
Summary of 2017 Annual Conference Assessment



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Annual Conference: 3 Assessments Completed

- **Overall Evaluation of the 2017 Annual Conference**
 - **Exhibitor Survey**
 - **Membership Survey - Did not attend Annual**
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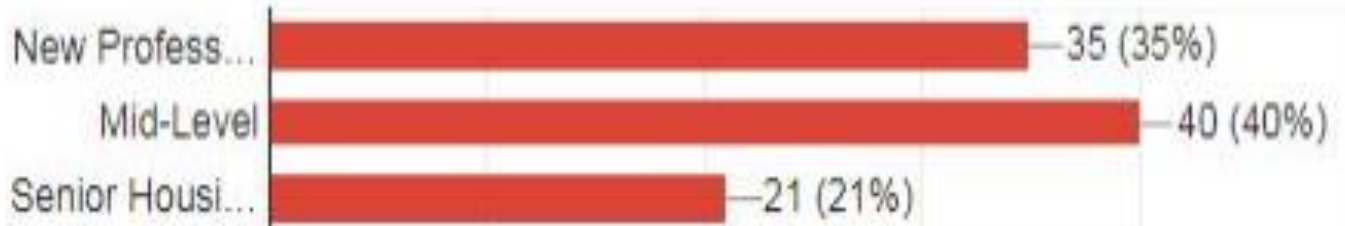
2017 Annual Conference
Portland, Maine

Overall Conference Evaluation

There was a 50.2% response rate 100 respondents of the 199 attendees

Demographic Information:

100 responses



Overall Conference Satisfaction :

76.16% satisfaction

Satisfaction of each aspect of the conference

- o Registration / check-in : 89.70%
 - o NEACUHO Orientation - first time attendees / new professionals : 69.14%
 - o Welcome & Keynote speaker : 74.04%
 - o District Social : 66.51%
 - o Night on the Town : 79.06%
 - o Case Study Competition : 71.67%
 - o Breakfast on Thursday morning : 80%
 - o Exhibitor Fair : 74.65%
 - o 15 minutes with an expert / mentor time : 70.77%
 - o Zumba & Flow Yoga : 66.88%
 - o Senior Housing Officers, Special Guests & Past Presidents Social : 68.11%
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Overall Conference Satisfaction :

76.16% satisfaction

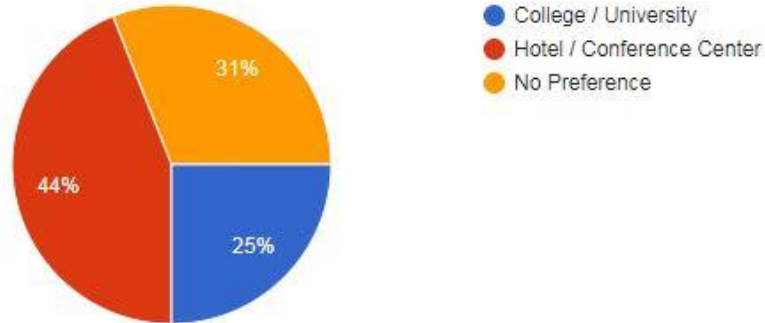
Satisfaction of each aspect of the conference

- o Awards Banquet Thursday night : 77.75%**
 - o FUN! Hospitality and Entertainment : 79.70%**
 - o Committee Meetings : 74.07%**
 - o Closing Awards Luncheon Friday : 77.72%**
 - o Overall Satisfaction of food from Hotel Catering : 74.69%**
 - o Hotel Hospitality : 81.68%**
 - o Communication of Conference details from committee : 80.40%**
 - o Business Meeting : 53.78%**
 - o Opening Luncheon : 78.70%**
 - o Exhibitor Luncheon : 73.17%**
 - o Number of Program Blocks : 73.61%**
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Overall Conference Evaluation

What is your preferred venue for the NEACUHO Annual Conference?

100 responses



Preference of Location:

Hotel / Conference Center : 44%

College / University : 25%

No Preference : 31%

Overall Conference: Trends in Comments

- o Timing of conference – October is hard to get away from campus
 - o Cost of conference – hotel was expensive
 - o Add additional programming blocks – add more educational value for professional development
 - o Too much down time on a few of the days
 - o Have pre-determined events/options for Night out on the Town to be able to choose from (New Professionals may not have time to networked yet to be able to determine what to do for dinner that evening)
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Overall Conference: Trends in Comments

- o Business Meeting :**
 - ~Explain the purpose and goals of a business meeting and about the organization so new professionals/1st time attendees know what a NEACUHO Business meeting is all about.**
 - ~Information presented beforehand and bigger on screens**
 - o Hotel Food was good and bad – equal amounts of comments stating both**
 - o Formal Awards/Banquet be done in 1 formal banquet, not 2 banquets on two different days**
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Overall Conference: Key Takeaways

- o Overall positive satisfaction for a hotel / conference center style conference**
 - o Higher preference for hotel/conference center venue over college/university location**
 - o Conference timing should be looked at**
 - o Rearrange conference schedule to have less down time, more program blocks/educational professional development, predetermined places for Night on the Town and one formal closing banquet**
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Exhibitor Survey
2017 Annual Conference
Portland, Maine

Exhibitor Survey: 2017 Annual Conference

**There was a 39.5% response
rate 17 respondents of the 43
Exhibitors**

Overall Exhibitor Conference Satisfaction :
87.50% satisfaction

Satisfaction of each aspect of the conference

- o Arrival & Set up of booth area at the Exhibitor Hall : 92.94%**
 - o Communication from corporate relations committee about conference information : 91.76%**
 - o Date and time of the NEACUHO Conference : 83.75%**
 - o Length of Exhibit Hall : 85.88%**
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Exhibitor Survey Question: Exhibitor Hall Length of time

- o 46.66% of comments state length of time was just right**
 - o 13.33% of comments state shorter time frame wanted**
 - o 20% of comments state wanting 2 hour fair with 1 hour lunch before**
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Exhibitor Survey: Trends in Comment & Key Takeaways

- o Like the hotel venue experience**
 - o Overall positive experience with the exhibitor hall**
 - o Exhibitor hall time was good**
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**Membership Survey: Did not Attend
2017 Annual Conference
Portland, Maine**

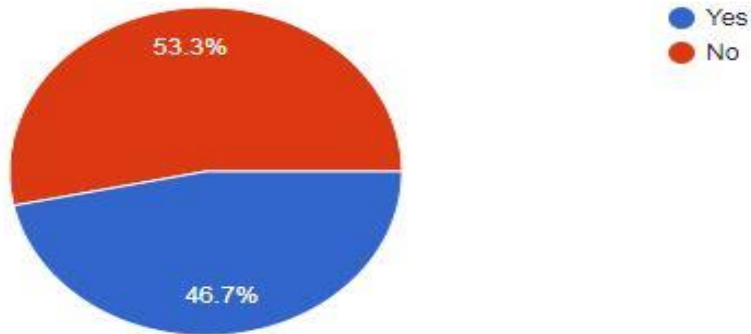
Membership Survey: Did not attend 2017 Annual Conference

**There was a 22% response rate 15
respondents of the 68 Membership contacts**

Membership Survey: Did not attend 2017 Annual Conference

Did you want to attend the NEACUHO Annual Conference in Portland, Maine?

15 responses



Membership Survey: Did not attend 2017 Annual Conference
Question: Reasons why did not attend?

- o Time of year of the Conference : 64.3%**
- o Cost of the Conference : 57.1%**
- o Location of the Conference : 28.6%**
- o Did not want to be in a hotel for the Conference : 21.4%**
- o I could not take the time away from my institution :
21.4%**
- o Did not have staff/colleagues that wanted to attend :
1.7%**
- o I've changed professional organization preference : 0%**

Membership Survey: Did not attend 2017 Annual Conference

Trends in Comments and Key Takeaways

- o Cost of conference determined attending or not**
 - o Small staff/institution that could not get away for the time of year**
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Questions



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