



## TRAINING PROGRAM EVALUATION

Your response to this evaluation form is extremely important to us. The information provided is confidential. It will be used to develop a national evaluation of small business training. Please select the best response to the question and fill in the circle completely with a No. 2 lead pencil.

1. How did you learn of this training program?

- Word-of-mouth
- Direct mail pamphlet
- Newspaper/Publication
- Banker/Lender
- Radio/Television
- Other \_\_\_\_\_

2. What was your primary reason for attending this program?

- Preparation for starting a business
- Skills improvement for owner/manager
- Recommended by boss/supervisor
- To improve my own skills
- General interest in topic
- Other \_\_\_\_\_

3. How many years has your business been in existence?

- Not in business
- Planning phase
- Less than 1 year
- 1-3 years
- 4-6 years
- Over 6 years

4. Are you a(n):

- Owner
- Employee
- Manager
- Other \_\_\_\_\_

5. Check the main type of business you are engaged in, or plan to be engaged in:

- Retail
- Service
- Wholesale
- Manufacturing
- Construction
- Not in business

6. What type of program training would be most useful?

- Multiple Daytime Sessions
- Multiple Evening Sessions
- Single Daytime Conference
- Single Evening Conference
- Breakfast Session
- Saturday Session

7. What type(s) of program topics would you be most interested in (you may select more than one):

- Starting a Business
- Business Plan
- Sources of Credit and Financing
- Increasing Sales
- Advertising and Sales Promotion
- Selling to the Government
- Procurement
- Bidding and Estimating
- Purchasing
- International Trade
- Financial Statements
- Office or Plant Management
- Personnel
- Engineering/Research
- Inventory Control
- Credit and Collections
- Computer Systems
- Other \_\_\_\_\_

## PROGRAM EVALUATION

(Please use the following scale to indicate your response to the statements below: SA = strongly agree; A = agree; N = neither agree/disagree; D = disagree; SD = strongly disagree.)

- 1. The information was presented effectively.  SA  A  N  D  SD
- 2. The information presented was practical.  SA  A  N  D  SD
- 3. The program provided a good working knowledge of the subject matter presented.  SA  A  N  D  SD
- 4. The program has allowed me to acquire practical skills and knowledge to manage my business more effectively and efficiently.  SA  A  N  D  SD
- 5. The program attended was sufficient for my purpose.  SA  A  N  D  SD