



AMERICAN SOCIETY FOR HEALTHCARE
HUMAN RESOURCES ADMINISTRATION
OF THE AMERICAN HOSPITAL ASSOCIATION

ASHHRA 45th Annual Conference & Exposition

SAVE THE DATE! November 1 - 3, 2009

CHICAGO

NEW HEIGHTS for HR Leaders
Strategic Partners Driving Results

ASHHRA 45th Annual Conference & Exposition

Attendee Feedback Survey Report

Prepared by:

Sharon C. Allen

Marketing & Membership Manager

December 4, 2009



Research Overview

Each year ASHHRA conducts research to determine the level of success of the conference. In past years, an outside company conducted the research on behalf of ASHHRA while ASHHRA provided input on the questions. Due to budget cuts and limited resources from its alliance partners, ASHHRA managed the entire research project.

ASHHRA places a great deal of value on the feedback obtained from conference attendees. This year's survey focused on all aspects of the conference from the registration process and learning sessions to networking and the exposition. The demographic sections were expanded so that ASHHRA can gain more insight into the profile of the typical ASHHRA member. This data is also useful to exhibitors, sponsors, and advertisers when making their buying decisions.

The next sections of the report will outline the purpose and research objectives, research method and design, survey results and recommendations. The conference demographics can be found in the appendix of the report.

Purpose

The conference was planned with a limited staff and budget. ASHHRA sought to uncover whether attendees felt the conference was valuable to their learning and development as HR professionals in health care.

Research Objectives

- Find out if the learning sessions added value to the attendees' depth of knowledge in health care HR
- Learn whether the conference activities and networking were satisfactory
- Uncover whether attendees found the overall conference to be successful and if they will be attending in 2010

Research Method & Participants

ASHHRA selected an online questionnaire as its survey instrument. This method was selected because it is inexpensive and there is a greater chance of receiving a response rate greater than 10%.

All conference attendees including pre-conference and one-day registrants were invited to participate



Response Rate

The survey was administered to 489 attendees and 38% responded.

Survey Results

- 80% of attendees were satisfied with the overall conference.
- 54% of attendees were pleased with the date and time of the conference.
- 93% felt conference Web site had the information they needed.
- Regarding conference resource materials – more than 90% found the onsite program book and conference notebook to be very useful.
- Attendees thought the general sessions were somewhat appealing with an average satisfaction rating of 75% for the Opening and Closing Ceremonies and the Business Breakfast.
- There were mixed reviews on the regional breakfasts as a whole. Less than half was either satisfied or dissatisfied, they were just okay.
- Kevin Lofton received the highest keynote speaker satisfaction rating at 78%, followed by Buzz Aldrin at 74%, and Jennifer James at 62%.
- 78% of attendees were satisfied with the learning session speakers.
- Only 43% of attendees were satisfied with the ROI scorecard but 51% were indifferent to it.
- 70% of attendees said they will be attending the 2010 conference.

Recommendations

- Re-evaluate the pre-conference and identify those activities that are more appealing to members
- Make sure future conferences are not held in November
- Continue using the onsite program book and the conference notebook
- Gather more input from members on topics for learning session
- Assess the value of the conference bookstore and the cyber café – look at a different approach
- Select keynote speakers that closely align with health care HR professionals
- Work with chapter leaders to develop the format for the regional breakfasts to ensure attendee expectations are being met
- Eliminate the ROI scorecard and develop a different tool for attendees to assess this metric.
- Develop more structure around the three professional levels and offer pre-conference sessions accordingly.