

Education Committee
Teleconference
April 29, 2010

In attendance:

Tammy
Jan
Troy
Robina
Dale

The focus of our discussion centered on the creation of a comprehensive IBA sponsored feedback form to be used by producers of industry education to encourage honest, thoughtful and helpful feedback on instructors and curriculum.

All agreed that the form should be handed out at the beginning of the class to encourage students to provide feedback throughout the class instead of hurriedly or neglecting to fill out the forms if handed out at the door afterward. It was also agreed that some of the questions could be rating-type questions while others could ask for more in-depth reflection.

Troy pointed out that distributors and manufacturers who offer education may be looking for different types of feedback i.e., distributors will be looking for feedback that will determine if the speaker/topic translated into sales while a manufacturer may be looking to see if the curriculum is focusing on the right products. It was then decided we should provide a list of suggested questions for people to choose from depending on what type of producer they are. Jan shared that Hallmark did not share with teachers the top 2% and bottom 2% feedback from students as they felt those tended to have a skewed perspective. Committee members concluded that this might be a good policy to also share with producers on the IBA Feedback Form.

Other Ideas/Questions for inclusion on the IBA Feedback Form include:

1. Ask the level of experience of the person filling out the evaluation.
2. What type of business is the evaluator in?
3. Would you be able to use these products? Buy these products?

Jan volunteered to provide a list of guidelines for producers with regard to instructors on preplanning and content to insure a good class that will accompany the IBA Feedback Form. Troy agreed to provide a comprehensive list of guidelines for producers with regard to their goals and purpose for holding the event including a suggestion to sending our pre-event questionnaires to their customer base to find out what they want to learn/see.

All committee members are asked to provide a list of questions that they determined should be included on the form. Marty will collate all submissions and send back to the committee for review and refinement. We will continue to work on this project via email communication.