
Summary of 2018 Annual Conference Assessment



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Annual Conference: 2 Assessments Completed

- **Overall Evaluation of the 2018 Annual Conference**
 - **Exhibitor Survey for 2018 Annual Conference**
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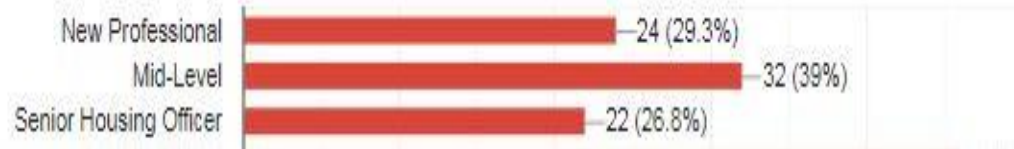
2018 Annual Conference
Mystic, Connecticut

Overall Conference Evaluation

There was a 45.5% response rate, 82 respondents of the 180 attendees

Demographic Information:

82 responses



Overall Conference Satisfaction :

82.22% satisfaction (avg.)

Satisfaction (avg.) of each aspect of the conference:

Registration / check-in : 93.17%

NEACUHO Orientation - first time attendees / new professionals : 82.73%

Welcome & Keynote speaker : 94.52%

Opening Luncheon : 86.30%

District Social : 78.46%

Night on the Town : 80%

Case Study Competition : 73.68%

Breakfast on Thursday morning : 87.87%

Business Meeting : 84.59%

Exhibitor Fair : 81.49%

Exhibitor Lunch : 79.71%

Overall Conference Satisfaction :

82.22% satisfaction (avg.)

Satisfaction (avg.) of each aspect of the conference:

15 minutes with an expert / mentor time : 88.18%

SA Fit Activity: 86.67%

Senior Housing Officers, Special Guests & Past Presidents Social : 88.80%

Awards Banquet Thursday night : 74.41%

Thursday night Entertainment : 74.67%

of Program Blocks : 87.37%

Committee Meetings : 74.12%

Closing Awards Luncheon Friday : 84.31%

Overall Satisfaction of food from Hotel Catering : 85.75%

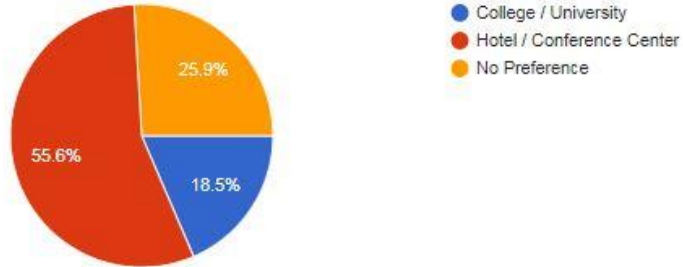
Hotel Hospitality : 92.27%

Communication of Conference details from committee : 84%

Overall Conference Evaluation

What is your preferred venue for the NEACUHO Annual Conference?

81 responses



Preference of Location:

Hotel / Conference Center : 55.6%

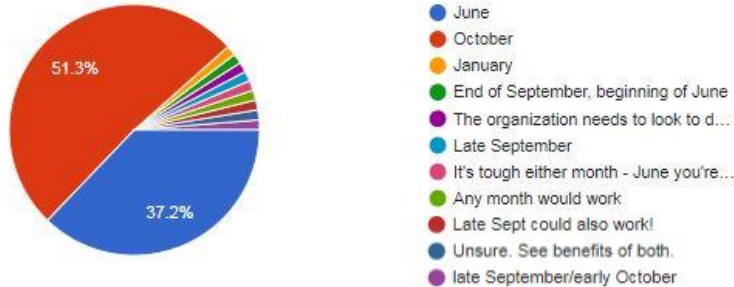
College / University : 18.5%

No Preference : 25.9%

Overall Conference Evaluation

What is your preference for annual conference timeline?

78 responses



Response to Conference Timing:

October: 51.3%

June: 37.2%

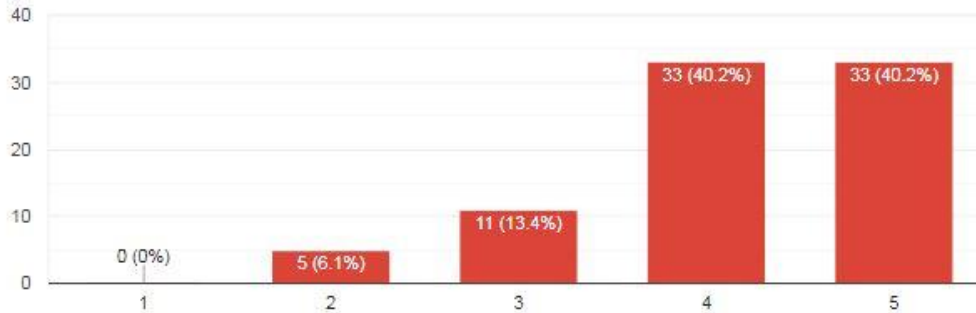
Other: 11.5%

Overall Conference Evaluation

Conference Value: 82.93% (avg.)

To what extent do you believe this conference represented a good value for your money?

82 responses



Overall Conference: Trends in Comments

- **Find ways to incorporate more of the membership into the Conference, more opportunities to be engaged and involved in the conference.**
 - **Hotel Food was good but not a variety for vegan/specialty diets.**
 - **Make the conference shorter or longer – comments of both were equal.**
 - **Thursday night awards banquet was long.**
 - **Business meeting at a different time (not at 8:00am or possibly during a meal time – lunch or a dinner)**
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Overall Conference: Key Takeaways

- Overall positive satisfaction for the hospitality of the hotel.
 - Higher preference for hotel/conference center venue over college/university location
 - The keynote was well liked with 94% (avg.) satisfaction.
 - Awards banquet to be shorter and more engaging.
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Questions



Exhibitor Survey
2018 Annual Conference
Mystic, Connecticut

Exhibitor Survey: 2018 Annual Conference

**There was a 48.33% response rate,
29 respondents of the 60 Exhibitors**

Overall Exhibitor Conference Satisfaction :

71.03%% satisfaction (avg.)

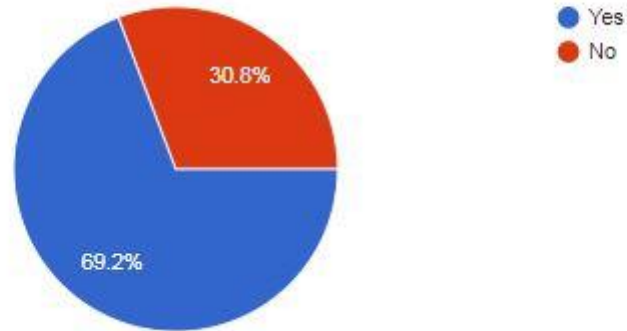
Satisfaction (avg.) of each aspect of the conference:

- Arrival & Set up of booth area at the Exhibitor Hall : 86.21%**
 - Communication from corporate relations committee about conference information : 86.21%**
 - Date and time of the NEACUHO Conference : 84.83%**
 - Length of Exhibit Hall : 71.03%**
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Exhibitor Survey Question: Exhibitor Seminar

Did you find the Exhibitor seminar useful?

26 responses



Exhibitor Survey: Trends in Comment & Key Takeaways

- **Some exhibitors expressed frustration with only a few people stopping at their station and there was a lack of interest or only interested in signature and not hearing about the product.**
 - **There was a wide variety of responses for the question of when should a vendor be asked to sponsor a portion of the conference. The best summary range seems to be 3 -6 months ahead of the conference.**
 - **The feedback to the length of the exhibitor fair had a wide variety of responses, the overall sense is it was just not the correct amount of time whether it was too long or not long enough.**
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Questions



COMPARISON : 2017 & 2018

Response Rate:	2017	2018
	50.2%	45.5%

Demographic:	2017	2018
New Professionals	35%	29.3%
Mid-Levels	40%	39%
SHOs	21%	26.8%

Preference of Location:	2017	2018
Hotel / Conference Center :	44%	55.6%
College / University :	25%	18.5%
No Preference :	31%	25.9%

1st Time NEACUHO Attendees:	2017	2018
	39.4%	35.4%

COMPARISON : 2017 & 2018

Satisfaction (avg.) Comparison	2017	≈	2018
OVERALL CONFERENCE	76.16%	?	82.22%
Registration / check-in	89.70%	?	93.17%
NEACUHO Orientation	69.14%	?	82.73%
Welcome & Keynote speaker	74.04%	?	94.52%
Opening Luncheon	78.70%	?	86.30%
District Social	66.51%	?	78.46%
Night on the Town	79.06%	?	80%
Case Study Competition	71.67%	?	73.68%
Breakfast on Thursday morning	80%	?	87.87%
Business Meeting	53.78%	?	84.59%
Exhibitor Fair	74.65%	?	81.49%
Exhibitor Lunch	73.17%	?	79.71%
15 minutes with an expert/mentor time	70.77%	?	88.18%
Activity	Zumba 66.88%	?	SAFit 86.67%
SHO Social	68.11%	?	88.80%
Awards Banquet Thursday night	77.75%	?	74.41%
Thursday night Entertainment	79.70%	?	74.67%
# of Program Blocks	73.61%	?	87.37%
Committee Meetings	74.07%	≈	74.12%
Closing Awards Luncheon Friday	77.72%	?	84.31%
Hotel Catering	74.69%	?	85.75%
Hotel Hospitality	81.68%	?	92.27%
Communication from committee	80.40%	?	84%

Summary of 2018 Annual Conference Assessment

