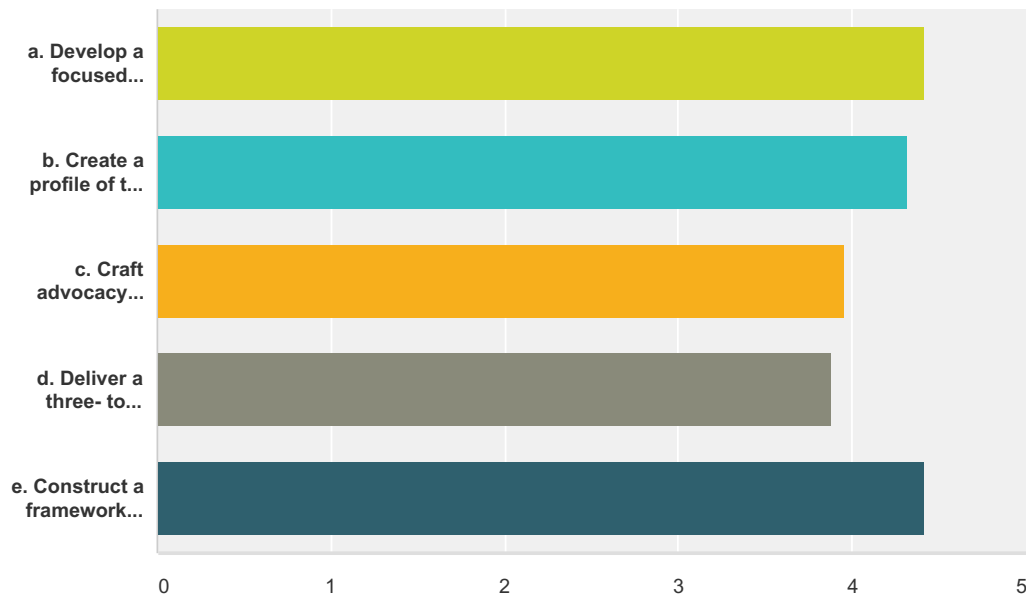


**Q1 Assess the workshop from the standpoint of what you gained from the experience: How well did the workshop meet the following stated objectives?**

Answered: 26 Skipped: 0



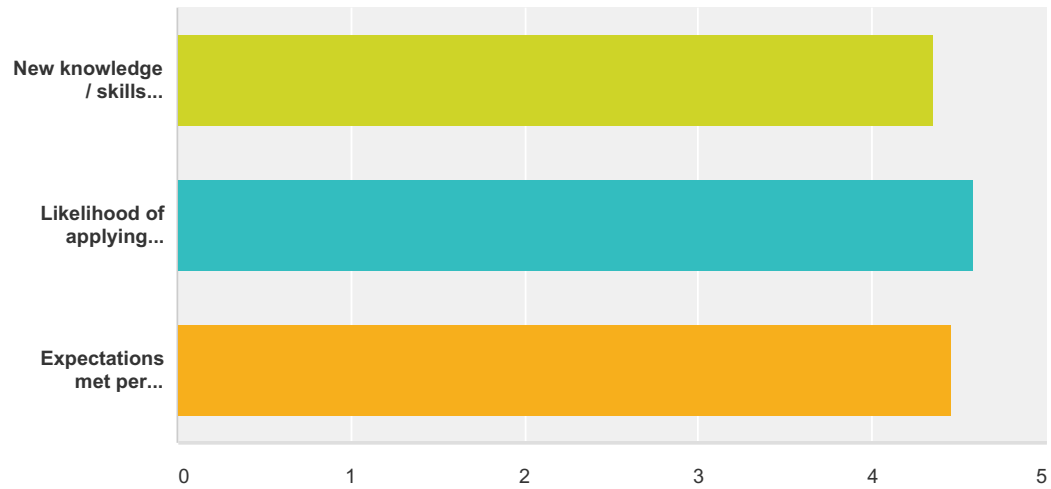
	Poor	Fair	Average	Good	Excellent	Total	Average Rating
a. Develop a focused statement of an advocacy goal for your institution or an archives issue of concern;	0.00% 0	0.00% 0	3.85% 1	50.00% 13	46.15% 12	26	4.42
b. Create a profile of the audience/individual to whom your advocacy efforts will be directed and develop a plan for how to approach that person/organization;	0.00% 0	0.00% 0	12.00% 3	44.00% 11	44.00% 11	25	4.32
c. Craft advocacy support materials as part of the effort;	0.00% 0	7.69% 2	11.54% 3	57.69% 15	23.08% 6	26	3.96
d. Deliver a three- to five-minute "pitch" to support your advocacy goal; and	0.00% 0	11.54% 3	19.23% 5	38.46% 10	30.77% 8	26	3.88
e. Construct a framework (plan) for reaching your advocacy objectives.	0.00% 0	0.00% 0	3.85% 1	50.00% 13	46.15% 12	26	4.42



# SAA COURSE EVALUATION FORM - AA #1509

## Q2 How would you rate the:

Answered: 26 Skipped: 0



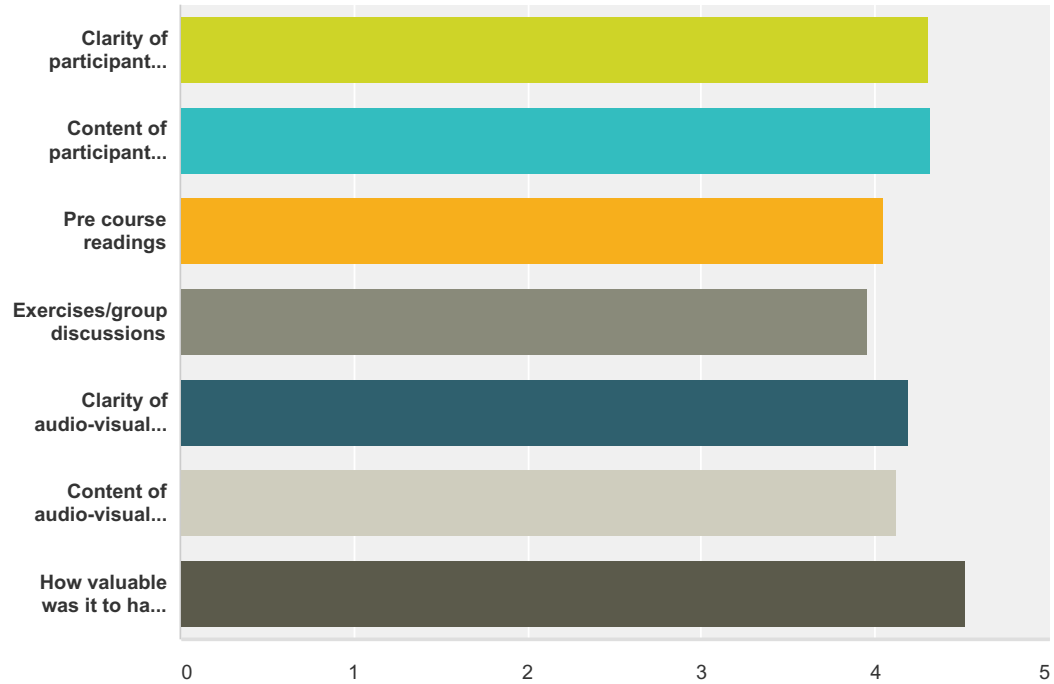
	Poor	Fair	Average	Good	Excellent	Total	Average Rating
New knowledge / skills acquired	0.00% 0	3.85% 1	7.69% 2	38.46% 10	50.00% 13	26	4.35
Likelihood of applying concepts to your work	0.00% 0	0.00% 0	7.69% 2	26.92% 7	65.38% 17	26	4.58
Expectations met per advertising	0.00% 0	3.85% 1	3.85% 1	34.62% 9	57.69% 15	26	4.46



# SAA COURSE EVALUATION FORM - AA #1509

## Q3 Rate the methods and materials relative to their value in accomplishing the workshop:

Answered: 26 Skipped: 0



	Poor	Fair	Average	Good	Excellent	N/A	Total	Average Rating
Clarity of participant handouts	0.00% 0	0.00% 0	7.69% 2	53.85% 14	38.46% 10	0.00% 0	26	4.31
Content of participant handouts	0.00% 0	0.00% 0	8.00% 2	52.00% 13	40.00% 10	0.00% 0	25	4.32
Pre course readings	0.00% 0	4.00% 1	12.00% 3	48.00% 12	24.00% 6	12.00% 3	25	4.05
Exercises/group discussions	3.85% 1	7.69% 2	15.38% 4	34.62% 9	38.46% 10	0.00% 0	26	3.96
Clarity of audio-visual aids	0.00% 0	7.69% 2	3.85% 1	46.15% 12	38.46% 10	3.85% 1	26	4.20
Content of audio-visual aids	0.00% 0	3.85% 1	15.38% 4	46.15% 12	34.62% 9	0.00% 0	26	4.12
How valuable was it to have the materials (including pre-reading assignments) available in electronic form?	0.00% 0	3.85% 1	0.00% 0	30.77% 8	53.85% 14	11.54% 3	26	4.52



# SAA COURSE EVALUATION FORM - AA #1509

## Q4 What aspect of the workshop methods/materials was most valuable to you? Why?

Answered: 26 Skipped: 0

#	Responses	Date
1	Exercises were very good. Just a bit confusing in workbook. Presentation very well done.	8/28/2014 10:51 AM
2	Identifying audience and messengers (now to). Recognizing the components of advocacy, and what makes a message succeed, recognizing hurdles.	8/28/2014 10:47 AM
3	Learning tips for advocating for my own job. It was great to fill out the workbook pages dedicated to planning to advocate for my goal.	8/28/2014 10:43 AM
4	Hearing different experiences/stories.	8/28/2014 10:42 AM
5	The step-by-step approach (almost flow chart) for building an advocacy program.	8/28/2014 10:39 AM
6	Questions and answers following points made. Group discussion re: scenario #2. Final activity #4 - building an advocacy plan.	8/28/2014 10:38 AM
7	Real life examples from the presenters.	8/28/2014 10:30 AM
8	Concrete examples, good stories, and clear handouts, they helped drive the points home and made more likely to go back to my organization and do something.	8/28/2014 10:27 AM
9	n/a	8/28/2014 10:23 AM
10	n/a	8/28/2014 10:19 AM
11	Discussing how to break down your goal into different sections - audience, messengers, etc. - gave me more ideas about going about to achieve my goals.	8/28/2014 10:13 AM
12	n/a	8/28/2014 10:10 AM
13	Good overview of topic, especially the five stages and discussion there of very good overview of topic, material useful, exercises good. It was a good workshop, I will be able to use this information in many ways.	8/28/2014 10:07 AM
14	Working through an advocacy plan - something I was going to need to do anyway when I return to my institution.	8/28/2014 10:01 AM
15	Hands-on; possibility of creating a "local plan" or a global plan.	8/28/2014 9:58 AM
16	Hearing specific examples and discussing issues of the other attendees.	8/28/2014 9:42 AM
17	Developing a clear goal.	8/28/2014 9:38 AM
18	I really liked the group archives which I normally dread. This was helpful; I like the format for organizing my advocacy plan.	8/28/2014 9:35 AM
19	Building our own advocacy plan.	8/28/2014 9:33 AM
20	Presented a focused approach to creating a plan of action and some time to think about how that plan should look.	8/28/2014 9:30 AM
21	Workbook - focused discussion.	8/28/2014 9:18 AM
22	The five steps.	8/28/2014 9:15 AM
23	Experience of class instructors and their stories.	8/28/2014 9:12 AM
24	n/a	8/28/2014 9:11 AM
25	The examples provided gave an excellent outline of proper archival advocacy.	8/28/2014 9:10 AM
26	Suggestions for crafting a message were valuable - whats right versus self-interest is a good framework.	8/28/2014 9:08 AM



# SAA COURSE EVALUATION FORM - AA #1509

## Q5 What aspect of the workshop methods/materials would you change? Why?

Answered: 26 Skipped: 0

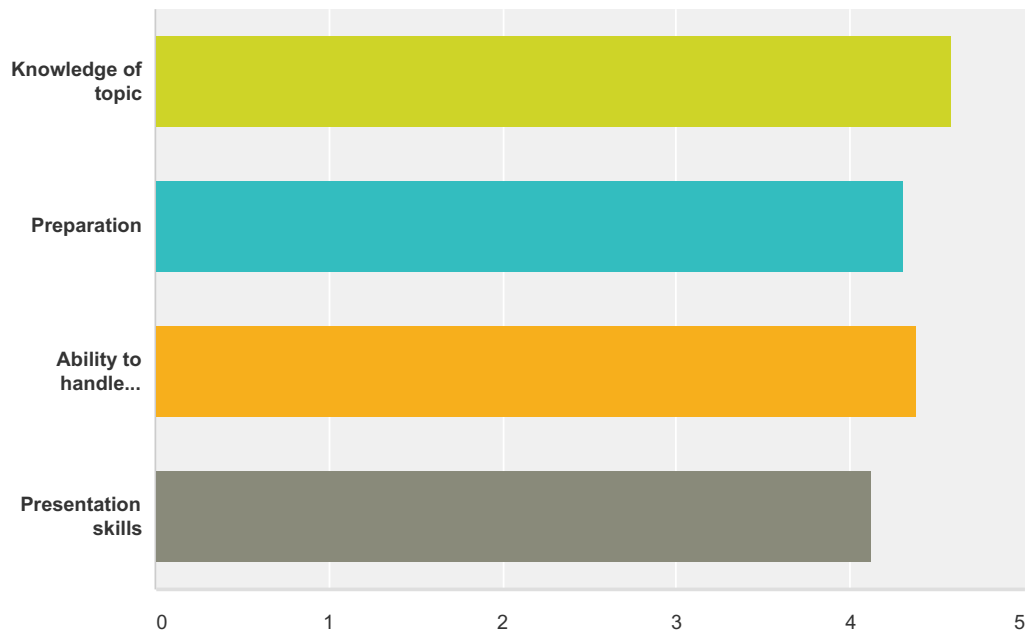
#	Responses	Date
1	None. Keep same.	8/28/2014 10:51 AM
2	In identifying/known audience, we also need to understand the landscape of the situation so more attention on how to evaluate the landscape before step three, crafting the message.	8/28/2014 10:47 AM
3	n/a	8/28/2014 10:43 AM
4	Being more aware of lunchtime and sticking with the schedule better.	8/28/2014 10:42 AM
5	The group exercises were disorganized.	8/28/2014 10:39 AM
6	Should mention Elsie Freeman's advocating archives and Larry Hackman's Happy Returns in beginning intro. This is critical for giving credit.	8/28/2014 10:38 AM
7	Break into smaller groups for discussion. Focus on a variety of settings. Less government.	8/28/2014 10:30 AM
8	More handouts and materials that we can adapt for our advocacy goals.	8/28/2014 10:27 AM
9	Difficult to hear participants (big pillars across the room didn't help). Horizontal shaped configuration might help.	8/28/2014 10:23 AM
10	n/a	8/28/2014 10:19 AM
11	I did not find the exercises to be useful in the way we did them. if anything, a better explanation of what we are supposed to do would be useful.	8/28/2014 10:13 AM
12	n/a	8/28/2014 10:10 AM
13	Exercises could have been shorten perhaps have one of the instructions from a different background, less state archives more of a local focus.	8/28/2014 10:07 AM
14	No red print on PPT slides - very difficult to read. Find better way to convene group exercises - I thought the groups were a bit too large for effective discussion.	8/28/2014 10:01 AM
15	Include discussion of social media in advocacy.	8/28/2014 9:58 AM
16	The groups for the exercise seemed too large. Smaller groups would have facilitated discussion better. Logistically having to hop up away from writing table and drag a chair multiple times was a pain, so maybe a different set-up.	8/28/2014 9:42 AM
17	Include handouts or advocacy materials shown as part of workshop (eg. GA archives)	8/28/2014 9:38 AM
18	n/a	8/28/2014 9:35 AM
19	n/a	8/28/2014 9:33 AM
20	n/a	8/28/2014 9:30 AM
21	More examples of case statements. I have to do this with each project.	8/28/2014 9:18 AM
22	n/a	8/28/2014 9:15 AM
23	n/a	8/28/2014 9:12 AM
24	n/a	8/28/2014 9:11 AM
25	n/a	8/28/2014 9:10 AM
26	n/a	8/28/2014 9:08 AM



# SAA COURSE EVALUATION FORM - AA #1509

## Q6 How would you rate the individual instructor?

Answered: 26 Skipped: 0



	Poor	Fair	Average	Good	Outstanding	N/A	Total	Average Rating
Knowledge of topic	0.00% 0	0.00% 0	0.00% 0	42.31% 11	57.69% 15	0.00% 0	26	4.58
Preparation	0.00% 0	7.69% 2	3.85% 1	38.46% 10	50.00% 13	0.00% 0	26	4.31
Ability to handle questions	0.00% 0	3.85% 1	7.69% 2	34.62% 9	53.85% 14	0.00% 0	26	4.38
Presentation skills	0.00% 0	3.85% 1	23.08% 6	26.92% 7	42.31% 11	3.85% 1	26	4.12



# SAA COURSE EVALUATION FORM - AA #1509

## Q7 Additional Comments for Instructor:

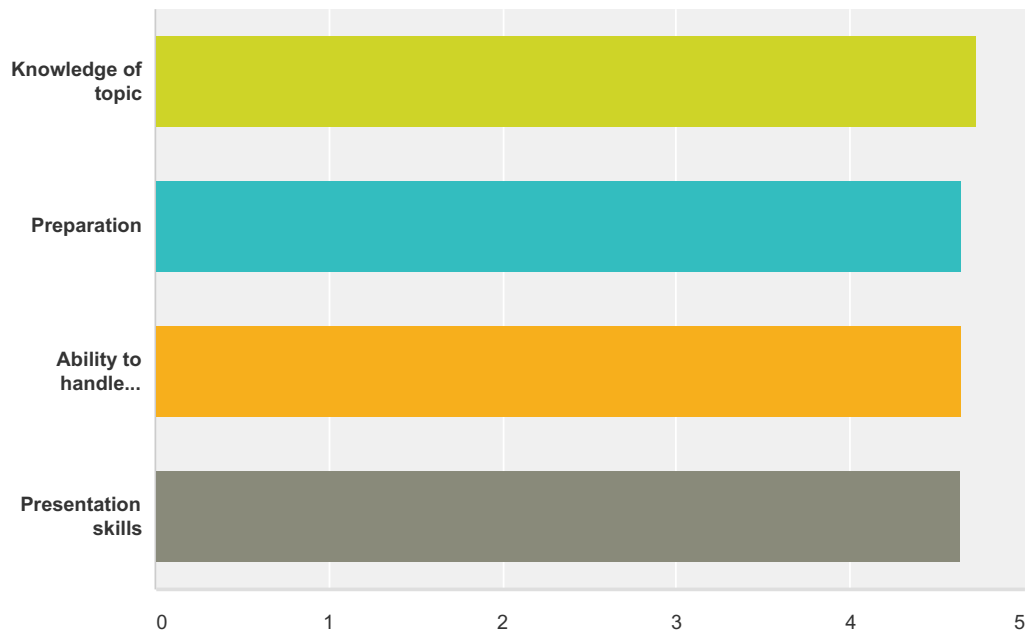
Answered: 11 Skipped: 15

#	Responses	Date
1	Jelain did a great job, kept it interesting and enthusiastic.	8/28/2014 10:51 AM
2	Knowledge of topic and relevant information surrounding the topic.	8/28/2014 10:48 AM
3	She told many real-world stories to illustrate points.	8/28/2014 10:44 AM
4	Loved speakers' (plus!) enthusiasm and stories during workshop. Great job!	8/28/2014 10:38 AM
5	Thanks very much! Your stories and experiences were great to hear. Thanks for being enthusiastic.	8/28/2014 10:27 AM
6	Worked well with David. Seamless transition between speakers.	8/28/2014 10:23 AM
7	Well needed in topic. Engaging.	8/28/2014 10:20 AM
8	Mostly a solid presentation, but most of the confusion revolving around the exercises resulted from a lack of explanation as to why we were in three groups and what scenarios we should do.	8/28/2014 10:15 AM
9	Enjoyed insights on how to overcome barriers.	8/28/2014 10:02 AM
10	n/a	8/28/2014 9:10 AM
11	n/a	8/28/2014 9:08 AM



### Q8 How would you rate the individual instructor?

Answered: 26 Skipped: 0



	Poor	Fair	Average	Good	Outstanding	N/A	Total	Average Rating
Knowledge of topic	0.00% 0	0.00% 0	0.00% 0	26.92% 7	73.08% 19	0.00% 0	26	4.73
Preparation	0.00% 0	0.00% 0	3.85% 1	26.92% 7	69.23% 18	0.00% 0	26	4.65
Ability to handle questions	0.00% 0	0.00% 0	3.85% 1	26.92% 7	65.38% 17	3.85% 1	26	4.64
Presentation skills	0.00% 0	3.85% 1	0.00% 0	23.08% 6	65.38% 17	7.69% 2	26	4.63



# SAA COURSE EVALUATION FORM - AA #1509

## Q9 Additional Comments for Instructor:

Answered: 15 Skipped: 11

#	Responses	Date
1	Great instructor. Knowledgeable, interesting and informative.	8/28/2014 10:52 AM
2	Definitely experienced in the topic.	8/28/2014 10:49 AM
3	He, too, gave ample examples. It helped to learn about real-world approaches.	8/28/2014 10:44 AM
4	Thanks! Your presentation style made the workshop flow very nicely and you've inspired me to advocate for my library and archives!	8/28/2014 10:28 AM
5	Great job with discussion, personal stories added a lot to the content.	8/28/2014 10:25 AM
6	David knows his "stuff" Personable	8/28/2014 10:21 AM
7	Great presenter who spoke of what he knew, but didn't turn me off even though the situation didn't have a lot in common with mine.	8/28/2014 10:18 AM
8	He was engaging and interesting worth learning.	8/28/2014 10:08 AM
9	Really enjoyed comments on successes and challenges.	8/28/2014 10:02 AM
10	Very charismatic.	8/28/2014 9:59 AM
11	Felt like this was a 1/2 day stretched to be a full day. Seemed like it really ended at three and then we just sat around. Not efficient use of time for someone who traveled down just for this workshop.	8/28/2014 9:49 AM
12	I liked the idea of a workshop detailed to understanding and determining ROI.	8/28/2014 9:37 AM
13	Good at staying on topic. And on time.	8/28/2014 9:19 AM
14	Thanks for your insight. You were great.	8/28/2014 9:13 AM
15	n/a	8/28/2014 9:09 AM



**Q10 What other workshop topics do you need for your continuing education and where would you like to see them held? (List city and state please).**

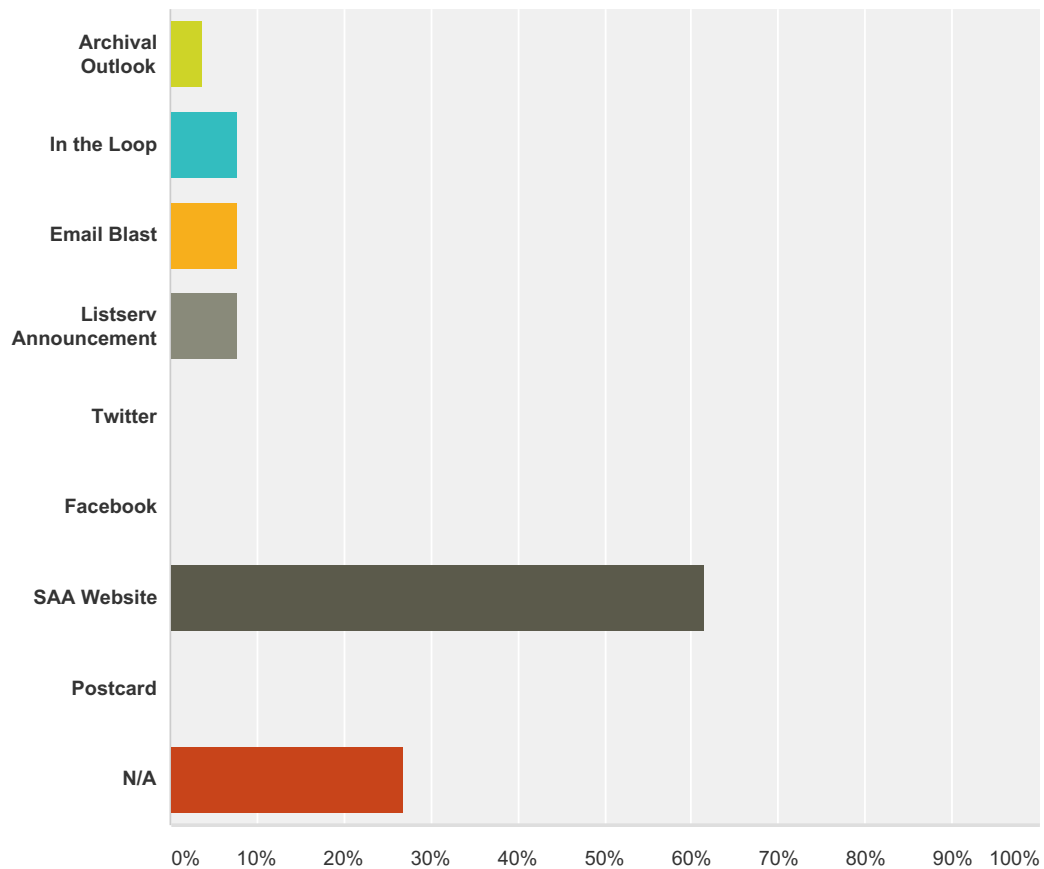
Answered: 26 Skipped: 0

#	Responses	Date
1	n/a	8/28/2014 10:52 AM
2	Local advocacy workshops - Chicago!	8/28/2014 10:49 AM
3	n/a	8/28/2014 10:45 AM
4	n/a	8/28/2014 10:42 AM
5	I think that something related to ROI metrics, and strategic planning would pair well with this workshop.	8/28/2014 10:40 AM
6	NYC (or Boston or Albany) History	8/28/2014 10:38 AM
7	n/a	8/28/2014 10:30 AM
8	n/a	8/28/2014 10:28 AM
9	n/a	8/28/2014 10:25 AM
10	n/a	8/28/2014 10:21 AM
11	We all want the same things - space, money, staff - so how about a session about how to go about getting those things? Madison, WI	8/28/2014 10:19 AM
12	n/a	8/28/2014 10:11 AM
13	n/a	8/28/2014 10:09 AM
14	Enabling access to electronic records - lots of assistance out there for making disk images, but how to you process and make accessible once you have all the disk images and metadata? Also, intro to web archiving. Anywhere in Ohio!	8/28/2014 10:04 AM
15	N/A	8/28/2014 9:59 AM
16	Statistics ( specially ROI) Data visualization	8/28/2014 9:50 AM
17	Florida ( anywhere, anything)!	8/28/2014 9:39 AM
18	n/a	8/28/2014 9:37 AM
19	n/a	8/28/2014 9:34 AM
20	How to emphasize the return on investment in archives. How to develop a good case study or one case. DC metro area.	8/28/2014 9:32 AM
21	n/a	8/28/2014 9:19 AM
22	Why museums need archival unites Washington, DC	8/28/2014 9:16 AM
23	How to calculate R.O.I. for your archives. Statistics for archives (How to use stats for advocacy).	8/28/2014 9:14 AM
24	n/a	8/28/2014 9:12 AM
25	n/a	8/28/2014 9:10 AM
26	n/a	8/28/2014 9:09 AM



### Q11 How did find out about this workshop? Please check all that apply:

Answered: 26 Skipped: 0



Answer Choices	Responses
Archival Outlook	3.85% 1
In the Loop	7.69% 2
Email Blast	7.69% 2
Listserv Announcement	7.69% 2
Twitter	0.00% 0
Facebook	0.00% 0
SAA Website	61.54% 16
Postcard	0.00% 0
N/A	26.92% 7
Total Respondents: 26	

#	Other (please specify)	Date
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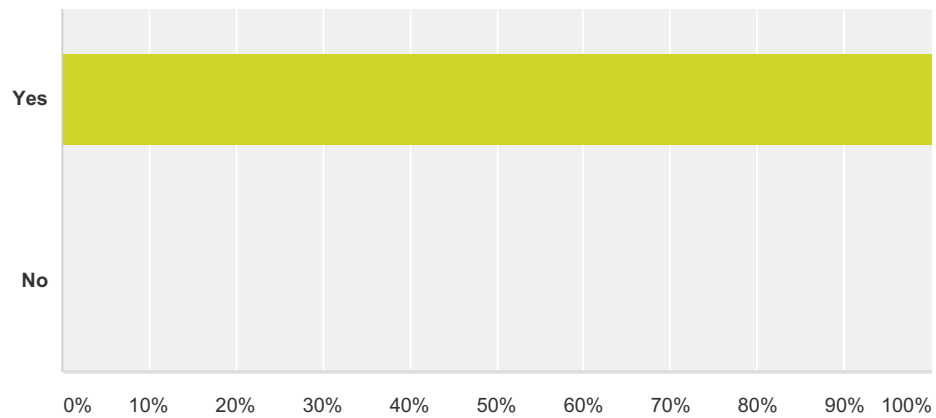
## SAA COURSE EVALUATION FORM - AA #1509

1	Colleague	8/28/2014 10:52 AM
2	The conference website schedule.	8/28/2014 10:28 AM
3	SAA e-mailed to MARAC	8/28/2014 10:09 AM
4	RAAC	8/28/2014 9:50 AM
5	RAAC	8/28/2014 9:39 AM



### Q12 May we use your evaluation and name for testimonials?

Answered: 26 Skipped: 0



Answer Choices	Responses
Yes	100.00% 26
No	0.00% 0
<b>Total</b>	<b>26</b>

#	Name (optional)	Date
1	Larry Kinsel	8/28/2014 10:52 AM
2	Lucinda Manning	8/28/2014 10:38 AM
3	Eira Tansey	8/28/2014 10:04 AM