

Course Evaluation

Thank you for your participation. Please take a few moments to provide us with your feedback on this session.

Name (optional): _____

Course Title: 357 - When Bad Things Happen - Merced

Date: 20 May 2016 Instructors: Benninghoven and Summerfield

22 Evaluations Returned

Please rate each of the following from one to six (use 1 for low and 6 for high):

1. Overall value of the class..... **4.8**
2. Usefulness of course content to you **4.8**
3. Effectiveness of the instructors **5.2**
 Comments:
 Seemed very knowledgeable-gave good advice
 Great comments, instructors complemented each other, enjoy the class
 Knowledgeable informative and interactive
 Work well together, knowledgeable.
4. Flow and organization of the class..... **5.1**
5. Value of the course handouts **5.1**
6. Comfort of class facilities..... **5.0**
7. Pace of the class (circle one)..... **0** Too Slow **20** About Right **0** Too Fast
8. What were the two most valuable subjects or parts of the course?
 Seeing examples of right & wrong
 Examples of what not to do and what to do
 Guidance that can be used right now
 Understanding how to turn a negative into a positive - hospital example
 pointing out that you should think before reacting
 Exercise
 The exercise !!
 Media communication concerns
 Phrases to use when talking to the media or public
 Strategizing relationship with media
 The entire class was valuable.
 The group activity
 Instructors
 Assurances that it is okay to be nervous; to request more time to prepare and that counties can choose the person who is right for the interview
 Exercise to help illustrate concepts taught
 Understanding that nowadays and especially with social media, everyone is a reporter
 the real life examples

The interactive presentation and group activity at the end of class.

Video clips to critique strategies

Role of Social Media and how to utilize as a tool

The video presentations

Topic scenarios

9. *What were the two least valuable subjects or parts of the course?*

Lunch. No gluten-free options.

None everything was valuable

10. *Was attending this course time well spent? Please explain.*

Yes

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Yes... in fact I shared my experience with at my management team meeting this morning and

Yes. Now I know I have the right to request time to prepare for an interview. I think our county sometimes feel we HAVE to do an interview with little to no prep time.

Yes, the classroom materials I am sure will be referenced in the future - they are a great tool, particularly the key messages.

I found class to be topical as you are in the situations daily

Good exercise to finish.

very well spent

Yes, this course provided real experiences and examples that I could very well encounter in my type of work. As a result of the case studies and interactive exercises I feel much more prepared to respond appropriately when I find myself facing a difficult matter that the media could pick up on.

Yes, very helpful

Yes, it prepares me for those opportunities of crisis and how to address with media.

yes; great materials and checklists to help think through the issues; great real-world examples of both good and bad media interactions

Yes, I gained good tips and tools for my communication work as the county's PIO.

Yes. Great course.

11. *Suggestions for improvement:*

Previous classes have allowed for a working lunch break which give those who travel a head start on the road. In this case we had a complete break, and ended at 3:30 which resulted in some traffic on the way home and additional 45 minutes to my commute. Other than that, the course itself was great.

A bit more structure where the PowerPoint is followed and expanded on more clearly.