

Overall, how would you rate the AVAP conference?

Terrible	Not so great	Neutral	Pretty Good	Excellent
0	1	3	18	18

Are you likely to recommend the conference to a colleague?

Yes - 39

No - 1

How much value for money was the conference?

Almost none	Little	Moderate	A lot	A great deal
0	1	8	20	11

How would you rate the length of the conference?

Too short	About right	Too long
3	34	3

What comments do you have about the length of the conference?

- Some of the speakers this year were a bit long
- Another half day would have been useful. The first plenary speaker spoke for too long...he was very good, but needed to provide a break to the group.
- would be nice for it to be a full 2 days (with items spread out a little bit more. Seems like we could have more time for roundtables.
- I would move the starting time till later in the AM. We could start an hour later and still get out in time for other activities.
- Two days is about right and the fact that everyone else at the College is at AVMA helps make it feasible to leave for AVAP.
- Lots of info packed into a short period of time, but, as I'm sure with everyone else, I don't have a lot of extra time.
- Could actually use a full day on Tuesday to make it 2 full days of the conference. I always want to spend more time in sessions.
- I think the length is perfect!
- I think it could be fit into a day (including a reception/social the evening before if you decide to continue with that).
- Personally, I think it should be just one day.
- I think it would be valuable to explore making Tuesday a full day.
- I think we should have one early morning presentation on Tues and then end it.
- Though I really enjoyed the keynote speaker's talk, it did run quite long.
- Could probably make it last two whole days.
- Actually, I felt the conference length was right on target this year. The Monday morning session was a bit long ... would have been nice to have had a break in there somewhere.
- I think the length of the conference should be extended. Each session I felt rushed at each session I attended.
- I thought the length was good. We had ample time for breakout discussions; the speakers that presented to the whole group were just the right length.
- I like the length of the conference and the timing of the events, starting from the Sunday night social to ending Tuesday at noon. That gives some of us time to sightsee before we leave the next morning.

Overall how would you rate the AVAP website?

Not good at all	Mildly good	Fairly good	Very good	Excellent
0	3	14	13	9

How would you rate the AVAP Social?

Not good at all	Mildly good	Good	Very good	Excellent
3	5	5	10	5

How useful were the College TED Presentations?

Not useful at all	Slightly useful	Somewhat useful	Very useful	Extremely useful
0	5	17	14	4

General thoughts on TED presentations vs. college updates:

- It's a nice idea and the length for each is about right. Perhaps not all presenters understood the objective or the format: some were flat and uninspiring
- TED presentations were great! Short and sweet... and the topics could be implemented at any veterinary college. It was good to have the short presentations because they didn't drag on and kept everyone engaged. TED talks felt more applicable vs. a college update from various schools.
- I liked this format
- Got even more ideas!!
- I prefer TED presentations to college updates.
- I liked the TED presentations, would just have liked to see something on an alumni topic.
- Terrific idea. In future years it may be interesting to "recruit" schools to talk about certain programs in areas that they excel. Basically highlighting "best practices." I'm not sure how you identify those schools/programs though... If we did a college update on the website (as referenced in the next question), we would need specific criteria on what data is needed. Many institutions count and record numbers differently.
- I hated the college updates so anything else is fine with me.
- I loved the TED presentations. College updates are BORING!!
- I missed the college updates this year. Perhaps we could incorporate them again but space out over the course of the conference. Like divide up colleges and let 3-4 go at Monday breakfast, maybe 3-4 after break, 3-4 after lunch, etc....
- A lot more informative with some take home messages as opposed to just where we all are in our campaigns
- Liked the TED presentations, but thought five might be too many. Would be nice to have the college folks introduce themselves, but not necessarily provide an "update" on activities.
- I loved the TED presentations. The topics were very relevant and inspired discussion at my table. The presentations were helpful.
- I thought they were informative.
- I think this was a great way to highlight things that are unique, off-the-beaten-path or really forward thinking for our group.
- We get college updates throughout the seminar, so to have TED presentations gives us outside ideas.
- Love this format over college updates.

In leui of the College Updates (traditionally presented by each college on Monday morning of the conference), would it be helpful to have an update from each institution on the AVAP website (campaign data, major gift data, annual giving data, alumni data, staffing, event data, top 5 bag points, etc)?

Yes - 16

No - 6

Not sure - 16

How would you rate the following guest speakers invited to present at the conference?

	Excellent	Very Good	Good	Fair	Poor	N/A
Jerry Panas (Keynote)	13	15	5	5	1	1
Joe Tumolo (track presenter)	9	6	4	1	0	16
Sean Scanlon (track presenter)	9	4	3	1	0	18
Jeff Douglas (track presenter)	1	6	4	0	1	23

Comments about this year's presenters at the conference or suggestions for future speakers.

- We should always have someone who is experienced and/or inspiring, like Jerry Panas.

- Jerry seemed to have a lot of old school platitudes that most of us should know already...had some good tips and gems, but long overall
- Sean Scanlon was outstanding!
- As a non-development officer I felt like the presentations were not applicable and therefore didn't attend.
- Jerry Panas covered the waterfront on development, but still introduced some new ideas that can be implemented. High energy and good info. Sean Scanlon introduced a topic, Integrated Inbound Marketing, about which I knew nothing, so it was very helpful to be exposed to this. I don't know that we can implement it now, but some of the concepts carry over to more traditional work. Next year it would be good to have a panel of speakers talk about the various ways different colleges are raising money from their grateful clients. There are enough schools doing it now to have a good variety of approaches represented. Our college would be willing to take part.
- Joe Tumolo was excellent! He provided a unique insight into problems that plague all fundraisers. Jerry Panas was good, however I had seen him at previous fundraising conferences and the presentation was very similar to prior presentations. Regardless, it was a nice lineup and good to hear them. Nice work.
- The keynote presentation was way too long and only applied to major gifts officers. Sean Scanlon was absolutely fantastic!
- There was some confusion about the tracks in our office, perhaps some clarification on the site would have offered the full options of the conference. Most of our team did not register for a track, thus missed out on the speakers.
- Panas would have been well served by being broken into 2 sessions, content great though. Scanlon lecture was remarkable! Great stuff!
- Liked Jerry's, was just too long - needed a break or to be cut down by an hour
- Jerry's information and style felt very outdated; his presentation was too long. Sean Scanlon's presentation was very useful; for me, it was the best part of the conference.
- Panas was very good, but his session was too long without a break. It is hard to hold the attention of our group for that long! :) Tumolo's content and message was good as well, but I was disappointed that he didn't do more research on who he was speaking to. He made it clear early in his presentation that he didn't have a good understanding of our donor pools (alumni and clients). The presentation could have been much better if he has incorporated that into it.
- Jerry Panas' presentation was too long.
- A great group- nicely done!
- Jerry's presentation was for people with less than 3 years experience. And way too long.
- Felt most of the presenters didn't understand veterinary medicine fundraising. We are, as we all know, a different breed. I understand the "sales" part of our job, but some comments came across too strong. Especially the one about getting the donor to change the designation of their gift. Told my staff - NEVER!!! Did not sit in our Scanlon track. Douglas - always spot on when it comes to vetmed fundraising. Need to focus on presenters who take the time to research veterinary medicine fundraising, not try their cookie cutter recipe. Advancement Services presented in the past and they designed their presentation around what works for us.
- I did not find Jerry Panas to present any ground-breaking material. I found his presentation hard to follow and sloppy. Sean Scanlon's presentation was very well organized, but it lacked any material my college could relate to. He presented his methods and modes of communication and why they worked for his college. I did not learn anything I could incorporate at my college.
- Interactive presenters are always the best and Jerry Panas is one of the best, delivering practical information to apply the next day!
- According to the agenda, I thought the presentations would be repeated but the communications piece was not so I missed one of them and ended up with an entire afternoon of Sean, which was okay. However, I would have preferred to hear both of them and Sean basically repeated most of his so I would have had the gist of that discussion plus the other one. I thought the communications track was the weakest; we didn't seem to have all that much to choose from.
- Jerry's presentation was excellent for fundraisers but it was too long and did not provide enough relevant information for our alumni relations and communications colleagues. Presentations shouldn't be more than an hour long and there should be tracks for all three components of Advancement shops. We need to remember that AVAP Conferences lean more heavily to the needs of fundraisers and we need to shift that so that all areas of interest are addressed.
- A suggestion for 2014: Scott Stratten, best-selling author of UnMarketing: Stop Marketing

How useful were the Round Table Discussions at the conference?

Not useful at all	Slightly useful	Somewhat useful	Very useful	Extremely useful
0	2	14	17	7

Are there any Round Table topics you would like added for the next conference?

- there was a good mix; I'd keep most and tweak others for next year
- Dean giving clubs/other clubs that are exclusive to VetMed.
- -Staffing Issues/Turnover -Staff Sizes Among Various Colleges of Veterinary Medicine -Metrics for Evaluating Gift Officers and Staff -Helping Deans/Faculty Better Understand Their Fundraising Roles - Special Events/Programs -Hospital Client Fundraising vs. Alumni Fundraising
- Faculty media training/convincing faculty of the importance of media relations Science marketing for the masses
- Client Relations Online Giving website Donor videos
- The moderators didn't always keep the discussions on topic, and several times I felt we were discussing something totally different. But some were great!!!
- I listed these below as possible breakout session speaker topics but some may work for roundtables as well: - Marketing to Alumni: If you build it they will come doesn't work anymore, people can pick and choose what they are involved with in this fast paced world, alumni directors need to become marketers and learn how to market our events, programs and services to our alumni - The Alumni Relations/Student Affairs Relationship - How to make it work - Alumni as "Customers" - how to have great customer service for your alumni so they keep coming back - Branding Your Alumni Program - Alumni Relations and Fundraising - How to walk the tricky tightrope - How to involve students (your future alumni) in your alumni relations program - Alumni Events - best practices, great events, worst events - Alumni Career Services - alumni turn to alumni relations for career assistance, how can we help them so they feel served by their school - Alumni Volunteers - training, recognition, stewardship - Building Alumni Social Media communities
- More advanced planning on the round tables would be great. The conversation starters are nice, but if the moderators knew a couple weeks in advance which topics they were hosting and who would be attending it could allow for a dialogue to occur before the round table (and potentially allow for moderators to ask for data from institutions beforehand - metrics, client fundraising, etc. - to facilitate an easier discussion. I understand there is a cost associated with have additional rooms, but having four round tables with 15-20 people at each in a single room makes it very hard to hear. Topics: Working with faculty/clinicians to identify client donor prospects;
- round tables are the best part.
- I would like to suggest we have a 1-time round table for new members/attendees. Like a newbies meets the oldies! Select a few long-time members to meet the new members to share guidance, assurance of this profession (how great it is!) and other notes to keep members/dev professional retained....some background info on AVAP and veterinary development profession.
- I attended the communications round tables. Crisis communications and social media are always good topics. I'd also be curious to have a session solely on internal communications for the various schools, as well as what people are doing to communicate with their alumni and the various demographics they represent.
- Please keep the alumni relations/event tracks ... very helpful!
- I would love to see a round table discussion about thank you notes. I would love to see a round table discussion about the difference in alumni gifts and major gifts.
- metrics will continue to be a topic of interest to many. capital campaigns (pre-campaign planning and campaign activities) effective use of resources (people, money and time)
- Whatever the current trends happen to be, any major events that might affect the majority of us, etc.
- These are very useful for first timers. But the more advanced the attendee, the more structure these discussions need. No matter how hard we try, the discussions tend to take on a life of their own, we go off topic. Also it's difficult to hear because we are located in a noisy environment I recommend that we hold these in separate rooms with IT resources and we invite specialists or experts to present and then lead discussions.
- 1. What are the current challenges different institutions have. (Challenges are an everyday occurrence, and to learn from others how they problem solve would be beneficial)
- Always a favorite of the conference. I would like to see more defined tracks (MG, Annual Fund, Alumni, Communications/Marketing)

How would you rate the venue/location?

Extremely poor	Very poor	Somewhat poor	Neither good nor poor	Somewhat good	Very good	Extremely good
0	0	0	1	8	23	8

What ideas/changes might you suggest to conference planners in the future?

- it was unfortunate that we had to move between buildings, but not a serious issue.
- The Social needs to be in a private room with name tags and better food. A sports bar is too noisy and the food was awful. Have separate tracks (Dev., Alum., Comm.) in smaller breakout rooms. Have guest moderators be specialists from local non-profits - surely someone could come for a morning/afternoon and moderate 2 discussions for a minimal fee and some coffee. Shorter guest speaker time: 2+ hours was overkill. An hour should be sufficient. Visit a local non-profit for a behind the scenes tour and hear about that organization's best practices in all 3 areas. Wouldn't have to be a Vet School. If our numbers are too high maybe find 2 or 3 and split up by track.
- perhaps separate rooms/areas for round tables so we have have one large discussion. Similar to what was done in St. Louis in 2010. This was helpful for having plenty of space and being able to see each person speak and be comfortable. I feel that having two of the same topic roundtable discussions was a good idea, but if you didnt visit the same roundtable twice you may have missed good discussions (as each group had different people from different colleges) would it also be a possibility for there to be more options of roundtables outside of development areas (for people that do not fundraise)...Special event planning or where people coordinate functions/programs within VetMed, but not necessarily face of development (hope that wasn't confusing).
- I missed having soft drinks during the day. Not worth huge money, but if reasonably priced are a nice addition.
- The breakout sessions that ended up being held in the lobby area were tough in that you couldn't hear everyone with lobby noise. They were very interesting topics but it was difficult to understand speakers with all of the extra noise. Also, even sitting in the middle of the room, you couldn't hear other people's comments/questions when they simply spoke to the room. More floating microphones or having the presenters repeat questions would help.
- I think the idea of having a school plan each conference is a great idea. I also think that tracks based on your area of expertise are imperative to a successful conference. The keynote speaker should either appeal to everyone in the room, or there should be tracks for that, too, so that everyone in the room can benefit. I think having an expert lead the Round Table discussions would be useful.
- If the social could be more of a buffet type- found the seating awkward if I wanted to visit with other people.
- I would love to see tracks for the three areas - Development, Communications and Alumni so we all get the most out of the conference. As an alumni director I found a lot of the information very development focused and with so much going on in the area of alumni relations I would have loved to have spent that time with my colleagues talking alumni relations. Just a few topic ideas for alumni relations: - Marketing to Alumni: If you build it they will come doesn't work anymore, people can pick and choose what they are involved with in this fast paced world, alumni directors need to become marketers and learn how to market our events, programs and services to our alumni - The Alumni Relations/Student Affairs Relationship - How to make it work - Alumni as "Customers" - how to have great customer service for your alumni so they keep coming back - Branding Your Alumni Program - Alumni Relations and Fundraising - How to walk the tricky tightrope How to involve students (your future alumni) in your alumni relations program - Alumni Events - best practices, great events, worst events - Alumni Career Services - alumni turn to alumni relations for career assistance, how can we help them so they feel served by their school - Alumni Volunteers - training, recognition, stewardship - Building Alumni Social Media communities
- You might consider cutting out one of the roundtable sessions or even the keynote to make room for more track presentations.
- Nametags for the Sunday night social Color-coded nametags for the conference by job responsibility (development, alumni, communications, etc.). Ask/encourage staff from each institution to spread out to different tables around the room (rather than always sit together)
- Personally, the ability to network with other Vet Med advancement professionals is the most valuable aspect to the conference. I think it would be great if there were an opportunity for the chief advancement officers to meet as a group to share ideas/concerns, etc.
- I think what they charge is sky high...for the space, services and especially the food. I feel sure that another AVMA conference hotel has a space that could accommodate us and allow outside catering. We could save here to add the programming.

- Too bad we had to change buildings for our key sessions. Better to have all sessions in the same building (but sometimes that doesn't work)
- We stayed at the same hotel, which was nice. Don't know if other schools always stay in the same hotel as the AVAP meeting, but I think this was the first year out of about five where we were able to do that. I had some issues with the Hotel, but it has more to do with the nature of a hotel located in the downtown of a major metropolitan city. We drove, so the parking was a very significant expense.
- The AVAP social was a great event! It was a great opportunity to relax after a long day of traveling. We loved the fact that our food was pre-planned and offered a wide selection (salad, appetizers, pizza, dessert). I would like to suggest that the planners select a location that allows networking. The Chicago location (Gino's) was extremely crowded and noisy. The tables were not ideal for networking with professionals from other schools, and we had to speak very loudly to hear each other. Basically, once we sat down, we talked to the people sitting at our table (mostly from our college) and no one else.
- Hotel was a little pricey but very nice
- I think planners do an exceptional job. It's hard to please all the people, all the time.
- Be sure there are areas where breakout sessions have enough seating and people can be heard. It was too loud and not enough seating for most of the sessions I attended since we were trying to meet in the lobby.

Is there anything further you would like to share about the conference or AVAP?

- I enjoyed meeting colleagues from across the country.
- liked how the social was built into our conference fee. Again, I think a little larger venue would have allowed for more conversing among colleges.
- I think that this one was one of the best, both because of the speakers and, as always, from what I got from colleagues one-on-one.
- Everyone did a great job and it was a very good experience for our staff to attend. This was the first AVAP for several of us and we walked away impressed with the quality of the event. You should all be very proud of the job you did as full-time employees with other jobs.
- Thank you!!!
- My first time. Will attend again in 2014
- I am so glad the conference is going to be planned by a school so that the AVAP exec group can focus on other ideas and areas. The new website is so much better!
- Great work guys, thank you!
- It was great@ keep up the good work!
- I missed having refreshment breaks with soda. It's a personal preference and the Hotel concessions were expensive enough to discourage buying my own.
- It would have been nice to have had a alumni relations track on Tuesday morning ... there really wasn't anything for those of us who don't directly fundraise.
- I only wish we could have the conference twice a year! :)
- excellent!
- I enjoy exchanging information with my counterparts and appreciate the hard work of the AVAP leadership.

How likely are you to use the post-conference discussion forums available on the AVAP website?

Not likely	Somewhat likely	Maybe	Likely	Very likely
2	2	16	15	5