Memo

To: Extension Forestry
From: Robert Bardon
Date: 3/11/03

I thought you would be interested in the impact of the Forestry Issues 2001-2002 teleconference series.

• 9 Conferences, once a month from September 2001- May 2002.
• Broadcast to eight sites across the state from 2006 Biltmore Hall, NC State University
  ▪ Elizabeth City State University
  ▪ East Carolina University
  ▪ UNC Pembroke
  ▪ Montgomery Community College
  ▪ Bowman Gray
  ▪ Appalachian State University
  ▪ UNC-Asheville
  ▪ Western Carolina University
• 21 speakers from
  ▪ Industry,
  ▪ Department of Parks, Recreation and Tourism,
  ▪ Agriculture and Resource Economics Department
  ▪ Cooperative Extension,
  ▪ Extension Forestry,
  ▪ NC State Forestry Department
    ▪ Hardwood Cooperative
    ▪ Biotechnology
    ▪ Nutrition Cooperative
• 737 registrations for the teleconference series, an increase of 23.87% over 2000-2001.
• 2,294 continuing forestry education (CFE) credits were awarded.

• The series resulted in an estimated $428,748 in total cost savings when compared to attending traditional conferences.

• For every $1.00 invested by participants, they receive $19.39 in cost savings when compared to attending traditional conferences.

• Of the $19.39 in cost savings, 65% is because of time saved by attending teleconferences versus traditional conferences.

• The top reason for attending a conference was to obtain CFE credits (60% of registrants).

• The average one-way commuting distance to attend a conference was 36 miles.

• Participants felt the speakers did a very good job presenting the information.

• Participants perceived that the teleconference technology
  - had little to no impact on their ability to interact with speakers.
  - had improved the quality of information they received.
  - increased the level of satisfaction with the teleconference series.

• Participants’ overall level of satisfaction with the teleconference series ranged from satisfied to very satisfied.

• 79% of the participants would not have attended a conference if it were a traditional conference 100 miles away and not available locally as a teleconference.