

Evaluation

In order to ensure the event went well the PRSSA chapter will implement an evaluation plan. This will include evaluation leading up to the conference, during the conference and a short post-conference survey for PRSSA chapter leaders. Listed below is the evaluation plan:

1. Social Media

- *Facebook:* Depending on how many people sign up through the Facebook event page we can evaluate which medium was the most affective in reaching potential attendees. The chapter can also evaluate how its target segments interact with others about the conference.
- *Twitter:* Using the hashtag: #wheresPR2015 the chapter will evaluate how much traffic the conference gets on Twitter before and during the conference. We will encourage attendees to tweet during the event and will live tweet the keynote sessions through collaboration with the Pulse. It will help evaluate audience interaction during the conference as well.

2. Face-to-Face

- *Overheard at the Conference:* The Messiah PRSSA chapter will have their members listen into the chatter during the conference and take notes on their cell phone about how the attendees feel, what they say, how they react.
- *Conversations:* Members will intentionally but discreetly network with different members and faculty members and ask how they are enjoying the event, whether they are comfortable or need anything. This is very conversational and not forced. Notes can be taken at the end of the

3. Survey to leaders and faculty advisors

- *Email survey:* After the event a 10 question survey will be sent to all the attending PRSSA student leaders and faculty advisors. The incentive to fill out the survey is a \$75 gift card. We will use a one month subscription of monkey survey.
- *Survey Questions:* Here is the list of survey questions that will be asked:
 1. How satisfied were you with the theme? And Why?
 - Extremely satisfied
 - Somewhat satisfied
 - Neutral
 - Unsatisfied
 - Extremely unsatisfied
 2. How satisfied were you with the tracks/sessions/speakers? Any
 - Extremely satisfied
 - Somewhat satisfied
 - Neutral
 - Unsatisfied
 - Extremely unsatisfied
 3. How satisfied were you with the program?
 - Too busy
 - Balanced
 - Not enough

4. Share with us a highlight and a lowlight of the conference and why?
 5. Any suggestions/concerns/questions?
4. *Social media Throwback:* After the event we will use social media to throwback to the conference and help people remember the highlights of the event. This plan will be implemented within the first week and a half of the event.
- *Photographs:* The Pulse will take photos during the event and PRSSA will post these photos to both their Messiah website page and to Facebook. This will allow attendees to tag each other and re-connect with newly made friends from the conference
 - *Twitter and Facebook Throwback:* On one day highlight a few important quotes, pictures, tweets during the event and help the attendees to throwback one last time to the event. This will also help with evaluation because you can then evaluate how much interaction is made post-event. If relationships were built you'll be able to tell by the number of likes/retweets/shares etc.

All findings from the evaluation of the event will be composed and documented into a binder for future PRSSA leaders who might plan another regional conference at Messiah College in the future.