



## Evaluation Results OMA-WaMA Joint Virtual Conference 2021

### Overview

Surveys were completed via SurveyMonkey after the conference. We had 176 registrants and 19 evaluation responses, for an 11% response rate. Due to the low response rate, we cannot look at these results as representative of the attendees, but as some input from a few attendees.

The survey featured 10 questions and included feedback about the conference, membership in OMA and WaMA, work history, geographic location, and an open-ended comment.

Several of the demographic questions were also included in the registration form, which gives us complete data, and for that reason have been excluded in this report.

### Trends

Overall, respondents enjoyed the conference, learned something to help them take concrete steps, appreciated the virtual aspect and valued the collaboration between OMA and WaMA. One thing respondents missed was opportunity to see other attendees and network with them.

### Enjoyment

- “I found the conference overall very interesting and appreciated the level of involvement between speakers and the audience.”
- “I enjoyed the conference experience! “

### Learning

- “I heard some good information about accessibility in exhibits. I will be incorporating the advice I heard into current and future projects. “
- “We are planning on creating some digital experiences for accessing our local history outside the museum. The ideas presented will be very helpful. “
- “I have some thoughts about how we can build the relationship with our local Tribe based on some examples provided in a session.”
- “Will be updating our education lesson plans to a more handy guide for teachers!”

### Virtual

Almost two-thirds of respondents thought that the fact the conference was virtual made it most useful.

- “I really enjoyed the conference. I appreciated it being remote. That allowed me to attend. I appreciated the captioning making sessions accessible.”

### Collaboration

- "I appreciated the collaboration, I thought it brought more variety to the conference
- It's great to have collaboration and I hope it continues in the future -- between OMA and WaMA, as well as with other museum associations!!”
- “I really enjoyed the collaboration between OMA and WaMA. Our states experience trends in similar ways but by nature of being in different states react/adapt in different ways. Combining our experiences creates a truly full picture of how to handle a problem.”

### Lack of networking

- “I didn't like that I couldn't interact with the other participants during the webinars. Part of going to the conference is getting to 'sit' with others in sessions and talk.”
- “Maybe offering more opportunity for networking. Like breakout rooms or a place between sessions for participants to come together and discuss while getting to know each other.”

## **Specific data**

### Conference experience (Q1, 2)

When asked which aspects of the conference were “most useful,” the top responses were: Sessions (95%); That it was virtual (63%); and Keynote speakers (32%) and Performances (26%).

Almost every session was selected at least once for being “most helpful for your work.” The top sessions were: **Northwest Digital Heritage as a tool for digitization of heritage archives** (58%); **Designing digital experiences for classroom use** (42%); and **Post-pandemic: Challenges and opportunities facing the heritage sector** (37%).

### Virtual and in-person (Q 3, 4)

When asked if they were willing to attend future virtual conferences and events, a vast majority (84%) said yes.

Eight respondents attended an in-person meeting, three of whom hosted the events. Turnout was quite small at most, which was disappointing to them, but people enjoyed the events they attended.

### Result of attendance (Q 5)

We received a variety of replies to the question “what is one action you will take based on what you learned or a connection you made at this conference?” Top responses included: increasing digitization/web access (5), and coalition/ community building (4) Building accessibility and making a specific personal connection both received 2 responses. Other actions included using resources from sessions on values-based budgeting, NAGPRA, education and fundraising.

### Demographics (Q 6-9)

This series of questions asked about membership, job and experience and geographic region. Because we have comprehensive data on these questions from our registration survey, we are not including the overall evaluation results.

### Everything else (Q 10)

Comments were generally positive, with negative answers focusing mostly on the lack of networking with other attendees. Top responses included” it was great/enjoyed it (10), appreciated the OMA-WaMA collaboration (7), and missed networking/interacting with attendees (3). See other comments below.

- “I found the conference overall very interesting and appreciated the level of involvement between speakers and the audience. “
- “It seemed like a lot of sessions were about theory and cultural shifts, I'm a little burned out with that. Overall, I like more practical sessions with takeaways I can use immediately.”
- “I didn't like that I couldn't interact with the other participants during the webinars. Part of going to the conference is getting to 'sit' with others in sessions and talk.”
- “Wish there were some closure on Wed noon--a summary, wrap up, see ya next year...”

For complete data results, please see <https://www.surveymonkey.com/results/SM-JB5GX6RY9/>