

2021 CTAAFSC Report

This report covers the three days of the 2021 conference. Survey questions were uniform across board.

For the full report from Whova, click [here](#).

Conference Highlights

- 872 registered attendees made up of:
 - Attendees, workshop and poster presenters, volunteers, staff, award winners, sponsors, exhibitors and their booth staff.
- 726 were active Whova users
- 106 first time, new attendees
- 18 interactive workshops
- 2 poster presentation
- 1 Resource roundup
- 3 panel discussions
- Live DJ
- 3 keynotes
- 17 generous sponsors and 4 donations from Special partners
- 3 Media partners

Unique features

- 49 articles shared
- 107 topic discussions
- 28 Meet-ups organized
- 11 job openings posted
- 35 exhibitors; 861 Exhibitors leads generated – follow ups to be conducted.
- Photo contest
- Caption contest
- 88% loved the Whova App
- Attendees from Canada and over 10 states: TX, PA, GA, WA, VA, TN, IN, NY, FL, OH, MS.
 - Texas cities and towns: Hutto, Killeen, Brenham, Elgin, Melisa, San Antonio, El Paso, Houston, Dallas, Richmond, Krum.

Overall Satisfaction

In determining this, we will not compare the virtual event with previous in-person events. The general trend for the majority of the evaluation results points to overall attendee satisfaction with the conference, with 23 out of 28 respondents selecting Excellent and 5 selecting Good. Many people sent email messages of their sentiments:

“This is an awesome conference despite it being virtual.”

"The conference is very well done this year. All of the presentations have been very informative and appreciated. Thank you!"

"Very positive experience. Love the platform; it has allowed me to be more interactive than previous conferences! The offering of sessions is very timely to current events. Also enjoyed more focus on Substance Use Disorder."

"Very well organized and very easy to navigate. Uplifting and encouraging. Very good video and audio!"

"This conference is AMAZING! I appreciate all the work the planning committee has put into this year's event!!!"

"Different venue but same great experience. Thank you for making sure we were able to have the conference. Thank you for the information we receive each year. Powerful and much needed in our community."

"This has been wonderful, thank you so much for coordinating this and allowing it to happen virtually. I already feel like my life has been blessed for greater healing!"

Detailed breakdown of attendee engagement:

- 475 people logged into the app and watched at least 1 session
- Most sessions viewed by 1 person: 28 (Diana Banks & Rosalee Martin)
- Average # of sessions viewed: 7.4
- Average Amount of Viewership per person: 589 Minutes (nearly 10 hours)
- Major Session Viewership
 - #1 Opening Ceremony (2/3): 224 People
 - #2 Together We Will Heal Moments (2/4): 196 People
 - #3 Entertainment & Awards (2/3): 194 People
 - #4 Best is Yet to Come (2/3): 185 People
- Top Sessions
 - #1 Holistic Healing Methods (2/3 – 10am): 161 People
 - #2 Mental Fatigue (2/3 – 10am): 135 People
 - #3 I Can't Watch It Anymore (2/4 – 10am): 134 People
 - #4 Trauma & Resiliency Among (2/5 – 10am): 133 People
- Participants by Days (these are not unique viewers)
 - Day 1: 1320
 - Day 2: 1144
 - Day 3: 876
- Participants by Day/Time Slot
 - February 3rd
 - 10 am: 389
 - 4 pm: 201
 - 6 pm: 110
 - February 4th
 - 10 am: 325
 - 4 pm: 195
 - 6 pm: 101

- February 5th
 - 10 am: 238
 - 4 pm: 135
 - 6 pm: 79

Quotes from Evaluation: overall sentiments

"It felt like family."

"Continued conversations on these topics, especially around reducing stigma, creating safe places for people to express their fears and shame and having more people share their stories and model healthy self-care practices. Bravo to all of the conference organizers, facilitators and helpers. You all did an amazing job and deserve some rest and rejuvenation!!"

"Different venue but same great experience. Thank you for making sure we were able to have the conference. Thank you for the information we receive each year. Powerful and much needed in our community"

"Such a wonderful set of presentations. They are all so real and no one is glossing over any of it. They are going in and being mindful of keeping it safe to hear. Thanks!"

"The conference is very well done this year. all of the presentations have been very informative and appreciated. Thank you!"

Sample quotes form the workshops and keynotes

Mental Fatigue: Healthy coping with dual pandemics of racism and COVID-19- Kendal Brown

"Thank u for a timely and relatable topic for such a time as this"

"This was a great presentation and definitely resonates with me and the families I serve."

"I really liked the speaker. She spoke slowly and calmly which helped me pay attention. I would have liked a longer presentation from her and less Q & A."

Holistic Healing Methods for Depression and other Mood Disorders – Kay Hutchinson

"Food choice and recipes can be immediately put into use. Scent selection information was helpful. Enjoyed the varied presentation style."

"I love the passion of the presenters to the subjects they spoke about."

"The training was amazing. The peer support specialist telling her story made everything come together. I was able to see a different perspective on addiction instead of it just being a counselor."

Man Up – Dr. Calvin Kelly

"Thoughtful in-depth personal discussions"

"great presentation"

Barber Shop Talk - Dr. Calvin Kelly

"The prayer introduction, all the life examples they provided, music provided during sessions/lunch. overall a great experience."

"Thank you for this insightful, direct to the point Barber Shop Event, it was excellent and I needed the fellowship."

"Continue this dialog (Barber Shop) on a monthly."

"So such a fun interactive session. Loved everything about it."

More Than an Addiction: What's Family got to do with it? – Panel Discussion

"Candid, transparency and relevancy"

"Wow! Just wow! It was so helpful in describing addiction issues and increased my compassion/empathy for people experiencing substance abuse. I appreciate that the speakers shared their lived experience."

"Conference has exceeded my expectations!"

Trauma and Resiliency Among African Americans – Dr. Rosalee Martin

"I loved that we all had a safe space to talk about being ourselves with people that understand who we are and what we go through."

"I kept my expectations low because of the virtual experience. This has been a wonderful new experience and conference."

"Information presented is stomach churning historically and currently. We have to work at change. This cannot go on. The Dr. She's a gifted speaker and the time flew by."

Ask a Doc

"I most appreciated hearing from the 2 doctors, and gleaning from their wealth of knowledge and experience."

The Best is Yet to Come – Dr. Lonise Bias

"Dr. Bias was on point. She delivered the information and then drove it home. She was encouraging to persons of all ages. She affirmed the counseling work that I do. I could listen to her regularly."

"More trainings or sessions like these that inspire you but are on point. It helps people like me see things in a different way and be more positive about myself and others around me."

"I admired the honesty and sharing of her experience with loss and grief. The presentation was very uplifting, positive and helpful. It gave a different way to handle the feelings of loss and grief."

In the Right Seat – Mr. Billy Dorsey

“Excellent speaker!”

“Presentations were timely and very well done.”

From Homeless to Hero: Overcoming Trauma & Changing Your Life – Dr. Brenda Combs

“She was AMAZING---so many layers of useful information to inspire empowerment. Her rawness and transparency was off the charts and just moved me to tears and to JOY.”

“Dr. Combs presented a pure, unbiased and transparent summary of her life from adolescence to the present. This was most helpful in understanding the thinking and feelings of those dealing with addictions, recovery, homelessness, enabling and sincerely trying to help. Please pass on to her my thanks, congratulations, well wishes, and blessings!”

“Bring her back.”

Take Away/ Suggestions

Topic:

- MHFA
- More resources for blind, deaf and disabled
- Racial equity and mental health
- Foster care transition and mental health
- Youth self-efficacy, gender equality, cultural compassion, emotional emancipation topics
- Bring back Dr. Combs and her husband
- Transgender, intersex, and asexual topics
- Make Barber Shop a monthly forum
- Make Kay Hutchinson’s training a monthly event

Suggested Speakers

- Dr. Collette Pierce from HT
- Someone from APD, Sheriff department, the Mental health department

Budget

Venue		
Palmer Rental Fee (deposit for 2022)	\$4,375.00	
SUBTOTAL	\$4,375.00	\$0.00
Virtual Platforms		
Whoova (virtual platform)	\$5,000.00	\$3,899.00
Other Expenses (Zoom, training, how to videos, pre-recordings, closed caption)	\$5,000.00	\$6,125
SUBTOTAL	\$10,000.00	\$10,024.34
Misc Expenses		
Interpreter Services (AISD & ASL)	\$3,000.00	\$0
CEU license fee	\$250.00	\$250.00
Awards	\$300.00	\$714
Cab vouchers (for training)	\$100.00	\$0.00
SUBTOTAL	\$3,650.00	\$963.95
Outreach/Media		
Office Supplies for presenters, posters, etc.	\$250.00	\$83.42
Website & CRM fees	\$850.00	\$667
Media/Advertising	\$2,550.00	\$1,907
Store front		\$342.09
Printing (certificates, mailings, postage)	\$500.00	\$63.09
SUBTOTAL	\$4,150.00	\$3,062.60
Speakers & Entertainment		
Speaker fees	\$8,000.00	\$7,000.00
Entertainment	\$3,000.00	\$2,250.00
SUBTOTAL	\$11,000.00	\$9,250.00
Planning Committee		
Monthly meetings (if we meet in person again)	\$500.00	\$0.00
Pre-Reception - Virtual		
Virtual Platform needs	\$1,000.00	\$1,338.34
GRAND TOTAL EXPENSES	\$34,675.00	\$24,639.23
Revenue	2021 Projections	2021 Actuals
Registration	\$10,000.00	\$10,760.00
Donations from Registration	\$250.00	\$870.00
Exhibitors	\$2,000.00	\$1,100.00

Sponsorships	\$15,000.00	\$32,050.00
Pre-reception income	\$2,000.00	\$1,250.00
Conference shop		\$46.00
GRAND TOTAL REVENUE	\$29,250.00	\$46,076.00
	Scholarships	\$2,370.00
	SUBTOTAL REVENUE	\$43,706.00
	INTEGRAL CARE CONTRIBUTION	-\$19,066.77