

Career Services
Business Etiquette Dinner - March 17, 2004
Evaluation

	Excellent	Very Good	Good	Fair	Poor	Not Applicable
Information Presented N=62	66.1	25.8	8.1			
Speaker Skill N=62	69.4	19.4	9.7	1.6		
Handouts N=62	43.5	16.1	16.1	9.7	3.2	1.6
Cost of Event N=62	51.6	17.7	16.1	9.7	3.2	1.7
Food N=60	65.0	18.3	10.0	6.7	1.7	
Publicity N=60	40.0	33.3	11.7	10.0	3.3	1.7
Overall Quality/Program N=60	61.7	28.3	8.3	1.6		

Average Pre-Test Score: 56.8

Average Post-Test Score: 98.1

How did you hear about the Business Etiquette Dinner?

Flyers - 24
 Susan Dollar in class - 11
 Project Challenge/Upward Bound - 16
 Career Services - 11
 Flyers in School of Business - 7
 Friend - 7
 Faculty/Staff - 4
 Announced in class - 6
 E-mail from Career Services - 2
 Campus Communications - 3
 Bulletin - 2
 Roommate - 1
 Word of Mouth - 1
 Meeting - 1
 Fraternity - 1
 Dr. Terrell - 2
 Handouts on Campus
 Invitation
 Trudi Benjamin

What part of this program was most helpful to you?

Everything- 30
 Tips for proper eating - 7
 Questions and answers - 4
 Information - 2
 Where to put stuff and how to act.

How to act properly and what to do and not do.
How to eat. - 2
All very helpful. Having a roving helper to help make certain silverware is held correctly, no elbows on table.
Etiquette.
Hints on how to eat complicated dishes.
The whole thing.
Food. - 2
The part about the overall business dining experience not being about your eating enjoyment - but about manners - don't make yourself conspicuous.
The speaking over the skills.
The BMW part.
The how to leave properly.
I always wondered what all that silverware was for.
Learning all the small tips that I didn't already know.
Discussing silverware and etiquette.
The etiquette training.
I learned a great deal about techniques when dining.
Learning about proper etiquette.
The beginning information.
The teaching and eating.
Just the proper way to do everything.
Several useful tips - like positioning the silverware on the plate.
Silverware. - 2
All - from the beginning to the end.
The host.
Learning what to do and what not to do.
Dining part.
Berry sorbet with lemon grass spritzer. - 2
"Dinner is not about the food."
Review of some details: Sit from left, retire from right, I'm confused about the bread passing but I will work on it.
Learning silverware and proper placement.
Instruction for how to hold and use silverware.
Learning place settings, everything really.
How to use silverware and use of glasses.
Learning the rules that are overlooked.
Exiting seat.

What part was least helpful?

Waiting to eat.
Cocktail party info.
Confusing - if table is a "unit" versus a large banquet - should be tailored more to an "interview".
Discussing food, contradictory info from books.
The coffee part - everyone knows that.
Coaching on introductions.
Eating.
Shaking hands.
Food.
Meal.
The people at the front table were hard to see.
Demonstrating etiquette I could not see. - 2
All was appropriate.
It was all helpful.- 3
I enjoyed it all.
None - 16
How to use the napkin.
Everything was useful. - 3
Not applicable. - 7
Listening to Questions.

What specific suggestions do you have for the improvement of this program?

Make certain students are seated facing presenters.
Better seating to see the speaker.
Seating better so we could see expert group.

Seat the people on the riser in the middle of the room.
A clear area for demonstrating.
Overheads and visuals.
Maybe visual support.
Overheads for utensil use.
Larger portions.
More complicated food. - 2
Better food. - 2
Improve choice of food.
Perhaps you could have participants write questions before entering.
Move it along - less questions - wait until the end.
The speaker should repeat every question asked from the audience.
When people ask questions let them speak in the microphone.
Would help to have a roving microphone to hear questions.
Talking through the whole meal was a little distracting.
Come prepared with back-up material if can't answer the question.
More ways with manners in other situations.
It was a little long.
Not so long. - 2
Kind of long.
None (well, the time went past 7:30).
I have no suggestions for improvement.
It was awesome.
None - just do it again.
None - 10
Butter knife, and teaspoon.
Teaspoon.
Not applicable. - 2
Have the PowerPoint in a more convent spot for all tables.
Maybe have a longer period at the beginning just to meet people at our table we learned a lot, but didn't socialize as much.
Great.
Monitor to show demonstrations to people sitting at back of room. - 2
Great Job.
None...it was good.
More wait staff to speed process.
Have the demonstration where you can see it.

Would you recommend this program to others? Why?

Yes - 8
Yes - great to learn to prepare yourself for interviews.
Yes - need the info.
Yes. Sometimes everyone will have a fine dining experience.
Absolutely - it is not being taught at home.
Yes - it is very helpful to learn fine dining.
Yes, the food was excellent and it was a great learning experience.
Absolutely. Excellent way to blend community and university.
Yes - we eat too much fast food!
Yes. It is a well-informed subject.
Definitely! It's fun and educational for any student.
Yes, you can never have enough information.
Definitely. So essential to an interview
Yes, they will need it. Everyone can use etiquette. - 4
Yes. It was enjoyable. I learned some things I didn't know.
Yes, was very informative! - 3
Yes - good info.
Maybe, it's good information. I just don't know when I would use this information.
Yes. It was very informative and a little info goes a long way.
Yes - very good .- 2
Yes - you learn how to have a business dinner.
When to take the bones out of your mouth with a fork.
Yes - it was very helpful. - 3
You never know when you will need these tips.

Yes - It is information that is needed to know.
Yes. I learned a lot.
Yes, good information, great food!
Yes - important. - 2
Yes, it highly informative.
Yes. Everyone can learn something.
Yes. Good food, helpful information.
Yes, they have a lot to learn.
Yes, very helpful. - 2
Yes. Very helpful advice.
Yes, it was very informative. - 2
Yes, very educational and rewarding.
Yes, it's very useful.
Yes. It is valuable to know etiquette.
Yes - very informational - learned a lot.
Yes. Everyone (every major) needs to know this information.
Yes. Very informational - good food.
Yes, very useful.
Yes, because when you eat at the cafeteria, you lose your manners.
Yes, it's a good experience.
Yes, helpful tips.
Yes, because they could learn what to do and what not to do at an interview or a formal meal.
Yes - very helpful.
Definitely.
Yes, because it's hard to know what to expect.
It should be required.
Yes, It's great, right way to eat.
Yes, because it's a great way to learn.
Yes, so many people would enjoy the experience.
Yes most definitely, It helps teach things you wouldn't normally learn.
Yes, Because it's away fore people to know proper stuff.
Yes, I learned a lot.
Yes, It was a good experience.
Yes, It was educational and is vital in the business world.
Yes, good practice.

Additional comments:

Fun but informative!
Great that used sense of humor and made people feel comfortable and not too stressed about etiquette.
I think this is a great idea.
Very well done.
Thank you!
The food was great!
Thank you.
I have never been taught etiquette in this level. Very good!
The Career Services crew, the chef and his crew, servers - all did an excellent job. Thank you.
Thank you!
Wonderful!
Thank you for a very special evening.
Thanks.
Thank you to every one who gave me this opportunity.
Everything was great.
Everyone did a great job! Thank you for this experience!
Great.
I thought I knew more than I actually did.
Yes, Very informative. Thank you!
Great job! - 2
Longer than expected, but wonderful.

Attendees by Major: 52

Accounting - 5
Biology - 2
Business - 6
CIS - 2

Earth Science - 1
 Education - 9
 English - 1
 Health Promotions - 2
 History/PolSc - 3
 IRS - 1
 Management - 3
 Marketing - 2
 MBA - 1
 Physics - 1
 Psychology - 1
 Recreation - 2
 Rehabilitation - 1
 Social Science - 2
 Sociology - 2
 Theatre - 2
 UND - 2
 Not marked - 1

Staff: 8

Guests: 19

Guests:

Dr. Diane Bailiff
 Dr. Karen Smith
 Dr. Robert Grover
 Dr. Ken Schallenkamp
 Bulletin Staff
 Bulletin Staff

Paid Guests:

Dr. Thomas Slocombe
 Doris Slocombe
 Judy Calhoun
 Kenny Calhoun
 Jeff Hawes
 Cheryl Hawes
 Dr. Ron Keith
 Dr. Kevin Coulson
 Kristi Bolen
 Marilyn Buchele
 Scott Sanders
 Jackie Scott
 Diana McCormick

TOTAL ATTENDEES = 79

March 2004 Business Etiquette Dinner Budget

<u>Costs</u>		<u>Revenue</u>	
Dinner (Sodexo)		Ticket Sales	\$640.00
80 guests @ 20.	\$1600.00	64 tickets @ \$10.	
Bulletin Ad	90.00	School of Business	250.00
Paper Supplies	322.00	Lifelong Learning	500.00
(flyers, tickets, table tents, programs)			
		Total:	\$1390.00
Etiquette Books	169.00		
(\$75 was cost of books used for door prizes; remainder were for career resource room)		+ Career Services	945.00
Etiquette Tips cards (Print Center)	354.00		
Total:	\$2335.00		

Anticipated Expenses for 2004-2005

Dinner	1500.00
150 guests per semester @ \$10 plate	
Publicity and Paper	412.00
Flyers, tickets, programs, ad	
Etiquette books for door prizes	100.00
Etiquette Tips cards	175.00
Speaker Expenses	
Honorarium	750.00
Would like to hire Ms. Lou Kennedy, author of <i>Essential Business Etiquette</i> . She is a consultant out of San Antonio that I have worked with many times in the past.	
Airfare, San Antonio-Kansas City	350.00
Lodging, 2 nights	100.00
Meals, 2 days	<u>100.00</u>
Total:	\$3487.00 x 2 semesters = \$6974.00

NOTE: Professional speaker expenses remain the same, regardless of how many tickets are sold. The speaker expenses will run \$1300 per semester (\$2600 total). Our projected income of \$6000 is based on ticket sales of \$1500, plus donations (which may or may not come through) of \$500. Thus we are asking Special Events to fund the cost of the speaker. If the speaker expenses are not funded, we would still request funding from Special Events to help offset the cost of the meal and other associated expenses so that we can keep the ticket prices at \$10 for students. Thank you!