

INCOL Continuing Education Program Evaluation Statistics

Program: Talk Up Your Library: Speak Persuasively, Spread the Word

Presenter: Lauren Burnett

Date: November 5, 2010

Session: Morning

Attendance: 23

Surveys returned: 19

RATING SYSTEM

(1) Very Low	(2)	(3) Somew hat Low	(4)	(5) Somew hat High	(6)	(7) Very High	N/A
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QUESTIONS	(1)	(2)	(3)	(4)	(5)	(6)	(7)	N/A
1. Presenter(s) was/were knowledgeable about the subject material.				1		2	16	
2. Presenter(s) was/were concerned that you understood the subject.					2	4	13	
3. The program as well organized and in good format.				3	2	3	11	
4. Presenter(s) was/were responsive to the concerns of the group, as well as individuals.				1		3	15	
5. The program stimulated you to think about change and/or application to your particular work situation.				2	3	2	12	
6. Relevance of this program to your job, interests or concerns.					3	6	10	
7. Overall rating of workshop.					2	5	11	

Time allowed to cover the topic was:

Too little	1
Too much	0
Just right	18
No response	0

COMMENTS

What did you like best about the program?

- Helped me to really think about what I do in my job every day and how I can expand on my explanation of just “what do you do”
- The chance to practice
- It was full of good ideas and gave me a great deal to work with in my own workplace
- Its length was adequate; nice to stand up and move around and meet other librarians
- Speaker provided a marketer’s way of thinking about who we are and what we do – a different way of thinking than librarians do
- Making our 60-second speech to each other
- Presenter’s style was good – welcoming, polished
- Vibrant delivery and engaged the audience
- Hands-on/group exercises
- Making us think of our every day jobs as something unique/remarkable
- Application of key points to job experience
- Practical, useful for all employees; excellent
- Green librarian – thank you
- Learning to think deeper, outside of the box – Lauren was full of excellent ideas and advice
- Getting people involved in process, actually helping individuals in a way that informed all of us
- The speaker was very knowledgeable and confident in the material
- I like how she broke down the steps – how to think about communication to an audience
- Lauren’s organization and presentation; she really broke down the process; it was practical and applicable

Least?

- Although I understand the need, it came across very commercial
- The dramatic emphasis in the speaker’s voice – to “almost reverent” for me
- Needed more librarian specific examples
- I was a little lost at times (I missed a step), but Laurent cleared things up right away

Other comments you want to share with the presenter(s) or CE Committee?

- Thank you!
- Good workshop topic – practical and usable
- There were many hairs in the spoons – yuck!
- I think it is important to have everyone in the room introduce themselves briefly at the beginning of the meeting; this did not happen this time – it’s an important part of library networking
- Very good!
- Thank you for the opportunity to attend
- Excellent presentation, excellent choice!

Topic suggestions for future workshops.

- Local history genealogy (? – semi-unintelligible)
- How to demonstrate value (rather than talking)

INCOL Continuing Education Program Evaluation Statistics

Program: Talk Up Your Library: Speak Persuasively, Spread the Word

Presenter: Lauren Burnett

Date: November 5, 2010

Session: Afternoon

Attendance: 20

Surveys returned: 17

RATING SYSTEM

(1) Very Low	(2)	(3) Somew hat Low	(4)	(5) Somew hat High	(6)	(7) Very High	N/A
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QUESTIONS	(1)	(2)	(3)	(4)	(5)	(6)	(7)	N/A
1. Presenter(s) was/were knowledgeable about the subject material.					1	4	12	
2. Presenter(s) was/were concerned that you understood the subject.					1	6	10	
3. The program as well organized and in good format.				2	3	5	7	
4. Presenter(s) was/were responsive to the concerns of the group, as well as individuals.					1	8	8	
5. The program stimulated you to think about change and/or application to your particular work situation.					4	3	10	
6. Relevance of this program to your job, interests or concerns.					6	3	8	
7. Overall rating of workshop.					4	5	8	

Time allowed to cover the topic was:

Too little	6
Too much	1
Just right	10
No response	0

COMMENTS

What did you like best about the program?

- Sharing of ideas; stimulating new ideas; re-address the importance of marketing in libraries
- The presenter was able to give practical applications related to libraries
- Framing our selling points around needs of the customer/patron
- Great organization and presenter ability
- It encouraged me to think about the words I use to describe the library
- The treats
- Cut to the bottom line ... what's in it for me!
- Practical, hands-on work – self and in groups
- The handouts were helpful and will be utilized in the future
- Practice sheet
- The information about how to get what you are thinking to the public
- Great info I can actually use
- Good presenter kept us engaged, saw a different perspective on marketing; not just “selling” but conveying benefits
- Interaction and message creation process worksheets
- Providing examples and making us be accountable by performing the tasks
- Doing a 60-second sample message

Least?

- An all-day workshop on this topic would have been better
- Not enough time
- Slides and handouts didn't match up at times (jumps from #2 to #4)
- Too much material to cover for the time allowed
- Did not like the presenter, somewhat obnoxious personality; handouts did not always match slides, which was frustrating; applicable topic but info wasn't that helpful
- Not Lauren's fault, but Friday afternoon is tough to get my mind in gear!
- Presenter's concepts, presentation were somewhat disjointed; flow of presentation was a bit awkward
- The instructions for various activities, i.e. the steps of the process where we were crafting, were confusing
- The sharing (my part) but enjoyed what others said
- Too oriented on an individual marketing message; would have liked more information and advice on how to share a cohesive message for all staff to market to customers

Other comments you want to share with the presenter(s) or CE Committee?

- Enjoyable and especially relevant topic for libraries
- End workshop on time
- Thinking “marketing” and PR, in slogans, etc., is not easy for me!
- Loved that we left with something in hand – ideas and 60-second commercial
- Glad your services are available

Topic suggestions for future workshops.

- Privacy in the digital/online landscape and how we can help our patrons understand it