

Post Conference Survey

Investing in Our Future: National Conference on Youth Financial Education and Capability on 4/30/13

Background

The Office of Financial Education at CFPB hosted an inaugural national conference on youth financial capability on April 30, 2013 at the CFPB amphitheater. Approximately 125 individuals attended this conference who represent practitioners, educators, advocates, and researchers in the youth financial education field. This conference was closed to press and was an invitation only event.

Given that this is the first CFPB conference for engaging these particular stakeholders, we hope to learn more about what worked and what areas need improvement with future conferences. The sample survey questions are provided below. People who attended the conference will receive an email asking them to take a brief online survey that is posted on the C-vent site. There is not a cost for administering this survey. This is a voluntary survey designed to gauge customer satisfaction and will be sent out to conference attendees via email who can choose to provide their feedback. In addition, the survey has a limited number of questions with straightforward mostly multiple choice answers so this is a low burden.

Sample email

Subject line: CFPB conference: Thank you and tell us what you think

Dear <first name>

Thank you for attending *Investing in our Future: A National Conference on Financial Capability for Children and Youth*. This conference was hosted by CFPB on April 30th, 2013. We want to hear what you thought of the conference and hope to learn from your feedback. Please complete this brief survey by following this link: <hyperlink>

Sincerely,

Camille Busette
Assistant Director, Office of Financial Education

Customer Satisfaction Survey Questions

1) How satisfied were you with the registration process?

- Very Dissatisfied
- Dissatisfied
- Satisfied
- Very Satisfied

2) How satisfied were you with the conference materials provided?

- Very Dissatisfied
- Dissatisfied
- Satisfied
- Very Satisfied

3) Overall, how satisfied were you with the speakers/presenters?

- Very Dissatisfied
- Dissatisfied
- Satisfied
- Very Satisfied

4) Overall, how satisfied were you with the conference facilities?

- Very Dissatisfied
- Dissatisfied
- Satisfied
- Very Satisfied

5) How many panels did you attend?

6) Did you feel the length of conference panels were too long, just about right, or too short?

- Too long
- Just about right
- Too short

Please tell us how much you agree or disagree with the following statements.

7) The content of conference panels was appropriate and informative.

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

8) The conference was well organized.

- Strongly Disagree
- Disagree

- Agree
- Strongly Agree

9) Conference staff was helpful and courteous.

- Strongly Disagree
- Disagree
- Agree
- Strongly Agree

10) What kinds of sessions would you like to see included at future conferences?

11) What did you like most about the conference?

12) What did you like least about the conference?

13) Approximately how many conferences of this type do you attend annually?

- 1-2 per year
- 3-4 per year
- 5-6 per year
- more than 6 per year
- Don't usually attend conferences

14) Would you recommend this conference to others?

- Yes
- No
- Don't Know

15) How would you rate this conference compared to other conferences of this type that you have attended?

- Very poor
- Poor
- Average
- Very good
- Excellent

16) In what ways could this conference be improved?

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