



The Center for Corporate and Community Education  
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In an effort to continually improve our programs, please take a few moments to complete this form. Thank you.

Company: OSU Extension

Date: May 10, 2004

Instructor: E. Smith, M. Borden, F. Gibson, R. Stannard Course: Cost Recovery Workshop – Lima (9)

Please check the proper column:

	Excellent	Good	Fair	Poor
1. Course content:				
a. The course expanded my knowledge of the subject	<u>  7  </u>	<u>  2  </u>	<u>    </u>	<u>    </u>
b. The course was interesting and informative	<u>  7  </u>	<u>  2  </u>	<u>    </u>	<u>    </u>
c. The course met my expectations	<u>  5  </u>	<u>  4  </u>	<u>    </u>	<u>    </u>
d. The program was valuable for my needs	<u>  6  </u>	<u>  3  </u>	<u>    </u>	<u>    </u>
e. Handouts were effective (if applicable)	<u>  3  </u>	<u>  6  </u>	<u>    </u>	<u>    </u>
f. The material presented was practical and useful for application	<u>  4  </u>	<u>  5  </u>	<u>    </u>	<u>    </u>
2. Format and Facility:				
a. Adequate time was allotted to cover subject	<u>  4  </u>	<u>  5  </u>	<u>    </u>	<u>    </u>
b. Adequate time was allotted for questions & answers	<u>  9  </u>	<u>  0  </u>	<u>    </u>	<u>    </u>
c. Rate the adequacy of the facility and room(s) (comfort, ventilation, acoustics, temperature)(room too cold)	<u>  1  </u>	<u>  5  </u>	<u>  2  </u>	<u>  1  </u>
3. Instructor's presentation:				
a. Ability to present material clearly	<u>  7  </u>	<u>  2  </u>	<u>    </u>	<u>    </u>
b. Presenter's appearance and attitude	<u>  8  </u>	<u>  1  </u>	<u>    </u>	<u>    </u>
c. Knowledge of subject	<u>  9  </u>	<u>  0  </u>	<u>    </u>	<u>    </u>
d. Flexibility in adjusting course to participant needs	<u>  8  </u>	<u>  1  </u>	<u>    </u>	<u>    </u>
e. Effectiveness of visual aids (if applicable) (flip charts, films, etc.)	<u>  6  </u>	<u>  3  </u>	<u>    </u>	<u>    </u>
4. Overall Program Rating	<u>  6  </u>	<u>  3  </u>	<u>    </u>	<u>    </u>

Comments: See attached sheet.

## Comments:

“Thanks for coming out to us. We do have our challenges ahead of us. I hope we can begin to make the changes we need to be in position for the future too.” “Too cool, but not your fault.”

“Good job. Except for cold temperatures.”

“It was a very worthwhile day. The exercises helped to focus discussion on personal ideas/concerns. It is still difficult to embrace this change in direction, but if we work together we can make some positive strides. Thanks for your time and effort.”

“Thanks to your team. This helped me as an administrator to think about issues we need to resolve to empower our personnel.” “Room cold.”

“Very informative and helpful. Our biggest obstacle is changing people’s attitudes (both employee’s and clientele’s). This would have been (or would be) a great in-service for all county chairs.” “Room too cold.”

“I thought this was a very good session. I wish this had been presented at our chair training last week. Thanks.”

“Room too cold.”

“M. Borden – need more time to incorporate anthrop into program! R. Stannard – are you sure you were not a theatre major! Great presentations all. Teamwork is evident! Colorful team interaction! Thank you.”

“Very good information. I gained many ideas that I can use.”

## Summary

### Concerns:

- Commissioners won’t continue to fund us if we bring in money
- Charging vs. not
- Old motto, “You’ve paid for us, use us” – what now?
- Negative impact on low income audiences
- Dollars changing face and focus on what we do
- Losing audiences due to cost

### Excites:

- Reach new audiences
- Resources to expand

### One word:

- Challenge (4)
- Concern (2)
- Opportunity (1)
- Change (1)
- Suspicion (1)

### Parking Lot:

- Knowledge of technology and experience within
- Comprehensive marketing professional
- Adequate staffing to assess needs and make programming efficient

## Western District (Lima Site) Card Sort Results

### Issue prioritization

- A comprehensive, professional marketing effort
- Knowledge of technology and experience using it
- Adequate staffing to assess client needs and allow programming efficiency

### “How Close Are We? Activity Results (Issue: comprehensive marketing) Comparing how things are now compared to our idealized vision:

- **We have/we will need (keep these things)**
  - Solid client base
  - Effective networks
  - Positive reputation
  - Marketable products
  - Knowledgeable, diverse, skilled professionals who are committed and caring
  - Association with Ohio State University
  - Appreciation of the need to market effectively
  - Communication/technical department
  - Existing models of success
  - Program knowledge
  - Use evaluation data to market
  - Research-based
  - Creativity
- **We have/will not need (get rid of these things)**
  - Outdated materials
  - Old clientele
  - Less local and more regional/state materials (not either/or but both/and)
  - Financial constraints
  - Unfocused efforts/no sense of priorities (can't be all things to all people)
- **Don't have these/will need them (must obtain from somewhere)**
  - Expertise in critical (marketing) area
  - Buy-in/system support
  - \$\$\$\$
  - Training
  - More knowledge about the process, the end product
  - An effective process and structure at the state level
  - Use of contract employees, rather than full-time
  - Learn marketing lingo
  - A clear vision from Extension itself about where we're going
  - Website update and modifications'
  - Able to do customer satisfaction survey/research