total of 21 organizations in the calculation.

Choice	Count	Percentage
Often	10	40% 
Sometimes	11	44% 
None	4	16% 

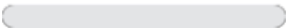
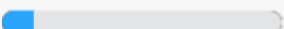

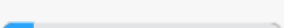
7. Organization employees

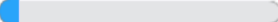
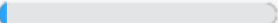

Based on the total of 21 organization, 62% of the alumni are from organizations with less than 30 employees, about 48% of the alumni are from organizations with less than 10 employees, and 33% of the alumni are from organizations with more than 50 and more employees.

Choice	Count	Percentage
Below 10	10	40% 
10-30	3	12% 
30-50	1	4% 
50 -100	3	12% 
More than 100	8	32%

8. Organization business scale (annual expenditure, unit RMB)

Based on the calculation of 21 organizations, 57% of the alumni's organization annual business expenditure are above ¥5 millions, and about 28.6% of the organization expenditure are above ¥ 0.1 billion.

Choice (Unit: Yuan ¥)	Count	Percentage
<500,000	0	0% 
<1,000,000	3	12% 
1,000,000-5,000,000	6	24% 
5,000,000-10,000,000	3	12% 

10,000,000 -50,000,000	2	8% 
50,000,000 -100,000,000	1	4% 
>100,000,000	10	40% 

9. Organization focuses

The areas of concern from the alumni institutions are relatively concentrated in the fields of education, children, and health. The following figure is based on the analysis of the word frequency of the answer (the higher the frequency, the larger the word size)


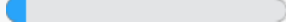
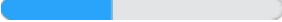
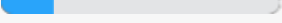
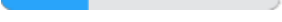


Experience during the IEP in the US

Based on the survey, more than 99% of the alumni attended the extracurricular activities organized by the school for at least three times, and also contacted at least one local organization. More than 90% of the alumni are satisfied with the teachers and the school atmosphere.

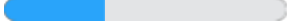
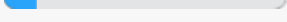

10. Number of school extracurricular activities attended

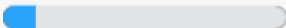
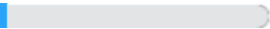
92% of the alumni attended at least 3 times extracurricular activities, and about one third of the alumni attended at least 10 times.

Choice	Count	Percentage
1	0	0% 
1-3	2	8% 
3-5	10	40% 
5-10	5	20% 
>10	8	32% 

11. Number of organizations or partners contacted during the study

About 92% of the alumni approached local organization during the IEP study, and among them, 36% alumni contacted more than 3 organizations.




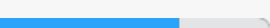


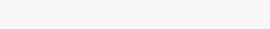
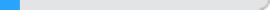
Choice	Count	Percentage
>3	9	36% 
3	3	12% 
2	8	32% 

1	3	12% 
0	2	8% 

The impacts from the IEP study and suggestions to the program

The conclusion draw from the survey is that 100% alumni indicated that they have significantly improved their English, 96% of them believed that their international horizon was expanded, and near 70% gained new knowledge about American non-profit organizations. Finally, 84% of the alumni executed or plan to develop international business.

12. Impacts as a result of the IEP experience

Choice	Count	Percentage
Significant English improvements	25	100% 
Initiative to conduct business in English	13	52% 
Broaden international horizon	24	96% 
New perspective about the US non-profit organization	17	68% 
More opportunity to attend overseas activities or conferences	9	36% 
More likely to bring new overseas partners to organization	8	32% 
Able to bring institution business to overseas	3	12% 
Plan to develop overseas business partners	10	40% 

13. Feedbacks after the knowledge sharing and communication sessions at end of the semester

At end of the each semester, Mr. and Mrs. He would host knowledge sharing meetings and trainings for students to discuss current thoughts and ideas related to improvements to Chinese philanthropy. The high-frequency keywords that alumni felt most about the trainings are communication, future, opportunity, value, life, vision, reflection, etc. All keywords are shown in the following cloud word map:



14. Suggestions to alumni interaction form

The following words are suggested at a high-frequency from the survey as presented by the chart



15. Other suggestions to program design

A wide range of ideas and thoughts were provided from the survey, key words are extracted and presented in the chart below



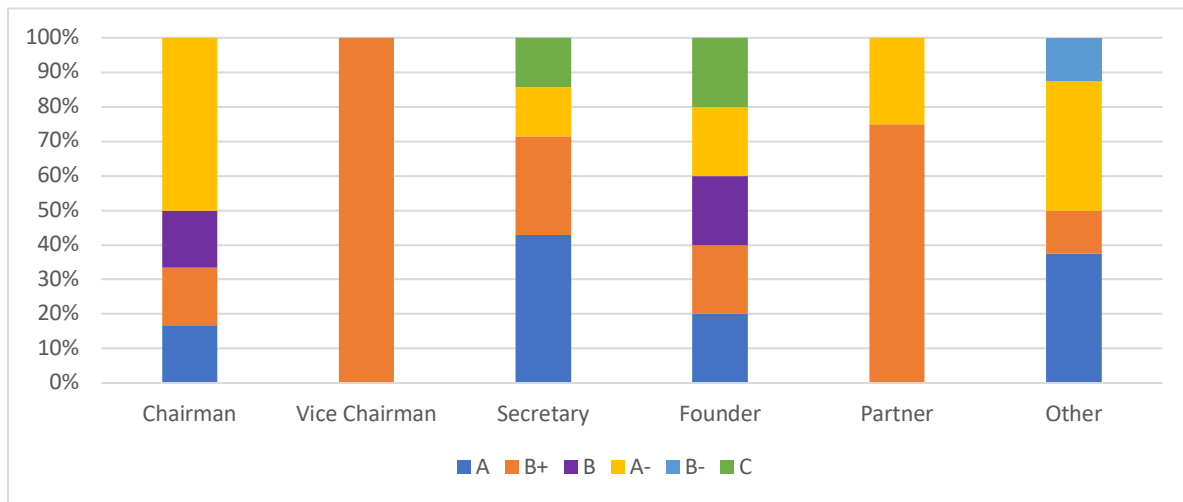
Cross Analysis

Additional analysis based on the positions and organization types are conducted.

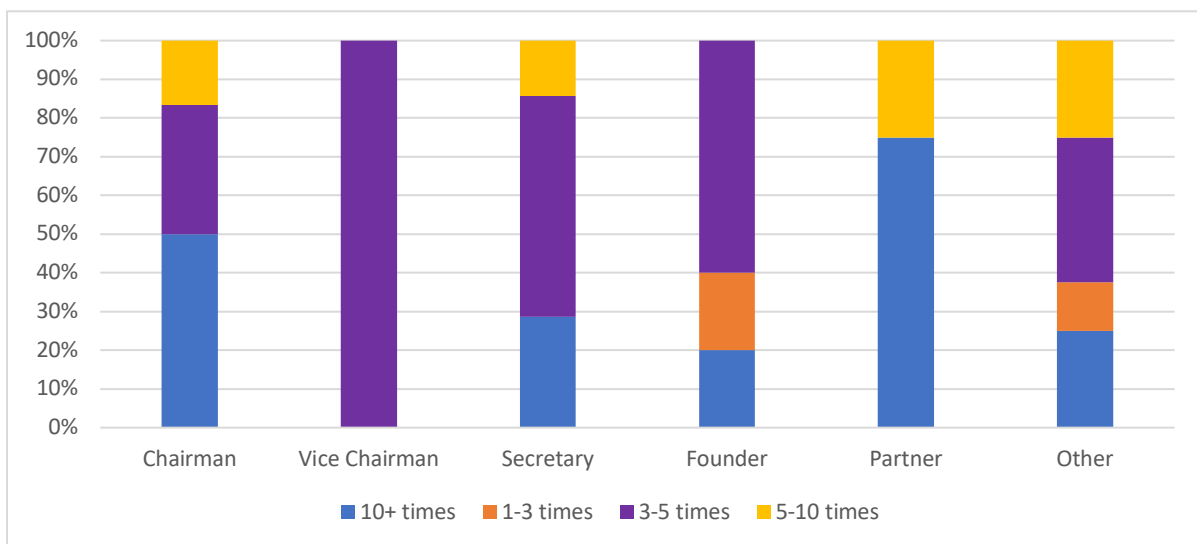
Cross analysis based on positions

About 72% alumni are key players of their respective organization, and 92% of them are senior managers, among them, six are chairman , seven are secretary general, and five are founders. The following are analyzed based on the alumni's positions in their respective organization.

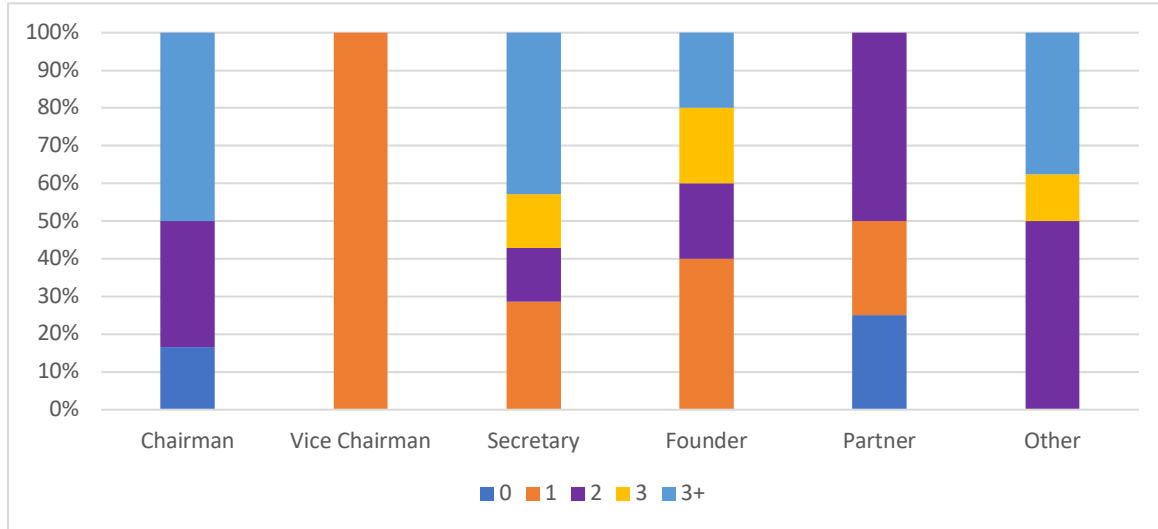
17. The graduation score: chairman's scores are above other positions



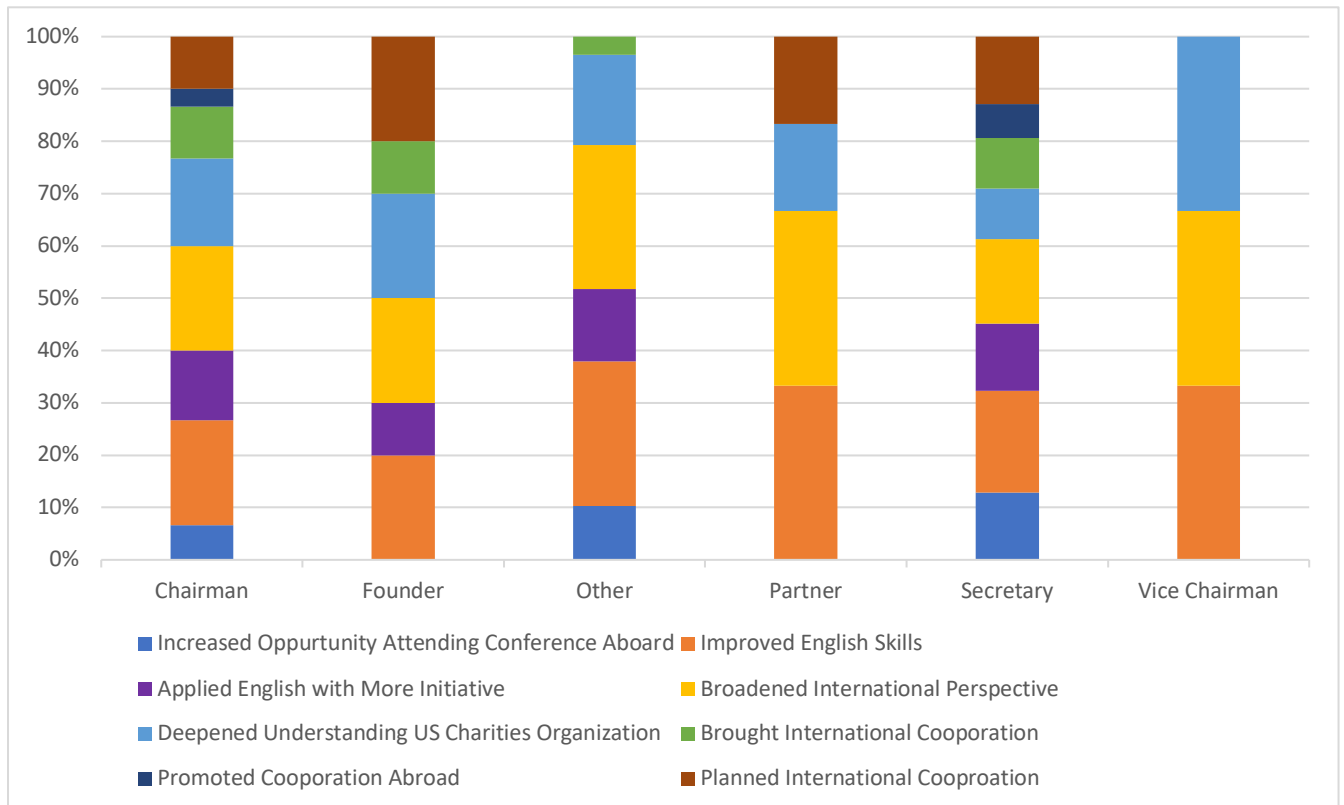
18. Attended extracurricular activities: chairman and founders attended more activities than others



19. Contacted with American organizations or partners: chairman and secretary general contacted more American organizations



20. Achievement and impacts as a result of the IEP study: chairman, secretary general and founder have higher percentage of international business opportunity after returning to China

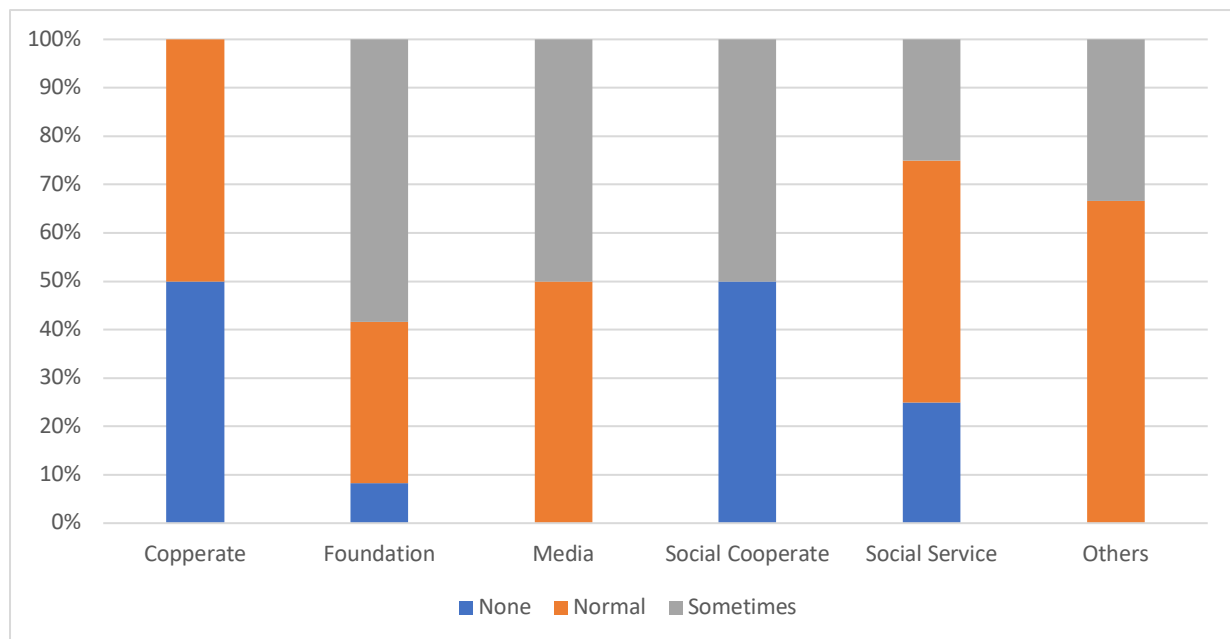


From the above analysis based on student positions, it seems like that chairman are more suitable for the program .

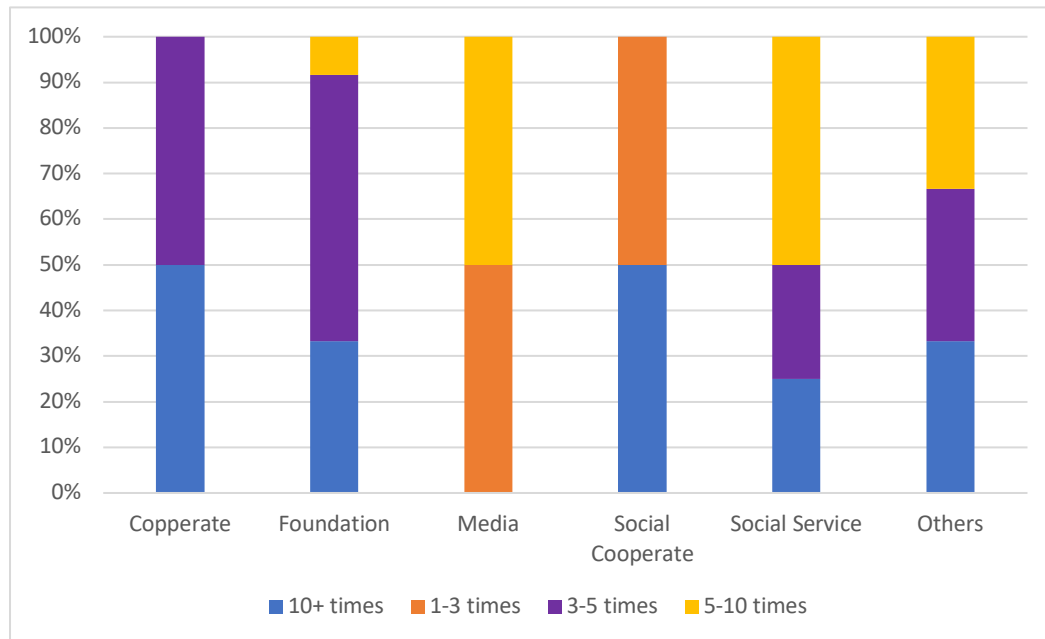
Cross analysis based on the organization type

Near 72% of the IEP program alumni are from non-profit organization including 12 foundations, 4 social service agencies, 2 organizations for social enterprise, media and enterprise. The following are analyzed based on the organization type:

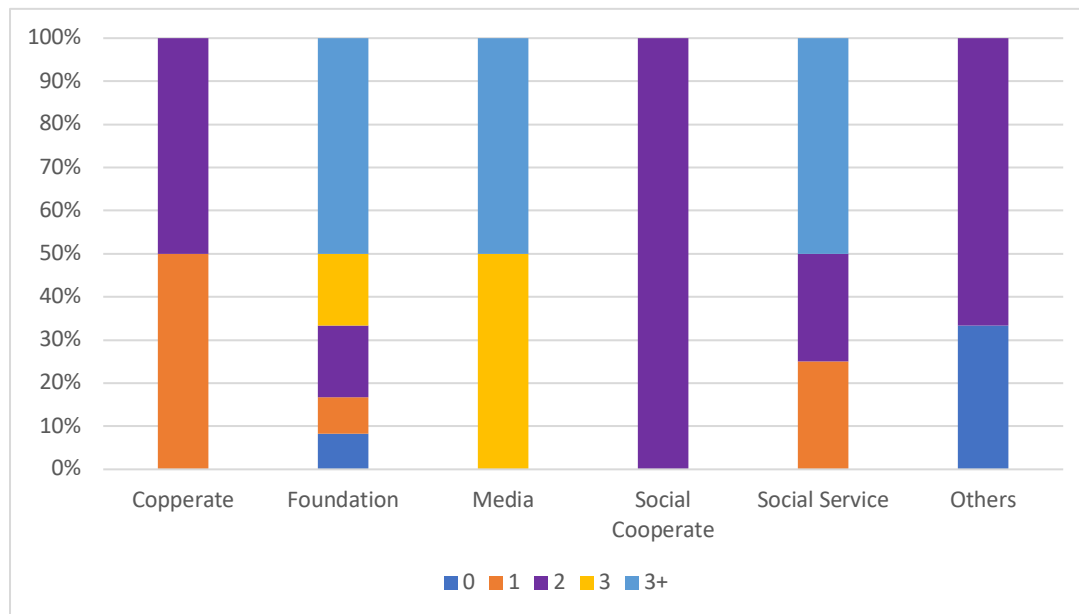
21. International business: except for two social enterprise/cooperate, the rest of organization involved in international business.



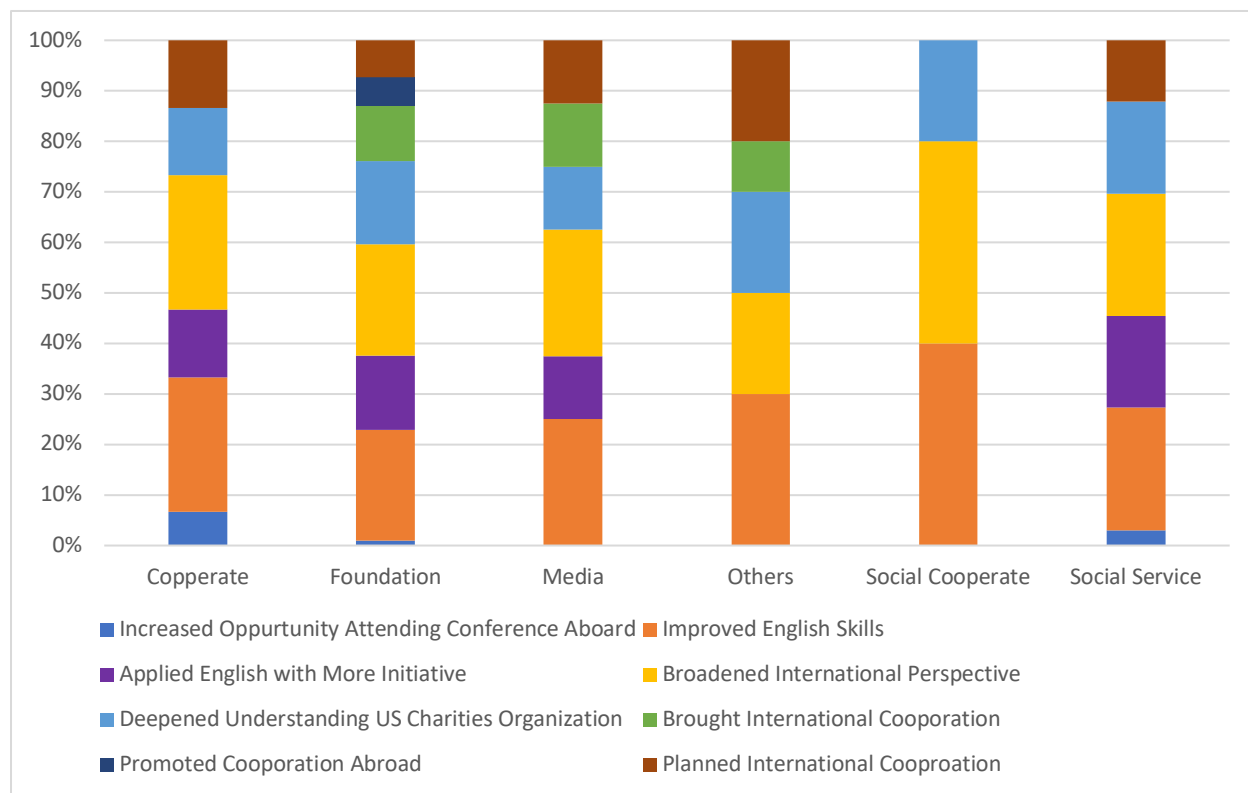
22. Extracurricular activity attendance: alumni from foundation attended more than others, on an average of 3 times.



23. Contact with American organizations or partners: alumni from foundation, social enterprise/corporate and media organization were more active.



24. Achievements and impacts related to the IEP study: About 50% alumni from foundation introduced new overseas partners, and about 25% of the alumni from foundation expanded business to overseas.



From the above analysis, it can conclude that foundation organization provided more supports for the IEP study, and the results of foundation alumni achieved are more superior.

Comprehensive Analysis

Conclusion based on the analysis

1. The result of the program is ideal

The program goal was achieved because alumni reflected that their English proficiencies are improved. More importantly, the experience has opened up international perspectives and promoted the internationalization of institutions

2. Requirements for prospective students are initially established

Key leaders of organizations are more suitable for this program, based on the cross-analysis of the data related to job title and organization type. Despite the limited alumni sample size, the conclusion is not representative statistically speaking, it is still possible to draw a preliminarily conclusion that chairman, secretary general and founder have more advantages in learning motivation and impacts after the study. After all, the cost of living in the United States is not low, and they also have a certain advantage in terms of cost-bearing.

3. There is no centralized communication platform for all alumni

For the alumni over past 6 semesters, a WeChat group is formed for each semester at the time of the application as well as after the enrollment. The alumni do not have a unified communication platform. From the comprehensive analysis of data, the long-term development of alumni groups after graduation and interactive communication are high-frequency words. It can be seen that communication is used as a superficial demand, a deep-level need should be the exchange and integration of resources.

Suggestions to the IEP program development

Based on the information in this survey report, combined with the current project implementation experience, the following project optimization suggestions are proposed:

1. Further clarify the requirements for prospective applicant, the requirement can be listed as below:
 - Position: senior management (core) and key team player
 - English level: basic English level 4 or above
 - Economic conditions: should be sufficient to cover the cost by either the organization provides subsidies or a good economic foundation
 - Character: social, critical thinking, innovative, and dedicate
 - Align with program design: self-help , homestay, etc.

2. Applicants' organization requirements:

- Local non-profit organization, social enterprise, media
- Organization should be well-established, or grassroots organization in the early start-up period can issue documents to support the applicant's participation in the program

3. Expand enrollment information channels, increase the prospective student number and enrollment:

- Main channel: the main partner is the China Global Philanthropy Institute, and the China Global Philanthropy Institute will need to improve the project publicity, especially via its own resources for promotion during recruitment.
- Auxiliary channels: 1) look for a suitable institution or organization as a partner, and can select 1-2 students from the partner institution or organization each year. 2) Receive recommendations for alumni, utilizing the two-way incentive principles, for example: recommendations from alumni will be considered first, and alumni will be invited to attend activities from Daofeng&Angela Foundation or the recommended organizations.

4. To further define the role and responsibilities and strengthen the program management:

- Renew partner contract and responsibilities: the main role of the China Global Philanthropy Institute is to enroll and provide trainings to students prior to a new semester, and provide summary post-semester. Georgetown University English Learning Center is primarily responsible for executing the curriculum and providing student activity venues
- Identify the partners and cooperation mechanisms: both parties need to clearly designate the main point of contact person for the program and regular meeting mechanism to facilitate the coordination of the three parties.

5. Appropriate adjustment of program curriculum and activity arrangements:

- Customize English teaching content: as the program expands, Georgetown University English Learning Center appropriately adjusts the design of class to include more listening and speaking practice, such as recruiting American students as one on one volunteers for student to have more listening and speaking exercises after the class. The school should also request students to stay in an English-speaking environment.
- Set up quantitative requirements for visiting American institutions and museums, and so on. The students should be required to visit American non-profit organization, such as at least three times, and a summary should be written after the trip. The students should also attend at least 2 times local public non-profit activities. Finally, the students should also visit at least three museums and submit a summary for each visit.

6. Establishment and maintenance of alumni platform:

- Build a community communication platform

Proposal A: Form an alumni WeChat group to include alumni into the group to facilitate regular communication.

Proposal B: Establish alumni associations and select a president to gather resources and host events.

Proposal C: Based on the alumni association, organize regular or irregular activities, such as: welcome new student to join and graduation anniversary, charity events, etc.

- Organize offline communication platforms: according to the program scale and external resources, host event based on a certain topics or partner with third parties for offline communications and activities sharing.

- Routine alumni maintenance

Proposal A: To build a cohesive alumni organization, a brief news journal can be published to share information and alumni status in the name of Daofeng&Angela Foundation on a regular basis.

Proposal B: Share alumni's traditional American festivals and Georgetown University's status, so that the memories of school life can be "fresh" and alumni stay connected.

Proposal C: Alumni are encouraged to share information such as changes, progress, project development, etc., in the alumni organization community after returning to China, and form mutually encouraging group.