



# World Union of Jesuit Alumni

## Final Presentation

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University Heights, 12/12/2013



# Agenda

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- Our group work's mission
- Jesuit Networking survey – presentation and interpretation of results
- Implementing research objectives
- Next steps and summary



# Our group works mission

## Starting Point

- World Union of Jesuit Alumni Congress takes place at John Carroll University in Summer 2017
- Congress theme: Jesuit Networking
- Launch of collective Jesuit project to enhance networking efficiency and reach

## Objectives

- Determine more specific areas of interest for potential visitors of the congress
- Improve WUJA/Jesuit networking

## Procedure

- Survey as many potential visitors of the congress as possible on their opinions and preferences of networking using preexisting Jesuit networks
- Based on the research, create potential WUJA/Jesuit networking schemes
- Analyze and optimize WUJA/ congress marketing

# Jesuit Networking survey – presentation and interpretation of results

## Methodology



How?

*Qualtrics* Survey

Where?

Jesuit homepage ([www.jesuitnetworking.org](http://www.jesuitnetworking.org))

When?

12/02/2013 – 12/11/2013

How many?

42 respondents

Components

Motivators for networking/collaboration, reasons to become involved, preferred ways of collaborating, demographics, etc.

Objectives

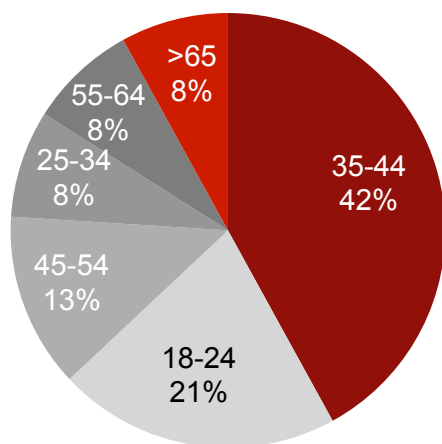
1. Determine areas of interest for potential visitors of the congress
2. Improve WUJA/Jesuit networking

# Jesuit Networking survey – presentation and interpretation of results

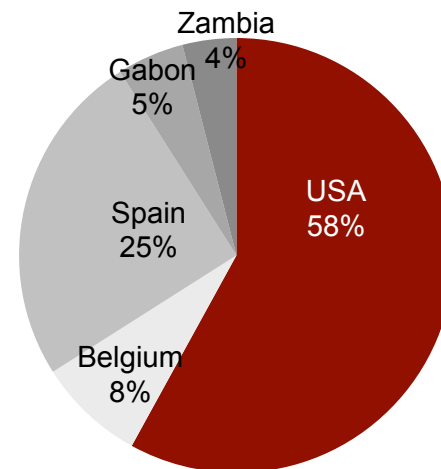
## Survey demographics



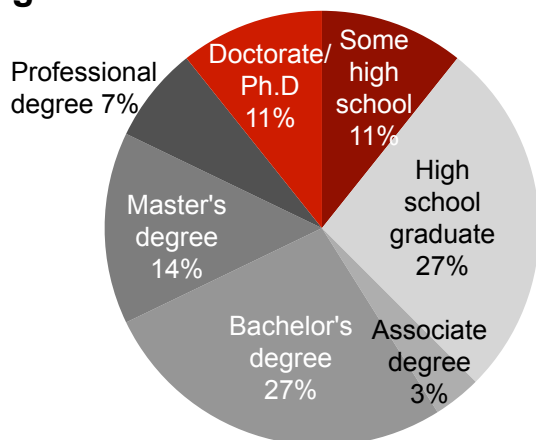
**Age distribution**



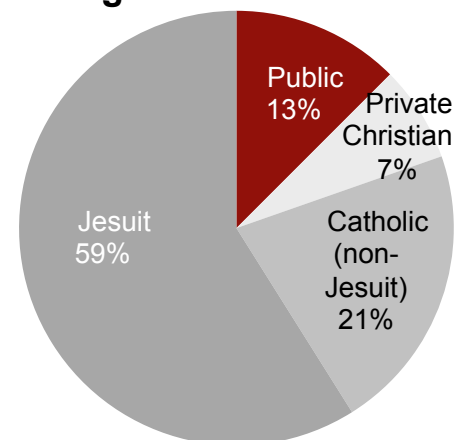
**Country of residence**



**Distribution of institutional education backgrounds**



**Distribution of organizational education backgrounds**

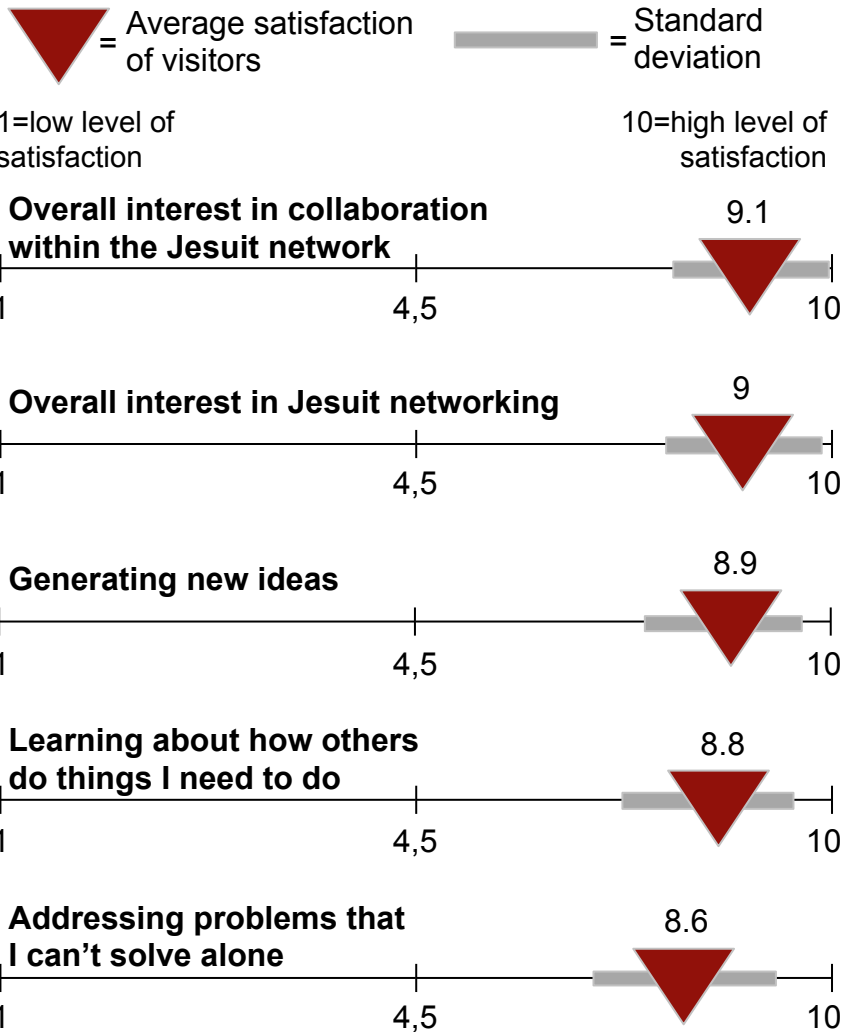


# Jesuit Networking survey – presentation and interpretation of results

## Top 5 motivations for networking and collaboration



### Data



### Analysis

- Strong overall interest of survey respondents in networking/collaborating within the Jesuit Community
- Additional value creation of network over individual capabilities is strongly appreciated
- Communicating to learn from each other
- Network as a problem solver

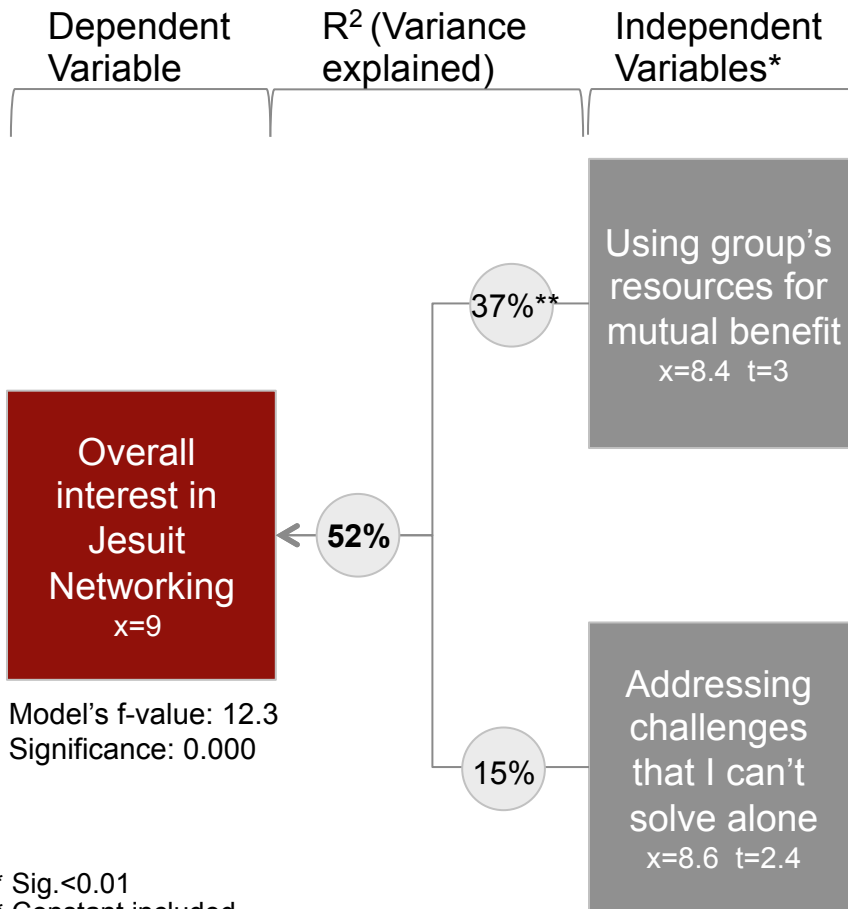
# Jesuit Networking survey – presentation and interpretation of results

## Drivers for networking and collaboration



### Data

**Percentages of variations in dependent variable that is predicted by independent variables**



### Analysis

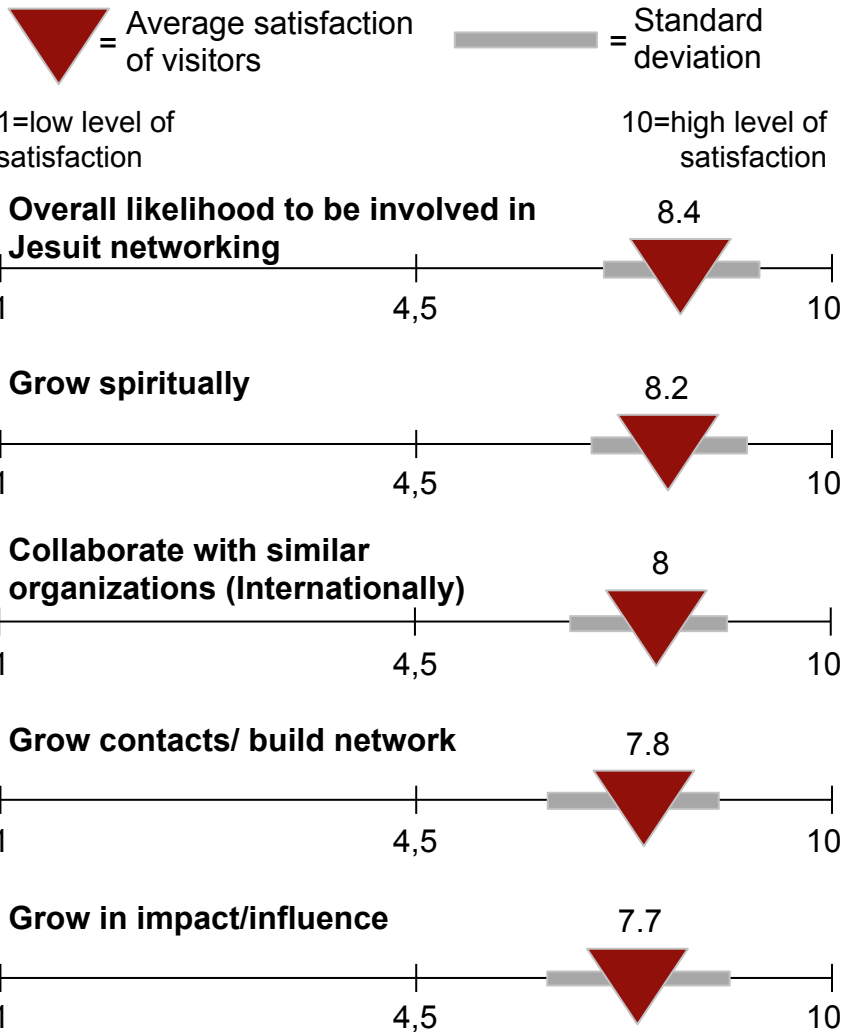
- 52% of variation in the dependent variable *overall interest in Jesuit Networking* can be explained by the independent variables *using group's resources for mutual benefit* and *addressing challenges that I can't solve alone*
- Network as a problem solver
- **Effective and efficient platform needs to be found to leverage network's resources**

# Jesuit Networking survey – presentation and interpretation of results

## Top 5 reasons to become involved in a Jesuit network



### Data



### Analysis

- Again, strong overall interest of survey respondents in networking/collaborating within the Jesuit Community
- Important spiritual aspect; respect it for both communication and congress input
- Strong interest in international collaboration; marketing factor and congress input
- Try to encourage a personal atmosphere at congress
  - Small breakout groups to get to know people more closely
- Use congress adaptations to advertise!



# Jesuit Networking survey – presentation and interpretation of results

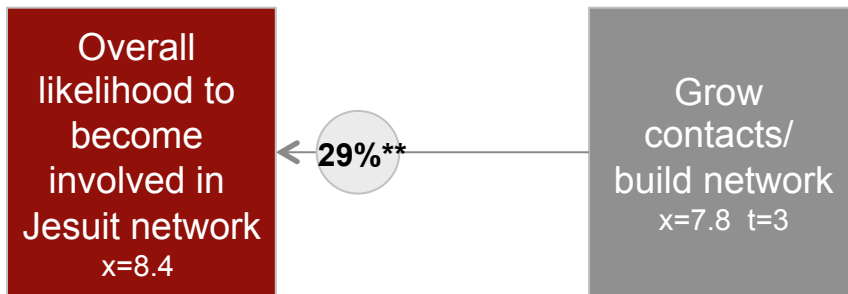
## Drivers for becoming involved in a Jesuit network



### Data

Percentages of variations in dependent variable that is predicted by independent variables

Dependent Variable	R <sup>2</sup> (Variance explained)	Independent Variables*
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Model's f-value: 9.2  
Significance: 0.006

\* Sig.<0.01  
\*\* Constant included

### Analysis

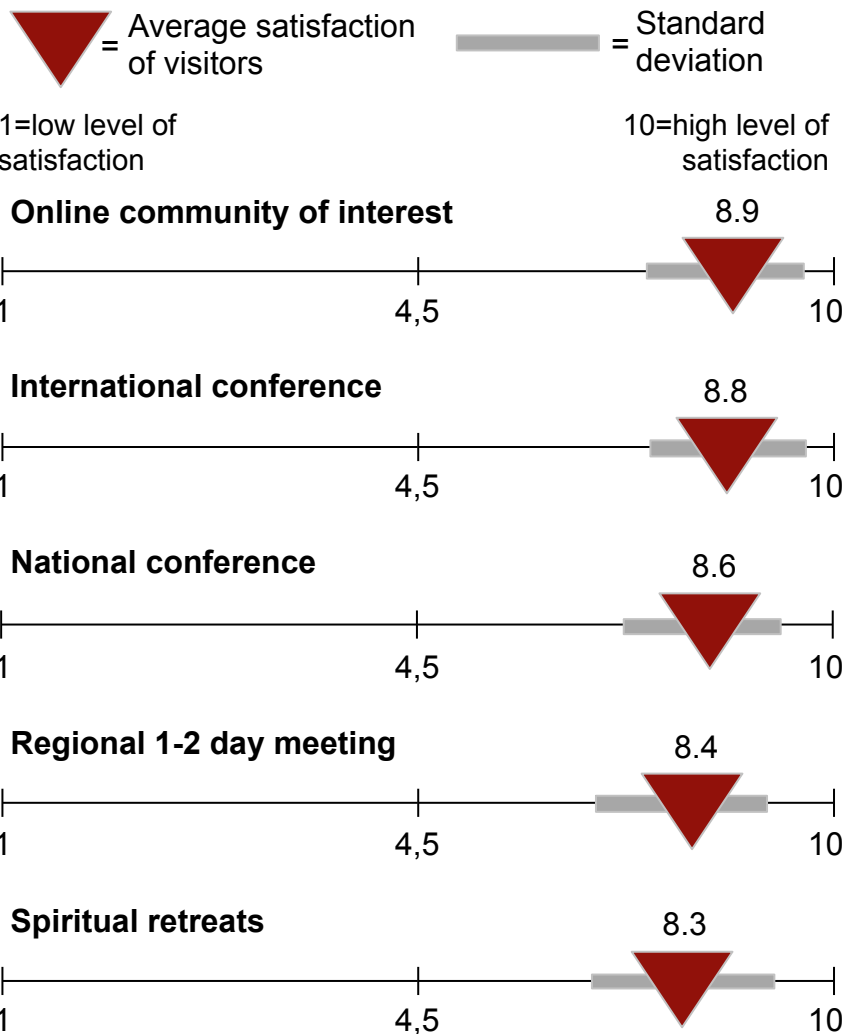
- 29% of variation in the dependent variable *Overall likelihood to become involved in Jesuit network* can be explained by the independent variable *Grow contacts/ build network*
- Members want to meet new people to be able to expand their network
- **Effective and efficient platform needs to be found to leverage network's resources**

# Jesuit Networking survey – presentation and interpretation of results

## Top 5 most interesting ways to collaborate



### Data



### Analysis

- Very strong favor for online community
- Strong favor for conferences, both internationally and nationally;  
market international aspect of the congress
  - Confirmation for big interest in WUJA conference
- Idea to host smaller, regional conferences more frequently?
- Again, spiritual aspect;  
consider for congress planning

# Jesuit Networking survey – presentation and interpretation of results

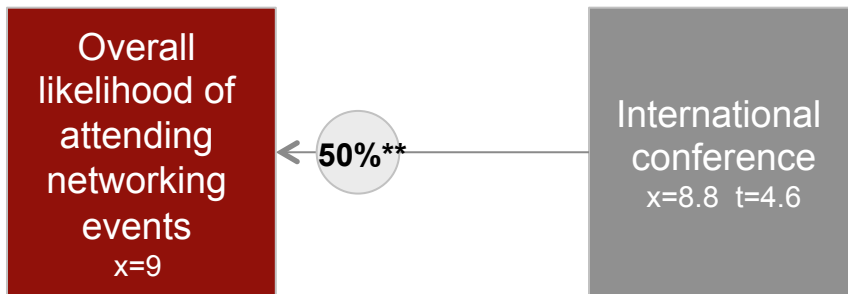
## Drivers for attending Jesuit networking events



### Data

Percentages of variations in dependent variable that is predicted by independent variables

Dependent Variable	R <sup>2</sup> (Variance explained)	Independent Variables*
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Model's f-value: 20.7  
Significance: 0.000

\* Sig.<0.01  
\*\* Constant included

### Analysis

- 50% of variation in the dependent variable *overall likelihood of attending Jesuit networking events* can be explained by the independent variable *International conference*.
- Members are interested in international collaboration.
- In order to network internationally, means of communication need to be adapted to multilingual and multicultural networking preferences.
- Internationality of Jesuit networking as a strong marketing chance.



# Implementation of research objectives

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- 1.) Determine areas of interest for potential visitors of the congress
- 2.) Improve WUJA/Jesuit networking

## 1) Determination of areas of interest for the congress



➔ Try to incorporate reasons to become involved in network into WUJA congress

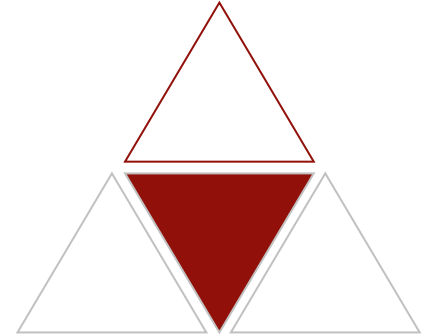


\* Taken from Jesuit Networking Survey

# Implementing research objectives

## **“Grow spiritually” at the congress**

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Include masses



Bring Jesuit speakers (priests, organization leaders, etc)



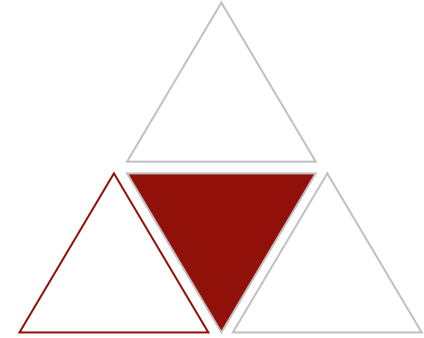
Set up times for meditation; small discussion groups to share experiences and their faith



Implementing research objectives

## **“Collaborate with similar organizations” at the congress**

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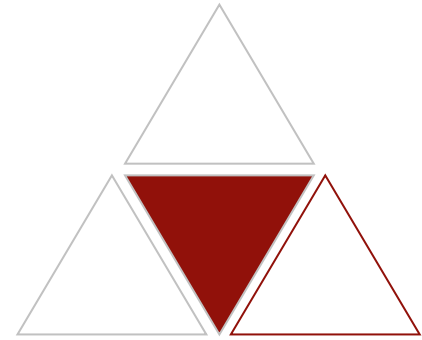


- ➔ Invite different organizations in order to expand their brand awareness
- ➔ Create segments within the Congress to allow people to meet and get to know other organizations
- ➔ Opportunity to collaborate with similar international organizations

# Implementing research objectives

## **“Generate new ideas” at the congress**

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- ➔ Create discussion forums both at the Congress and online in the platform that we will create
- ➔ Brainstorming sessions with the goal of answering questions and solving problems of the different organizations
- ➔ Leadership pannel to inform and teach about what they do in their organizations and what works best



Implementing research objectives

## 2) Improve WUJA/Jesuit networking



**WUJA**  
Congress  
World Union  
Jesuit Alumni

**Online Community**



**Eigth  
WUJA**  
Congress  
World Union  
Jesuit Alumni  
Medellin-Colombia  
South America  
2013.



# Since 1956,

the World Union of Jesuit Alumni's Congresses have alternated between continents: Europe, Australia, Asia, Africa, and

**now it's South America's turn.**

Learn more about the WUJA Congress from August 14th to the 17th, 2013

[Home](#)[The Congress](#)[Preliminary Schedule](#)[Social Responsibility](#)[Hotels and Tourism](#)[Colombia Medellin](#)[Online Community](#)

Would you like more information about Colombia, Medellin or the World Congress? [Contact us](#)



Federación  
ASIA Colombia



ASIA IGNACIANA



World Union of Jesuit Alumni >

Union Mondiale des Ancien(ne)s Elèves de la Compagnie de Jésus >

Union Mundial de los Antiguos Alumnos de la Compañía de Jesús >



Meet the Jesuit Alumni  
Associations from  
around the World

**MEDELLIN - COLOMBIA**  
**Host of the**  
**Eight World Congress of**  
**JESUIT**  
**ALUMNI**



## Welcome to Medellin

VIII Congreso Mundial de Exalumnos Jesuitas Med

**Mundial**  
**Exalumnos**  
**Jesuitas**



llin Colombia

0:00 / 1:29

YouTube



Would you like to know more  
about Colombia, Medellin  
or the **World Congress?**

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**WUJA**  
Congress  
World Union  
Jesuit Alumni  
Online Community



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## FEATURED BLOG POSTS

📍 [Going to Cambodia](#)

## RECENT ACTIVITY

📍 [drfacca](#) is assisting to WUJA 2017

📍 [kellymc](#) replied to [alysiak](#) in [Volunteering - Discussion Forum](#)

## LATEST NEWS

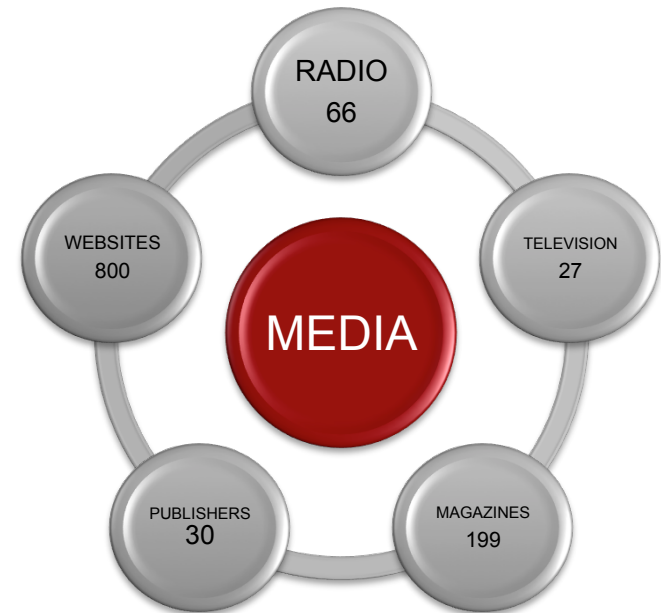
📍 WUJA stands in Chicago and JFK airports

## CHAT



# Implementing research objectives

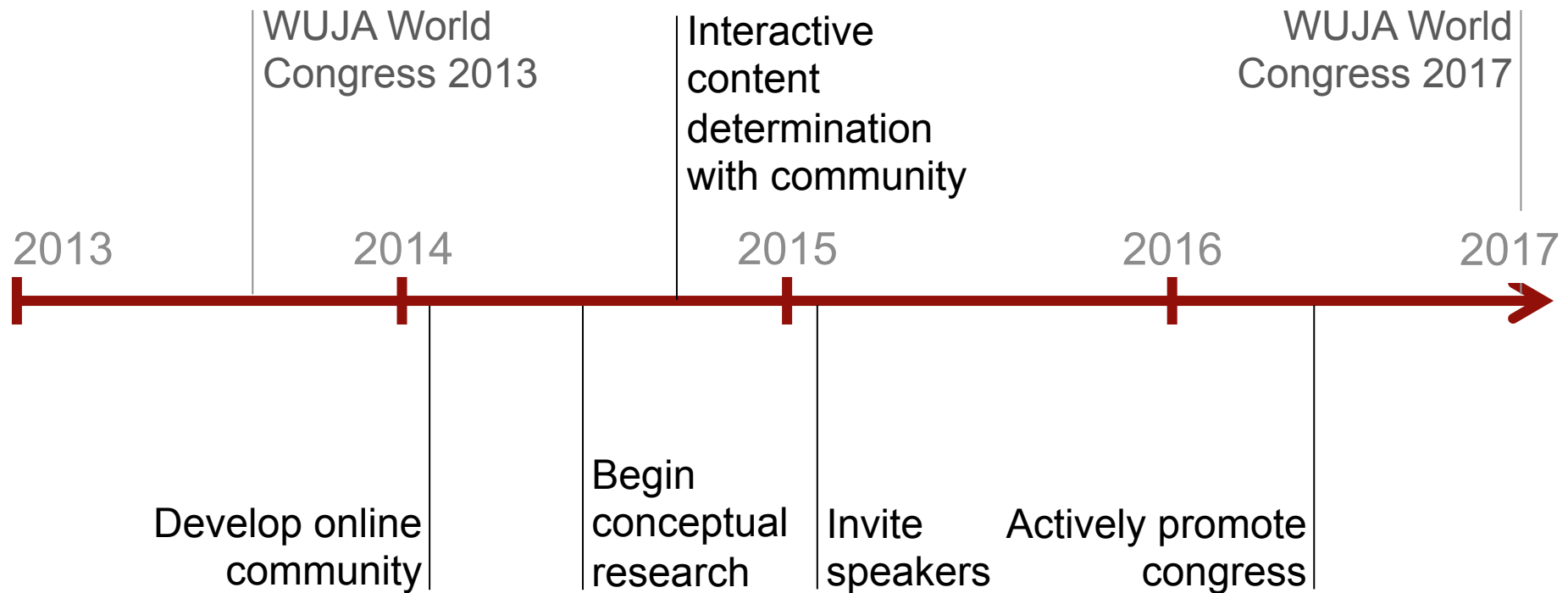
## Membership Life Cycle



- ➡ **Promote** the community
- ➡ **Invite** people to join
- ➡ **Intensify** its importance



# Next steps





# Summary

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- ➔ Continue gathering information for the congress through the survey.
- ➔ Use the data to develop new programs and create new content which will draw more attendees.
- ➔ Create an online community for the Jesuits to keep updated on the Congress and the network.
- ➔ Advertise the key aspects of the Congress with the online community in the next few years.
- ➔ Measure the overall satisfaction with the new content and the Congress.



# Thank you!





# Question 1

## Motivations for networking and collaboration

Motivation	Mean
Creating a group of acquaintances or associates with like interests	8.2
Keeping the group active on issues of interest through regular communication	7.8
Using the group's resources for mutual benefit	8.4
Learning about how others do things I need to do	8.8
Generating new ideas	8.9
Developing relationships with people that can help me achieve personal objectives	8.3
Developing relationships that help promote my organization	8.5
Understanding the Society of Jesus' perspectives on complex issues	8.3
Understanding how I can act on social justice issues	8.3
Overall interest in Jesuit Networking	9
Overall interest in collaboration within the Jesuit Network	9.1
Addressing problems or challenges that I (or my institution) can't solve alone	8.6





## Question 2

### Reasons to become involved in a Jesuit network

Motivation	Mean
Grow contacts/ build network	7.8
Grow spiritually	8.2
Collaborate with similar organizations (Locally)	7.4
Collaborate with similar organizations (Regionally)	7.4
Collaborate with similar organizations (Nationally)	7.4
Collaborate with similar organizations (Internationally)	8
Grow in impact/influence	7.7
Scaling up my/our work	7.5
Overall likelihood to be involved in Jesuit networking	8.4



## Question 3

### Interest in collaborating in the following ways

Motivation	Mean
Luncheon speakers & presentations	7.7
Cocktail happy hours	6
Conferences	8.6
Telephone conference calls	6.4
Online community of interest	8.9
Webinars	8.1
Social Network (Facebook, Blogs, Twitter etc.)	7.8
Spiritual retreats	8.3
Regional 1-2 day meeting	8.4
National conference	8.5
International conference	8.8
Overall likelihood of attending Jesuit networking events	9
Offering my contacts (i.e from my own network)	7.9



## Question 4

### Which social networking platforms are preferred?

Motivation	Mean
Facebook	7.6
Linked In	6.7
Twitter	6.1
Blog	6.6
Online community (password protected website for collaboration)	8.3
Email newsletter with links	7.8
Overall likelihood of using social media as a Jesuit networking platform	8.3



## Question 5

### Likelihood to offer the following for network

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Motivation	Mean
Time (volunteer service hours)	7.5
Talent (volunteer professional services, board service, entertainment, etc)	7.9
Treasure (financial resources, corp sponsorship)	5.8
Immersion experience	6.9



## Question 7

### Top 5 known organizations

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Motivation	Mean
Jesuit Refugee Service	6
Fe y Alegría	5.4
Jesuit Networking (jesuitnetworking.org)	5.2
Jesuit Retreat House (Parma, OH) USA	4.4
CLC (Christian Life Communities)	4.4



## Question 8-17

### Demographics – Involvement & contact channels

Average duration of involvement in Jesuit organization (years)

3.6

#### Preferred methods of communication

Mean

E-mail

8.8

Phone

6.2

Newsletter

7.6

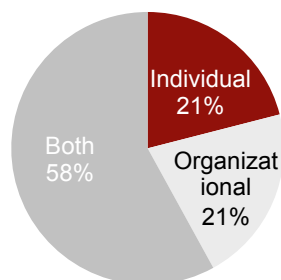
Social media

7.9

In person gatherings, meetings, events

8.2

#### Networking perspective



#### Society of Jesus member?

