

Disparities Partnership Forum Evaluation Executive Summary

Research Methodologies/Summary

Research Objectives

- 1) Evaluate the following aspects for each session: presenter/facilitator/moderator, quality of content and session's ability to satisfy attendees learning needs.
- 2) Determine how attendees plan to use the information covered in the Disparities Partnership Forum on the job.
- 3) Determine if attendees felt the goals of the Disparities Partnership Forum were achieved.
- 4) Evaluate meeting logistics.
- 5) Evaluate satisfaction of facilities.

Quantitative Research: Online Survey

Survey Design & Sample Selection

- An online survey was designed with a series of statements about the 2009 Disparities Partnership Forum to evaluate the overall perception of the event.
- Survey invitations were sent via email to registrants of the Forum (100 registrants); one (1) reminder email invitation was sent to respondents.

Timeframe & Response Rate

- The evaluation fielded for 17 days from Friday, November 19, 2009 – Wednesday, December 9, 2009.
- Of the 100 even registrants invited to complete the evaluation, 42 provided feedback (42% response rate).

Data Collection & Analysis

- Data was collected and analyzed by the Marketing Intelligence & Planning department utilizing Vovici EFM, a professional-grade online survey interface.

Key Takeaways:

Overall, attendees of the 2009 Disparities Partnership Forum were very satisfied with the entire event. Although attendance was less than ideal at each session, attendees found value in all session types.

Recommendations:

1. Encourage higher attendance by increasing promotion of future Disparity Partnership Forum events.
2. Consider changing the days of the week the event is held. If possible, avoid scheduling the event at the end of week. Also, avoid scheduling the event so close to the Thanksgiving holiday.
3. Encourage attendees to be at all sessions of future Disparity Partnership Forum events.

Research Objective 1: Evaluate the following aspects for each session: presenter/facilitator/moderator, quality of content and session's ability to satisfy attendees learning needs.

- Overall feedback on each of the Forum sessions was very positive.
- Respondents perceived the most useful aspect of the Forum to be: *Networking*
- Respondents perceived the least useful aspect of the Forum to be: *Exhibits / Exhibitors*
- Roughly 15-30% of respondents were absent from each of the sessions.
 - The Thursday afternoon sessions had significantly lower attendance rates than sessions held earlier in the Forum.

Common Themes to Open Ended Question: "Please provide any additional comments you may have about the Wednesday, November 18, 2009 sessions."**Common Theme 1: Good Day!****Supporting Quotes:**

- "I thought it was SO much better than previous years. It was hard to keep attention until the dinner, but then I was re-energized by the discussion at my table and with the group. I know that we wanted a higher turn-out, but I think part of its success was the intimacy of the group and the ease in which dialogue was able to be facilitated."
- "Great sessions and very motivational in preparing the group for the next day."

Common Themes to Open Ended Question: "Please provide any additional comments you may have about the Thursday, November 19, 2009 sessions."**Common Theme 1: Revise breakout sessions****Supporting Quotes:**

- "It felt like there were too many break-out sessions. Not all the programs presented could be applied where I work and it was hard to answer 'what are you going to set in motion' when I am unable to do so."
- "Have breakout groups establish action items and identify organizations or companies that could be approached about taking these actions. I feel like the topics my group discussed was valuable, but that the experts in the group didn't learn anything new."

Research Objective 2: Determine how attendees plan to use the information covered in the Disparities Partnership Forum on the job

- Although attendees plan to use the information covered at this year’s event in their jobs, there were no common themes that arose when asked how attendees plan to use the information covered in the Disparities Partnership Forum. Each respondent took away something different from the Forum that they plan to implement within their community.

Research Objective 3: Determine if attendees felt the goals of the Disparities Partnership Forum were achieved.

Goal	Percent (%) Met or Exceeded Goal (Rating of 3 – 5)
Explore collaborative methods of decreasing obesity and type 2 diabetes in high-risk populations	90.5%
Highlight promising practices that address obesity and type 2 diabetes in high-risk populations	100%
Introduce key elements of coalition-building for addressing disparities in health care at the community level	85.6%

Research Objective 4: Evaluate meeting logistics

Meeting Logistics	Percent (%) Agree (Rating of 4 – 5)
Time allowed for visiting exhibits was adequate	61%
I registered for the Forum because of the speakers listed in the registration materials	29.3%
I registered for the Forum because the registration fee provided a good dollar value for the content and speakers	43.9%
I registered for the Forum for the networking possibilities	73.2%
I registered for the Forum because I thought I would get some good ideas to take	75.6%

back to my community	
I like having Forum materials posted online so I can print what is most important to me and not waste resources on unwanted material	87.8%
I found the exhibits to be informative	57.1%
The duration of the Forum was adequate	68.3%

Research Objective 5: Evaluate satisfaction of facilities

Conference Facilities	Percent (%) Satisfied (Rating of 4 - 5)
Meeting rooms setup/seating	61%
Meeting rooms temperature	29.3%
Audiovisual	43.9%
Meals/Refreshments	73.2%
Sleeping room	75.6%
Signage	80%