

Making it Matter: Building Community through Media

Respondents: 12

	Average	5 - Strongly Agree	4 - Somewhat Agree	3 - Neither Agree Nor Disagree	2 - Somewhat Disagree	1 - Strongly Disagree
Indicate your level of agreement with the following statement: Overall, this session met my educational needs.	4.17	7	1	3	1	0
Indicate your level of agreement with the following statement: There was enough time spent on the subject matter.	4.58	9	2	0	1	0
Indicate your level of agreement with the following statement: The speakers were informative and kept my attention.	4.17	7	2	1	2	0

	Average	5 - Excellent	4 - Very Good	3 - Good	2 - Fair	1 - Poor
Rate the extent to which the course met the learning objective: Identify your point of contact for newsworthy accomplishments in your program.	4.00	8	0	1	2	1
Rate the extent to which the course met the learning objective: Develop actionable strategies to take ownership of their department's accomplishments by strengthening internal partnerships and aligning organizational storytelling to fiscal outcomes.	3.75	5	3	1	2	1

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Rate the extent to which the course met the learning objective: Identify the difference between promotional and performative content, in order to preserve brand consistency while balancing awareness with cultural relevancy.	4.00	7	2	0	2	1
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	Average	5 - Excellent	4 - Very Good	3 - Good	2 - Fair	1 - Poor
Rate the presenter's competence and effectiveness: Laura Mattingly	4.00	7	1	1	3	0

Please describe how your knowledge has changed regarding the learning objectives listed.
Better ideas regarding to communicating accomplishments.
I learned that it's important to connect content with purpose and to ask would this make me proud.
Knowledge did not change but validated what I know
Not much changed.
It didn't. Unfortunately, this was not a presentation I could recommend.
It's amazing how your media presence can be cost effective.
Understanding different approaches
The class was good but there was limited new information provided to me. Speaker was effective but many of her quips which were I tended to be funny weren't audible at times interfered with her credibility. I have no doubt she knows the topic and is effective at her job
Better understanding of what to do in order to reach the community and potential clients
Session was engaging. I enjoyed learning about the different engagement strategies.

As a result of attending this activity, what new skill or idea will you implement into your job or practice within the next six months?
Share with teams about promoting events etc to marketing.
Learning how and when to use trends.
Possibility
None at the moment.
Nothing. This was presented from the perspective of a large, heavily funded LMHA that did not resonate with many smaller Centers.
Improving social media presence.
Development of different approaches
"PROUD"
Baby pictures of employees
Look for ways we can promote primary care or nutrition services.

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What topics would you like to see presented at future activities?
Employment culture change
This was very informative.
Revenue diversification
more Media related presentations from a public relations perspective. Not a social media person.
Outreach/marketing
Topics such as this not geared toward lower funding level centers. How to do this without an 80million dollar budget with a designated communications team. Most of us don't have that.
Innovative ways to fund engagement and outreach
integrated care