



Legislative Review Webinar: Another Successful Webinar

Author : Mike Smith

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Last week many of you helped, in one way or another, with a highly successful [webinar on recent North Carolina legislation](#). It is just the most recent in a growing number of webinars that we are offering. The survey results from the legislative review webinar are fascinating.

There were 90 sites registered for the webinar and a total of 229 participants. The survey shows attendance by many different categories of local government officials—elected officials, managers, clerks, attorneys, finance, planning, purchasing, health, tax, public works, human resources, law enforcement, and a number of others. There were 52 responses to the survey and all of them either strongly agreed or agreed that the overall content of the webinar was useful—and also that a webinar was a good format for conveying the information. Only three respondents would have preferred to receive the information in a different way. One comment was that the “[w]ebinar was perfect, making our funds go further.”

The verdict on this webinar? Great information delivered effectively and efficiently to a large and diverse number of people at an affordable cost. It doesn't get much better.

The survey respondents indicated that they were either very satisfied or satisfied with their overall experience with the legislative webinar. A handful of the respondents indicated that they had a little trouble with the technology, though it appears that the problems were on their end—and obviously it



didn't affect their overall evaluation of the webinar. When given the chance to list other subjects that they would like to see addressed in future webinars, the survey respondents listed the following—boards and committees appointed by commissioners, policies governing employee use of social networking sites, finance and budgeting, ethics, business licenses, utility rate making, privilege license, appeals of tax assessments, election law, economic development law and agreements, animal control issues, and land use law. It is not clear exactly what they have in mind for each of these topics, except that they are interested in more webinars.

The level of participation in this seminar is encouraging. Unlike some of our webinars that have been subsidized and free to the participants, we charged \$95 per site for this one. The total number of participants indicates that people understand the concept of registering as a site and inviting multiple people to participate. One respondent commented that “[w]e REALLY appreciate being allowed to pay the one-time webinar fee and then invite multiple people at no additional charge.” Another one said: “Very well produced webinar. I like the technology and we were able to host about 15-20 people in our council chambers and the layout was clear and audio was great.”

This has been a transition year for us in offering information about new legislation—moving from *North Carolina Legislation* to putting legislative summaries on a special website. Ideally a webinar on recent legislation would occur much closer to the end of a legislative session, but it just wasn't possible this year. The timing of this webinar makes it all the more remarkable that we had such a high level of participation.

We are in the early stages of offering webinars and we learn a lot with each one. Overall it is clear that public officials really appreciate this way of receiving information from the School. “This is an excellent way of keeping government employees and officials abreast of changes that affect their positions and duties.” From another person: “This is a great format. It allowed 5 of our employees to view the webinar together and fostered discussion of the information among those in attendance. Very helpful and cost effective.”

Special thanks to the Tough Times Training Committee for developing and implementing the idea for this webinar, especially since it wasn't particularly focused on tough times. Frayda Bluestein chairs the committee and coordinated this webinar with help from Chris McLaughlin. The other members of the committee are David Ammons, Rich Ducker, Gini Hamilton, Kelley O'Brien, Brad Volk, Donna Warner, and Gail Wilkins. Kudos to the faculty presenters for a job well done: David Lawrence, Fleming Bell, Rich Ducker, Aimee Wall, Shea Denning, Kara Millonzi, and Chris McLaughlin. Many thanks also to all of the other folks, especially in IT and Marketing, for your hard work in making this and other webinars a reality. Now that's what I call collaboration.