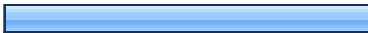














1. Which of the following best describes your job title?

		Response Percent	Response Count
District communications/community relations/PR professional (also select this answer if you wear many hats and one of these is as the district's communication officer/webmaster)		54.9%	56
Communications consultant		4.9%	5
Communications pro not working in a school district or as a consultant		4.9%	5
Administrative assistant or support staff (with no or very little communication-related job duties)		1.0%	1
Superintendent, treasurer or other administrative staff		28.4%	29
Board member		0.0%	0
Other (please specify)		5.9%	6
		answered question	102
		skipped question	0







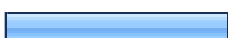



2. How many people work in your communications department?

		Response Percent	Response Count
Just me		62.5%	35
2		19.6%	11
3		8.9%	5
4 or more		8.9%	5
Comment (optional)			3
answered question			56
skipped question			46









3. In the last 5 years, has your district hired a communication consultant(s)?

		Response Percent	Response Count
No		53.6%	30
Not sure		3.6%	2
Yes		42.9%	24
answered question			56
skipped question			46







4. What services was the consultant hired to perform? (Select all that apply)

		Response Percent	Response Count
Levy campaign/community engagement		50.0%	12
Social media/webmaster duties		16.7%	4
Crisis communication/spokesperson duties		29.2%	7
Writing newsletters/publications		12.5%	3
Designing publications		37.5%	9
Website design		20.8%	5
Strategic/marketing/communications planning		33.3%	8
Act as the chief communications officer		8.3%	2
Support for the chief communications officer		12.5%	3
Other (please specify)		8.3%	2
		answered question	24
		skipped question	78

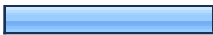



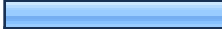

5. Which of the following best matches your salary? (Remember, we do not collect your email address — all responses are confidential)

		Response Percent	Response Count
\$1 - \$29,000		3.6%	2
\$30,000 - \$39,000		9.1%	5
\$40,000 - \$49,000		16.4%	9
\$50,000 - \$59,000		14.5%	8
\$60,000 - \$69,000		23.6%	13
\$70,000 - \$79,000		12.7%	7
I'd rather not say		7.3%	4
If higher than \$80,000, please specify		12.7%	7
answered question			55
skipped question			47




6. How long have you been involved with school communications/public relations?

		Response Percent	Response Count
0-3 Years		21.8%	12
4-6 Years		14.5%	8
7-10 Years		12.7%	7
11-15 Years		20.0%	11
16-20 Years		16.4%	9
More than 20 Years		14.5%	8
answered question			55
skipped question			47



7. What type of support do you receive from your district/school? (Check all that apply)

		Response Percent	Response Count
Secretarial		30.9%	17
Assistant		14.5%	8
Graphic Design		21.8%	12
Web Management/Design		36.4%	20
None		32.7%	18
Other (please specify)		9.1%	5
answered question			55
skipped question			47



8. Does your district have a designated communication professional(s), or are communication-related duties split between district staff? (Select the best answer)

		Response Percent	Response Count
The district has at least one full-time designated communication pro		89.1%	49
The district has at least one part-time designated communication pro		7.3%	4
Communication duties are split between district staff		3.6%	2
Hired consultants handle communication duties		0.0%	0
	Other (please specify)		3
		answered question	55
		skipped question	47










9. Are you currently under contract and/or working as a communications consultant for a school district(s)?

		Response Percent	Response Count
Yes		71.4%	5
No		28.6%	2
		Comment (optional)	0
		answered question	7
		skipped question	95







10. Are you considered a full- or part-time employee of the district(s)? (In at least one school district)

		Response Percent	Response Count
I am considered a full-time district employee		60.0%	3
I am considered a part-time district employee		0.0%	0
I am under contract, but not considered a full- or part-time district employee		40.0%	2
I am not under contract, however, I am doing some consulting for a district(s)		0.0%	0
		answered question	5
		skipped question	97





11. In the district(s) where you are working now, what communication duties were you hired to perform? (Select all that apply)

		Response Percent	Response Count
Levy campaign/community engagement		60.0%	3
Social media/webmaster duties		100.0%	5
Crisis communication/spokesperson duties		60.0%	3
Writing newsletters/publications		100.0%	5
Designing publications		100.0%	5
Website design		80.0%	4
Strategic/marketing/communications planning		100.0%	5
Act as the chief communications officer		40.0%	2
Support for the chief communications officer		60.0%	3
Other (optional)		0.0%	0
		answered question	5
		skipped question	97






12. What type of support do you receive from the district/school? (Check all that apply)

		Response Percent	Response Count
Secretarial		40.0%	2
Assistant		20.0%	1
Graphic Design		20.0%	1
Web Management/Design		20.0%	1
None		20.0%	1
Other (please specify)		20.0%	1
		answered question	5
		skipped question	97






13. How long have you been involved with communications/public relations?

		Response Percent	Response Count
0-3 Years		40.0%	2
4-6 Years		0.0%	0
7-10 Years		20.0%	1
11-15 Years		20.0%	1
16-20 Years		20.0%	1
More than 20 Years		0.0%	0
		answered question	5
		skipped question	97




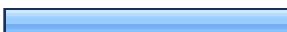
14. Which of the following best matches your salary? Remember, we do not collect your email address — all responses are confidential)

		Response Percent	Response Count
\$1 - \$29,000		0.0%	0
\$30,000 - \$39,000		20.0%	1
\$40,000 - \$49,000		20.0%	1
\$50,000 - \$59,000		0.0%	0
\$60,000 - \$69,000		20.0%	1
\$70,000 - \$79,000		0.0%	0
I'd rather not say		20.0%	1
If higher than \$80,000, please specify		20.0%	1
answered question			5
skipped question			97





15. Which of the following best matches your salary? Remember, we do not collect your email address — all responses are confidential)

		Response Percent	Response Count
\$1 - \$29,000		0.0%	0
\$30,000 - \$39,000		14.3%	1
\$40,000 - \$49,000		28.6%	2
\$50,000 - \$59,000		0.0%	0
\$60,000 - \$69,000		14.3%	1
\$70,000 - \$79,000		0.0%	0
I'd rather not say		28.6%	2
If higher than \$80,000, please specify		14.3%	1
answered question			7
skipped question			95

16. How long have you been involved with communications/public relations?

		Response Percent	Response Count
0-3 Years		28.6%	2
4-6 Years		14.3%	1
7-10 Years		0.0%	0
11-15 Years		0.0%	0
16-20 Years		14.3%	1
More than 20 Years		42.9%	3
I am not involved in communications		0.0%	0
answered question			7
skipped question			95

17. What type of school district(s) do you serve? (Check all that apply)

		Response Percent	Response Count
Public		80.4%	74
Private		0.0%	0
Educational Service Center		6.5%	6
Vocational		15.2%	14
Other (please specify)		2.2%	2
answered question			92
skipped question			10

18. How large is the school district(s) that you serve? (Check all that apply)

		Response Percent	Response Count
1 - 999 students		14.1%	13
1,000 - 4,999 students		50.0%	46
5,000 - 9,999 students		16.3%	15
10,000 - 14,999 students		8.7%	8
15,000 - 20,000 students		2.2%	2
More than 20,000 students		8.7%	8
answered question			92
skipped question			10

19. In the district(s) that you serve, what is the percentage of free and reduced price lunches ? (Select all that apply)

		Response Percent	Response Count
0-9%		7.6%	7
10-29%		17.4%	16
30-49%		34.8%	32
50-74%		19.6%	18
75-100%		12.0%	11
Not Sure		10.9%	10
answered question			92
skipped question			10

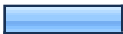











20. Which of the following best describes the community(s) that you serve? (Check all that apply)

		Response Percent	Response Count
Suburban		54.3%	50
Urban		16.3%	15
Rural		48.9%	45
Other (please specify)		3.3%	3
answered question			92
skipped question			10

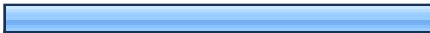






21. In what region is the district/school(s) that you serve located? (Please select all that apply)

		Response Percent	Response Count
Northeast		27.2%	25
Northwest		18.5%	17
Southeast		12.0%	11
Southwest		23.9%	22
Central		23.9%	22
answered question			92
skipped question			10

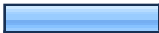






22. What hot topic(s) is your district/school(s) currently facing? (Select all that apply)

		Response Percent	Response Count
Growth		17.4%	16
Campaign Issues		26.1%	24
Construction Related Items		21.7%	20
Recruitment		26.1%	24
Searching for a new superintendent		8.7%	8
Finances		56.5%	52
Charter Schools		12.0%	11
Reorganization of neighborhood schools/redistricting		9.8%	9
Negotiations		28.3%	26
Records Disposal/Open Records		6.5%	6
None apply		5.4%	5
Other (please specify)		29.3%	27
answered question			92
skipped question			10

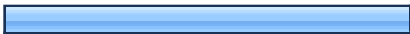

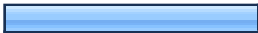





23. Do you feel you have a strong background in any of the following areas of public relations? (Check all that apply)

		Response Percent	Response Count
Media Relations		64.2%	61
Building Relationships with Community Organizations/Leaders		57.9%	55
Communication with Parents		37.9%	36
Crisis Communication		27.4%	26
Publications (including Web Sites)		56.8%	54
E-Communications		47.4%	45
Other (please specify)		12.6%	12
		answered question	95
		skipped question	7

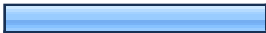












24. Which area(s) of public relations would you like to learn more about? (Check all that apply)

		Response Percent	Response Count
Media Relations		23.2%	22
Relationships with Community Organizations/Leaders		43.2%	41
Communication with Parents		27.4%	26
Crisis Communication		41.1%	39
Publications (including Web Sites)		28.4%	27
E-Communications		45.3%	43
Other (please specify)		18.9%	18
		answered question	95
		skipped question	7



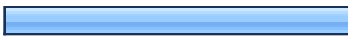



25. What kinds of professional development opportunities keep you engaged? (Check all that apply)

		Response Percent	Response Count
Hands-on Activities		61.1%	58
Speakers/Seminars		57.9%	55
Brief Regular Networking Opportunities		37.9%	36
Less-regular Major Events that Focus on Hot Topics		40.0%	38
Daylong Sessions		25.3%	24
Motivational - Energizing		34.7%	33
Regional workshops/events		64.2%	61
Other (please specify)		10.5%	10
		answered question	95
		skipped question	7

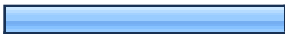


26. Would you be interested in professional development opportunities related to any of the following topics? (Check all that apply)

		Response Percent	Response Count
School Law		38.9%	37
School Financing		37.9%	36
Communication Technology		54.7%	52
Working with the Media		28.4%	27
Marketing		43.2%	41
Campaign Issues		30.5%	29
Building Community Relationships		53.7%	51
FERPA/Open Records Act		17.9%	17
Personal Motivation		25.3%	24
Customer Service		25.3%	24
Electronic Communication Tools		53.7%	51
Opposition Groups		25.3%	24
Other (please specify)		5.3%	5
		answered question	95
		skipped question	7

27. Which of the following factors most influence your decision regarding attending conferences? (Select your top two)

		Response Percent	Response Count
Topic		68.4%	65
Location		50.5%	48
Cost		51.6%	49
Timing		42.1%	40
Other Duties in Your Position		23.2%	22
Other (please specify)		3.2%	3
		answered question	95
		skipped question	7

28. Which of the following options would you prefer regarding conference events?

		Response Percent	Response Count
Two conference events each year, both located in one central area of Ohio		42.1%	40
One conference event each year in Central Ohio and one conference event in a local region		47.4%	45
Other (please specify)		10.5%	10
		answered question	95
		skipped question	7

Page 1, Q1. Which of the following best describes your job title?

1	assistant superintendent	Feb 28, 2014 8:12 AM
2	I work as a consultant, but for 5 years have functioned as Director of Special Projects and Communications for a district, almost full time.	Feb 19, 2014 12:15 PM
3	My title doesn't describe my position. It is Media Specialist, as if I assist with multimedia technical know-how. I do wear many hats, though, just not a webmaster at all - I simply provide things to be posted on our site from time to time, but as a part-timer, it would be very difficult to maintain our website.	Feb 19, 2014 11:44 AM
4	Graphic Designer and webmaster for ESC	Feb 19, 2014 8:35 AM
5	education communicator	Feb 18, 2014 3:52 PM
6	Superintendent's Secretary (Administrative Assistant) - somewhat involved in communications in our district	Feb 11, 2014 8:57 AM

Page 2, Q1. How many people work in your communications department?

1	Really me and a secretary part-time	Feb 19, 2014 12:32 PM
2	I currently have 2 part-time, unpaid interns helping out. I do all of the PR, but do have someone who posts items to the website for me.	Feb 11, 2014 12:51 PM
3	Public Relations Supervisor Recruitment Coordinator Administrative Assistant	Feb 11, 2014 10:14 AM

Page 3, Q1. What services was the consultant hired to perform? (Select all that apply)

1	I am aware of two times the superintendent utilized Hennes Paynter Comm. for specific, short term proactive crisis intervention. One was to proof and comment on a letter he had written to a reporter and another, the same service for parent/community letter or release.	Feb 19, 2014 12:07 PM
2	We have a web design company that does complicated designs my office cannot handle. This is usually a once a year project to update the site. We have a graphic designer that designs templates a few large pieces for us throughout the year. We have hired 2 separate consultants over the last five years to focus mostly on strategy and a little on assisting with day-to-day tasks. We ended up cancelling our contracts with both. It has not worked out for our district to outsource this type of work.	Feb 11, 2014 10:19 AM

Page 3, Q2. Which of the following best matches your salary? (Remember, we do not collect your email address — all responses are confidential)

1	84k	Mar 1, 2014 1:22 PM
2	\$85,000	Feb 19, 2014 12:32 PM
3	Raather not	Feb 19, 2014 10:10 AM
4	90,000	Feb 18, 2014 4:54 PM
5	\$82K	Feb 18, 2014 2:57 PM
6	\$81,000	Feb 11, 2014 4:10 PM
7	\$95,000	Feb 11, 2014 2:36 PM

Page 3, Q4. What type of support do you receive from your district/school? (Check all that apply)

1	videographers/TV and radio production	Feb 27, 2014 5:34 PM
2	editorial writer, and a television producer	Feb 18, 2014 4:54 PM
3	web design, but no web management	Feb 12, 2014 2:36 PM
4	Part-time secretary	Feb 11, 2014 2:12 PM
5	writing/photography	Feb 11, 2014 8:34 AM

Page 3, Q5. Does your district have a designated communication professional(s), or are communication-related duties split between district staff? (Select the best answer)

1	I'm a full-time employee. I'm the communications coordinator, which is my main function, but I'm also the executive assistant to the superintendent and the board.	Mar 6, 2014 2:41 PM
2	I'm it!	Feb 12, 2014 2:36 PM
3	We have one full-time communication pro	Feb 11, 2014 10:19 AM

Page 5, Q3. What type of support do you receive from the district/school? (Check all that apply)

1	Newsletter coordinator, and television producer	Feb 18, 2014 4:56 PM
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Page 5, Q5. Which of the following best matches your salary? Remember, we do not collect your email address — all responses are confidential)

1	90,000	Feb 18, 2014 4:56 PM
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Page 6, Q1. Which of the following best matches your salary? Remember, we do not collect your email address — all responses are confidential)

1	\$89,000	Mar 5, 2014 2:03 AM
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Page 7, Q1. What type of school district(s) do you serve? (Check all that apply)

1	Charter	Feb 19, 2014 10:40 AM
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2	Career Tech!!	Feb 12, 2014 3:52 PM
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Page 7, Q4. Which of the following best describes the community(s) that you serve? (Check all that apply)

1	Small city surrounded large suburban/rural communities	Feb 19, 2014 12:10 PM
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2	Diverse county. Suburban to rural	Feb 18, 2014 2:57 PM
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3	small town USA	Feb 14, 2014 11:43 AM
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Page 7, Q6. What hot topic(s) is your district/school(s) currently facing? (Select all that apply)

1	Looking for new Treasurer as of 12-31-2014.	Mar 7, 2014 8:23 AM
2	STEM 3rd Grade Reading Guarantee	Mar 5, 2014 10:05 AM
3	budget cuts	Mar 4, 2014 10:38 PM
4	Curriculum.	Mar 4, 2014 10:11 PM
5	Achievement gap	Mar 1, 2014 1:23 PM
6	Preparing for online testing Improving internal and external communications	Feb 27, 2014 8:05 PM
7	We have passed two levies and have three year agreements with our bargaining units in place. Now we need to build on that positivity by engaging our community. We need newsletters, Facebook, improved website, etc.	Feb 20, 2014 7:08 AM
8	internal communications with staff, many of whom are fairly new, most of whom are already very busy.	Feb 19, 2014 12:16 PM
9	Open enrollment	Feb 19, 2014 11:16 AM
10	We have a bond issue on the May 6 ballot to build three new schools. Aging buildings is a huge issue	Feb 19, 2014 10:11 AM
11	After merging with a neighboring ESC two years ago, we are still challenged with building our culture over a large geographical area.	Feb 19, 2014 9:39 AM
12	levy	Feb 19, 2014 8:38 AM
13	Name change, rebranding the district.	Feb 19, 2014 8:20 AM
14	Revising the negative stigma attached to career centers.	Feb 19, 2014 8:00 AM
15	Accessibility to technology in the classroom and for the community/students.	Feb 18, 2014 4:51 PM
16	Implementing Technology (PARCC, BYOD)	Feb 18, 2014 4:42 PM
17	dysfunctional school board	Feb 18, 2014 4:03 PM
18	Common core explanations; cyberbullying and drug use; new website	Feb 18, 2014 3:12 PM
19	snow days! increasing open enrollment numbers	Feb 14, 2014 11:43 AM
20	Moving school time requirements from days to hours.	Feb 12, 2014 10:41 AM
21	-OSFC "number" coming up & facility master plan needs -SLO's and teacher/principal evaluation changes -Ohio's New Learning Standards	Feb 11, 2014 4:13 PM
22	OTES/OPES, third grade reading guarantee, calamity days, Common Core, PARCC assessments, etc.	Feb 11, 2014 2:14 PM
23	Monitoring social media feeds that include students or naysayers	Feb 11, 2014 2:14 PM
24	school logo wars between the boosters and other youth athletic groups. district is	Feb 11, 2014 12:54 PM

Page 7, Q6. What hot topic(s) is your district/school(s) currently facing? (Select all that apply)

	involved by default.	
25	Make-up days and how they affect staff, students, surrounding districts, cafeterias, and etc.	Feb 11, 2014 8:59 AM
26	declining enrollment	Feb 11, 2014 8:46 AM
27	student achievement, district improvement plan, curriculum-based news, explaining state learning expectations	Feb 10, 2014 8:24 PM

Page 8, Q1. Do you feel you have a strong background in any of the following areas of public relations? (Check all that apply)

1	school finance	Mar 5, 2014 7:26 AM
2	Finance	Mar 1, 2014 2:33 PM
3	strategic planning, grant writing, running successful levies, data analysis	Feb 19, 2014 12:21 PM
4	I don't feel I have strengths in any of these areas.	Feb 19, 2014 7:05 AM
5	Marketing Communications, social media	Feb 18, 2014 5:23 PM
6	None Apply	Feb 18, 2014 4:18 PM
7	Leadership training; politics	Feb 18, 2014 3:05 PM
8	I wouldn't say a strong background in any of the above.	Feb 18, 2014 2:49 PM
9	Social Media	Feb 12, 2014 2:39 PM
10	Social media	Feb 11, 2014 2:16 PM
11	I have a degree in Communications with a concentration in Organizational Communications.	Feb 11, 2014 9:02 AM
12	Campaigning	Feb 11, 2014 8:49 AM

Page 8, Q2. Which area(s) of public relations would you like to learn more about? (Check all that apply)

1	school finance	Mar 5, 2014 7:26 AM
2	Student recruitment	Mar 1, 2014 2:33 PM
3	Social Media use	Feb 28, 2014 8:28 AM
4	Social media	Feb 27, 2014 8:08 PM
5	Managing Social Media, measuring RIO	Feb 20, 2014 3:12 PM
6	Website	Feb 20, 2014 2:01 PM
7	communications with students of various ages	Feb 19, 2014 12:21 PM
8	Social/blog	Feb 19, 2014 12:06 PM
9	Social Media	Feb 19, 2014 9:34 AM
10	Selfishly, opportunities for new business and to participate in panels and present seminars.	Feb 18, 2014 5:23 PM
11	Social Media	Feb 18, 2014 3:47 PM
12	social media	Feb 18, 2014 3:05 PM
13	Social media, mobile apps	Feb 14, 2014 11:46 AM
14	Always social media updates and uses	Feb 12, 2014 3:54 PM
15	Social media	Feb 11, 2014 2:16 PM
16	Social Media Google and Schools	Feb 11, 2014 9:07 AM
17	New strategies to evaluate the success/impact of communications initiatives.	Feb 11, 2014 8:40 AM
18	Election-related issues are always important.	Feb 10, 2014 8:28 PM

Page 8, Q3. What kinds of professional development opportunities keep you engaged? (Check all that apply)

1	Webinars would be really useful to be able to participate in prof. dev. activities when it's difficult to get away.	Mar 6, 2014 2:44 PM
2	On-demand webinars or videos	Mar 1, 2014 1:25 PM
3	Depends on the topic/presenter	Feb 19, 2014 12:06 PM
4	SEO,	Feb 19, 2014 11:48 AM
5	workshops in the northeast area - we have a hard time spending an entire day to go to Columbus.	Feb 18, 2014 3:05 PM
6	Consider web-based options so we don't have to leave our school districts for an entire day to gain some professional development.	Feb 12, 2014 10:11 AM
7	Daylong sessions that focus on the nitty-gritty of a topic. For instance, I could easily attend an entire day session about social media analytics (Google and Facebook) - how to interpret, how to use that info to grow your site, etc.	Feb 11, 2014 4:30 PM
8	I find I learn the most when networking with other PR professionals. We all have great ideas and when we combine and then build on them, even better results come out of that collaboration. I learn the least from experts who want to speak with us about the latest trend or topic in the hopes of selling their product to us.	Feb 11, 2014 10:26 AM
9	Webinars	Feb 11, 2014 8:40 AM
10	electronic resources, twitter chats, one-on-one meetings with clients	Feb 10, 2014 8:28 PM

Page 8, Q4. Would you be interested in professional development opportunities related to any of the following topics? (Check all that apply)

1	Social Media and Communication	Feb 19, 2014 9:34 AM
2	Leverage Social Media Channels, Blogging	Feb 18, 2014 3:47 PM
3	Facilitation of groups - often engaging the community includes group facilitation or tips on leading professional development opportunities for administrators in your district. Ways to creatively lead other peopel.	Feb 12, 2014 10:11 AM
4	Getting schools engaged with community events.	Feb 11, 2014 9:41 PM
5	Tea Party's efforts to organize and take control of local school boards. http://kwgn.com/2014/02/08/video-jeffco-schools-superintendent-resigns-at-explosive-board-meeting/ http://thinkprogress.org/education/2011/07/11/265663/voucher-tea-party-go-away/	Feb 11, 2014 8:40 AM

**Page 8, Q5. Which of the following factors most influence your decision regarding attending conferences?
(Select your top two)**

1	it seems that it has become more vendor driven, and we're pretty well covered with technology, solutions, etc, I'd prefer more success stories from districts, esp if they break down the specific details.	Feb 19, 2014 12:21 PM
2	How the conference was the year before	Feb 12, 2014 3:54 PM
3	If the topics are relevant and I think I will benefit from coming, the cost (within reason) can be justified and I can work around my other duties to make sure I'm able to attend.	Feb 11, 2014 10:26 AM

Page 8, Q6. Which of the following options would you prefer regarding conference events?

1	either - would that be one event in each region (like the 2nd one would be held regionally) or just in one region?	Mar 5, 2014 10:55 AM
2	Two regional events. Traveling to Columbus is never convenient.	Feb 20, 2014 2:01 PM
3	uncertain	Feb 19, 2014 12:06 PM
4	All regionalized meetings	Feb 19, 2014 10:30 AM
5	Keep one central conference and perhaps do a series of smaller regional conferences held in (for example), Toledo, Akron, Cincinnati, and (depending on interest) Athens.	Feb 18, 2014 5:23 PM
6	Regional workshops and conferences with hands on activities.	Feb 18, 2014 3:05 PM
7	One conference event in central ohio	Feb 12, 2014 3:54 PM
8	I prefer the both in central are of Ohio but that's because where I am located.	Feb 12, 2014 10:11 AM
9	One conference and one or two webinar opportunities.	Feb 11, 2014 8:40 AM
10	organized twitter chats. I would check option 1, but it would skew the data as my region is central Ohio.	Feb 10, 2014 8:28 PM