

Memo

To: NC CES Agents with Forestry Responsibilities
From: Robert Bardon and Susan Moore
Date: 6/21/04
Re: Reaching the Underserved Forest Landowners Teleconference Evaluation Summary

We thought you would be interested in the evaluation of the June 9, 2004 teleconference.

- 88 People registered for the conference with 76 participants returning evaluations.
- Participants were from three states, North Carolina, South Carolina, and Virginia. The participants from North Carolina were from 38 counties.
- 264 continuing forestry education (CFE) credits were awarded.
- The conference resulted in an estimated \$42,373 in total cost savings when compared to attending a traditional conference.
- For every \$1.00 invested by participants, they receive approximately \$13.76 in cost savings when compared to attending a traditional conference.
- Of the \$13.76 in cost savings 72% is because of time savings associated with attending the teleconference verses traditional conference.
- The top reason for attending the conference is to obtain CFE credits.
- The average one-way commuting distance to attend the conference was approximately 33 miles.
- Participants, on a scale of 1 to 4 with 1 being poor and 4 being excellent, compared their knowledge level of the topic before and after the program. Participants' knowledge level before the program was 2.19 and after the program was 3.10, a 42 percent increase in knowledge level related to the topic.
- Participants' overall level of satisfaction with the teleconference, on a scale of 1 to 4 with 1 being very dissatisfied and 4 being very satisfied, was 2.87.
- 78% of the participants would not have attended the conference if it were a traditional conference 100 miles away and not available locally as a teleconference.