

Appendix 5

1.0 How respondents heard about the Community Internship Programme

All three types of questionnaire and all interviews with host community organisations and interns sought information on how respondents to the questionnaires and interviewees heard about the Community Internship Programme. The questionnaires contained nine options (numbered to the left in the table below), whereas the interviews provided for open-ended responses. The following table shows how interviewees and respondents to the questionnaires answered this question, where:

UI	unsuccessful applicant interns
UH	unsuccessful applicant host organisations
IBDA	individuals or organisations that expressed an interest in the Community Internship Programme but did not apply
Host	successful applicant host organisations
Interns	successful applicant interns

	Questionnaire responses (number)			Interview responses (number)		Total
	UI	UH	IBDA	Host	Interns	
1 Word of mouth	5	5			3	13
2 The Jobsletter		2	1			3
3 Other groups' newsletters	3	2		3		8
4 Fieldworkers	2	3				5
5 Direct mailout		10		2		12
6 Other not-for-profit organisation	1	1	1	1	1	5
7 Websites		3	1	2	1	7
8 Other*	2	4	2	12	14	34
9 Other government department		2	1	5	1	9
Number of responses	13	32	6	25	20	96

Note: Some respondents to the questionnaires and some interviewees identified more than one way that they had heard about the Community Internship Programme.

Other ways the respondents to the questionnaires and the interviewees described how they had heard about the programme included:

	Questionnaire responses (number)			Interview responses (number)		
	UI	UH	IBDA	Host	Interns	Total
From the host org					6	6
From the home org					2	2
From the intern				2		2
Through a newspaper or magazine	1			2	1	4
Mentioned in the Budget		1		1		2
Through Sue Bradford MP				2		2
Not stated	1	2	2			5
Unknown / response unclear				1	5	6
Other		1		4		5
Number of responses	2	4	2	12	14	34

2.0 The 'flyers' for the the programme

Two types of "flyer" were produced to promote the Community Internship Programme and to guide applicants in producing and submitting their applications. The first flyer, termed the "general flyer" (Appendix A), was produced for all applicants. The second flyer, headed "Call for Interns", was produced later and was produced especially to promote the programme to potential interns (Appendix B).

WHO READ THE FLYERS

All three types of questionnaire included the question: *Did you read one of the flyers (information sheets) about the programme put out by the Department of Internal Affairs?* Respondents were asked to indicate either 'yes' or 'no'.

The following table shows their responses.

	(N=)	Yes	No	No response
Unsuccessful applicant interns	13	4	9	
Unsuccessful applicant host organisations	28	19	8	1
Individuals or organisations that expressed an interest but did not apply	4	3	1	

Successful interns and host organisations were not asked this question, but were instead asked: *Was the flyer for the programme easy to understand?* Their responses to this question suggest some confusion about what was meant by a 'flyer'. For example, one interviewee said that they had not seen the flyer, but had seen the application form. No application form had been produced – the flyer outlined what applicants were to put into their applications. Interviewees' responses to this question suggest that:

- Fourteen out of the 19 host organisations asked and four out of the 19 interns asked had read a flyer
- Five out of the 19 host organisations asked and 13 out of the 19 interns asked had not read a flyer, or did not identify that what they had read was what was meant by 'the flyer'.

From the responses of a further two interns it was unclear whether they had seen the flyer.

WHICH FLYER RESPONDENTS READ

In all three types of questionnaire, respondents were asked which flyer they had read. From four options, respondents indicated the following:

	UI	UH	IBDA
Number of respondents who said they had read a flyer	4	19	3
The general flyer	2	9	-
The flyer headed Call for Interns	1	3	1
Both flyers		4	
'I don't remember which flyer I read'	1	3	1

HOW EASY THE FLYERS WERE TO UNDERSTAND

In all three types of questionnaire, respondents were also asked: *On a 1 to 5 scale, with 1 meaning 'Very difficult to understand' and 5 meaning 'Very easy to understand', what rating would you give the flyers?* The following figures show their responses.

	Host	Intern	Total
Didn't see / unsure if they saw a flyer	5	15	20
Yes	9	3	12
No	1	1	2
Middling	4		4
Total	19	19	38

As stated previously, interviewees were asked only: *Was the flyer for the programme easy to understand?* Nine of the fourteen host organisations that had seen a flyer and three out of the four interns who clearly had seen a flyer suggested that the flyer was easy to understand.

However, comments from host organisations also included:

Easy, but a bit airy-fairy. Too general.

We eventually saw a flyer after phoning CDG. The flyer was a little easier to understand, though we continued to feel we were 'flying in the dark' because we had no confidence that we understood the criteria, etc.

When they got their sums right! The first one was not so clear. ... The second one was easy, though not everyone would find it so, since you still have to understand the jargon. Recommend they look at the language! And look at things they assume are norms but might not be.

One out of the fourteen host organisations that had seen a flyer and one out of the four interns who clearly had seen a flyer said that it was not easy to understand. The intern commented:

I was sent a flyer after I had been accepted. Although it was understandable, I feel it wasn't practical because it was vague and non-specific. The timelines in particular were vague, with no mention of the starting or finishing dates.

OTHER COMMENTS ABOUT THE FLYERS

In all three types of questionnaire, respondents were also asked if they have any other comments about the flyers. Seven respondents commented.

Two unsuccessful applicant host organisations wrote that the flyers were either straightforward or straight to the point.

Two unsuccessful applicant host organisations made suggestions about the format of the flyers:

It would be helpful to bullet point all criteria needing to be included in the applications.

The application would have been easier to understand if there had been an overall explanation of the scheme with forms attached to apply for either the Internship, or, for the host organisation to apply for an intern i.e. as follows:

- *Internship: Specific question and answer form.*
- *Host organisation: Specific question and answer form.*

Comments from two other unsuccessful applicant host organisations were:

More time to respond would help. Confirmation we are on the mailing list at DIA for ALL info.

When we received the green flyer we needed more information than it contained. Matching was unclear, we were unaware of the deadline extension.

One respondent who had expressed an interest in the programme but did not apply wrote *Information through email.*