



## “Economic Development 101” Evaluation Results

### September 19, 2002 ♦ Poynette

35 surveys were returned.

**Please rate our discussion for the following (circle one number for each item):**

#### I Your Reactions

1. Subject material	Of little use	1= 0	2= 1 (3%)	3= 4 (11%)	4= 13 (37%)	5= 17 (49%)	relevant
2. Organization of session	Poor use	1= 0	2= 0	3= 3 (9%)	4= 14 (40%)	5= 18 (51%)	Excellent
3. Facilitator preparedness	Not prepared use	1= 0	2= 0	3= 2 (6%)	4= 16 (46%)	5= 17 (49%)	Very prepared
4. Encouraged participation	Talked too much use	1= 0	2= 4 (11%)	3= 6 (17%)	4= 12 (34%)	5= 13 (37%)	Felt involved
5. Overall, this program was worth my while	Waste of Time use	1= 0	2= 1 (3%)	3= 3 (9%)	4= 9 (26%)	5= 22 (63%)	Worthwhile

#### II. Education

6. Relevant to my organization’s needs:	Of little use	1= 0	2= 1 (3%)	3= 5 (14%)	4= 17 (49%)	5= 12 (34%)	Useful
7. Was presented in an interesting fashion:	Not interesting	1= 0	2= 2 (6%)	3= 2 (6%)	4= 15 (43%)	5= 16 (46%)	Interesting
8. The speakers were informative:	Not interesting	1= 0	2= 1 (3%)	3= 2 (6%)	4= 14 (40%)	5= 17 (49%)	Interesting
9. The presenters were knowledgeable about the subject area:	Not informed	1= 0	2= 0	3= 2 (6%)	4= 11 (31%)	5= 22 (63%)	Informative
10. The small group exercise engaged me:	Not engaging	1= 0	2= 1 (3%)	3= 5 (14%)	4= 11 (31%)	5= 12 (34%)	Very engaging
11. There was enough time allotted for the Q & A sessions:	Not enough	1= 1(3%)	2= 9 (26%)	3= 7 (20%)	4= 5 (14%)	5= 11 (31%)	Enough time
12. The binder will be:	Of little use	1= 0	2= 2 (6%)	3= 5 (14%)	4= 13 (37%)	5= 13 (37%)	Useful

#### III Outcomes

12. What did you gain from today’s presentations? (check all that apply)

- a. 27 (77%) Learned more about the objectives and purpose of E.D. 101
- b. 32 (92%) Learned more about Columbia County statistics, trends and projections related to economic development
- c. 14 (40%) Learned more about the perspectives of community leaders regarding economic development
- d. 22 (63%) Learned more about where to locate economic development resources
- e. 21 (60%) Learned more about value of partnerships between businesses & governments and how regional collaboration can lead to positive change
- f. 23 (66%) Learned more about strengths, weaknesses, opportunities and threats related to county/community economic development

13. To what extent did the materials presented make you think? (circle one number)

Not at all      1= 0      2= 1 (3%)      3= 4 (11%)      4= 15 (43%)      5= 14 (40%)      A great deal

14. To what extent did the materials presented make you want to learn more? (circle one number)

Not at all      1= 0      2= 1 (3%)      3= 1 (3%)      4= 19 (54%)      5= 13 (37%)      A great deal

15. What is the ONE, most important idea you are taking with you from this program?

- Must have cooperation between all county cities and so forth and also industry.
- We need to plan based upon the demographics of our community.
- ED 101 need to lead to formal intergovernmental cooperation.
- To get information to citizens.
- Communication-Collaboration.

- Most communities or breakout groups have similar concerns-apathy, fear of change on part of some local elected officials.
- Need good facilitator to future county wide training.
- The needs of community members (individuals and businesses) on economic and workforce deep.
- Communication.
- ED is one facet of community development.
- Communication/cooperation among governments, organizations and businesses.
- An emphasis on involving the community of Lodi.
- Education.
- We need to think bigger, regional.
- Get folks together to discuss and create.
- That economic development in a community is everybody's job and responsibility.
- Resources.
- Importance of planning and cooperation.
- Need for cooperation between all governments.
- Lack of direction by Columbia County Board - guess we need an administrator to lead county government and new ideas, priorities, etc.
- Our rank in the income of individual residents of other states, recognition of the importance of agriculture.
- Required planning is essential.
- Need for regional approach to economic development.
- We need regional planning.
- Wisconsin/Columbia County must attract a younger population and better market the older population.
- The problem of brain drain - amount of students who do not graduate from High School.

#### IV Promotion

16. I heard about this activity from:

3 (9%) newspaper article      22 (63%) invitation received in the mail      9 (26%) other (word of mouth, prior meeting, etc.)

17. Would you recommend to a co-worker/colleague to attend a future E.D. 101 session?      32 (92%) yes      1 (3%) no

#### Additional Comments:

- Schedule was too tight; time too short for amount of info.
- Terry: excellent presentation skill, knowledge base; facilitation.  
Steve: Shabby appearance; good PowerPoint, not very interactive because of poor time management; preachy. Note: appearance determines credibility  
Rusty: Excellent and challenging.  
Panel: informative.  
Noon Speaker: Very informative.  
Small Group: Not a group discussion dominated by 2 individuals.
- "Captain" not well prepared.
- Very hard to hear speakers.
- Lack of newspaper articles.
- Excellent session.
- It was very difficult to hear speakers.