

APFC's Board of Trustees and Staff Survey

Thursday, June 03, 2021

28

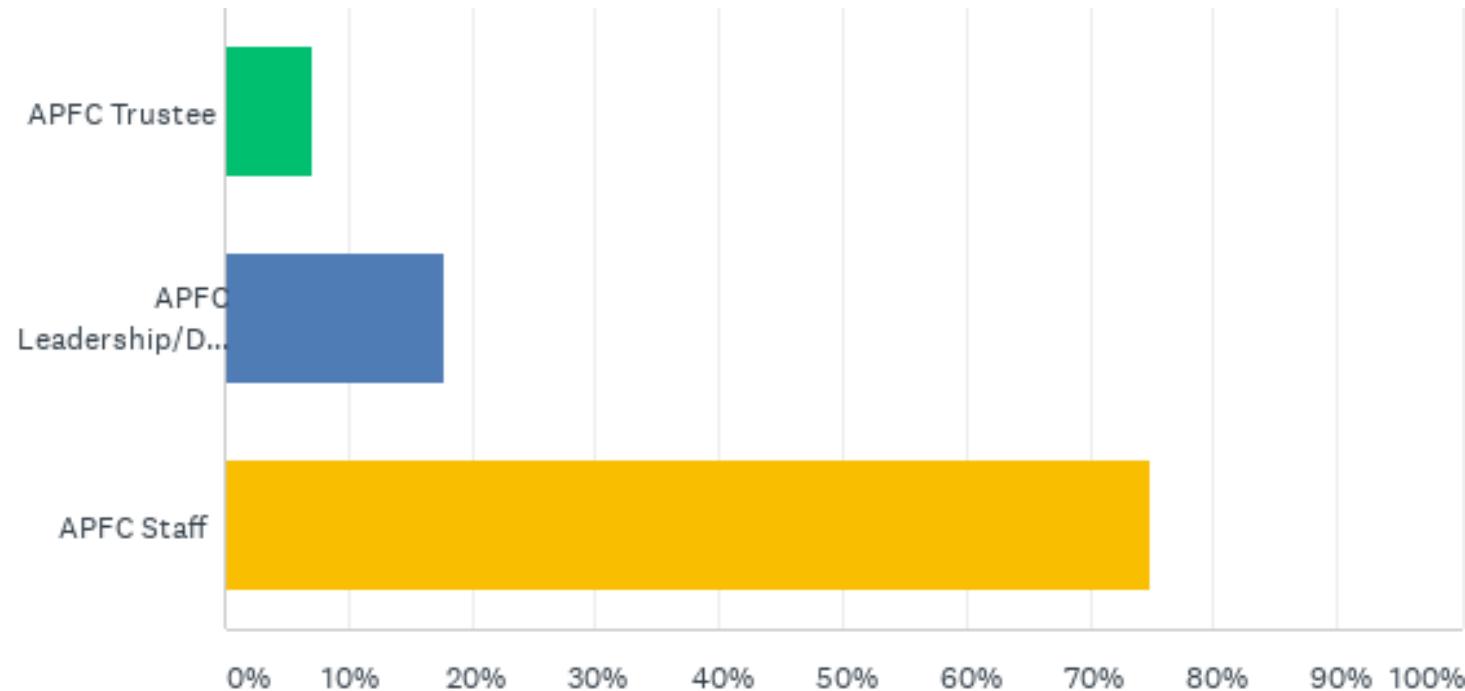
Total Responses

Date Created: Friday, May 14, 2021

Complete Responses: 28

Q1: My role with APFC

Answered: 28 Skipped: 0



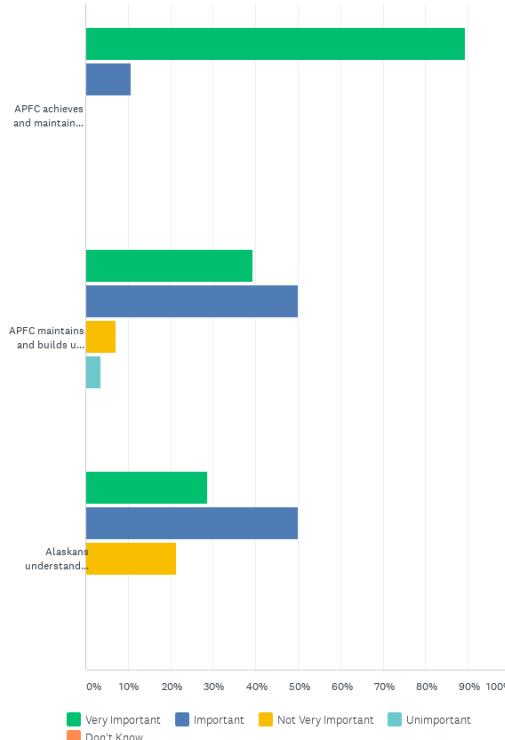
Q1: My role with APFC

Answered: 28 Skipped: 0

ANSWER CHOICES	RESPONSES	
APFC Trustee	7.14%	2
APFC Leadership/Director	17.86%	5
APFC Staff	75.00%	21
TOTAL		28

Q3: Please indicate the IMPORTANCE of each of the following current communication goals:

Answered: 28 Skipped: 0



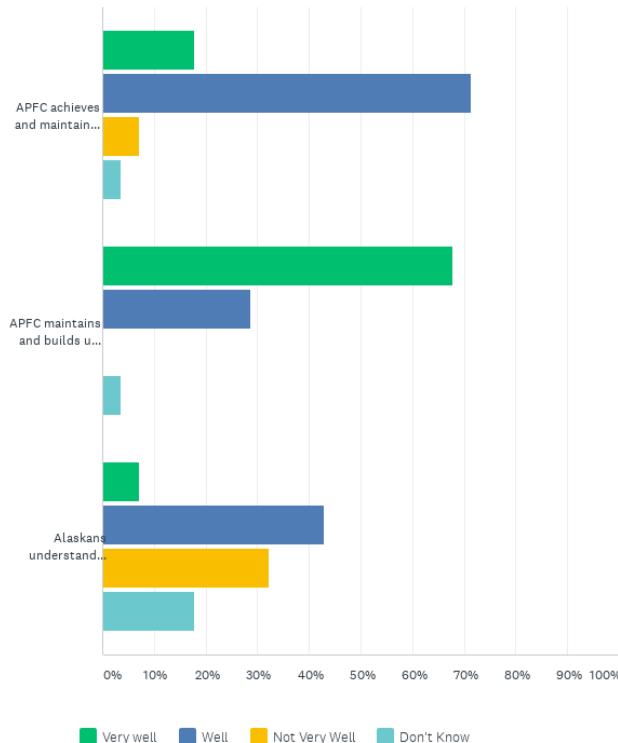
Q3: Please indicate the IMPORTANCE of each of the following current communication goals:

Answered: 28 Skipped: 0

	VERY IMPORTANT	IMPORTANT	NOT VERY IMPORTANT	UNIMPORTANT	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
APFC achieves and maintains necessary support to optimize its ability to protect and grow the Fund.	89.29% 25	10.71% 3	0.00% 0	0.00% 0	0.00% 0	28	1.11
APFC maintains and builds upon international recognition and is held in high regard among global peers and potential partners.	39.29% 11	50.00% 14	7.14% 2	3.57% 1	0.00% 0	28	1.75
Alaskans understand APFC's role and distinguish the Corporation from the Permanent Fund Dividend Division.	28.57% 8	50.00% 14	21.43% 6	0.00% 0	0.00% 0	28	1.93

Q4: Please rate your **SATISFACTION** with how APFC has achieved each of the following communication goals

Answered: 28 Skipped: 0



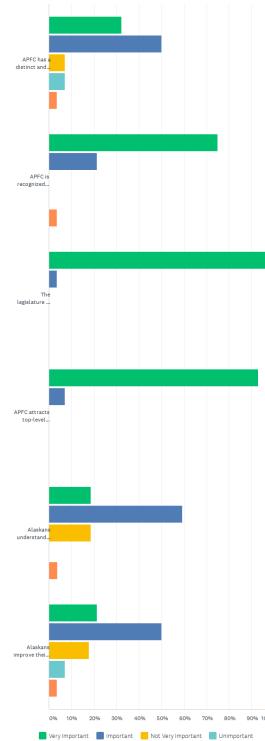
Q4: Please rate your **SATISFACTION** with how APFC has achieved each of the following communication goals

Answered: 28 Skipped: 0

	VERY WELL	WELL	NOT VERY WELL	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
APFC achieves and maintains necessary support to optimize its ability to protect and grow the Fund.	17.86% 5	71.43% 20	7.14% 2	3.57% 1	28	2.00
APFC maintains and builds upon international recognition and is held in high regard among global peers and potential partners.	67.86% 19	28.57% 8	0.00% 0	3.57% 1	28	1.43
Alaskans understand APFC's role and distinguish the Corporation from the Permanent Fund Dividend Division.	7.14% 2	42.86% 12	32.14% 9	17.86% 5	28	2.79

Q5: Please indicate the IMPORTANCE of each of the following current communication objectives:

Answered: 28 Skipped: 0



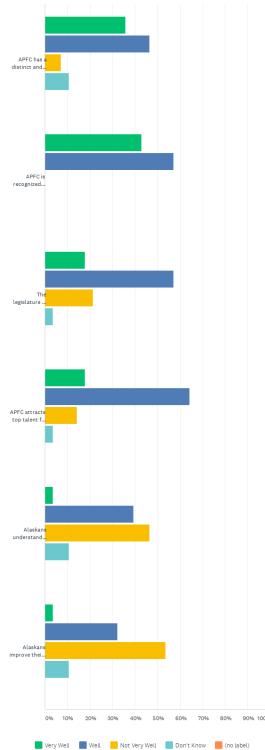
Q5: Please indicate the IMPORTANCE of each of the following current communication objectives:

Answered: 28 Skipped: 0

	VERY IMPORTANT	IMPORTANT	NOT VERY IMPORTANT	UNIMPORTANT	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
APFC has a distinct and uniform brand.	32.14% 9	50.00% 14	7.14% 2	7.14% 2	3.57% 1	28	2.00
APFC is recognized locally and globally as a best-in-class investment/fund management team.	75.00% 21	21.43% 6	0.00% 0	0.00% 0	3.57% 1	28	1.36
The legislature and other government stakeholders support APFC.	96.43% 27	3.57% 1	0.00% 0	0.00% 0	0.00% 0	28	1.04
APFC attracts top-level talent for its team.	92.86% 26	7.14% 2	0.00% 0	0.00% 0	0.00% 0	28	1.07
Alaskans understand APFC's mission and activities and differentiate it from the permanent fund dividend division.	18.52% 5	59.26% 16	18.52% 5	0.00% 0	3.70% 1	27	2.11
Alaskans improve their financial literacy and understanding of how APFC's strategies translate to a healthy fund.	21.43% 6	50.00% 14	17.86% 5	7.14% 2	3.57% 1	28	2.21

Q6: Please rate your **SATISFACTION** with how APFC has achieved each of the following communication OBJECTIVES:

Answered: 28 Skipped: 0



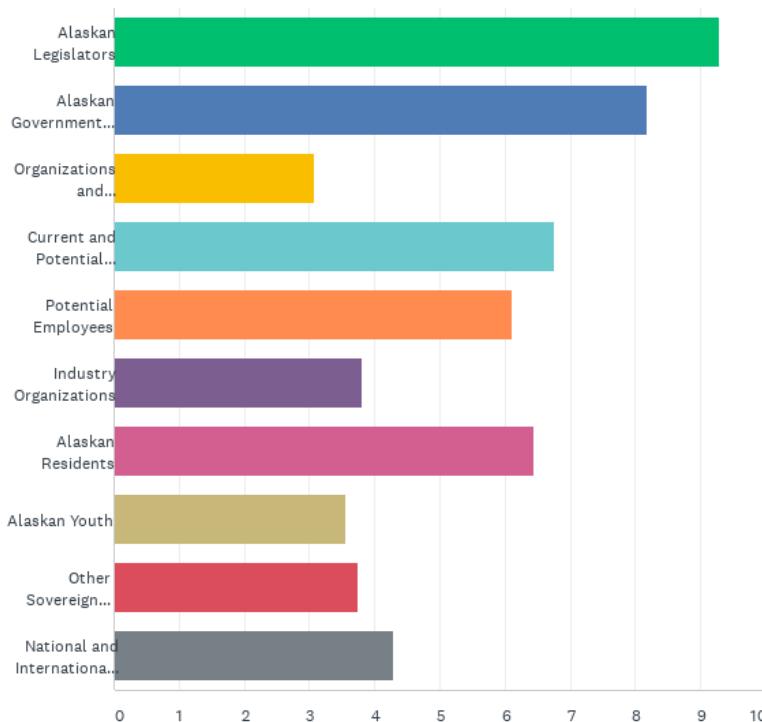
Q6: Please rate your **SATISFACTION** with how APFC has achieved each of the following communication **OBJECTIVES**:

Answered: 28 Skipped: 0

	VERY WELL	WELL	NOT VERY WELL	DON'T KNOW	(NO LABEL)	TOTAL	WEIGHTED AVERAGE
APFC has a distinct and uniform brand.	35.71% 10	46.43% 13	7.14% 2	10.71% 3	0.00% 0	28	1.93
APFC is recognized locally and globally as a best-in-class investment/fund management team.	42.86% 12	57.14% 16	0.00% 0	0.00% 0	0.00% 0	28	1.57
The legislature and other government stakeholders support APFC.	17.86% 5	57.14% 16	21.43% 6	3.57% 1	0.00% 0	28	2.11
APFC attracts top talent for its team.	17.86% 5	64.29% 18	14.29% 4	3.57% 1	0.00% 0	28	2.04
Alaskans understand APFC's mission and activities and differentiate it from the permanent fund dividend division.	3.57% 1	39.29% 11	46.43% 13	10.71% 3	0.00% 0	28	2.64
Alaskans improve their financial literacy and understanding of how APFC's strategies translate to a healthy fund.	3.57% 1	32.14% 9	53.57% 15	10.71% 3	0.00% 0	28	2.71

Q7: APFC has many targeted audiences; please rank them based on priority from your perspective.

Answered: 28 Skipped: 0



Q7: APFC has many targeted audiences; please rank them based on priority from your perspective.

Answered: 28 Skipped: 0

	1	2	3	4	5	6	7	8	9	10	TOTAL	SCORE
Alaskan Legislators	50.00% 14	28.57% 8	21.43% 6	0.00% 0	28	9.29						
Alaskan Government Leaders	10.71% 3	46.43% 13	10.71% 3	25.00% 7	3.57% 1	0.00% 0	0.00% 0	3.57% 1	0.00% 0	0.00% 0	28	8.18
Organizations and Nongovernment entities	0.00% 0	0.00% 0	0.00% 0	7.41% 2	11.11% 3	3.70% 1	18.52% 5	14.81% 4	7.41% 2	37.04% 10	27	3.07
Current and Potential Financial Partners	17.86% 5	7.14% 2	10.71% 3	28.57% 8	10.71% 3	10.71% 3	3.57% 1	0.00% 0	3.57% 1	7.14% 2	28	6.75
Potential Employees	7.14% 2	3.57% 1	21.43% 6	7.14% 2	25.00% 7	14.29% 4	7.14% 2	10.71% 3	0.00% 0	3.57% 1	28	6.11
Industry Organizations	0.00% 0	0.00% 0	0.00% 0	0.00% 0	22.22% 6	14.81% 4	14.81% 4	25.93% 7	14.81% 4	7.41% 2	27	3.81
Alaskan Residents	11.11% 3	7.41% 2	22.22% 6	22.22% 6	11.11% 3	0.00% 0	3.70% 1	7.41% 2	14.81% 4	0.00% 0	27	6.44
Alaskan Youth	3.70% 1	0.00% 0	3.70% 1	3.70% 1	7.41% 2	14.81% 4	7.41% 2	22.22% 6	11.11% 3	25.93% 7	27	3.56
Other Sovereign Wealth Funds	0.00% 0	0.00% 0	3.57% 1	3.57% 1	3.57% 1	32.14% 9	14.29% 4	3.57% 1	32.14% 9	7.14% 2	28	3.75
National and International Financiers	0.00% 0	7.14% 2	7.14% 2	3.57% 1	7.14% 2	10.71% 3	28.57% 8	10.71% 3	14.29% 4	10.71% 3	28	4.29