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Survey Details
Report Title: Social Media Lab
Survey Title: MSPRA Drive-In Evaluation-Social Media Lab
Report Type: Bar Graph
Other Survey Details
Start Date: 2-Nov-15
End Date: 30-Nov-17
Invitations Sent: 52
Delivered: 51
Bounced: 1
Completed Responses: 27
Unique Access Response Rate: 52.94%
Incomplete Responses: 0
Incomplete responses included in this report: 0

Report Properties
Show % to: 1/100

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Q1. How would you rate YOUR knowledge of the topic PRIOR to the session?

Responses	Count	Assigned Weight	% Percentage
Very knowledgeable	5	3	18.52%
Somewhat knowledgeable	18	2	66.67%
Not very knowledgeable	4	1	14.81%
Weighted Score: 2.04			
Total Responses	27		

Q2. How would you rate the PRESENTER'S knowledge of the topic?

Responses	Count	Assigned Weight	% Percentage
Very knowledgeable	26	3	96.30%
Somewhat knowledgeable	1	2	3.70%
Not very knowledgeable	0	1	0%
Weighted Score: 2.96			
Total Responses	27		

**Q3. Overall, how useful was the information you gleaned from this Social Media Action Lab?**

Responses	Count	Assigned Weight	% Percentage
Very useful	18	NULL	66.67%
Somewhat useful	9	NULL	33.33%
Neutral	0	NULL	0%
Not very useful	0	NULL	0%
Not at all useful	0	NULL	0%
<b>Weighted Score: 0</b>			
<b>Total Responses</b>	<b>27</b>		

**Q4. Please rate the information you received from each session:**

4(a) : Please rate the information you received from each session:: Next Level Social Media—Shane Haggerty

Responses	Count	Assigned Weight	% Percentage
Very useful	19	5	70.37%
Somewhat useful	8	4	29.63%
Neutral	0	3	0%
Not very useful	0	2	0%
Not at all useful	0	1	0%
NA-Did not attend	0	NULL	0%
<b>Weighted Score: 4.70</b>			
<b>Total Responses</b>	<b>27</b>		

4(b) : Please rate the information you received from each session:: Taking Action: Implementing & Integrating Your Next Level Social Media Strategy—Shane Haggerty

Responses	Count	Assigned Weight	% Percentage
Very useful	15	5	55.56%
Somewhat useful	8	4	29.63%
Neutral	1	3	3.70%
Not very useful	0	2	0%
Not at all useful	0	1	0%
NA-Did not attend	3	NULL	11.11%
<b>Weighted Score: 4.58</b>			
<b>Total Responses</b>	<b>27</b>		

Q5. What was the best thing about the Social Media Action Lab?

Sr.No.	Response No.	Response Text
1	1	Hearing how others use the tools and advice on getting started
2	3	Shane's fresh and useful ideas for implementing social media strategies.
3	4	Garnered several new ideas
4	5	Being able to interact with fellow school members and share ideas
5	6	Shane was approachable. Intimate setting made his message relatable.
6	7	It was a good combination of "breadth and depth" for a one-day session.
7	8	some solid examples were given about different social media applications
8	9	Listening to other approach to social media.
9	10	The discussion about some of the lesser known/used social media sites.
10	11	Learning about additional Social Media products besides facebook and Twitter
11	12	Learning about the mini-campaign ideas on Social and how to implement.
12	13	The variety of perspectives from other social media campaigns and groups.
13	14	Shane's energy, ideas, and fresh perspective. I like that he challenged us beyond the status quo.
14	15	Shane's examples of how to integrate, not duplicate messaging through different tools.
15	16	Presenter was engaging and very current with social media.
16	18	Overview of platforms and their purpose
17	19	Presenters Facilitation skills and content of class
18	20	Very good presentation with detailed information, samples & explanation
19	21	The way that Shane made us rethink the posts we currently push out
20	22	Seeing examples of campaigns in action
21	24	Shane's knowledge and the interaction of the group
22	25	Seeing one or more examples of how each type of social media platform can be used to our advantage.
23	27	Seeing how all the different social media platforms are used in PR/Marketing was interesting and allowed us to think about how we could use them for our needs.

## Q6. If you could change one thing about the Social Media Action Lab, what would you change?

Sr.No.	Response No.	Response Text
1	1	Maybe a bigger room, it seemed crowded
2	3	Nothing related to the program. But, may want to consider having something to eat with the morning beverages (muffins or bagels)
3	4	NA
4	5	i thought all of it was great
5	6	Conference set up...hard to see and needed a little more room.
6	7	I would have had beginners and veterans split into two different sessions - these groups have very different concerns and educational needs in terms of the topic.
7	8	The room set-up. If you were in the back you could only see half the screen which was annoying. If that is the set up, then provide the powerpoint screens ahead of time so you see it and take notes.
8	9	The Implementation piece could have been more useful.
9	10	N/A
10	12	Make the projected screen easy for all to see in the room. Have sessions just on specific social platforms.
11	13	I would not have changed a thing. I very much enjoyed the day.
12	14	The room. Felt like I was blocking screen from folks in the back.
13	15	More space. The room was packed.
14	16	nothing
15	18	More than one presenter.
16	19	Additional Day to do hands on or step by step of linking/using different social medias to compliment each other.
17	20	maybe offer hands-on training with use of computers
18	21	That it would be longer! There is so much information, definitely wasn't ready to stop learning!
19	22	Would have liked to have the presentation slides available during lab for writing notes on them
20	24	It'd be great to have a full day to work on a tangible plan (that is, I wish we had more than two 1/2 day sessions, but probably not economical, of course.)
21	25	More hands-on activities would have been helpful, and group work.
22	27	Because some of the social media platforms are still not used by most of us, it might have been helpful to have a way to create a Vine video or go step by step through a Pinterest site and how to pin. It's always helpful to see the steps involved in making the final product, not just the end result. That might have been difficult, though, given the topic. Availability of devices/apps would be tough to provide. I loved seeing all the examples, though! That will be helpful information to have on hand for further campaigns.

Q7. Do you have any feedback about OR comments for the lunch sponsor, SchoolMessenger?

Sr.No.	Response No.	Response Text
1	3	Thank you. Lunch was delicious and Jeremy represents SchoolMessenger well.
2	5	I'm a vegetarian so there wasn't much of a choice for me but I made do
3	6	Lunch was very good!
4	7	Thank you for sponsoring!
5	8	no
6	9	Very nice meal. Thank you!
7	10	We do not use SchoolMessenger
8	11	Great Lunch! Thank You
9	12	Lunch wasn't that great -- bread was stale. SchoolMessenger is a company we already work with, so didn't interact with the vendor.
10	14	Lunch was awesome. So nice that SchoolMessenger would attend the entire day and provide lunch.
11	15	Thank you.
12	16	SchoolMessenger is a critical vehicle in how we communicate with parents. SchoolMessenger needs to keep up with the times and add a social media component/connection.
13	19	Love their product!
14	20	none
15	22	Food was excellent
16	24	No
17	25	Keep up the great work! Great company, headed in the right direction.
18	27	Lunch was amazing!

Q8. Do you have any suggestions for other potential conference sponsors?

Sr.No.	Response No.	Response Text
1	3	Not at this time.
2	5	no
3	8	no
4	9	None
5	10	N/A
6	14	No
7	15	Precious Status, Lunch Tray
8	16	Dean Transportation Or Hoesstra Transportation or Plante Moran.
9	20	no
10	24	No
11	25	None.
12	27	Not at this time.

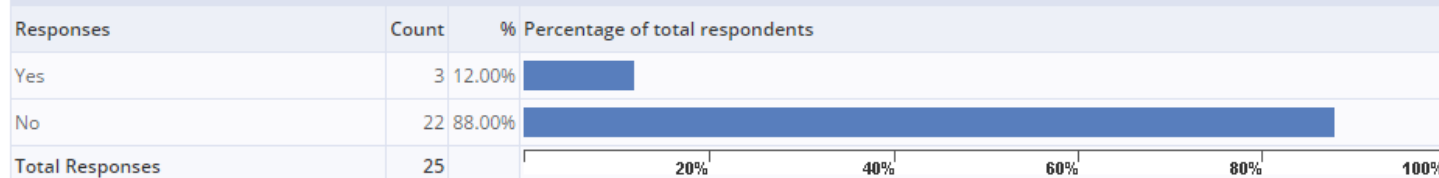
Q9. Please provide topics of interest or presenter names to help us plan for your future professional development needs. These topics could be used for the Annual Conference or future Drive-In Conferences.

Sr.No.	Response No.	Response Text
1	1	Would love a hands on time to create content calendar. Love the idea, don't know how to get started Any advice on encouraging/motivating building principals and secretaries to use various communication tools try something new.
2	3	At the Annual Conference, consider having a "How To" break-out session on holding a Twitter Town Hall.
3	5	N/A
4	6	Social medial 201....how to physically use platforms. Step by steps, trouble-shooting, reading analytics.
5	7	Crisis communication, marketing strategy, media relations training
6	9	None
7	10	Graphic Design for Schools
8	11	School related web based programs, Web based marketing, e-newsletter blasts, programs for sending and maintaining mailing lists
9	12	The art of the News Release - how to gain attention from reporters and editors amongst the hundreds of releases they get a week. Alumni outreach
10	15	How to influence stakeholders on the importance of communications in any organization and the ROI of consistent communication with stakeholders and community members. How to set up a plan around a millage or bond need before you need it. Real examples that have shown success. Motivational Speaker that can inspire me, to inspire others about our profession and the need for this professional level position in any organization.
11	20	I would be interested in learning more about WordPress. This is the program we use for our school website.
12	22	As a next step to this workshop, I would like to have "how to" workshops where we actually create social media accounts and begin using them immediately to get familiar with how they work. Would also like to attend a workshop to learn about communication and marketing to generation Z which is different than marketing to millennials.
13	25	- Things to think about as you develop a marketing/communications plan and/or budget - Understanding your market/audience
14	27	I can't think of any at this time.

Q10. Do you have any other comments to share with the conference planning committee?

Sr.No.	Response No.	Response Text
1	1	GREAT JOB!!! Thank you so much.
2	3	Keep up the good work.
3	5	I thought this conference was wonderful and gave wonderful ideas. Having someone that is truly involved in social media on a regular basis made it even more helpful
4	6	Perhaps breakfast snacks? Long day with no am snacks.
5	7	This was an excellent lab! The topics were well chosen and the content was high quality. Shane is an engaging, substantive speaker!
6	9	NOne
7	10	N/A
8	12	Hotel was really nice, but food was ok.
9	16	Excellent work. Excellent event. Excellent location. Thank you so much.
10	18	Well planned out. Nice location.
11	19	Thank you for bringing Shane to us. He is excellent and the topic was REALLY needed!
12	20	Great job, excellent conference.
13	21	This was a great opportunity for the MSPRA members!
14	22	Great conference! I learned a lot and am already putting plans in place to implement further use of social media marketing strategies. Very excited to get started!
15	24	I appreciate your hard work
16	25	Everything is always great!
17	27	Great day!

Q11. Are you interested in serving on the next conference planning committee?



Q12. If you answered yes above, please provide your name, district, position, phone number and email address.

Sr.No.	Response No.	Response Text
1	3	Gerri Allen
2	14	Kristin Tank
3	22	My Yes is a Maybe :) Michelle Ready, OAISD Director of Communications/Marketing, 616-738-8940, mready@oaisd.org