

**AVAP 2015 Conference Survey Summary
September 22, 2015**

<i>Conference Rating</i>				
Excellent	Fair	Neutral	Poor	
32.73%	56.36%	9.09%	1.82%	
<i>Recommend to Others</i>				
Yes	No			
92.73%	7.27%			
<i>Value</i>				
Great	Good	Moderate	Not as hoped	
30.91%	49.09%	14.55%	5.45%	
<i>Duration</i>				
About right	Too short, need second full day			
67.27%	32.73%			

What sessions were too short (more than 1 response)

- 10 Grateful client programs (should be half day)
- 30 Round table discussions
- 5 Break out sessions (lengthen time, increase frequency, provide opp for all to attend each offering)

What sessions should we skip next year (more than 1 response)

- 8 Not as many plenaries (just 2)
- 4 No deans panel
- 2 No newcomers

Suggested topics for next year

- Equine
- Food safety and security
- Young female alumni
- Recruiting and retaining dev staff
- Working with 2 bosses; central and dean
- Client relations advocate
- Panel presentation - new and seasoned staff
- Faculty/dean involvement in advancement and training
- Grateful client programs (11 responses)
- Portfolio Management (prospects/donors)
- Metrics
- Best practices donor and alumni meetings
- Donor discussions and adding value
- Stewardship
- Alumni engagement (2 responses, particularly the indiv who reported 60% participation)
- Crowdfunding/social media (3 responses)
- Engaging faculty in active listening for fundraising
- Marcomm topics (2 responses)
- Working relationships with advertising media agencies
- UC Davis communication team
- Integrating schools/colleges comm and dev teams
- Advancement model - is it unique?

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Campaign - communications/f/s engagement/donor recognition
 Corporate giving
 Career services integration (3 responses)
 More roundtables
 Using comms to generate hospital caseload
 Risk comms

<i>Continue the Newcomers' Session?</i>			
Yes	No	Maybe	Neutral
60.47%	18.60%	0.00%	20.93%

Comments on Newcomers'

Every other year?

For those new to higher ed rather than vet med

<i>Prefered format for roundtable discussions</i>			
Job Function	Pre-Surveyed Interest		
45.45%	54.55%		

<i>Sharing success video</i>				
Did not partic	Not useful	Somewhat useful	Very useful	Uncertain
14.55%	16.36%	27.27%	27.27%	14.55%

Other ways to share specific programs (more than 1 response)

- 4 Yes videos; run at lunch and breaks
- 4 Handout instead
- 2 Break out small groups
- 2 Select a top publication/event/solicitation

<i>Rate Speakers</i>					
	Excellent	Fair	Very Good	Good	Poor
Cushing	48.15%	1.85%	31.48%	18.52%	0.00%
Melvin	18.87%	16.98%	32.08%	22.64%	9.43%
One H Deans	24.53%	16.98%	22.64%	35.85%	0.00%
UC Davis Com	37.74%	5.66%	37.74%	18.87%	0.00%
Gittleman	56.00%	6.00%	18.00%	20.00%	0.00%
Theresa Lee	33.33%	21.21%	45.45%		
Steffan H.	45.83%	33.33%	20.83%		

Additional Comments on Speakers and Suggestions for Future Speakers

Food animal topics - communications
 Media panel
 Strategies for videos
 Electronic newsletters
 Social media comm for deve campaigns
 Human hospital programs
 Experts from non-vet programs
 More discussing less listening
 Hear from peers
 Keep high level speakers like Gittleman (3 responses)

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Advancement resources speaker

Ideas/Changes for Conference Planners

Color code name tags to identify job function
Conference should be longer
Add another session to newcomers for those 5+ years
Fewer outside speakers
More open discussions (2 responses)
Grateful client fundraising (2 responses)
Large animal fundraising
Event fundraising
Some hotel as AVMA so deans join
Reception at AAVMC
Deans/faculty training
Submit video on best practices
Send conference schedule earlier
More roundtables/more space/longer (9 responses)
Start on Monday and half day on Tuesday
Peer-to-peer break-outs
Structure more around job titles
Soft drinks in the morning
1 less plenary/1 more roundtable (longer, too)
Full day on Wednesday
Deans speak on major gifts
Same location as AVMA/Schedule closer

Anything further to share?

Approve conference for CFRE CE
Gather more formally at other conferences such as NAVC, Western, AAEP, etc.
Excited about the direction the organization is going in
Great conference! Thanks! (5 responses)
Thank you Tufts and Jonathan (8 responses)
Nametags that include job function (2 responses)
Share more on exec committee function and role for those interested in leadership
More food at social (4 responses)
Loved boat cruise (3 responses)