

2020 CTAAFSC Evaluations

The insights below are pulled from the results of two evaluations: the Tuesday General Evaluation and Wednesday General Evaluation. When appropriate, efforts were made to ask similar questions across the various evaluations. All insight averages combine results from similar questions to present overall sentiment.

Click the links below to view full evaluations results interactive summary, including graphs, full comments, and individuals who expressed interest in joining the CTAAFSC Planning Committee:

- [Tuesday General Evaluation](#)
- [Wednesday General Evaluation](#)

Conference Highlights

- Nearly **724** attendees who include:
 - program, presenters, volunteers, staff, on-site registration, AISD, Mt. Zion Baptist church list, Black @ Apple volunteers, committee members, board members, sponsors.
 - **31**: On-site registration
- **402**: Number of first time registered to attend
- **287** first time, new attendees
- **20** interactive workshops
- **9** impactful poster presentation showcase
- **18** generous sponsors
- A legislative conversation with Rep. Garnet F. Coleman

Overall Satisfaction

- The general trend for the majority of the evaluation results points to overall attendee satisfaction with the conference, with respondents selecting *excellent* or *good* for most questions.
- QUESTION: Did Conference meet your expectations? Average rating of *excellent* or *good* was **95%** in both 2019 and 2020. However, excellent only respondents jumped from 65% in 2019 to **72%** in 2020.

Exhibition

- **43**: Total number of exhibitors.
 - **12**: Number of new exhibitors.
- QUESTION: This year we introduced the "Exhibitor Passport" prize drawing. Did the passport activity improve engagement with conference attendees?
 - **71%** Yes
- QUESTION: Next February 2-3rd is the 21st Annual CTAAFSC. Are you planning to exhibit with us next year?
 - **86%** Yes
 - **14%** Maybe
 - **0%** No

- QUESTION: Due to sound overflow between the main stage and Exhibitor Hall, the Exhibitor Hall was closed periodically on Wednesday. Considering the entire conference, how did this impact your overall engagement with attendees?

Communication

- QUESTION: How did you hear about the conference?
 - **19%** Work
 - **12%** Austin ISD
 - **8%** Planning Committee
 - **8%** Email
 - **7%** Parent Support Specialist
 - **6%** Church
 - **5%** Previous Attendee
 - **4%** Integral Care
 - **4%** School Districts
 - **3%** Online
 - **3%** Integral Care Staff
 - **3%** Higher education institution
 - **2%** Social media, including Facebook
 - **1%** Sponsor
 - **2%** Other

Programing

- QUESTION: How well did the first part of the conference meet your expectations?
 - **72%** Excellent
 - **23%** Good
 - **5%** Average
 - **0%** Poor
 - The percentage of *Excellent* responses jumped from **63%** in 2019 to **72%** in 2020. The *Average* rating dropped from **6%** in 2019 to **5%** in 2020. Both metrics point to an increase in favorability over the two years.

Follow up

- **72:** Number of respondents expressed interest in joining the Planning Committee and provided contact information for follow up.

2020 CTAAFSC EXPENSES/INCOME

	2019 Actual	2020 Estimates Revised	Paid to date
Venue			
Palmer Rental Fee	\$8,550.00	\$8,750.00	\$8,750.00
Palmer Equipment Fee	\$4,281.50	\$5,000.00	\$2,530.00
Unarmed Security	\$525.00	\$550.00	\$660.00
Entertainment	\$500.00	\$500.00	\$800.00
Parking	\$4,480.00	\$2,500.00	\$3,747.00
Golf cars	\$610.00	\$610.00	\$710.00
Water coolers (2 coolers + 2 bottles)	\$0.00	\$250.00	\$0.00
Floral décor for tables	\$1,950.00	\$2,000.00	\$1,950.00
SUBTOTAL VENUE	\$20,896.50	\$20,160.00	\$19,147.00
Food (includes china, food, set up)		3% increase	
Breakfast - Buffet - Tuesday	\$5,100.00	\$5,253.00	\$5,100.00
Breakfast - Buffet - Wednesday	\$3,450.00	\$3,553.50	\$5,100.00
Lunch - Buffet Tuesday	\$19,451.02	\$20,034.55	\$18,350.00
Lunch - Buffet Wednesday	\$17,100.00	\$17,613.00	\$17,450.00
Service fees for all meals (20%)	\$8,410.00	\$9,290.80	\$9,526.00
Food for Exhibitors			\$1,629.00
Additional Food			\$17,020.00
SUBTOTAL FOOD	\$53,511.02	\$55,744.85	\$74,175.00
A/V			
Pipe and drape			
9x12 Projection Screens			
Lavaliere or Wired Microphones			
Wireless Microphones			
4 Channel Mixer			
LCD Projector - Large Conference (6,500 L)			
Stage lights			
Podium			
SUBTOTAL AV	\$17,180.90	\$18,000.00	\$16,863.00
Misc Expenses			
Interpreter Services (AISD & ASL)	\$1,593.00	\$1,593.00	\$1,984.00
CEU license fee	\$250.00	\$250.00	\$0.00
Awards	\$303.00	\$303.00	\$390.00
Cab vouchers	\$0.00	\$0.00	\$0.00
Hotel Rooms			\$1,033.37
SUBTOTAL MISCELLANEOUS	\$2,146.00	\$2,146.00	\$3,407.37
Signage/Printing/Supplies			
Office Supplies	\$974.54	\$975.00	\$505.00
Website & CRM fees	\$15.00	\$853.00	\$853.00
Media/Advertising	\$929.46	\$1,000.00	\$910.00
Printing (nametags, programs & flyers, awards)	\$916.00	\$916.00	\$2,991.80
SUBTOTAL SIGNAGE/PRINTING/SUPPLIES	\$2,835.00	\$3,744.00	\$2,452.00
Speakers & Travel			
Speaker fees	\$10,500.00	\$15,000.00	\$15,000.00
Hotel Rooms	\$2,438.35	\$2,500.00	\$1,680.54
Flights, ground transportation	\$1,045.00	\$1,200.00	\$1,173.26
Mail Fee for Check to Le'Andria			\$25.00
Transportation	\$736.00	\$750.00	\$740.00
SUBTOTAL SPEAKERS & TRAVEL	\$14,719.35	\$19,450.00	\$18,618.80
Planning Committee			
Monthly meetings	\$1,215.54	\$1,200.00	\$1,664.00
Pre-Reception (1/17/200)			
Expenses			\$2,334.00
GRAND EXPENSE TOTAL	\$112,504.31	\$120,444.85	\$129,698.00
Revenue	2019 Actual	2020 Projected	Pledged/Received
Registration	\$13,370.05	\$15,750.00	\$20,387.00
Donations from Registration	\$377.00	\$500.00	\$1,110.00
Exhibitors	\$5,230.00	\$6,000.00	\$7,560.00
TCDD Grant	\$13,900.00	\$13,900.00	\$13,955.00
Sponsorships	\$26,980.00	\$32,000.00	\$41,600.80
Pre-reception			\$7,495.00
Scholarships	\$1,500.00	\$2,000.00	\$1,800.00
SUBTOTAL REVENUE	\$61,357.05	\$70,150.00	\$93,907.80
INTEGRAL CARE CONTRIBUTION	\$51,147.26	\$50,294.85	\$47,391.00

2020 Sessions Evaluations

21 workshops including Dr. King Davis' keynote.

36 presenters from different backgrounds.

1 no show due to medical emergency.

Review summary

Positive reviews: 90%.

Suggestions for improvement:

- microphones in the workshop rooms (able to adjust when speaker was asked to speak up)
- rooms heating up when they became full
- room set-up did not seem to allow for small break-out group activities
- limit the number of people on panels to three

Sample comments from evaluations

Healing with Nature: Eco-therapy for Black Wellbeing, Starla Simmons

I enjoy nature but now I will pay more attention to what I do. I picked the right group to come to. Thank you.

Beautiful pictures! Speaker painted stories with her words. Enjoyed the session.

AMEN: African American Mental Health and Wellness Program, Jacklyn Hecht, Daryl Horton, Ray Hendricks

Bring them back to share their outcome data.

It is great to see programs that address mental health in the African American faith community. This program has the ability and opportunity to educate, inform and empower the African American community.

Black Youth, Mental Health, and the Power of Effective Advocacy, Elliot Niblack

This should be a potential workshop available in schools, churches and the community.

Well-spoken and brave speaker.

**I would like to partner. My name is ... and I work for American Youthworks*

Wonderful speaker and clear, engaging presentation. Handouts on mental health resources were very helpful.

*****It's Okay Not to Be Good, Paul Toviessi***? No show**

Addressing the Impact Adultification Has On African American Children, Jacqueline Miller

This training would be great in schools/ businesses that are predominantly white.

The learning perspective is great for all participants of all ages and backgrounds.

Self-Care: Music, Mental Health and Metaphors, SaulPaul, Bianca Neal, Dr. Raphael Travis, Jr.

Bring SaulPaul back next year, please. I truly loved this session.

This is my first time attending and I've heard nothing but good things for years about the conference. It did not disappoint. The information was very relevant.

Great information and programming.

Pushed to Purpose, Kendale Brown

Very good presentation. The information was practical and relatable. The presenter was easy to engage with and knowledgeable.

The speaker was so real, honest and informational. Her words and messages were truly moving and inspiring, and I hope to take her words into my life moving forward.

Awareness Building: Supporting Black Mothers Experiencing Postpartum Depression, Nakeenya Wilson, Michelle Roundtree, La'Toya Swan, Alexis Henderson

Professionals with lived experience.

Invite them back.

In the Right Seat, Billy Dorsey

Billy Dorsey is a powerhouse with motivation! Bravo! Very engaged workshop.

Extremely excited to come to these sessions to build on our lives.

Fantastic, inspiring speaker! Offered wonderful tips to evaluate our purpose and passion.

Crazy No More: Dispelling the Mental Health Myths That Keeps Us Silent, Karen Ranus

I am going to share with my co-workers an overview of this session. Great session!

Excellent presentation! Thanks for taking us out of the shame cloud.

This presentation really hit home (personal connection) and it made me realize I could have the same impact on other families I serve at the school that I work at.

911: Saving Our Children in Turbulent Times, Barbara Fountain

Great compassionate speaker.

Great information

The presentation and presenter were exceptional.

Living Your Best Sandwich Life, Tracee Black-Fall

Speaker is really knowledgeable about the topic and gave very helpful information.

Ms. Black-Fall, this was a wonderful workshop!! You were such a blessing to me today! I am so thankful for you. Please come back again. Thank you, again.

Candid, genuine presenter. Great job!

Where is my Son? Rosalee Martin

Love, love this conference; very powerful this year.

Unbelievable and timely for my life. I am thankful for the topic.

In my work, I regularly work with adults and children in crisis and it is easy to dehumanize them because of their actions. Dr. Martin has taken me under her wings and really helped me to have a deeper understanding of family and community. This presentation was the exterior of her humanizing outreach.

When Grief Becomes Complicated, Ulysses Moore, Kimberly Holiday

Warm, welcoming space to share.

Much needed information for the African American community.

I really enjoyed all stories that everyone had to share. Would definitely like to attend again.

Provided some deeper insight into grief in the Black community. I will try to always remember how historical racism and lack of community in Austin can complicate the grieving process.

Reentering from Corrections to the Community, William Lawson, Joe Powell, Marilyn Poole, Richard Hopkins

Hearing from the police officers added greatly to the presentation.

Need more up to date information.

Police officers who shared their perspectives made the presentation better.

Addressing the Mental Health Impact of ACEs: Integrating Policy and Advocacy to Achieve Equity, Altha Stewart

Bring her back to talk about Mental health and children in the juvenile system.

Eye-opening for me as I now understand why I have behaved the way I have and how to help others from experiencing the adverse effects of their trauma.

Alternative Perspectives in Mental Health: Using Nutrition, Complementary Medicine, and Detoxification to Heal Our Brains, Deborah Rosales-Elkins, Lizzie Martinez

Great presentation, I liked the suggestions she gave people on a limited income, people living in food deserts, people on Medicaid and people without insurance.

Loved Deborah RE's presentation, hated Lizzie's presentation. The anti-vaccine and some of the other info is harmful. Holistic approaches can be good, but the PANDA fearmongering and vaccines and medication are dangerous.

Building Faith Leader Capacity for Community Prevention and Family Recovery Support Efforts, Drew Brooks, Dr. Monteic Sizer

Excellent, relevant, practical motivating information.

I learned a lot!! Great session.

Both presenters were great! Can you come to our school?

Collaboration is Not a Dirty Word, Sonia Hartman, Monica Reyes, Bertha Rodriguez

Both presenters were great! Can you come to our school? (Winn Elementary)

Really informative, I really enjoyed it.

You Get That Trauma from Yo Momma: Remain Licensed to Live, Jarret Patton

Bring Dr. Jarret back.

Very good speaker indeed.

Historical Solutions to the Problems Minorities Face, Dr. King Davis

Fascinating topic, impressive research, great presenter.

Enjoyed learning the history.

This was an amazing session. I truly enjoyed Dr. Davis' session. This hit home for me as I am trying to find family members that were in the Central State Hospital.

Take away / Suggestions

Presenters

Attendees prefer presenters to be knowledgeable about the topic, have up to date information, and talk from facts and not generalizations/ opinions.

Attendees want more information about resources, PowerPoints, handouts on materials discussed during presentation.

Attendees want more time for Q & A, and more dialogue with the people in the room.

Attendees want more small group activities and dialogues in the workshops so they can interact with other conference attendees.

Topics requested

- Diet and mental health.
- Impact of drugs on mental behavior.
- Information on support groups/resources for families caring for children /parents with mental illness.
- Integral Care's services.
- LGBTQ and mental health.
- Mental health and criminal justice.
- Mental health and identity.
- Mental health and wealth-related topics.
- Mental health and what the agency can do to help.
- Mental health resources in the community.
- More faith-based topics.
- Parents and communication.
- Raising kids with mental health.
- Role of psych meds and alternatives in mental health treatment.
- Students and mental health.
- Topics about domestic violence.



- Women clergy training on mental health and spirituality.

What Ambassadors and Volunteers can do?

Be trained in the operation of the equipment in the rooms so they can help presenters.

Communicate with presenters to speak up.

Control movement in the room and make sure rooms do not overflow.

Empower ambassadors to assist in changing room set-up for small group activities.