



TRAINING PROGRAM EVALUATION

Your response to this evaluation form is extremely important to us. It will be used to develop a national evaluation of small business training. Please select the best response to the question and fill in the circle completely with a No. 2 lead pencil.

1. How did you learn of this training program?

- Word-of-mouth
- Direct mail pamphlet
- Newspaper/Publication
- Banker/Lender
- Radio/Television
- Other _____

2. What was your primary reason for attending this program?

- Preparation for starting a business
- Skills improvement for owner/manager
- Recommended by boss/supervisor
- To improve my own skills
- General interest in topic
- Other _____

3. How many years has your business been in existence?

- Not in business
- Planning phase
- Less than 1 year
- 1-3 years
- 4-6 years
- Over 6 years

4. Are you a(n):

- Owner
- Employee
- Manager
- Other _____

5. Check the main type of business you are engaged in, or plan to be engaged in:

- Retail
- Service
- Wholesale
- Manufacturing
- Construction
- Not in business

6. What type of program training would be most useful?

- Multiple Daytime Sessions
- Multiple Evening Sessions
- Single Daytime Conference
- Single Evening Conference
- Breakfast Session
- Saturday Session

7. What type(s) of program topics would you be most interested in (you may select more than one):

- Starting a Business
- Business Plan
- Sources of Credit and Financing
- Increasing Sales
- Advertising and Sales Promotion
- Selling to the Government
- Procurement
- Bidding and Estimating
- Purchasing
- International Trade
- Financial Statements
- Office or Plant Management
- Personnel
- Engineering/Research
- Inventory Control
- Credit and Collections
- Computer Systems
- Other _____

PROGRAM EVALUATION

(Please use the following scale to indicate your response to the statements below: SA = strongly agree; A = agree; N = neither agree/disagree; D = disagree; SD = strongly disagree.)

1. The information was presented effectively.	SA	A	N	D	SD
2. The information presented was practical.	SA	A	N	D	SD
3. The program provided a good working knowledge of the subject matter presented.	SA	A	N	D	SD
4. The program has allowed me to acquire practical skills and knowledge to manage my business more effectively and efficiently.	SA	A	N	D	SD
5. The program attended was sufficient for my purpose.	SA	A	N	D	SD

SPEAKER EVALUATION

(Please use the following scale to indicate your response to the statements below: VG = very good; G = good; U = undecided; P = poor; VP = very poor.)

- | | | | | | |
|--|----|---|---|---|----|
| 1. The first speaker's (Speaker Number: _____) | | | | | |
| a) capacity to hold your interest was: | VG | G | U | P | VP |
| b) organization of the program was: | VG | G | U | P | VP |
| c) level at which the topic was presented was: | VG | G | U | P | VP |
| d) communication skills were: | VG | G | U | P | VP |
| 2. The second speaker's (Speaker Number: _____) | | | | | |
| a) capacity to hold your interest was: | VG | G | U | P | VP |
| b) organization of the program was: | VG | G | U | P | VP |
| c) level at which the topic was presented was: | VG | G | U | P | VP |
| d) communication skills were: | VG | G | U | P | VP |
| 3. The third speaker's (Speaker Number: _____) | | | | | |
| a) capacity to hold your interest was: | VG | G | U | P | VP |
| b) organization of the program was: | VG | G | U | P | VP |
| c) level at which the topic was presented was: | VG | G | U | P | VP |
| d) communication skills were: | VG | G | U | P | VP |

PERSONAL PROFILE

(Please fill in the circle completely for the category that best applies to you.)

- | | | |
|------------------------------|----------------------------------|-------------------------------------|
| 1. Gender: | Male | Female |
| 2. Veteran status: | Veteran | Non Veteran |
| | Service Disabled Veteran | |
| 3. Race (select one or more) | American Indian or Alaska Native | Black or African American |
| | Asian | Native Hawaiian or Pacific Islander |
| | | White |
| 4. Ethnicity | Hispanic or Latino | |
| | Not Hispanic or Latino | |
| 5. Education level: | Less than 12 years | High school degree |
| | Some college | College degree |
| | Some graduate school | Graduate school degree |
| 6. Current age: | 15-24 | 45-54 |
| | 25-34 | 55-64 |
| | 35-44 | 65-over |

PLEASE NOTE: The estimated burden for completing this form is 12 minutes per response. You will not be required to respond to this information collection if a valid OMB approval number is not displayed. If you have questions or comments concerning this estimate or other aspect of this information collection, please contact the U.S. Small Business Administration, Chief, Administrative Information Branch, Washington, D.C. 20416 (3245-0075) PLEASE DO NOT SEND COPIES TO OMB.

Thank you for your participation!

