

SAA 2013 Annual Meeting Evaluation Report

Executive Summary

Participation in the evaluations of ARCHIVES 2013 in New Orleans was excellent, with 368 total respondents, about 22% of the total participants. These survey results have a margin of error of 5%.

Feedback from **ARCHIVES 2013** in New Orleans was overwhelmingly positive. Ninety-two percent (92%) reported being “Extremely Satisfied” or “Moderately Satisfied” with the event overall.

Clear areas for improvement are the All-Attendee Reception and the Plenary Sessions, which received the most negative ratings and comments (though both were still rated positively by the majority of respondents).

The Education Sessions were rated very positively overall with very few negative ratings.

Ninety percent (90%) visited the Exhibit Hall, with over 40% spending 2 hours or more in the hall. Overall ratings for the exhibit hall were positive, but more middle-of-the-road (i.e., many more “good” responses than “excellent”).

The venue and location were rated positively.

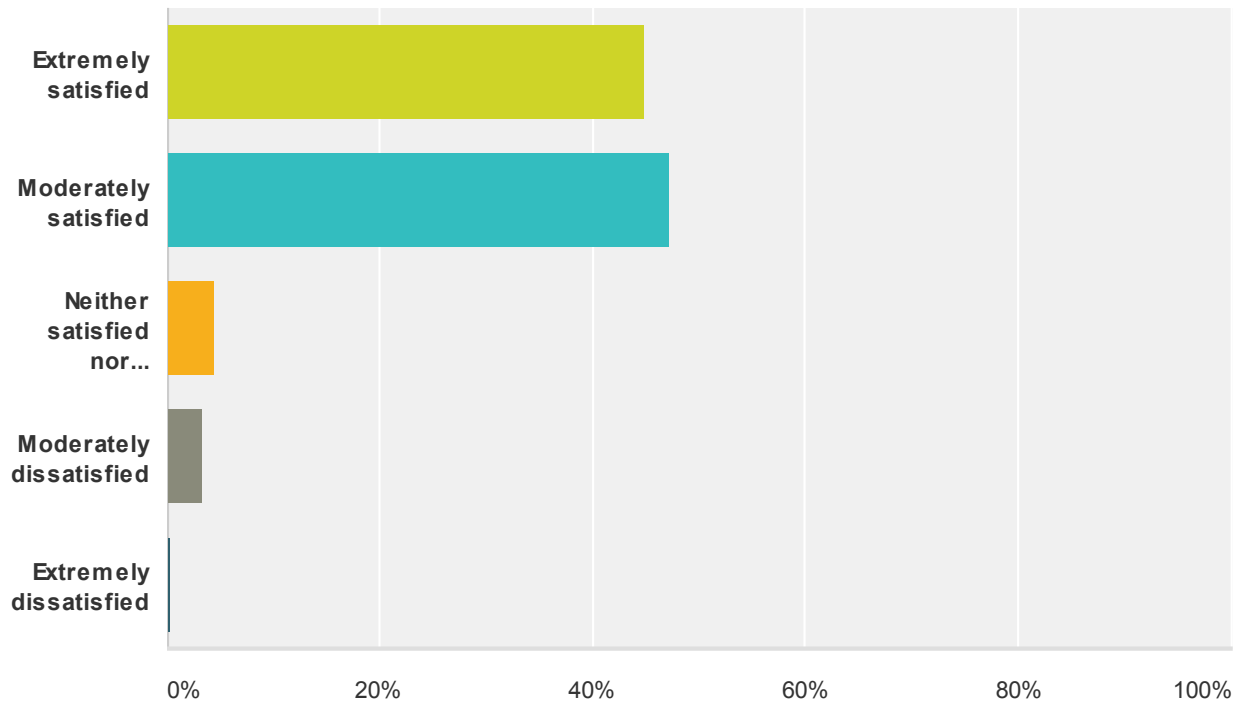
The Online Schedule/Mobile App received very positive feedback and the most “Excellent” ratings. Nearly 75% reported using it. However, the few negative responses were very strong. There were many actionable suggestions for improvement.

The top two motivations for attending were professional development and networking. These correspond somewhat to the questions about “usefulness” and “networking.” While both positive, respondents rated the event as more effective for networking. This *may* imply that “usefulness” and “professional development” are areas in which the event could be strengthened.

The most common theme among suggestions for improvement was “balancing scheduling,” which refers broadly to participants who felt frustration that similar sessions were scheduled at the same time, including both educational sessions and roundtable meetings.

Overall, how satisfied were you with the Annual Meeting?

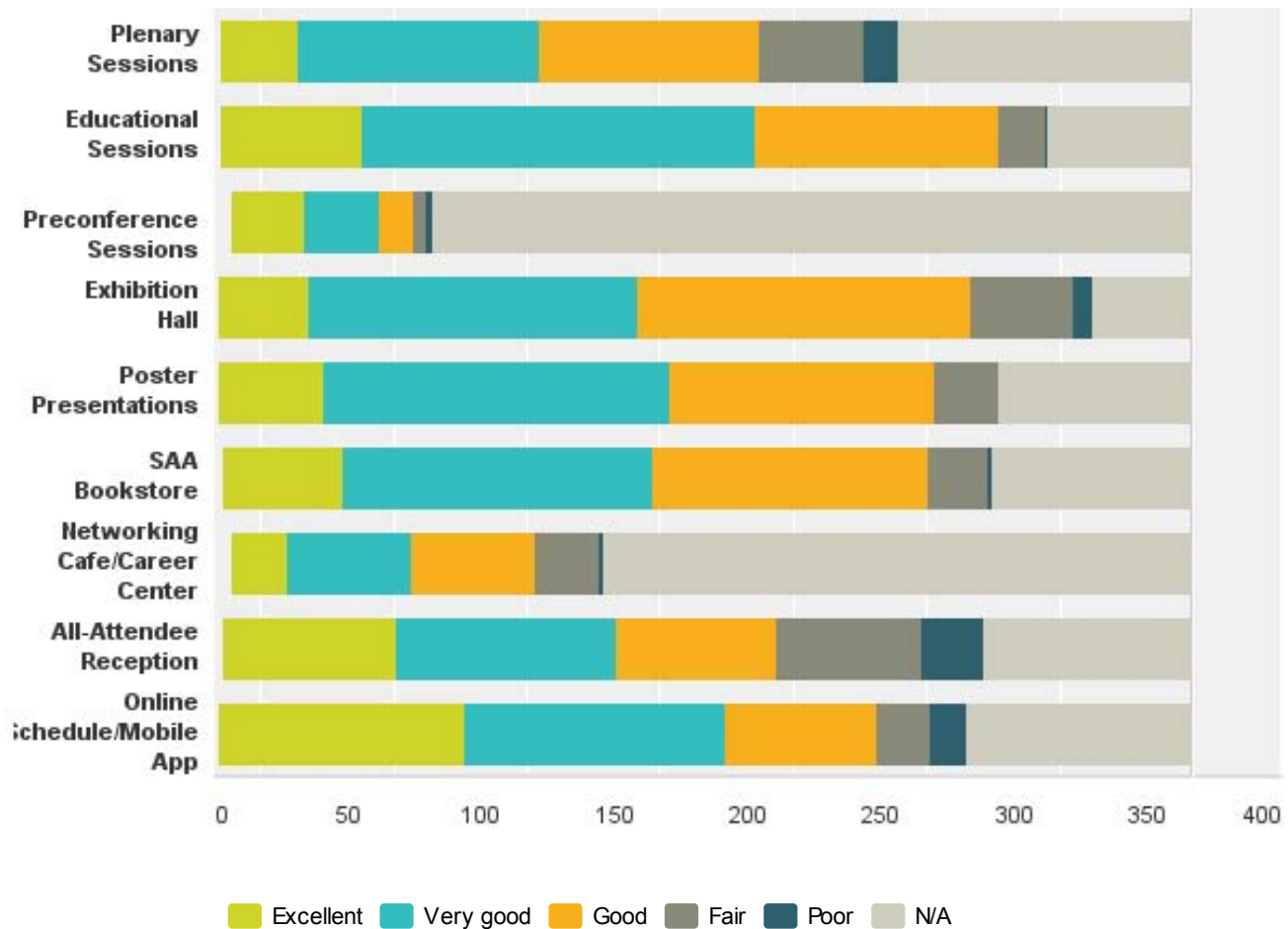
Answered: 360 Skipped: 8



Answer Choices	Responses	
Extremely satisfied	44.72%	161
Moderately satisfied	47.22%	170
Neither satisfied nor dissatisfied	4.44%	16
Moderately dissatisfied	3.33%	12
Extremely dissatisfied	0.28%	1
Total	360	

How would you rate the quality of each aspect of ARCHIVES 2013 listed below?

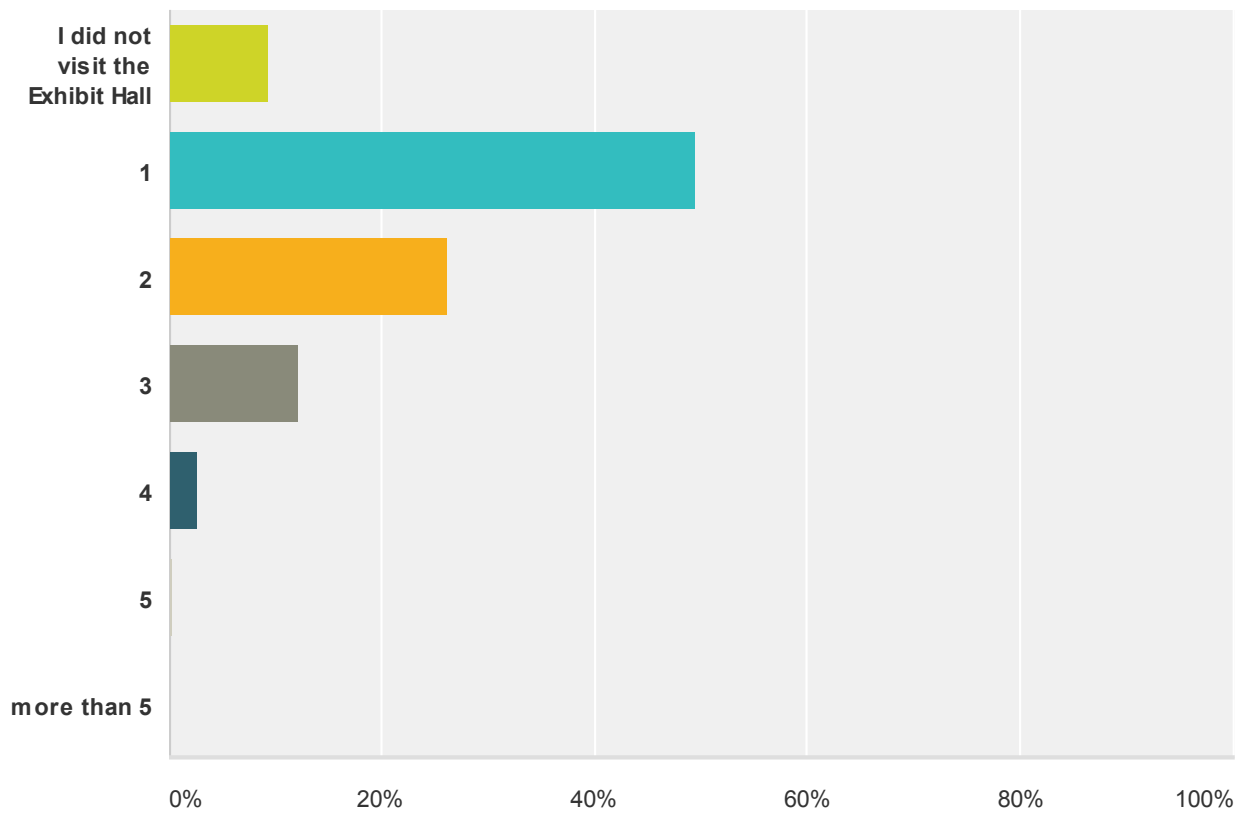
Answered: 368 Skipped: 0



	Excellent	Very good	Good	Fair	Poor	N/A	Total
Plenary Sessions	7.95% 29	24.66% 90	22.74% 83	10.68% 39	3.56% 13	30.41% 111	365
Educational Sessions	14.52% 53	40.27% 147	25.21% 92	4.66% 17	0.27% 1	15.07% 55	365
Pre-conference Sessions	7.48% 27	7.76% 28	3.60% 13	1.39% 5	0.55% 2	79.22% 286	361
Exhibition Hall	9.29% 34	33.61% 123	34.15% 125	10.66% 39	1.91% 7	10.38% 38	366
Poster Presentations	10.66% 39	35.52% 130	27.32% 100	6.56% 24	0% 0	19.95% 73	366
SAA Bookstore	12.36% 45	31.87% 116	28.30% 103	6.32% 23	0.27% 1	20.88% 76	364
Networking Cafe/Career Center	5.82% 21	12.74% 46	13.02% 47	6.65% 24	0.28% 1	61.50% 222	361
All-Attendee Reception	17.86% 65	22.53% 82	16.48% 60	15.11% 55	6.32% 23	21.70% 79	364
Online Schedule/Mobile App	25.14% 92	26.78% 98	15.57% 57	5.46% 20	3.83% 14	23.22% 85	366

Approximately how many hours did you spend in the Exhibit Hall?

Answered: 363 Skipped: 5



Answer Choices	Responses	
I did not visit the Exhibit Hall	9.37%	34
1	49.31%	179
2	26.17%	95
3	12.12%	44
4	2.75%	10
5	0.28%	1
more than 5	0%	0
Total	363	

Were there any companies absent from the Exhibit Hall that you would have liked to see?

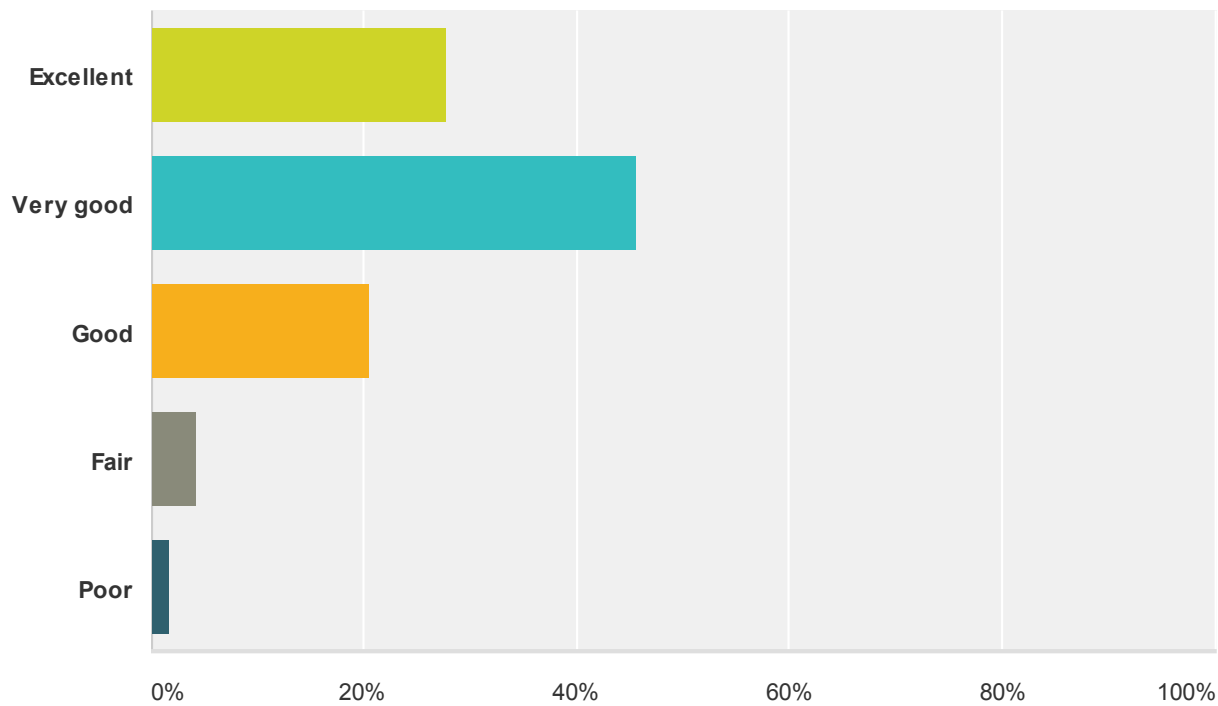
Below are summary counts. The following page has full text of responses with any additional comments.

Vendors	# Requests
publishers	6
ArcaSearch	5
Iron Mountain	5
Past Perfect	5
Scarecrow Press	3
Arcadia Publishing Co	2
Archive-It	2
digitization	2
exhibit design & exhibit-related companies	1
a/v conversion	1
Adobe	1
AERI	1
ALA	1
Alta Mira Press	1
American Association for State and Local History	1
ArchivalWare	1
Archives/Manuscripts vendors	1
Bepress	1
BMS Cat	1
Canadian Conservation Institute	1
CCAHA	1
Conservation Resources	1
Demco	1
Documentum	1
Film digitizing	1
George Blood	1
HistoryIT	1
HistoryPin	1
Histroy Associates	1
Image Permanence Institute	1
Infolinx	1
InMagic,	1
InternetArchive	1
KE-Emu	1
Left Coast Press	1

Lyrasis	1
Macrosmith	1
Microsoft	1
moving companies	1
National Archives	1
NEDCC	1
NextScan/Image Retrieval	1
NHPRC	1
off-site storage	1
Open Text	1
OpenText	1
oral-hstories related	1
PBS (TV channel)	1
PTFS	1
Safe Sound	1
Services	1
SIRSI/Dynex	1
SMA/Analogue Imaging	1
software	1
storage, furnishings, software vendors	1
supplementary education opportunities	1
The History Factory	1
The Paige Company	1
TLC (TV channel)	1
TMS	1
Winterthur Group	1

How would you rate the venue/location?

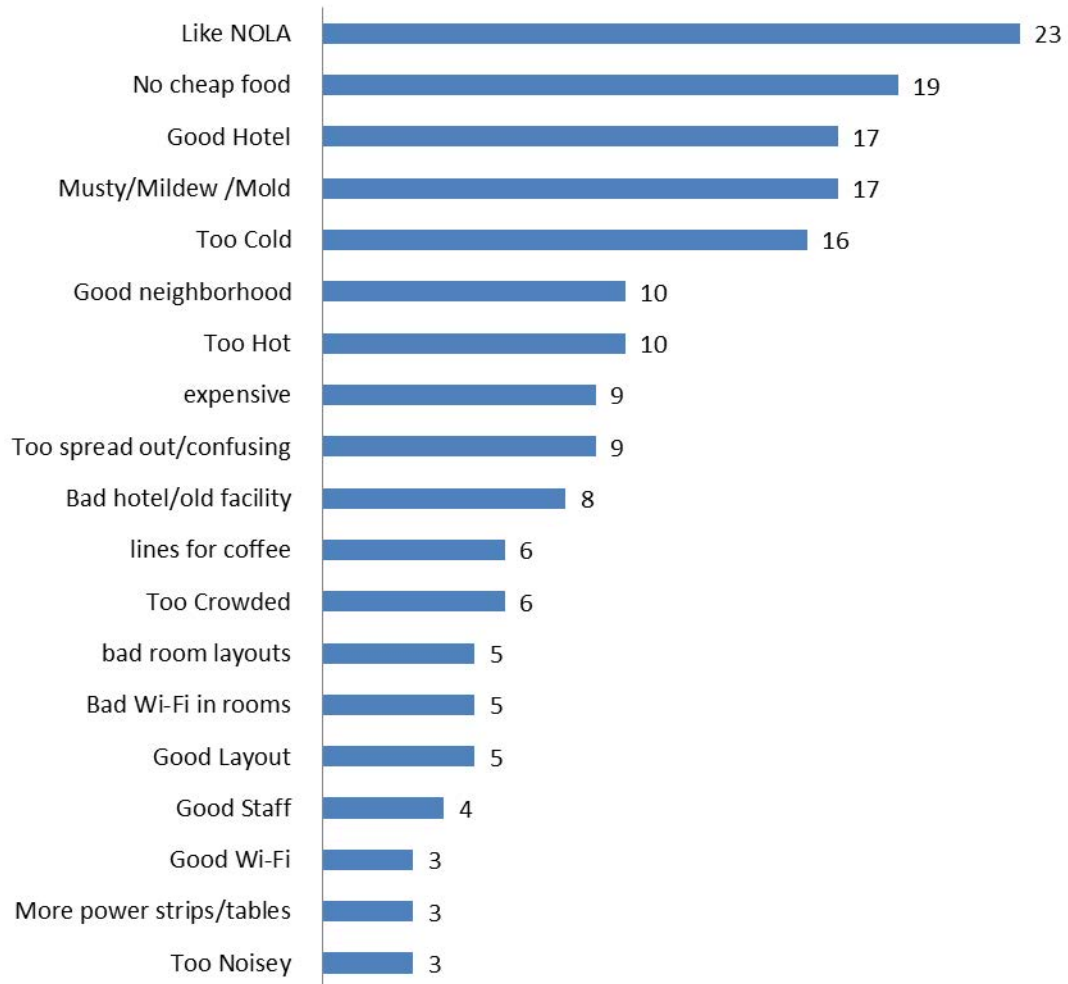
Answered: 364 Skipped: 4



Answer Choices	Responses	
Excellent	27.75%	101
Very good	45.60%	166
Good	20.60%	75
Fair	4.40%	16
Poor	1.65%	6
Total		364
Comments (122)		

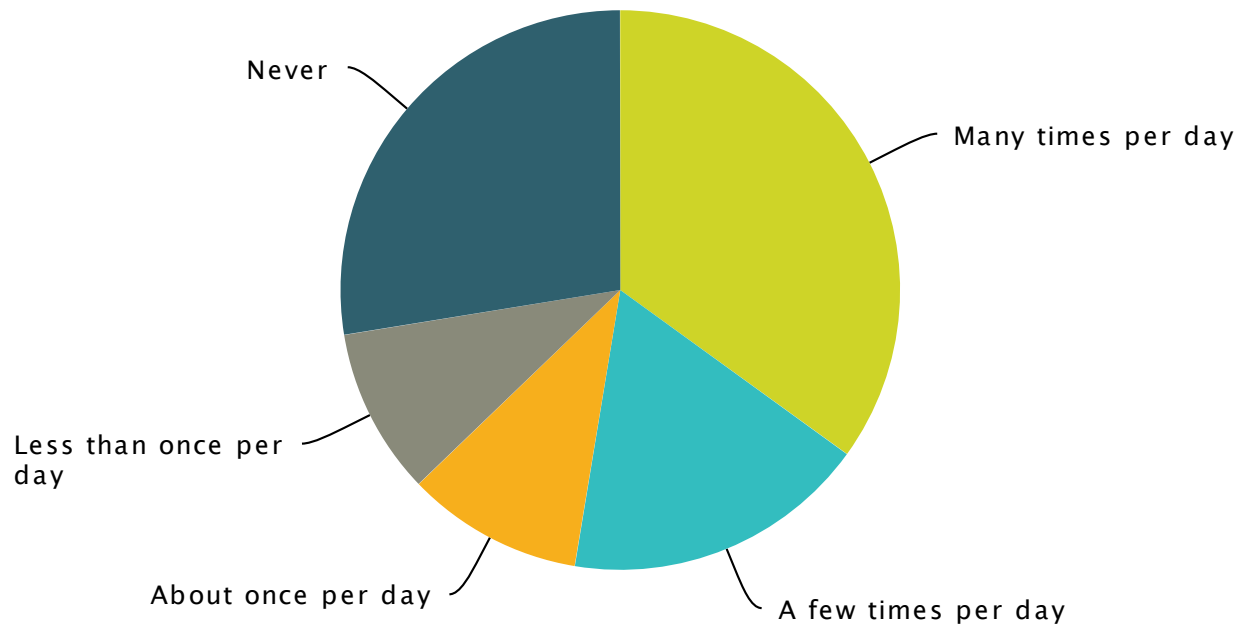
Venue/Location Comments

■ # Responses



How much did you use the online schedule/mobile app?

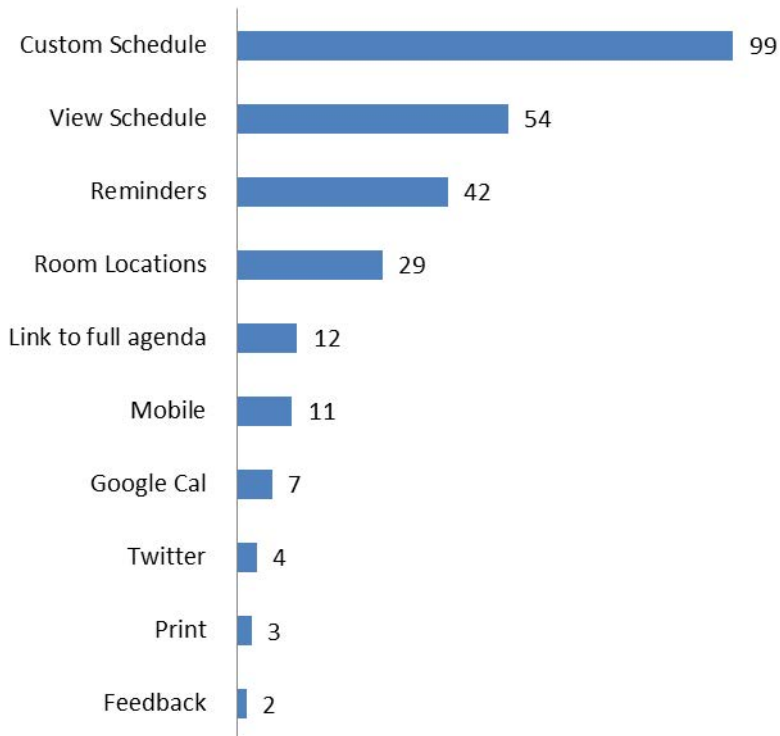
Answered: 363 Skipped: 5



Answer Choices	Responses	
Many times per day	34.99%	127
A few times per day	17.63%	64
About once per day	10.19%	37
Less than once per day	9.64%	35
Never	27.55%	100
Total		363

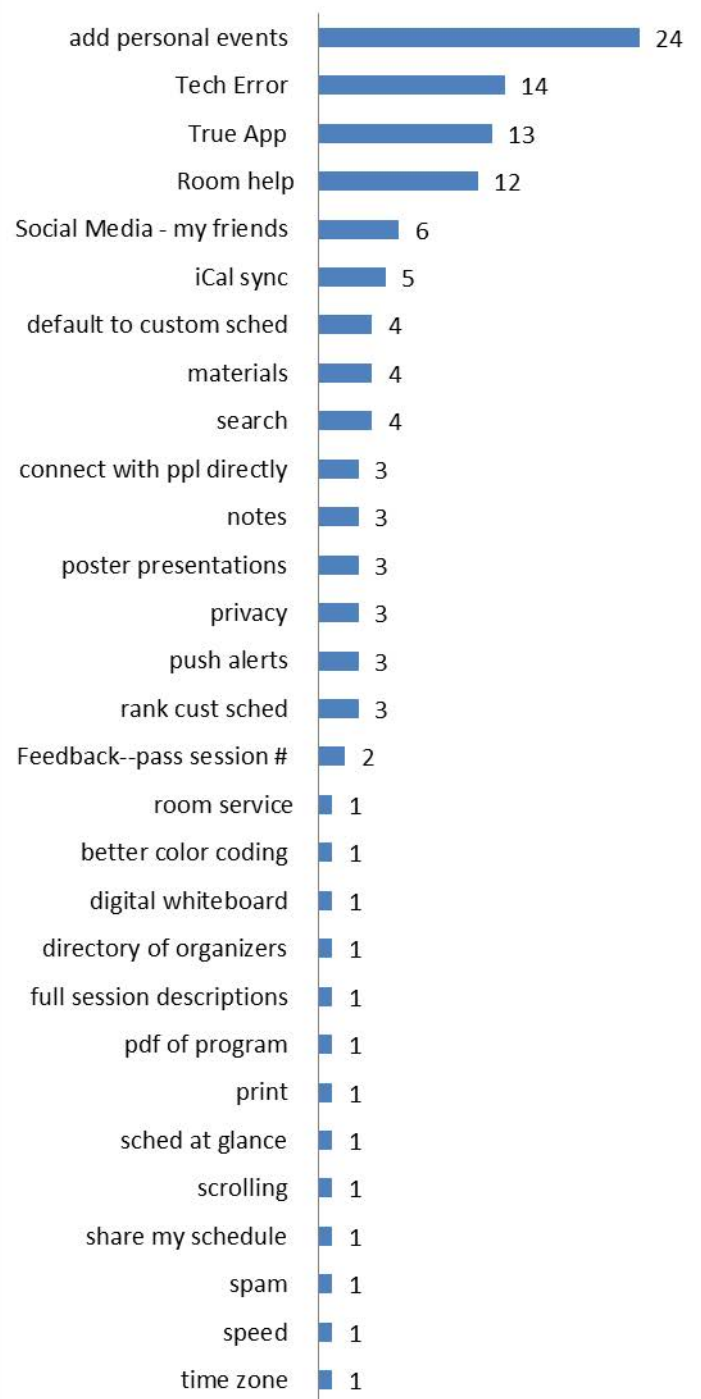
App: Most Useful Features

■ # Responses



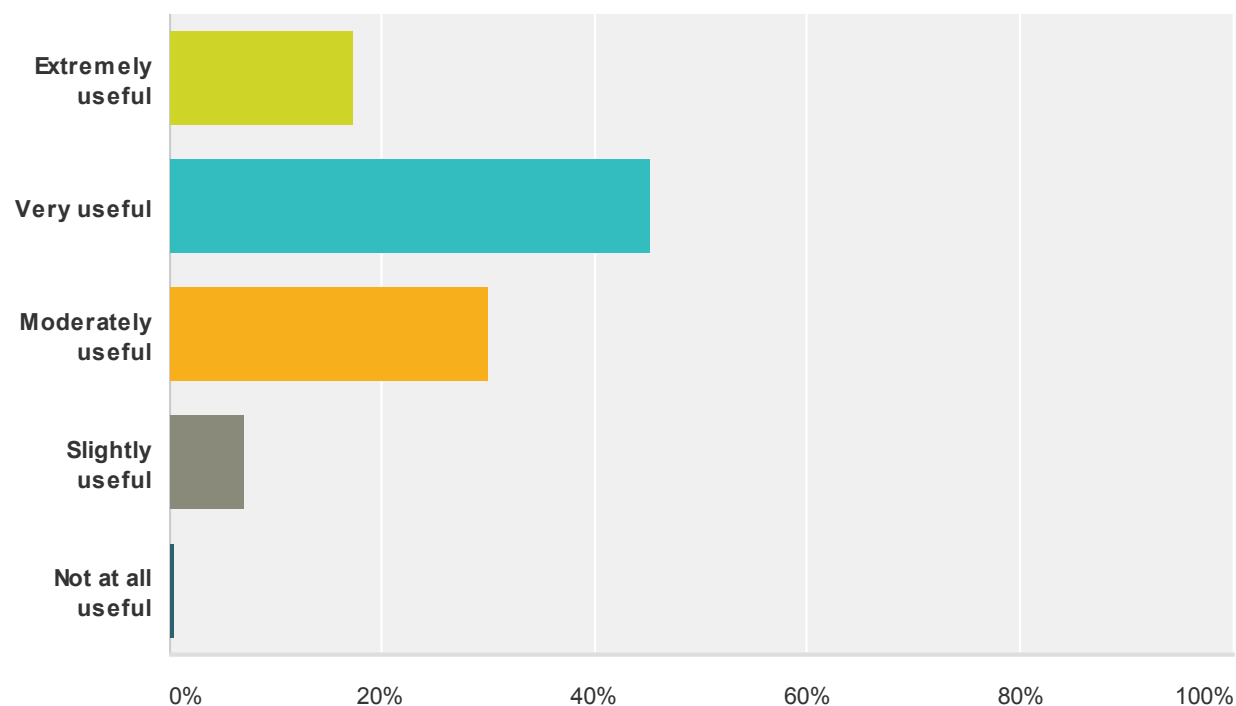
App: Features Wanted

■ # Responses



How useful to your job was the information presented at the conference?

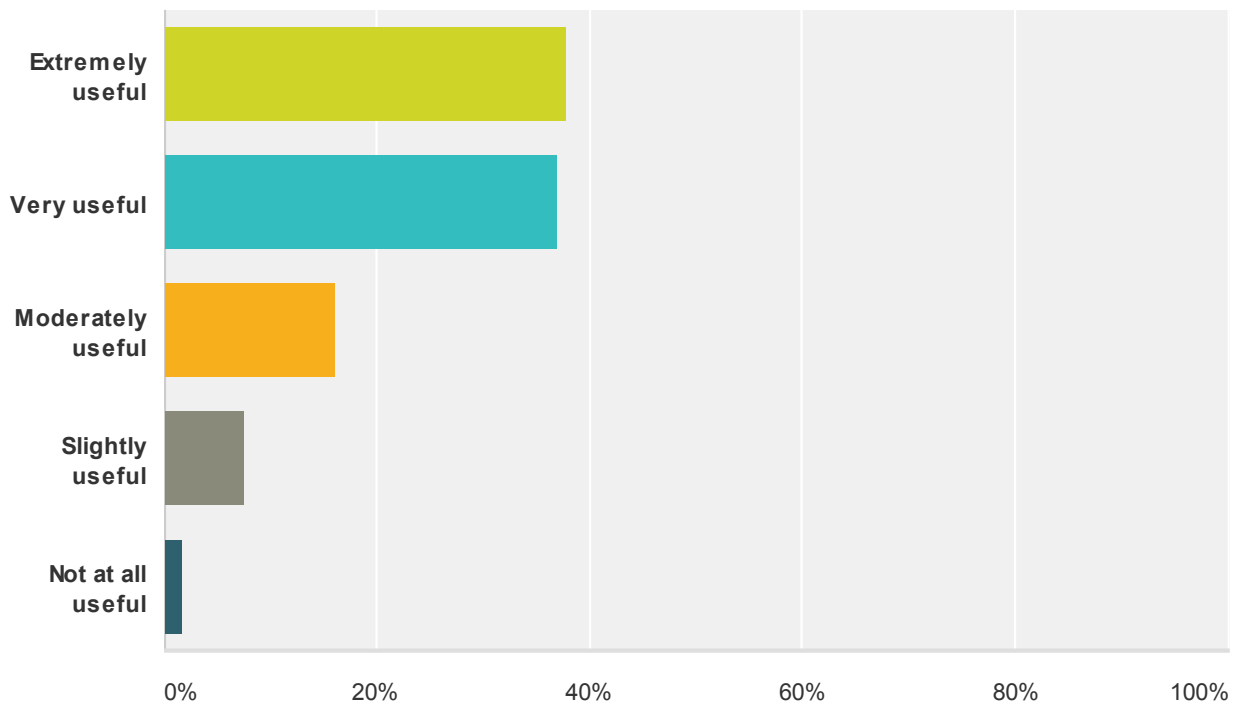
Answered: 354 Skipped: 14



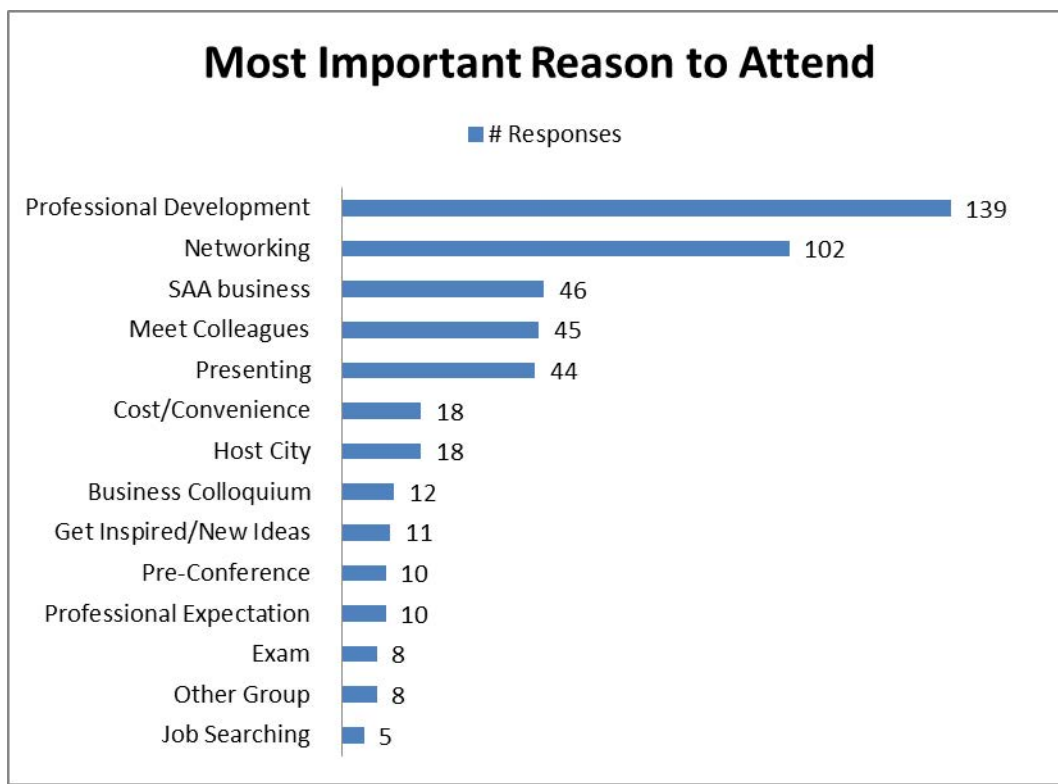
Answer Choices	Responses	
Extremely useful	17.23%	61
Very useful	45.20%	160
Moderately useful	29.94%	106
Slightly useful	7.06%	25
Not at all useful	0.56%	2
Total	354	

How useful is the Annual Meeting as a networking opportunity?

Answered: 358 Skipped: 10

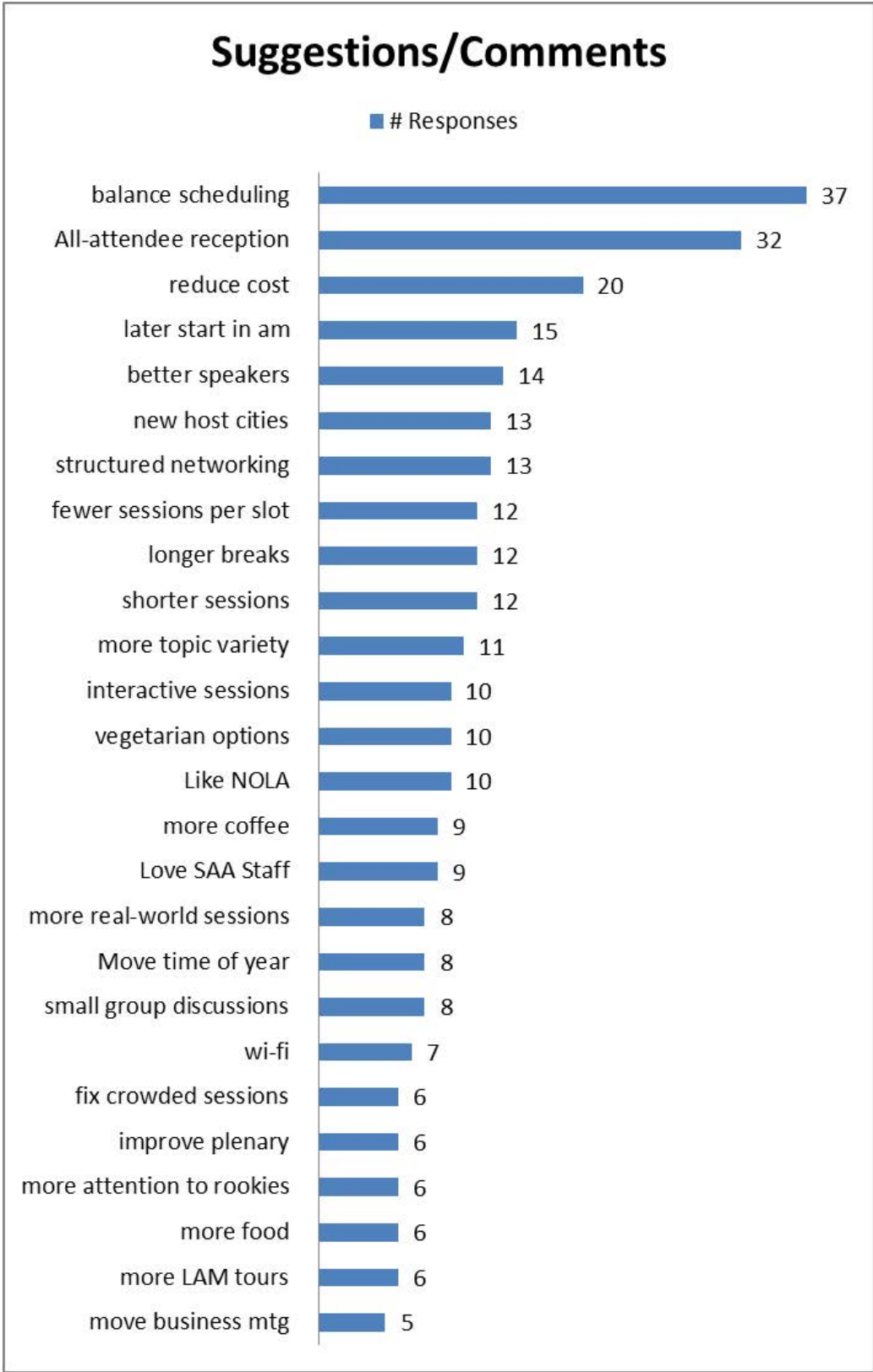


Answer Choices	Responses	
Extremely useful	37.71%	135
Very useful	36.87%	132
Moderately useful	16.20%	58
Slightly useful	7.54%	27
Not at all useful	1.68%	6
Total	358	



"Meet Colleagues" could easily be grouped with "Networking" in most cases, but was used to categorize responses that implied more social emphasis, while networking implies more professional emphasis.

The final two questions on the evaluation were "What could be done differently to enhance your Annual Meeting experience?" and "Is there anything else you'd like to share about the Annual Meeting?" The subjects of the comments for both questions were similar, so they are presented together here.



"Balance scheduling" generally refers to having similar sessions in the same time slot, either for educational sessions or roundtable meetings.

Of the 32 comments associated with "All-Attendee Reception," respondents cited long lines, not enough food, and the need for better communication about museum layout or limited access to the museum.