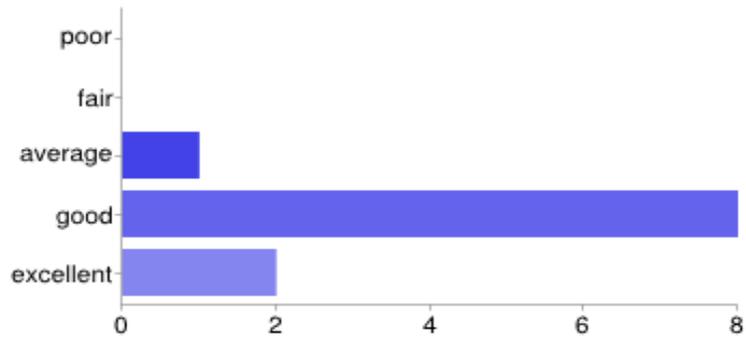
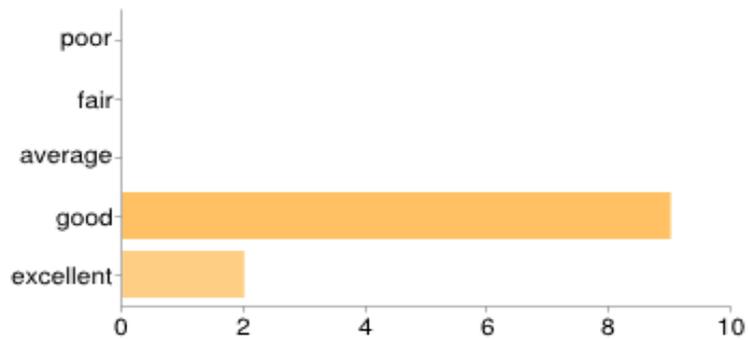


Please rate the following aspects of the training organization - Registration process



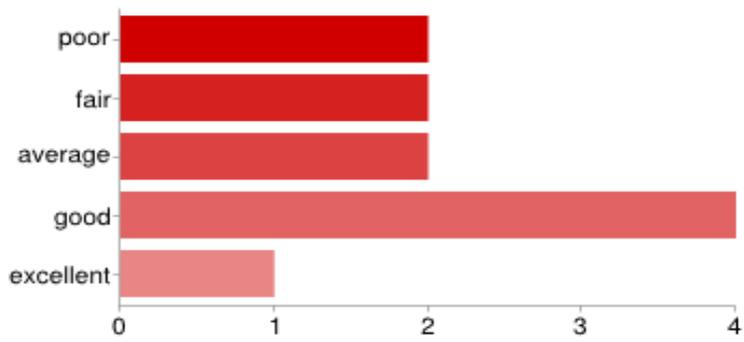
poor	0	0%
fair	0	0%
average	1	9%
good	8	73%
excellent	2	18%

Please rate the following aspects of the training organization - Information and communication before the start of the training



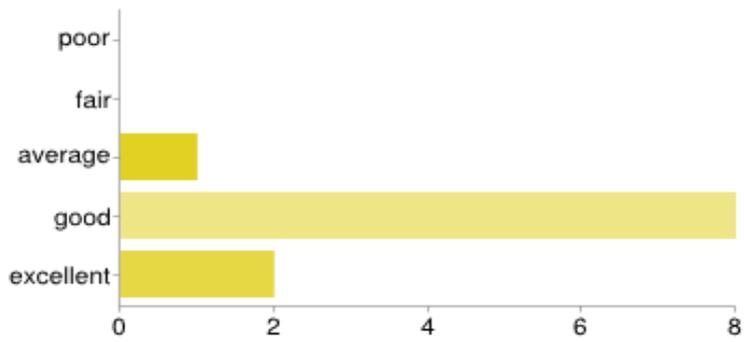
poor	0	0%
fair	0	0%
average	0	0%
good	9	82%
excellent	2	18%

Please rate the following aspects of the training organization - Possibility of getting an official certificate (IELTS test and administration)



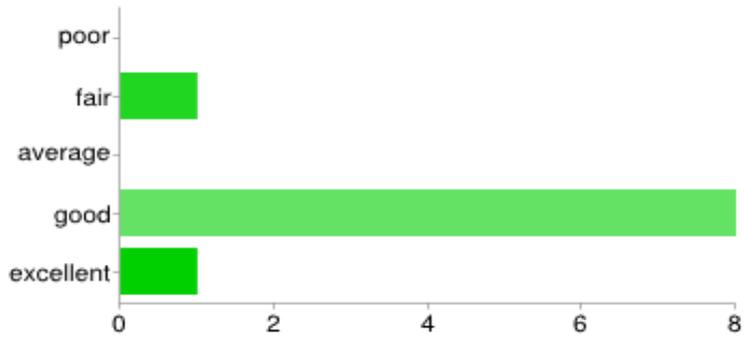
poor	2	18%
fair	2	18%
average	2	18%
good	4	36%
excellent	1	9%

Please rate the following aspects of the training organization - Scheduling and timing



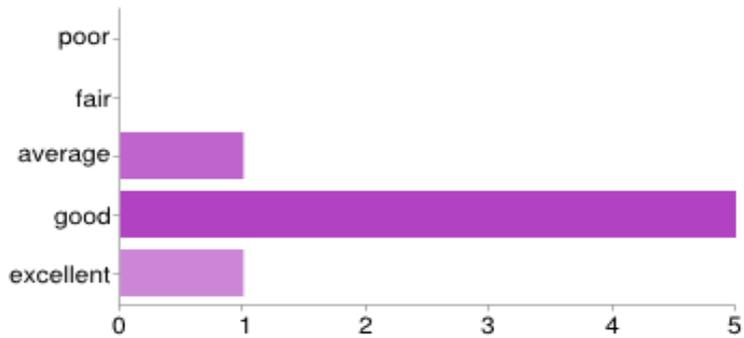
poor	0	0%
fair	0	0%
average	1	9%
good	8	73%
excellent	2	18%

Please rate the following aspects of the training organization - Training facility/venue



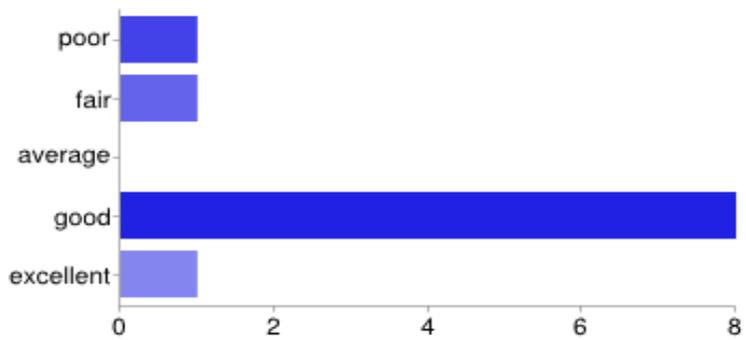
poor	0	0%
fair	1	9%
average	0	0%
good	8	73%
excellent	1	9%

Please rate the following aspects of the training organization - Hotel



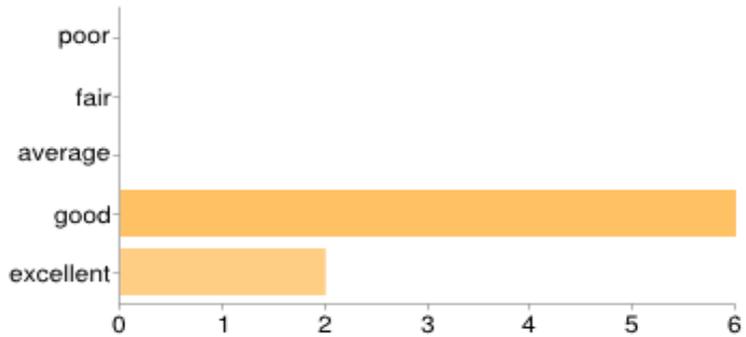
poor	0	0%
fair	0	0%
average	1	9%
good	5	45%
excellent	1	9%

Please rate the following aspects of the training organization - Catering during the training (lunch, breaks, ...)



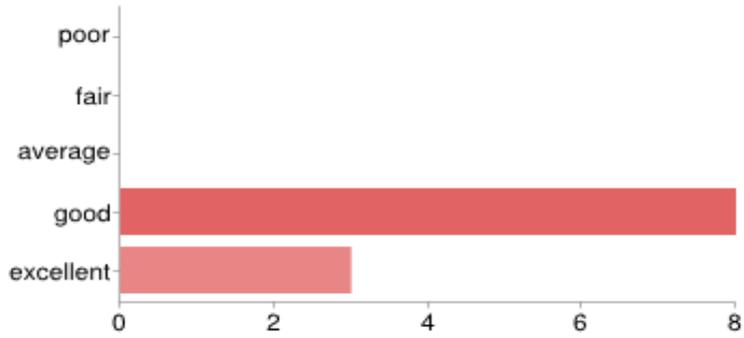
poor	1	9%
fair	1	9%
average	0	0%
good	8	73%
excellent	1	9%

Please rate the following aspects of the training organization - Social (evening) program



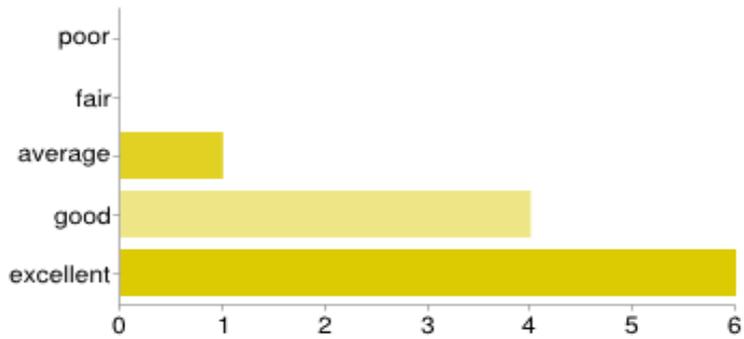
poor	0	0%
fair	0	0%
average	0	0%
good	6	55%
excellent	2	18%

Please rate the following aspects of the training organization - Number of participants in the training



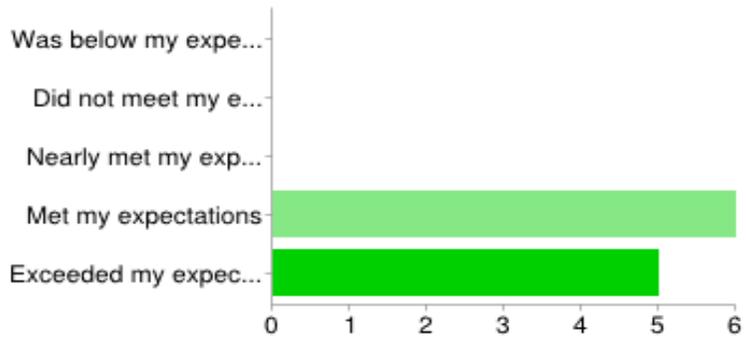
poor	0	0%
fair	0	0%
average	0	0%
good	8	73%
excellent	3	27%

Please rate the following aspects of the training organization - Use of the Yammer platform



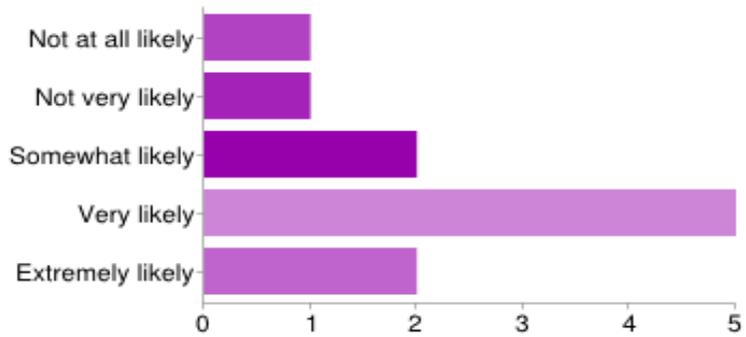
poor	0	0%
fair	0	0%
average	1	9%
good	4	36%
excellent	6	55%

Did this training meet your expectations?



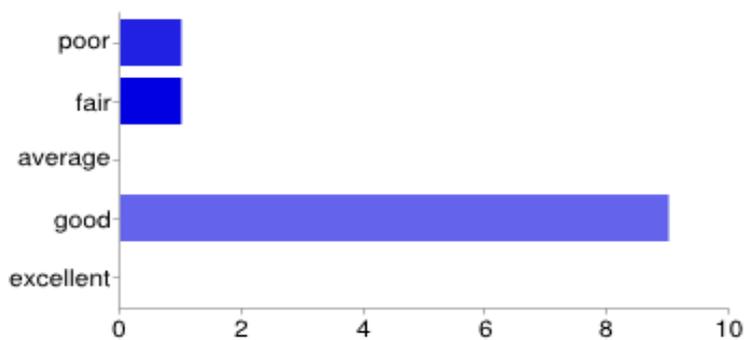
Was below my e	0	0%
Did not meet my	0	0%
Nearly met my e	0	0%
Met my expecta	6	55%
Exceeded my exj	5	45%

Based on your experience at this training, how likely are you to attend future training with us?



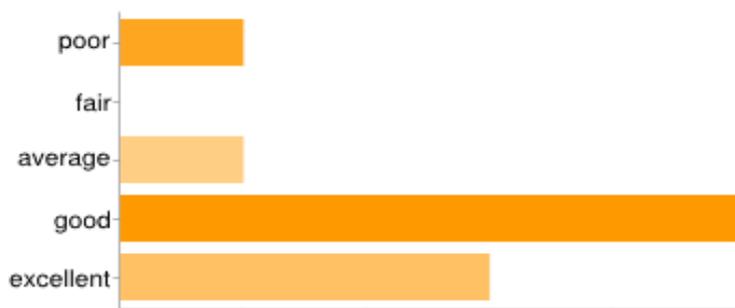
Not at all likely	1	9%
Not very likely	1	9%
Somewhat likely	2	18%
Very likely	5	45%
Extremely likely	2	18%

Please rate the course in terms of its impact and usefulness in the following areas. - Useful in your daily work



poor	1	9%
fair	1	9%
average	0	0%
good	9	82%
excellent	0	0%

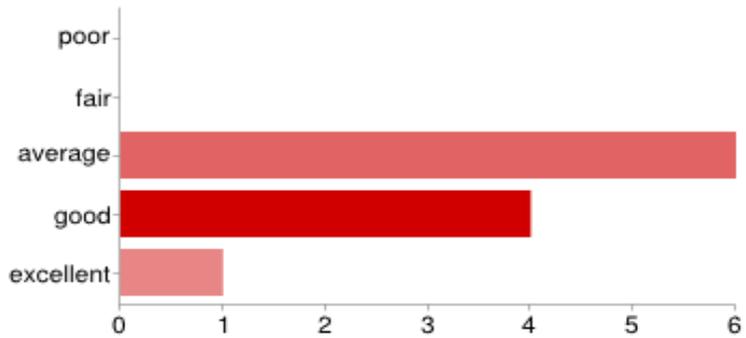
Please rate the course in terms of its impact and usefulness in the following areas. - Increased your willingness/enthusiasm to train and mentor others on social media



poor	1	9%
fair	0	0%
average	1	9%
good	5	45%
excellent	3	27%

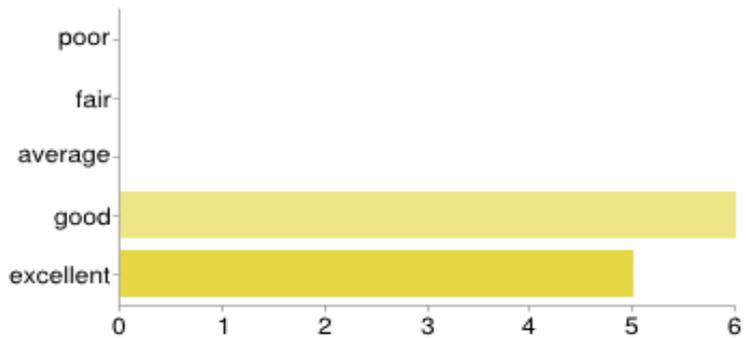


Please rate the course in terms of its impact and usefulness in the following areas. - Increased your ability to train and mentor others on social media



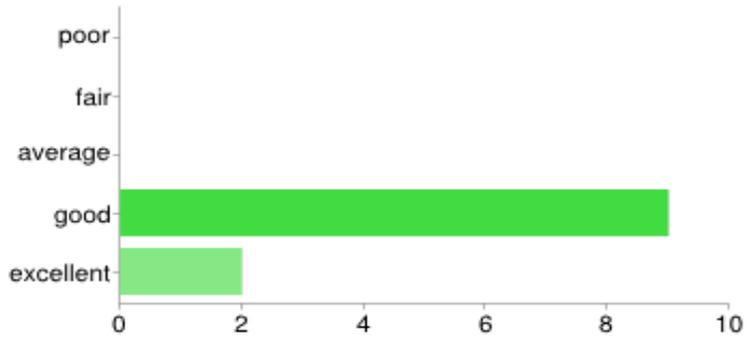
poor	0	0%
fair	0	0%
average	6	55%
good	4	36%
excellent	1	9%

Please rate the course in terms of its impact and usefulness in the following areas. - Gave you the opportunity to expand your network with valuable new contacts (other participants & trainers) for knowledge sharing and learning



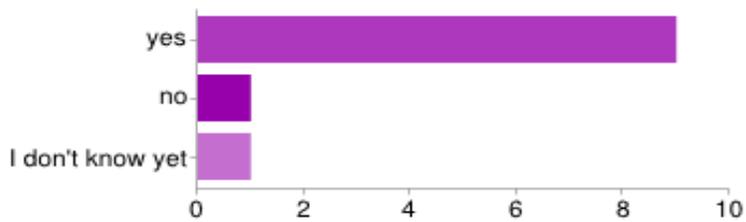
poor	0	0%
fair	0	0%
average	0	0%
good	6	55%
excellent	5	45%

How would you rate the group dynamic (interaction between participants, knowledge sharing, ...)?



poor	0	0%
fair	0	0%
average	0	0%
good	9	82%
excellent	2	18%

Do you think you will have the opportunity to utilize the training skills you've practiced during this workshop within the next six months?



yes	9	82%
no	1	9%
I don't know yet	1	9%

People may select more than one checkbox, so percentages may add up to more than 100%.

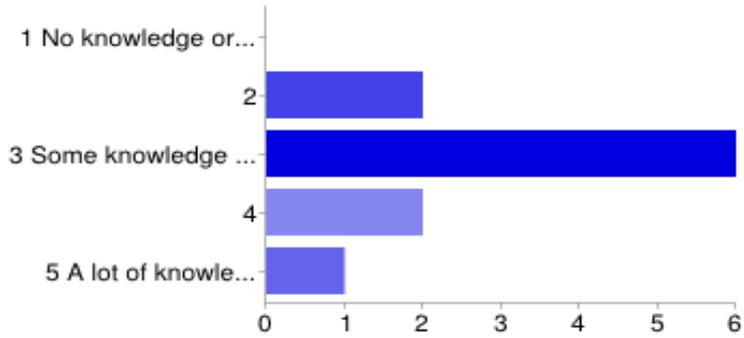
If yes, please briefly describe when and how you might apply these skills.

I already organize basic social media training programmes (twitter, facebook, Hootsuite) for starters in our organisation. The next step will be training programmes for advanced users and more strategic training programmes. Hopefully in the latter part of this year. I have been looking at a way to deepen my training sessions, to go beyond beginner level without focusing too much on specific situations. The Summer Academy helps me to focus on strategic aspects and on the possibilities of conversation. Using the knowledge & acquired skills for making our own strategic social media approach (main...

If not or "I don't know yet", please briefly describe why.

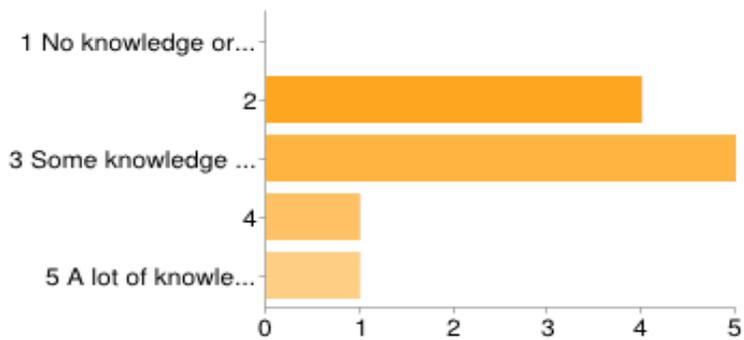
Don't know if or when I'll be training coworkers in the next couple a months

Evaluate your knowledge in each of the following topic areas before this training. - Day 1: Discovery: changing relationships between governments and citizens, networked society



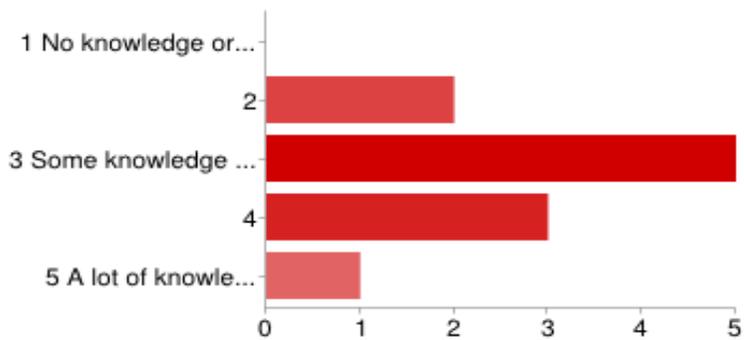
1 No knowledge	0	0%
2	2	18%
3 Some knowled	6	55%
4	2	18%
5 A lot of knowle	1	9%

Evaluate your knowledge in each of the following topic areas before this training. - Day 1: Discovery: Social sourcing (crowdsourcing) and lean government



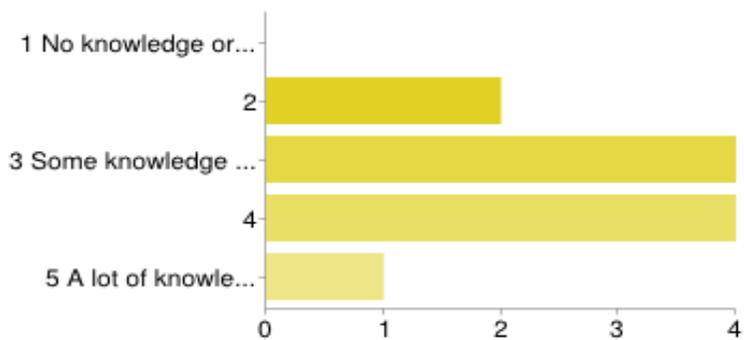
1 No knowledge	0	0%
2	4	36%
3 Some knowled	5	45%
4	1	9%
5 A lot of knowle	1	9%

Evaluate your knowledge in each of the following topic areas before this training. - Day 2: Strategy: development of a social media strategy



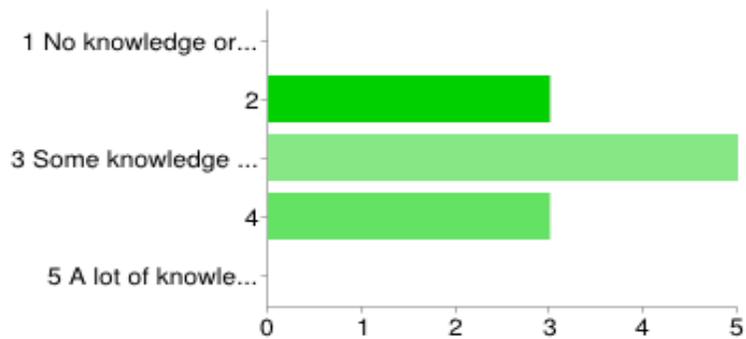
1 No knowledge	0	0%
2	2	18%
3 Some knowled	5	45%
4	3	27%
5 A lot of knowle	1	9%

Evaluate your knowledge in each of the following topic areas before this training. - Day 2: Strategy: social media phasing (campaign, content, conversation & care, conversion)



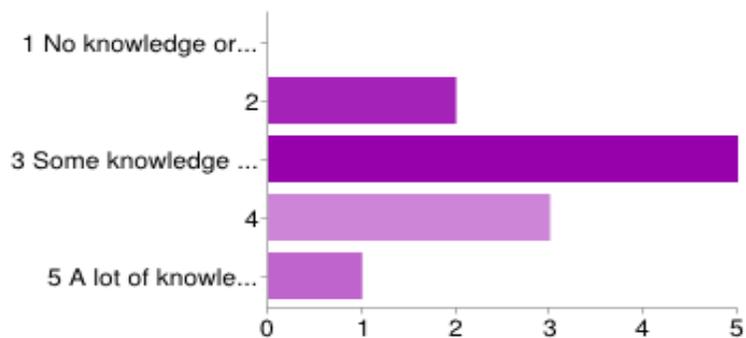
1 No knowledge	0	0%
2	2	18%
3 Some knowled	4	36%
4	4	36%
5 A lot of knowle	1	9%

Evaluate your knowledge in each of the following topic areas before this training. - Day 3: Implementation: content planning & content strategy



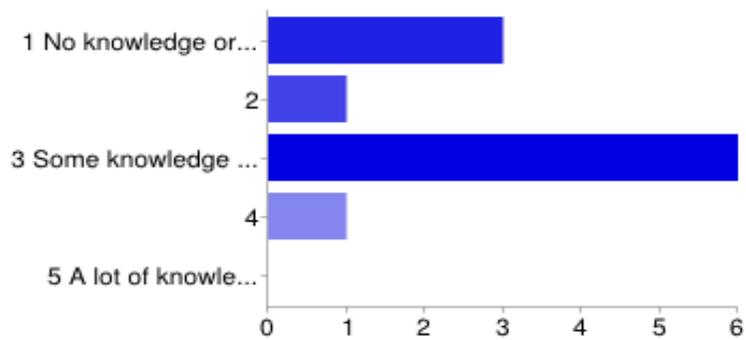
1 No knowledge	0	0%
2	3	27%
3 Some knowled	5	45%
4	3	27%
5 A lot of knowle	0	0%

Evaluate your knowledge in each of the following topic areas before this training. - Day 3: Implementation: social media for engaging the public (participation)



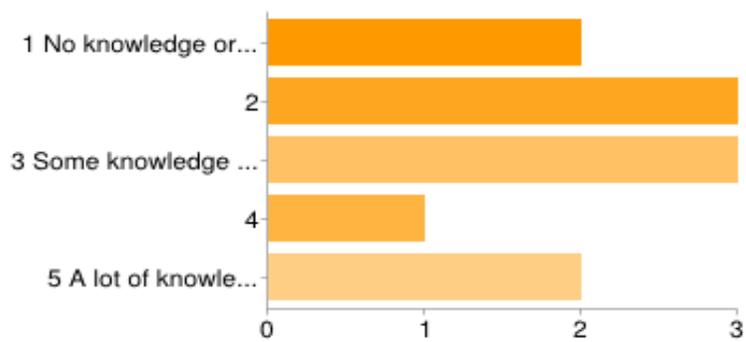
1 No knowledge	0	0%
2	2	18%
3 Some knowled	5	45%
4	3	27%
5 A lot of knowle	1	9%

Evaluate your knowledge in each of the following topic areas before this training. - Day 4: Measuring: Return on investment of social media



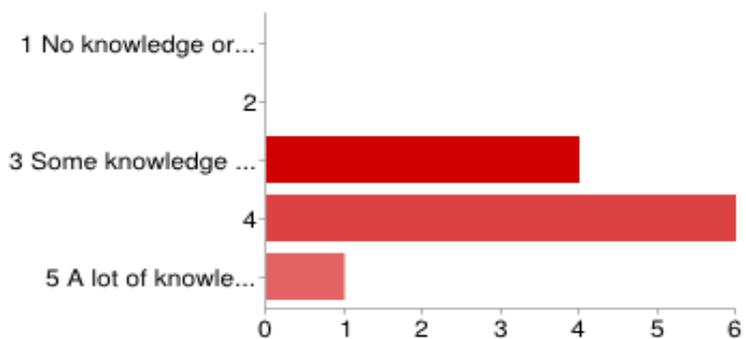
1 No knowledge	3	27%
2	1	9%
3 Some knowled	6	55%
4	1	9%
5 A lot of knowle	0	0%

Evaluate your knowledge in each of the following topic areas before this training. - Day 4: Measuring: Social media monitoring



1 No knowledge	2	18%
2	3	27%
3 Some knowled	3	27%
4	1	9%
5 A lot of knowle	2	18%

Think about what you already knew and what you learned during this training about social media for governments. Then evaluate your knowledge after this training. - Day 1: Discovery: changing relationships between governments and citizens, networked society

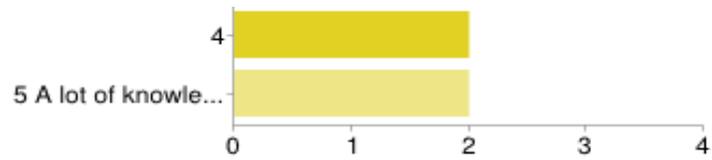


1 No knowledge	0	0%
2	0	0%
3 Some knowled	4	36%
4	6	55%
5 A lot of knowle	1	9%

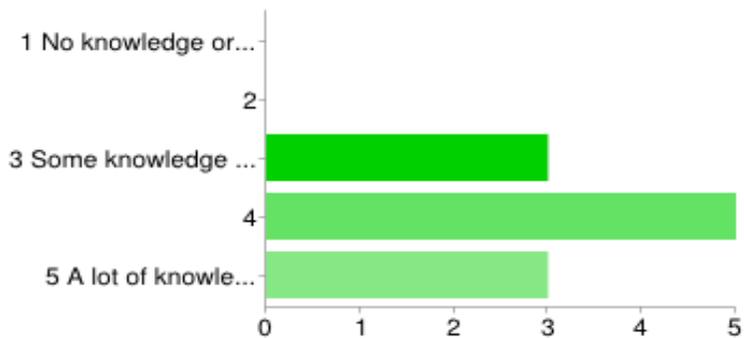
Think about what you already knew and what you learned during this training about social media for governments. Then evaluate your knowledge after this training. - Day 1: Discovery: Social sourcing (crowdsourcing) and lean government



1 No knowledge	0	0%
2	2	18%
3 Some knowled	4	36%
4	2	18%
5 A lot of knowle	2	18%

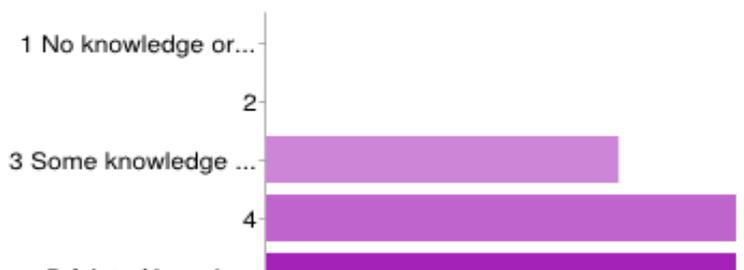


Think about what you already knew and what you learned during this training about social media for governments. Then evaluate your knowledge after this training. - Day 2: Strategy: development of a social media strategy

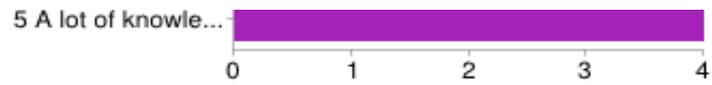


1 No knowledge	0	0%
2	0	0%
3 Some knowled	3	27%
4	5	45%
5 A lot of knowle	3	27%

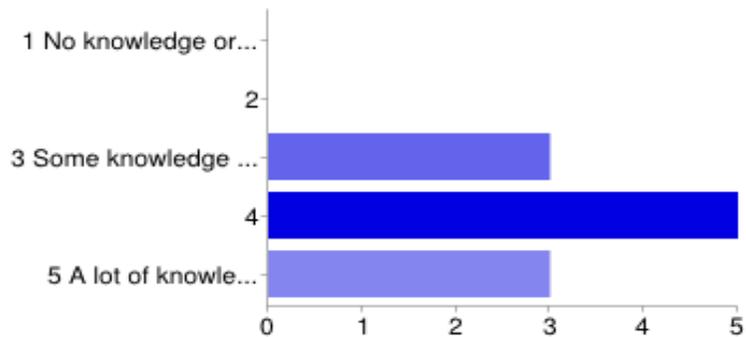
Think about what you already knew and what you learned during this training about social media for governments. Then evaluate your knowledge after this training. - Day 2: Strategy: social media phasing (campaign, content, conversation & care, conversion)



1 No knowledge	0	0%
2	0	0%
3 Some knowled	3	27%
4	4	36%
5 A lot of knowle	4	36%

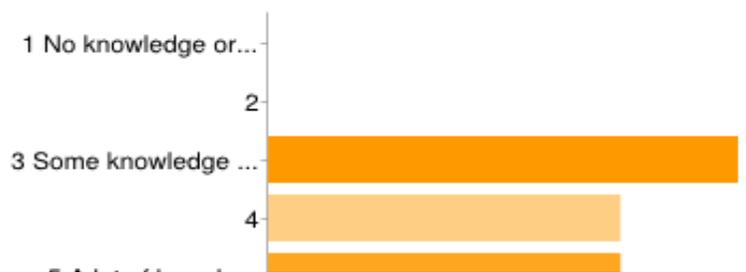


Think about what you already knew and what you learned during this training about social media for governments. Then evaluate your knowledge after this training. - Day 3: Implementation: content planning & content strategy



1 No knowledge	0	0%
2	0	0%
3 Some knowled	3	27%
4	5	45%
5 A lot of knowle	3	27%

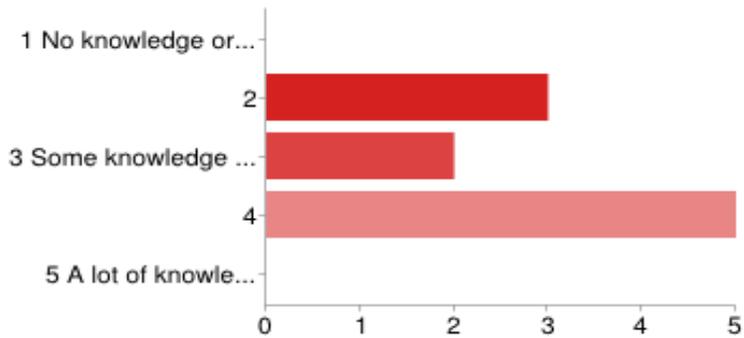
Think about what you already knew and what you learned during this training about social media for governments. Then evaluate your knowledge after this training. - Day 3: Implementation: social media for engaging the public (participation)



1 No knowledge	0	0%
2	0	0%
3 Some knowled	4	36%
4	3	27%
5 A lot of knowle	3	27%

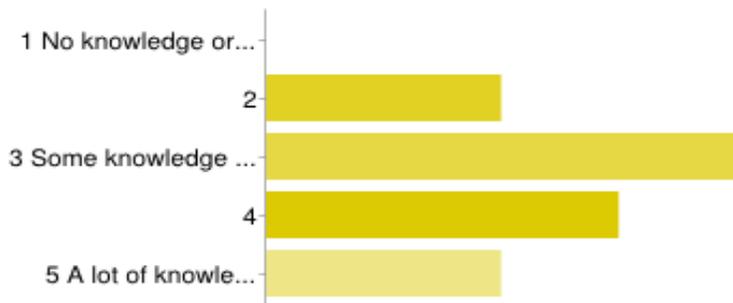


Think about what you already knew and what you learned during this training about social media for governments. Then evaluate your knowledge after this training. - Day 4: Measuring: Return on investment of social media

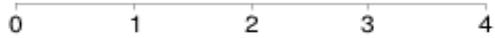


1 No knowledge	0	0%
2	3	27%
3 Some knowled	2	18%
4	5	45%
5 A lot of knowle	0	0%

Think about what you already knew and what you learned during this training about social media for governments. Then evaluate your knowledge after this training. - Day 4: Measuring: Social media monitoring



1 No knowledge	0	0%
2	2	18%
3 Some knowled	4	36%
4	3	27%
5 A lot of knowle	2	18%



If you were given the task of redesigning this course, what would you change?

Because of the number of trainers there was too little time for each trainer. I missed a 'home assignment' in your own organisation. After 10 weeks we could set up a video conference and share our experiences. A better balance between the purpose of the training (train the trainer) and the level of both participants and trainers. Some participants were absolute beginners, which is alright, but their level doesn't correspond with the purpose of the Summer Academy. On the other hand, if you expect the participants to be mid-level, the trainers should be top-level. In my opinion half of the tr...

Please share any other comments you have that would help us strengthen or improve this course

there was a difference in social media experience and skills of the students. You might do a more extensive intake so the trainers will be more aware of this difference. The speed and content was very good. I enjoyed the practical part in the afternoons aswell. Once again, thank you very much! Kind regards, Gilbert Keep the good things: - the exchange of knowledge, experiences and opinions in an international group is particularly enriching. - the practical organisation and the hospitality were extraordinary. Participants were never hindered by a stammering organisation. - the Yammer group ...