

AIESEC IN KOREA

STATE OF NATIONAL ASSOCIATION

Q3 2017

SONA REPORT



Introduction

This document highlights the key findings from the Quarter 3 SONA (State Of The National Association) report. The MC team has compiled important information that was shared from the network in order to further improve how we operate as AIESEC in Korea and which areas we can improve for the upcoming quarter

Contents

- Talent Management
- Finance
- External Relations
- Incoming Global Talent
- Incoming Global Volunteer
- Outgoing Global Volunteer
- Outgoing Global Talent
- Marketing

TALENT MANAGEMENT

Recruitment

How many applications did we receive?

Total

436

How many applicants did we interview?

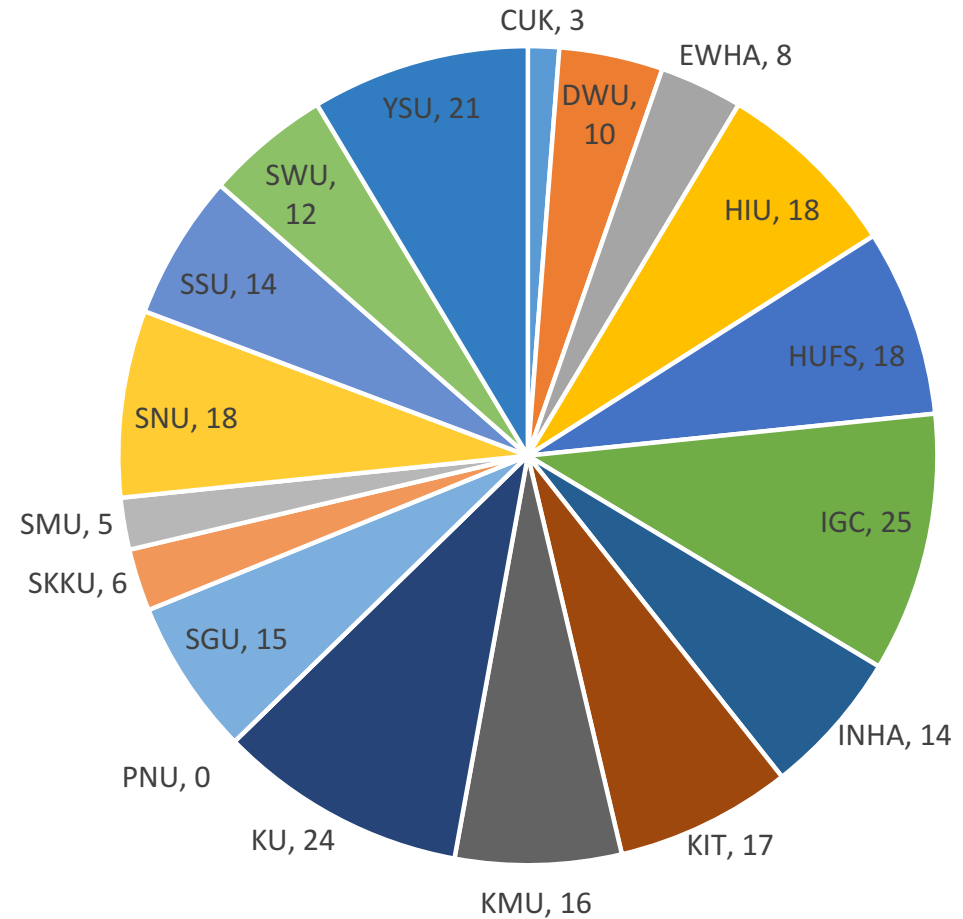
Total

339

Recruitment

How many members did we hire this semester?

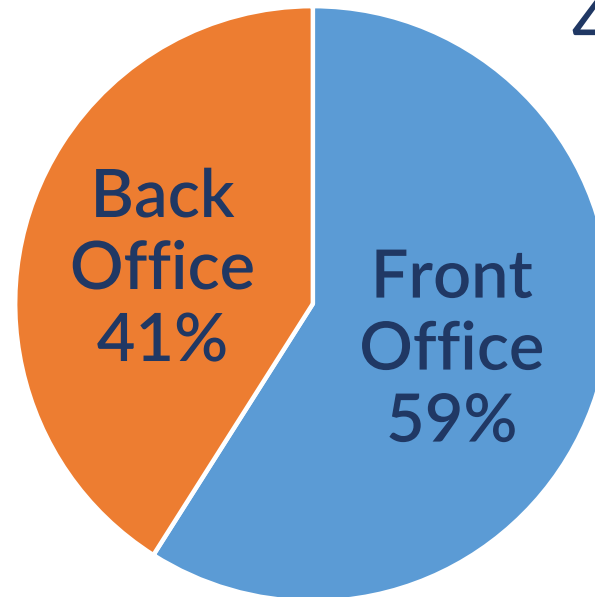
223



Profile

Members in AK

708

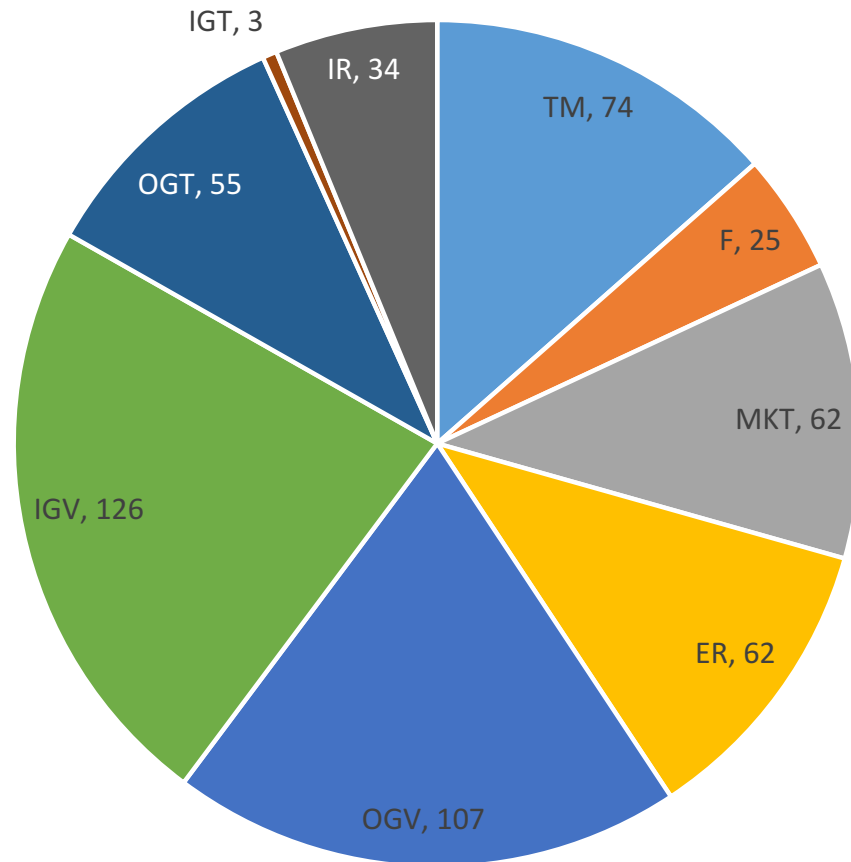


41% Members are back office

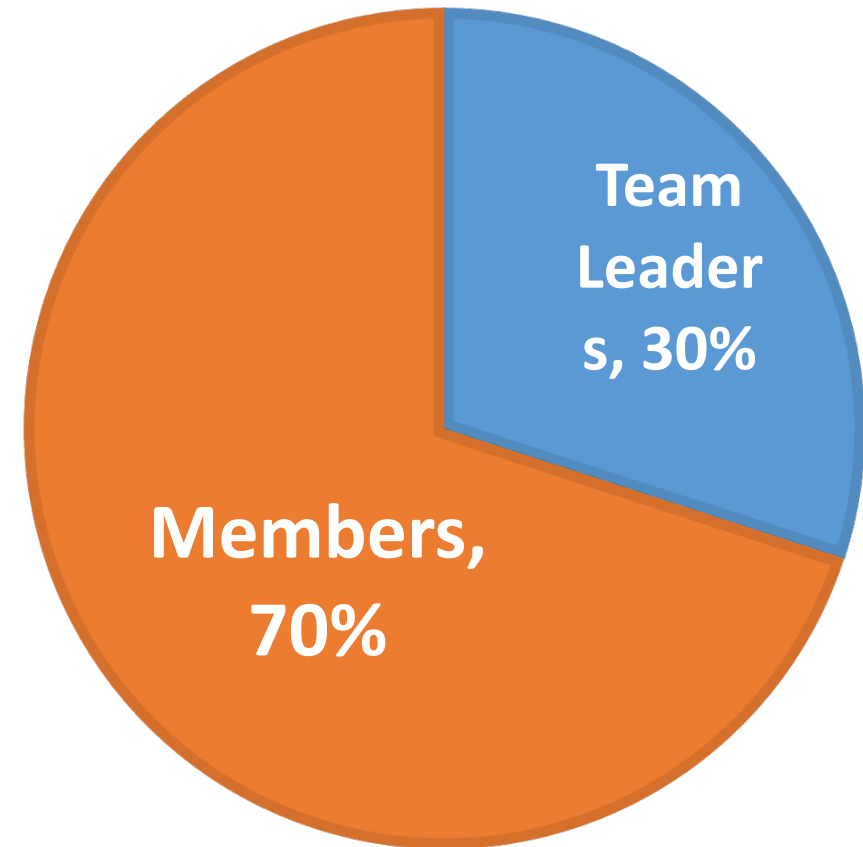
This is still very high and not ideal

Profile

Members per Function



% Members & TL



Productivity Analytics

MEMBERS

708

EXCHANGE GOALS WINTER

318

PRODUCTIVITY

45%

This means that it takes about 2 members to send one person on exchange!

Retention Analytics

September 2016 -> March 2017

40%

April 2017 -> August 2017

60%

As an entity we tend to have high retention rates from April to August, however once the year ends, we see a lot of members leaving the organization.

Having better retention from year to year, and members staying longer in AIESEC, means better information continuity which will ensure better operational excellence.

Team Standards (TS)

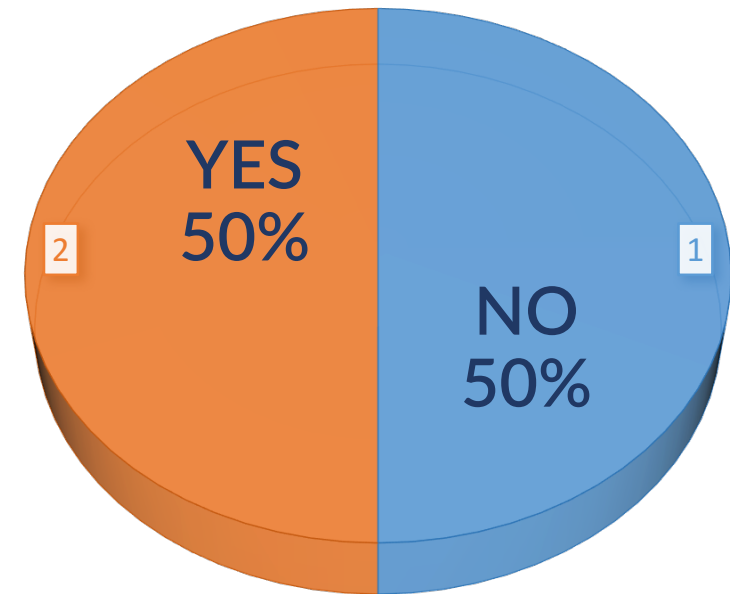
We do not know how the team experience is going for 50% of our members!

As AIESECers we are continually striving for excellence! So it is important for us to understand what we are doing well, but also how we can improve!

Tracking team standards lets us see where our strengths and weaknesses are, so that we can continue to provide good team experiences!

Through doing the People Survey, we will be able to understand better what type of team experience our members are experiencing, what our team leaders are doing well and how we can continue to improve.

Team Standards being tracked



50%

Leadership Development Assessment (LDA) Implementation

See the value in doing the LDA

LDA Completed

83%

40%

60% of our membership has not completed the LDA. The LDA helps us to better guide each members unique development through their AIESEC experience. Members should be filling LDA, and leaders should be using its results as a tool to increase their development.

The only way we'll deliver leadership development in exchanges, is if we ourselves are leaders.

Lets be the first generation to achieve 100% LDA completion!

What is your main focus for TM?

1. Get a motivation on AIESEC
2. Letting all members realize why they are in AIESEC themselves
3. Retention rate
4. Make our LC's members more friendly
5. To make every single member feel sense of belonging as AIESECEers, and to be positive on their impact on their surroundings.
6. When they are done with their team, they get at least one lesson by AIESECer
7. Make good relations between entire LC
8. Improve morale and strengthen the solidarity by setting up and satisfying personal goal.
9. Member education
10. Being a touch-point for member's challenging experiences and sharing (Empowering others)
11. Member Tracking

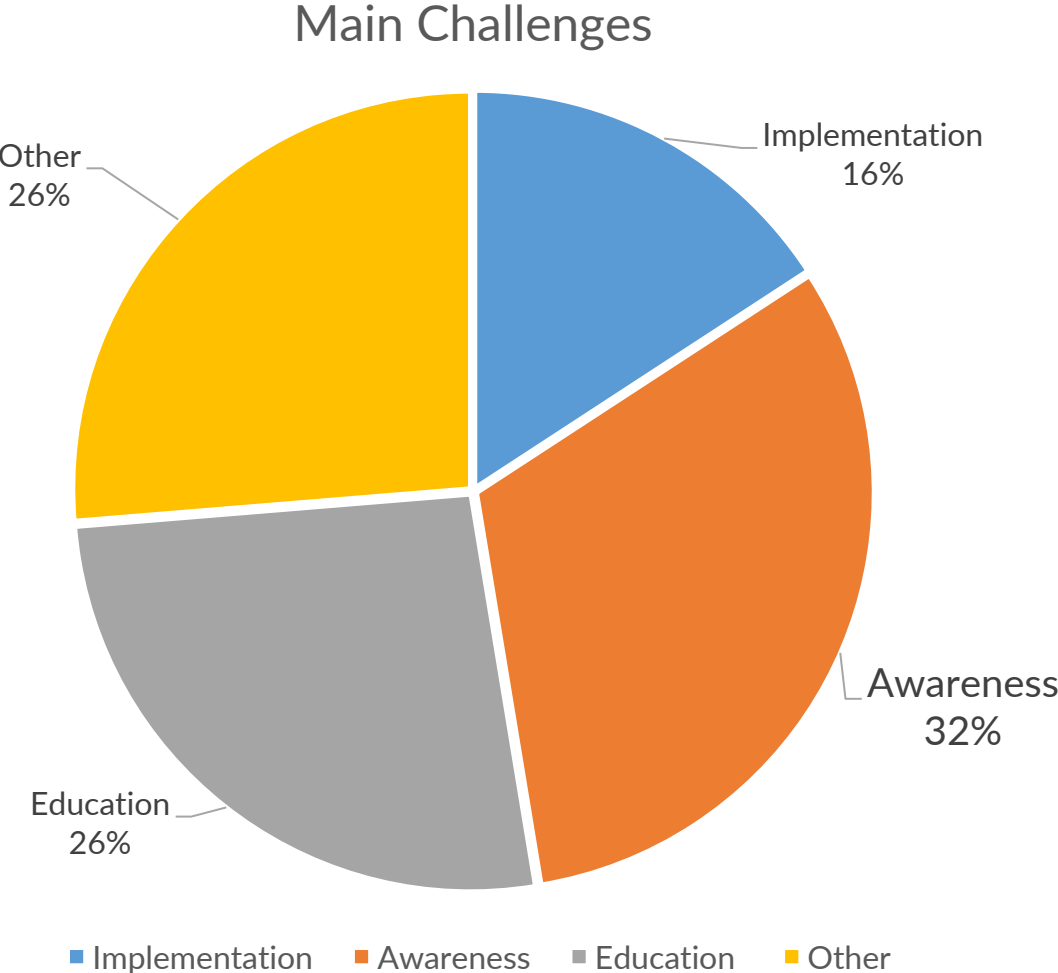
FINANCE

Finance Standards

Main Challenges with Finance Standards Implementation

Education
Awareness
Implementation

- 6 LCs stated they need more awareness on the Finance Standards
- 5 LCs stated they need more education on them
- 3 LCs indicated support needed for implementation
- 5 LCs listed other challenges or reasons



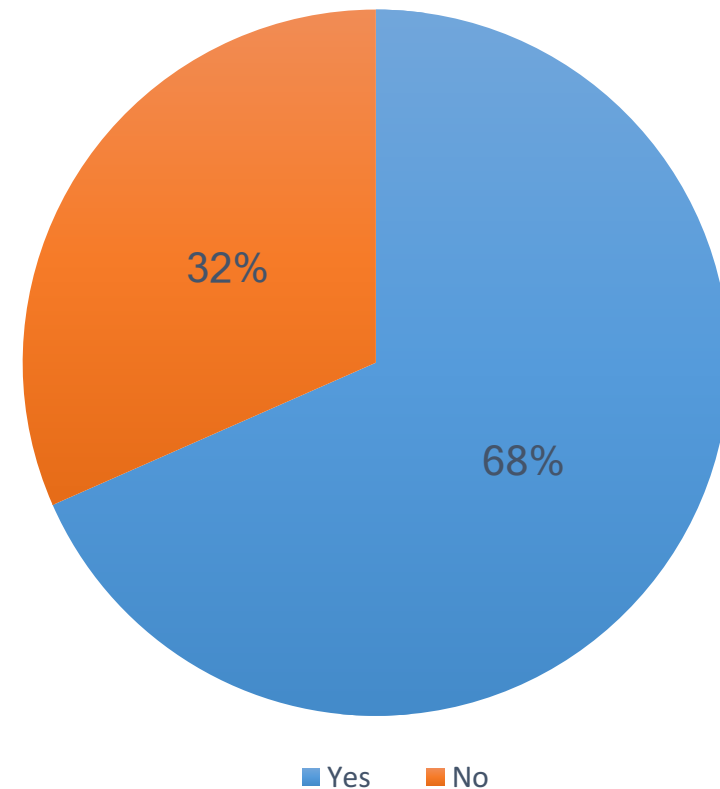
Budgeting

of LCs that have their budget in a monthly breakdown

13

Most LCs have a monthly breakdown of their planned revenues and expenses for the semester. However, as result we cannot effectively track the planned vs achieved for Financial goals for a few LCs in the network

of LCs with budget in monthly breakdown



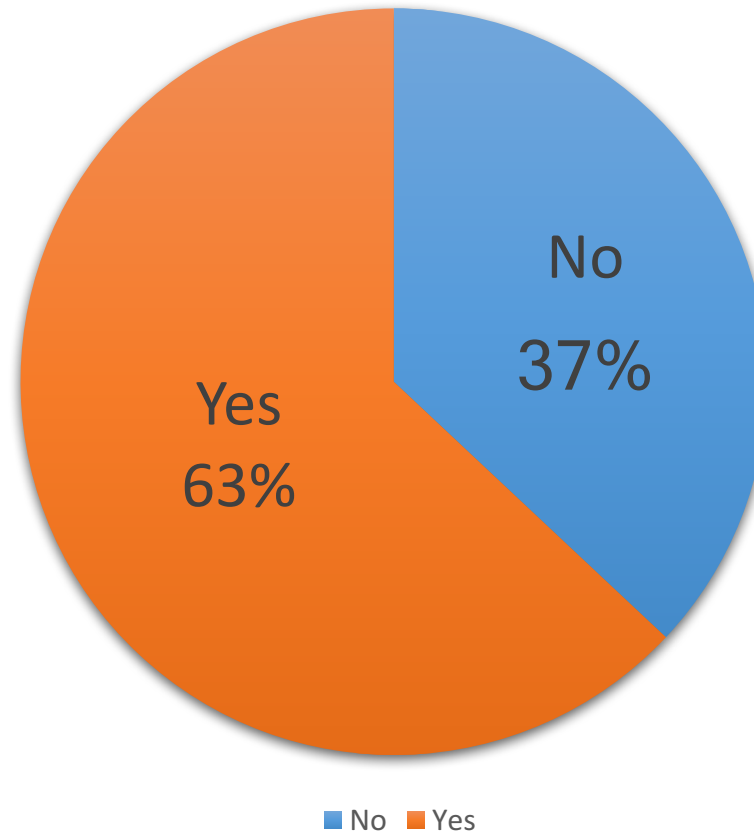
Accounting

% of LCs with their budget aligned with their accounting

This means that only 68% of AK has fully aligned accounting processes with their budget.

If your budget structure aligns with your accounting software, you will be able to better understand where your expenses are.

Budgeting Aligned with Accounting



Q3 Operations

Biggest Financial challenges during July-September

- **No Incomes**
- Gathering Receipts
- Affiliation Fee payments
- **Financial sustainability reliant on Membership fees**
- **iGV PBoX Expenses and Program management costs**
- EP fees for OGX

Several financial challenges appeared throughout the network during Q3, however the most significant were the lack of financial incomes throughout the quarter, significant iGV project expenses, and several LCs having to rely on financial income from charging their membership.

These causes several problems as this tells us that as an entity as a whole, we still do not have proper financial management of our program, and we end up resorting to alternative revenue streams that are not sustainable in the long term.

Main Expenses for Q3

- iGV Project running:
 - ~~₩~~**12,370,000**
- iGV Project Housing/Accommodation:
 - ~~₩~~**3,203,030**
- OGV Promotion (Posters, Open Booth):
 - ~~₩~~**980,790**

Main expenses that can be noted based on information shared on the SONA report, at the local level we totalled approximately ~~₩~~15,573,030 to run Incoming Global Volunteer, with over ~~₩~~3,203,030 won spent on accommodation expenses.

Other major expenses included oGV promotion over the previous quarter, which included approximately ~~₩~~980,790 spent on promotional material and open booth

Possible Challenges for Q4

- ***iGV Financial Support and Management***
- Team Days
- Overall Financial Sustainability
- Financial Education for members
- Affiliation Fees

Moving into the end of the year and full swing into Winter Peak, many LCs have listed that iGV Financial Support and Financial Management are going to be the biggest financial challenges.

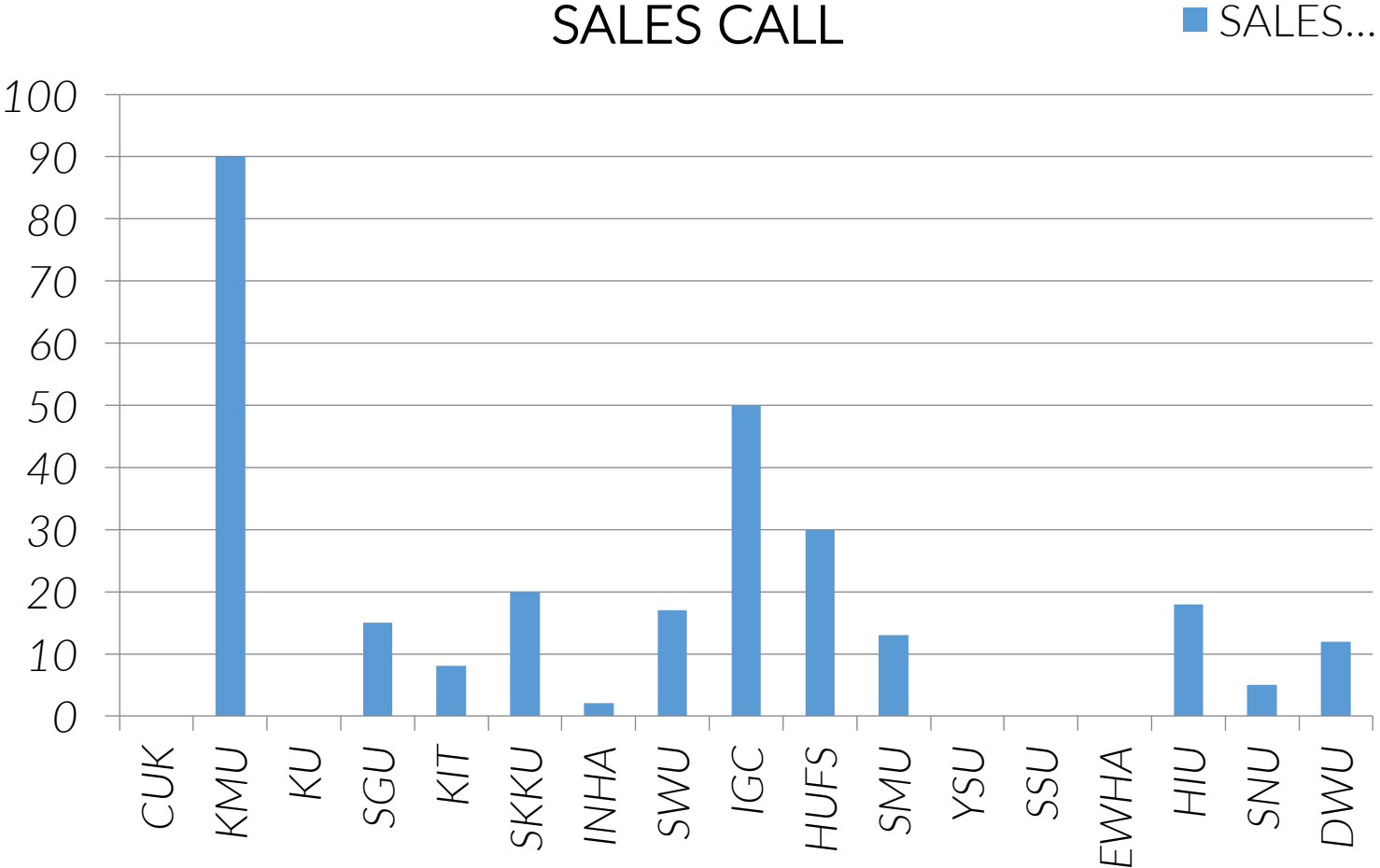
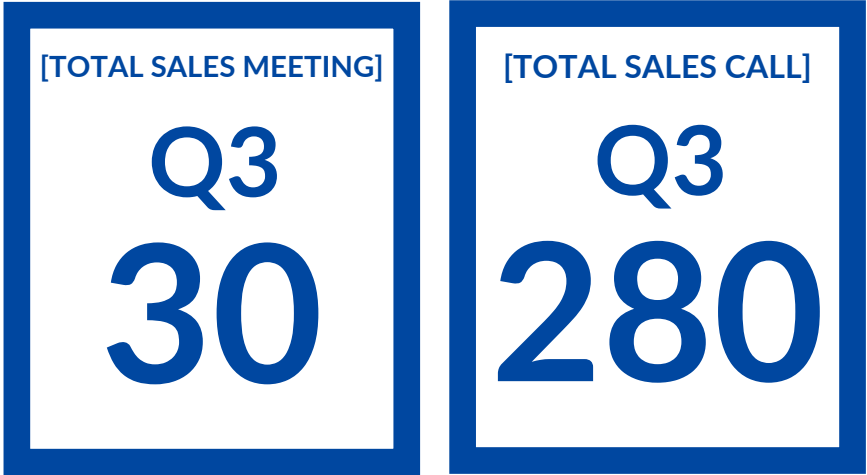
The MC will be working to support iGV financial management and other financial education during the upcoming months.

EXTERNAL RELATIONS

SALES ACTIVITIES REPORT

“How many sales calls were done for Q3?”

“How many sales meetings were done for Q3?”



Q3 PARTNERSHIP STATUS

Partnership related exchange operation

서문문화사

마포소강영어캠프, 서울지역아동센터협의회, 장평중,
초록어린이재단, 흥은청소년

중원, 샘다문화학교, 방화복지관, 부명고, 숙명여대

사회봉사인증센터, 중계종합사회복지관, 보물섬

지역아동센터, 푸른꿈나무 지역가동센터, 행복한 지역

아동센터, 예람 지역 아동센터, 풍성한 지역 아동센터,

University relation

Corporate Relation Product

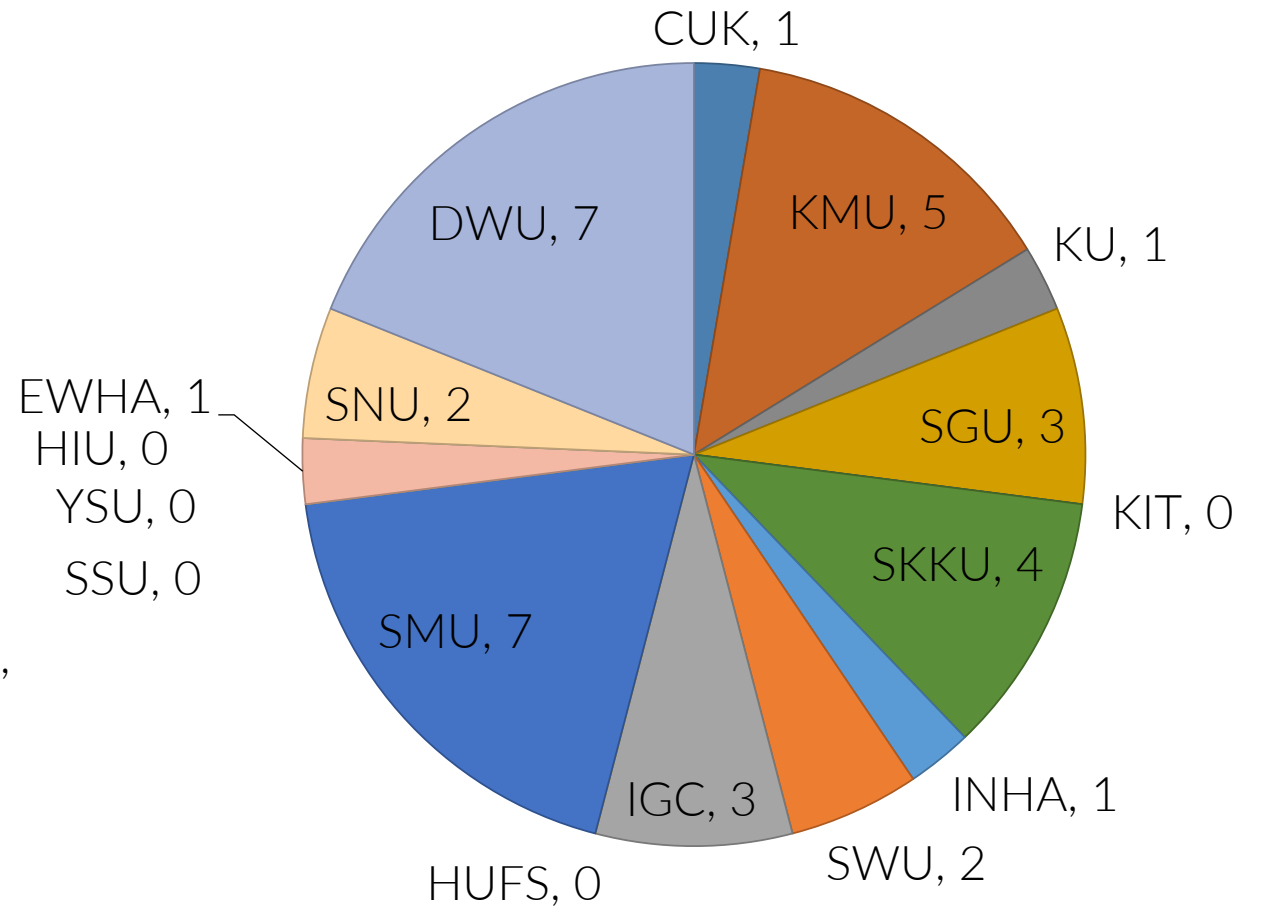
와작, 커피아리 동궁찜닭, 카페마운틴, 더순수,

Lappoel, 리더스코스메틱, 동원애프앤비, 대응제약, Guess,

파리바게트, Poudersheet, 탐앤탐스, 게스트하우스K,

하우동천, Piplegate

Q3 PARTNERSHIP STATUS

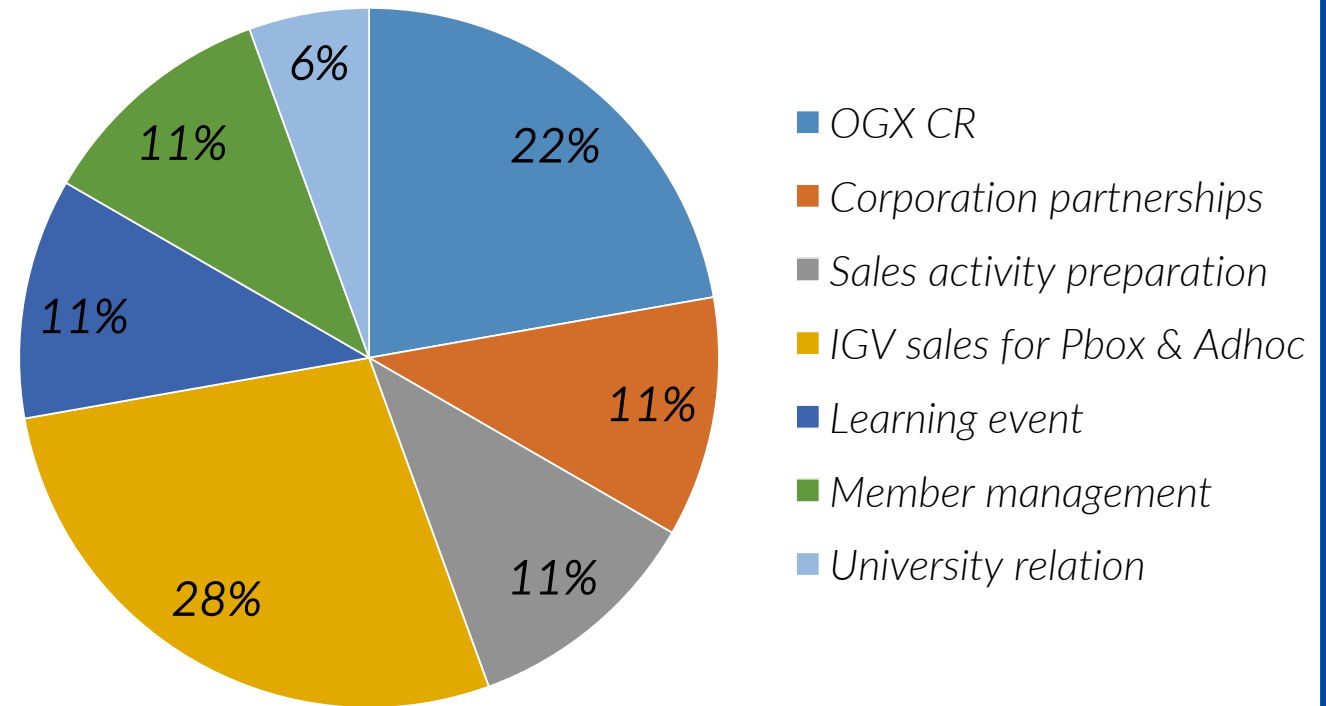


Q3 OPERATION

“What are the main difficulties in ER for Q3?”

- 1. Managing ER events*
- 2. University relation management*
- 3. Finding financial sponsorship (funding)*
- 4. Member education for ER operation*
- 5. Lack of partnership materials*
- 6. Making sustainable partnerships*
- 7. JD allocation to members*
- 8. Time management*

Q3 FOCUS AREA



SUPPORTS NEEDED

“What is the support needed for ER?”

- 1. Sales process support in LCs*
- 2. Partnership materials*
- 3. ER commission communication*
- 4. National BD performance*
- 5. Member education support*
- 6. Creativity & direction support in operation*

**INCOMING
GLOBAL TALENT**

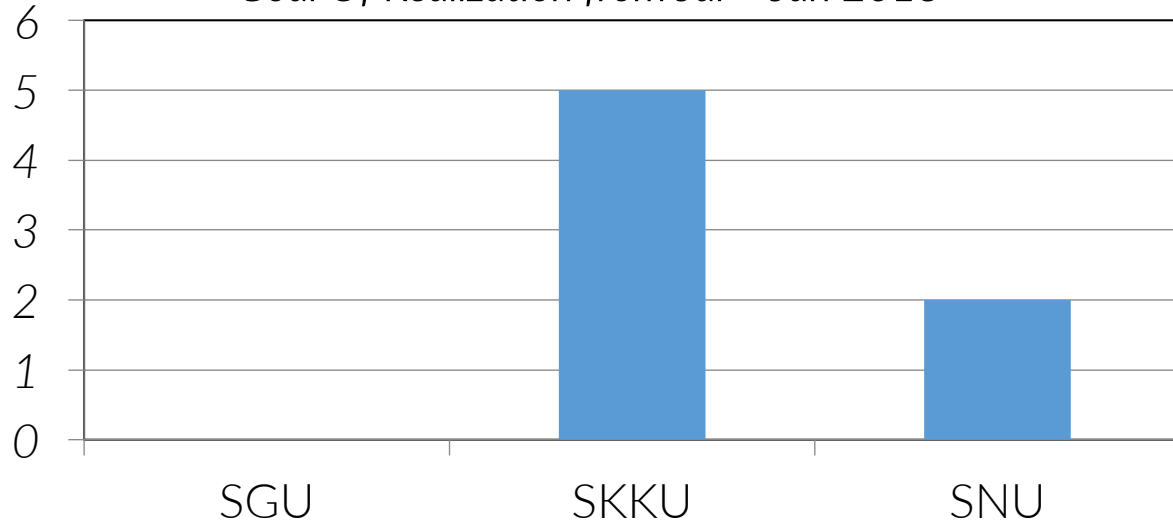
EXCHANGE PERFORMANCE

Local -
iGET

LC	Approved	Realised	Finished	Completed
SNU	0	1	0	0
SKKU	0	0	0	0
SGU	0	0	0	0

SALES ACTIVITIES REPORT

Goal Of Realization from Jul - Jan 2018



“What are the main difficulties in IGT for Q3?”

- 1. Contacting method for IGT attraction activity*
- 2. Hard to find TN for sales*
- 3. Many companies not continue for re-raising Eps
(economic issues)*

“What support do you need for IGT?”

- 1. MC’s interest in operation*
- 2. Finding TN*
- 3. How to promote IGT to starts up companies & recruit proper Eps for TN*

[TOTAL SALES MEETING]

Q3
2

[TOTAL SALES CALL]

Q3
30

“How many sales calls were done for Q3?”

“How many sales meetings were done for Q3?”

INCOMING GLOBAL VOLUNTEER



Measure of Impact (MOI) Output

- Summary:
 - 3 LCs – succeed in motivating members and inspiring EPs
 - 7 LCs – Social impact on beneficiaries and contribute to SDG

Most of VPs don't understand what is our MOI or unclear about MOI

- *MOI (Measure of Impact) is to see if we are actually contributing to SDG as we promise. Based on Design for Impact framework, our MOI for IGV are mainly outcome and output. Let's have a quick review for these two concepts.*

Output - Direct deliverable by the project.

Can be more than one outcome

Top Challenges in Growing iGV

Summary:

Finance Sustainability
limited channels for revenue
Customer Experience
JD
Accommodation
Standard delivery
Satisfaction

Conclusion:

Most of VPs iGV are still thinking from the perspective of PBoX, not from the iGV Product and function

- Lack of general function and project mindset and understanding*

Data analysis for coming out the challenges/bottleneck is needed.

Key Successes in Growing iGV

Summary:

6/18 iGV are successful in *partnership with sustainable TN*

4/18 iGV mention *members motivation*

Other key success are project development(New project/Clear project purpose/long-term operation)

Conclusion:

Data analysis for coming out the key success is needed.

Main Support Needed for iGV

Firstly...Thank you for all the appreciation mentioned in the answers <33

Support needed—>Follow Up:

Financial sustainability—> Finance analysis about iGV product and implement finance standards on project management (There would be Finance workshop in Nov. NFM)

External Relationship—>National Sales from BD for Partners/ Local sales education (Partners' Customer Flow guidance and there would be ER workshop in Nov. NFM)

Branding—> Produce Branding mainly for Customer(Youth—EP) this term.

Key Observations

I want to use this space to write some words to my iGV group after working with you guys for a quarter and hope you could read it.

About SONA, I propose the least questions compared to other functions as I want to collect input of overall LC iGV operation with least questions. By proposing those questions, the answers I got are not from data-oriented analysis, for which I would improve the questions to guide you to analyze based on data.

About Finance Sustainability, one of our bottleneck for product growth, iGV is having synergy with Finance to analyze previous data and map out overall Finance structure for iGV. We would communicate these information in NFM and let's actually implement finance standards into iGV Operation.

iGVers have the spirit as a brave warrior. We never give up and we are the one who always stand out to fight when crisis come outs. Let's keep this spirit and leave legacy for your term!

**OUTGOING
GLOBAL VOLUNTEER**

Focus Country Promotions

What countries did you focus on promoting for July-Sep?

LCs	Countries or Regions
KU, SGU, PNU, HUFS, HIU	Europe and Asia
DWU	Europe and Southeast Asia
YSU, CUK	Asia
SWU, IGC	Southeast Asia
INHA	Indonesia, Poland, MoC, Malaysia
SKKU	Thailand, Indonesia, Taiwan
SSU	Hungary, Poland, Indonesia
EWHA	Thailand, Poland, Indonesia
SMU	Indonesia, Thailand, Taiwan
KMU	Indonesia, Thailand
KIT	Indonesia
SNU	Taiwan

Most broad



Most specific

LC Activities

How many days
did you open
booth in July –
September?

**Average 3.8
days**

How many days
do you plan to do
open booth for
October –
December?

**Average 4.8
days**

Please list planned oGV
activities:

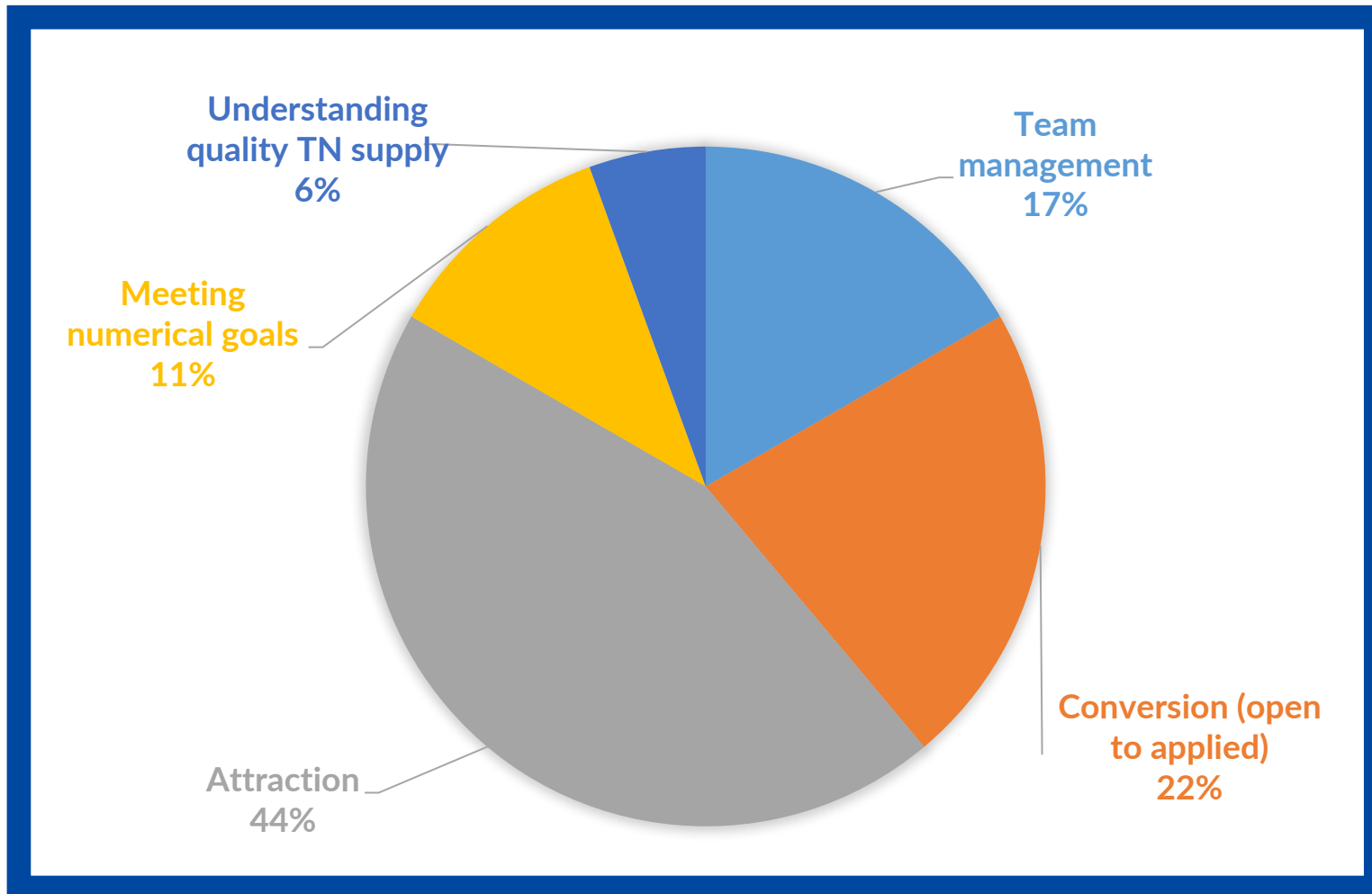
- Open Booths**
- Online Promotions**
- Contacting leads**
- Consultations**
- EPRS**
- Making LC2LC
partnerships**
- EP Care**

Most LCs
planned this
activity

Least LCs
planned this
activity



LC Biggest Challenges



Key Insights

Our biggest bottleneck currently is how to get more leads. This is something that needs to be discussed between oGV and MKT, since MKT's main JD should be actively finding new ways to get leads for OGX.

Partnerships

What is your understanding level for how to do focus country promotions?

Average 5.4/10

Good Case Practices:

"There are so many countries Eps can go. From that, we can promote to leads like you can go anywhere and everywhere. But after selecting some countries students prefer to travel, doing promotion is more effective. Most students want to go Europe and Thailand or Indonesia. So I made materials with the countries."

"I understand that we should focus our promotions of countries that have had good reputation and feedback from previous GVs, and I also know to avoid promoting "blacklist" projects or countries. Our weekly online promotions of projects have reached many students and proven to be an effective promotion method."

Key Insights:

Many LCs only promote focus countries during attraction, and not during consultations or follow up with EPs.

Partnerships

What is your understanding level of how to make LC2LC partnerships?

Average 4.8/10

Key Insights:

Number of LCs in Korea with formed oGV LC2LC partnerships:

3

Current countries where we have LC2LC partnerships to:

Indonesia

Thailand

Taiwan

Some LCs have difficulty choosing LCs to make LC2LC partnerships, others do not see the value of LC2LC partnerships.

**OUTGOING
GLOBAL TALENT**

Focus Product Promotions

What is your understanding level for how to do focus country promotions?

Average 5.4/10

Key Insights:

Most LCs have a good idea of their target market. However, there is a lack of certainty in strategies for how to access these markets effectively, or on what products/ TNs to promote.

What products did you focus on promoting for July-Sep?

Top 3 in order from most to least answered:

- 1. Marketing**
- 2. Computer Engineering**
- 3. Business Administration**

LC Activities

*How many days
did you open
booth in July –
September?*

**Average
5.5 days**

*How many days
do you plan to do
open booth for
October –
December?*

**Average
3.3 days**

*Please list planned oGT
activities:*

1. Online promotion through Facebook
2. Open booth (collaboration with MKT)
2. Consultations
3. Putting posters for offline oGT promotion
4. EP Care

Most LCs
planned this
activity

Least LCs
planned this
activity



Partnerships

What is your understanding level for how to do focus country promotions?
Average 5.4/10

Key Insights:

Number of LCs in Korea with formed oGT LC2LC partnerships:

1

Many LCs understand the value of oGT LC2LC partnerships, but do not have the operational capacity to commit to partnerships, or have not yet tried to create LC2LC partnerships due to lack of experience or having other priorities.

MARKETING

Online Marketing

Average planned # of posts for oGV – 9.7

50% of LCs are planning to post less than 10 posts

Average planned # of posts for oGT – 4.2

Almost all LCs are planning to post less than 5 posts

Landings managed outside of Facebook and Yellow ID:

School community – 33% YouTube – 6%

Blog – 17%

Website – 6%

Instagram – 17%

None – 28%

Average # of offline leads

17

Average # of online leads

10

Average monthly reach

3,996

Average engagement rate

20.3%

oGX-MKT Synergy

Synergy Management

FM – 44%

Support – 28%

Embed in team structure – 11%

None – 11%

What kind of support is given?

Online Materials – 83%

Offline Materials – 50%

Open Booth – 22%

None – 11%

Main Problems in MKT

Lack of focus

Member care

Continuity in promotion

Online promotion

Ideas for promotion

Holiday stopping momentum

Work delegation

Inbound Marketing

Synergy Management

Stress

Demotivation

Instagram Management

No LCVP

No problems

Other Data and Observations

- *Almost all LCs have Kakao Yellow ID, consultation rate at 39%*
- *72% of the LCs post in department/SNS groups, but only 61% can specify where they actually post in*
- *56% of the LCs did not include national website in online posts*
- *Most LCs mainly focus in using TN tool for card news*
- *Most posts in Facebook has an average of 10 likes, and most of the likes are from AIESEC members*
- *Most LCs do not have intensive offline + online marketing*

IF YOU HAVE QUESTIONS, PLEASE REACH OUT TO THE MC RESPONSIBLE

