

2014 Summer Forum Event Success Metrics Results

PGRTAZ Board Expectations from the event:

1. Maintain the size/scope of event
 - a. similar pricing points (for registrations and sponsors)-**Met**
 - i. in order to support the membership goals for the event, the non-member pricing is slightly increased from last years' event. Member pricing is unchanged. Collaborator pricing is unchanged.
 - b. Offer 3 education tracks: beginning planners, advanced planners, philanthropic leadership-**Met**
 - c. 3 key note (plenary) speakers – nationally recognized-**Not met for closing plenary**
2. \$6,000 in profit **met: \$8449 w/ inkind; \$4449 w/o inkind**
3. Suggested membership impact is a net goal of 20 (including renewed/new members – tracked via coupon)
 - a. *This number should be confirmed/adjusted by the membership committee – metric assessed throughout the remainder of 2014*
4. Repeat/Expand the sustainability thread
 - a. Enhanced focus on accurate/early/better messaging
 - b. Add/Improve metrics
5. In the process of marketing for SF sponsors, also seek 2 new annual PGRTAZ sponsors – **Not met**
 - a. E-Newsletter
 - b. Website Sponsor
 - c. Marketing Collaborators Joint Calendar
 - d. Active Job Bank
6. Add (net) 2 new marketing collaborators –bringing collaborator total to 13 **not met**
7. Improved/expanded volunteer tracking hours mechanism – **Met: our volts**

Summer Forum Committee Success Metrics (suggested)

1. Identify incoming Summer Forum Chair (replace the Interim) - **Met**
 - a. Roughly 150 hours of time from November through July: 15 hours/mo, roughly 4 hours/wk
2. Meet all of the PGRTAZ Board metrics in producing this event – **Not met**
3. Retain at least 75% of last year's volunteers on the committee (we had 9; **retain 7**) –**not met: 6 on 2014 committee from 2013**
4. Add 5 more active SF committee members/volunteers (total active **committee of at least 12**) - **Met**
5. Final Budget, Precise Event Theme, and Graphic style- agreed upon /affirmed by **Dec 9th** Committee Call **Met**
6. 75% of all prior years' sponsors retained as current sponsors by Jun 3 (we had 20, **retain15**) **Not met**
7. 50% of sponsorship funds committed by Nov 25th (target of \$40,000, have **\$20,000 in commitments**) **Not met**
8. Recruit at least 15 Social Media Bloggers/Reporters by Feb 28th, to both - **Not met**
 - a. plan to attend the event on a media pass for reporting on their experience,
 - b. but also to start hyping the event and sharing the committee's work and buzz in March, April, and May.
9. Identify and share/support one Summer Forum objective from/for every other PGRTAZ active committee **Not met**
 - a. Special Focus: Coordinate/Support the Sponsorship Committee within the SF Event Planning Committee Efforts **Met**
10. Introduce Learner Centric programming to our presenters and attendees: reframing the presenter requests, and the survey evaluations, to focus on the audience and not the presenter or the topic **Met**