

2010 NCTech4Good Evaluation

Survey sent to the 112 e-mail addresses of the registrants and available as a link on the conference home page. 69 responses received (3 incomplete) – all but two of them as a result of the e-mail request to fill out the survey. All but two of the respondents attended the conference, so we won't summarize the answers to the “why didn't you come?” questions.

Where did you hear about the conference?

- NCTech4Good Meetup, the NC Center for Nonprofits, and “a colleague” were mentioned by more than 30% of the participants
- NTEN and LinkedIn were mentioned by 10-15%
- Facebook, NetSquared or “another mailing list” were mentioned by fewer than 10%
- Other channels mentioned included: Drupal group, Refresh the Triangle, twitter,

Usefulness of each session

- All of the sessions (except for the cancelled “Online Money Funnel”) received average ratings of 3.29 and above (3=Good, 4=Very Good, 5= Excellent).
- Highest ranked were Kivi Leroux Miller and Ruby Sinreich – both at 4.3.
- The next group included the Keynote, Billy Bicket, Keeping Informed, Collaboration Tools, and Location Based Services with scores from 3.6 to 3.8.
- The sessions on Database Solutions, Legal Issues and Working with Volunteers had scores of 3.3-3.4.

Other ratings

- Participants were generally pleased with the non-program parts of the conference, rating the location and food each a 4.5, the website 4.1 and the registration process 4.0.
- Participants were satisfied with what they learned and the contacts they made – rating each a 4.2
- Comments:
 - The titles were a little misleading for some of the keynote and one of the sessions.
 - Classes especially E-Commerce we didn't even cover half of the class, which was the most important for me
 - Great event! Interested in seeing more of an interactive format for peer-to-peer sharing next time. But net-net, I think this was an excellent event.
 - one of the top 1-day conferences I've ever attended. Good design of program brochure, great speakers, good networking, very applicable.
 - I was upset the Online Fundraising course was cancelled. (2 people said this)
 - It was great overall -- lots of good information!
 - More time between sessions and for lunch would have been nice.

What did you like

- 47 people made comments
- 7 mentioned Kivi or the social media session; 2 mentioned Bicket; 2 mentioned the keynote.
- 22 mentioned discussions, networking or some other reference to the people
- 11 mentioned the information provided
- 12 mentioned the logistics or location

What could have been improved?

- 37 people made comments
- Program: “More like Billy”, more nonprofit focus, more hands on/practical (4+), some sessions were rushed (4), some sessions seemed like sales pitches, repetitious, unfocused, odd keynote, not

techie enough, speakers could have been better prepared. One suggestion was to assign a “level” (advanced/beginner) to the sessions to help people plan their time better and help get a more homogenous audience.

- Communications: 8 people mentioned needing better outreach to increase attendance or something about better pre-conference networking
- Logistics: Healthier breakfast/there was too much food; Don't do Friday; Record the sessions; Consider alternative to theater setup (though the chairs could have been moved...)

What should be done differently

- 35 people made additional comments here.
- Program: Clarify focus; more hands-on and more case studies; more technology; more variety; more relevant; more specifics; a couple of comments approving the idea of a second day – either an unconference or more time for hands-on. Another comment on the diversity of experience among the attendees with a suggestion for overlapping beginner/experienced sessions.
- Communications: A few more comments that it would have been better to have more people.
- Logistics: Record the sessions; Better pre-conference info on the sessions; More time for lunch