

## 2004 Agritourism Web Site Development and Marketing Workshops: Evaluation Summary

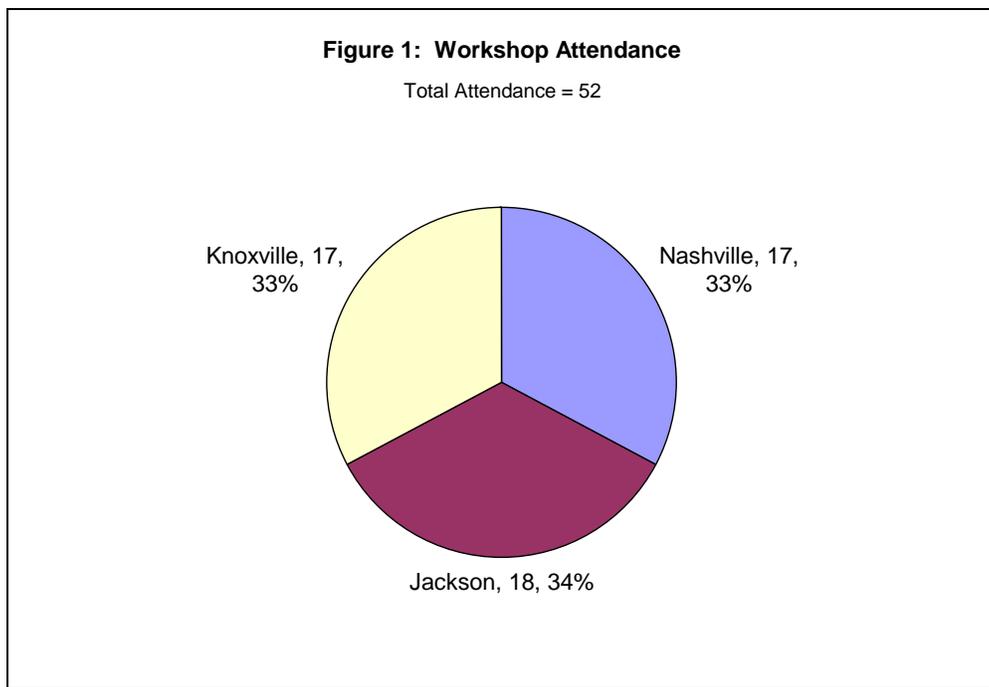


Megan L. Bruch  
Extension Specialist  
*Center for Profitable Agriculture*



The Center for Profitable Agriculture conducted three Web site development and marketing workshops across the state in November 2004. The workshops were completed as part of the Tennessee Agritourism Initiative with funding provided in part by USDA Rural Development. Dr. John Toman, director of information technology for the University of Tennessee Institute of Agriculture, provided instruction for the day-long program.

A total of 52 participants completed the training with 17 in Nashville, 18 in Jackson and 17 in Knoxville, as shown in Figure 1. The number of participants at each workshop was limited to allow the instructor to provide individual attention to attendees. Pre-registration for the workshops was required.



The workshops were conducted using a combination of lecture and hands-on application of concepts using a laptop laboratory. Dr. Toman provided participants with a notebook containing presentation slide print-outs, worksheets, software instructions and Web resource information. A CD containing a Web site template and software was also provided.

Dr. Toman first provided participants with a basic introduction to the Internet, web searching and eCommerce to familiarize them with fundamental terminology and concepts. Participants were then given the opportunity to practice Web searches on agritourism topics.

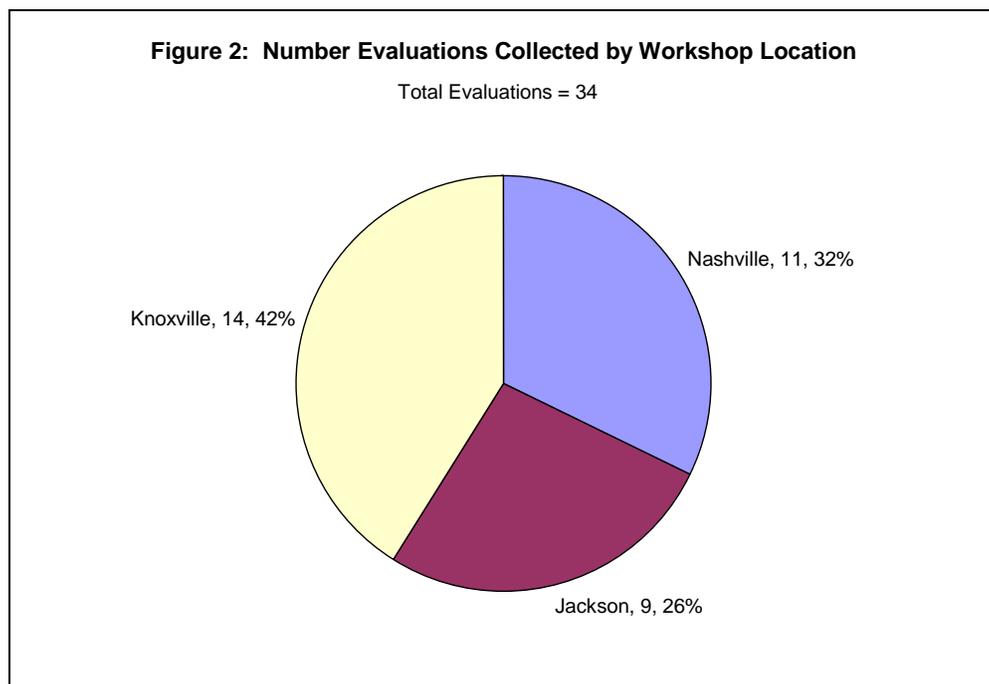
Web design principles were discussed to help participants in creating a pleasant and functional design, providing useful information to users and allowing the site to be found through searches. Examples of actual Web sites with common design mistakes were shown.

Participants learned what questions to consider when planning their own Web site. They worked through worksheets provided by Dr. Toman to analyze their competitors' Web sites and how to develop focus for their own.

Dr. Toman used a Web site template designed for the workshop and demonstrated Web site building techniques. Participants used the template and *Netscape Composer* software to practice these techniques and to begin the development of a Web site for their enterprise. Their Web site was saved on a disk and sent home with them to continue their work.

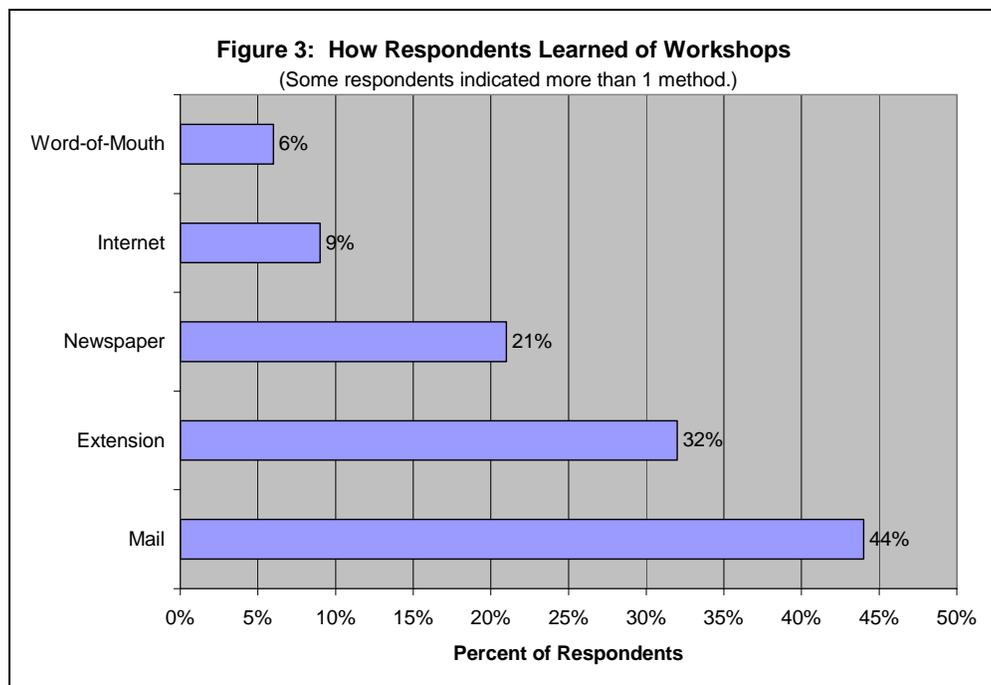
Finally, participants were taught the importance of marketing their Web site and methods to accomplish this task. E-mail marketing was also discussed.

At the conclusion of each workshop, participants were asked to complete forms evaluating the effectiveness of the program and to provide information on how to improve future efforts. A total of 34 evaluation forms were collected at the three workshops. As illustrated in Figure 2, the number of evaluations collected at each workshop varied with 11 in Nashville, 9 in Jackson and 14 in Knoxville. The remainder of this document summarizes the information collected from the evaluation forms.





Respondents were asked to indicate how they learned about the workshop from a list of given responses. The list included mail (brochure), newspaper, Extension agent/specialist, Internet or other. As shown in Figure 3, the highest percentage of respondents, 44 percent, indicated they learned of the workshop through the mail. Extension agents/specialists informed 32 percent of respondents, and 21 percent were reached through newspapers. Nine percent learned of the workshops on the Internet, and six percent specified they were informed through word-of-mouth acquaintances.<sup>1</sup>



<sup>1</sup> Some respondents indicated more than one method of becoming informed of the workshops. Therefore, the total percent of respondents is greater than 100.

The workshop contained the following five main sessions:

1. Introduction to the Internet and eCommerce,
2. Web Design Principles,
3. Web Site Planning,
4. Developing Your Web Site and
5. Web Site Marketing.

The respondents were asked to rate the effectiveness each session of the workshop as well as the workshop overall in “improving knowledge,” “usefulness” and “quality of instruction.” The ranking scale ranged from 1 (not effective) to 10 (very effective).

As shown in Figure 4, the average ratings for the sessions in “improving knowledge” ranged from 8.29 for Introduction to the Internet and eCommerce to 8.79 for Web Design Principles. The average effectiveness rating for the workshops overall in “improving knowledge” was 9.06.

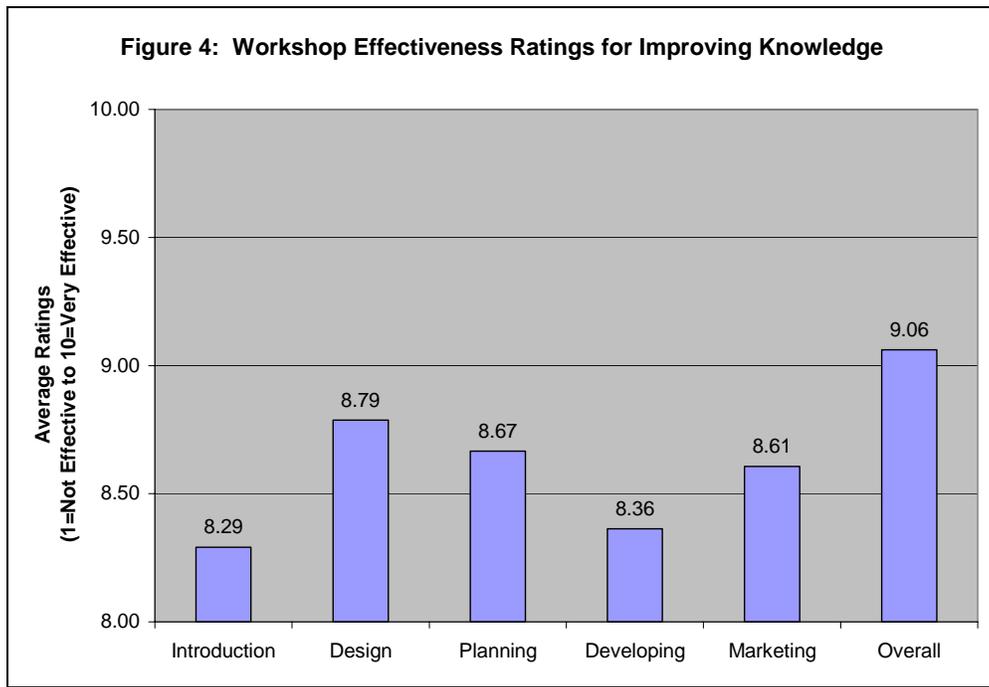
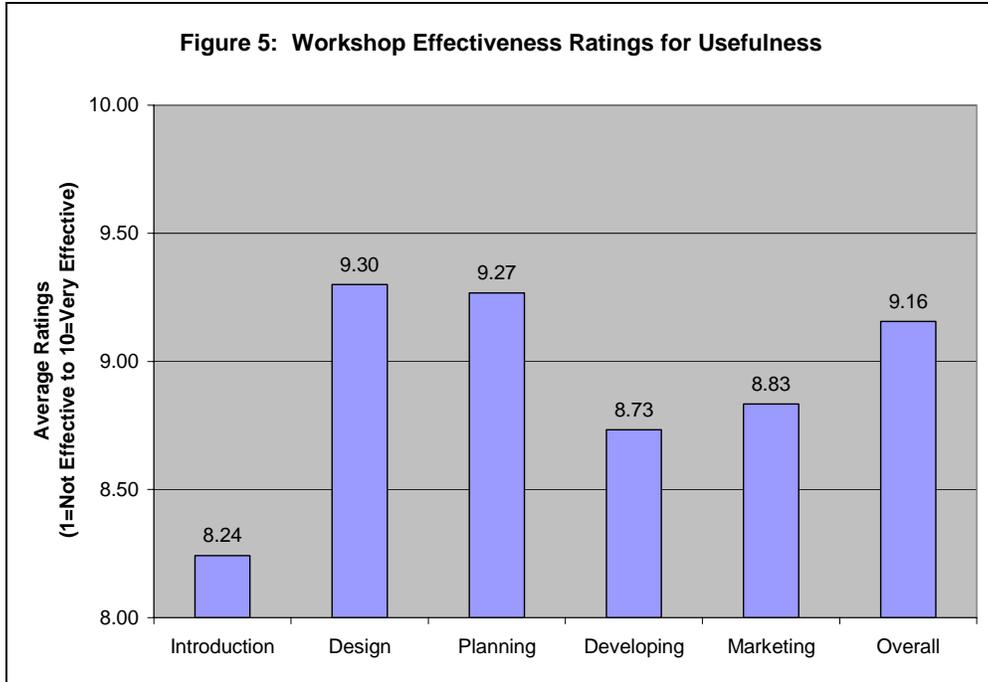
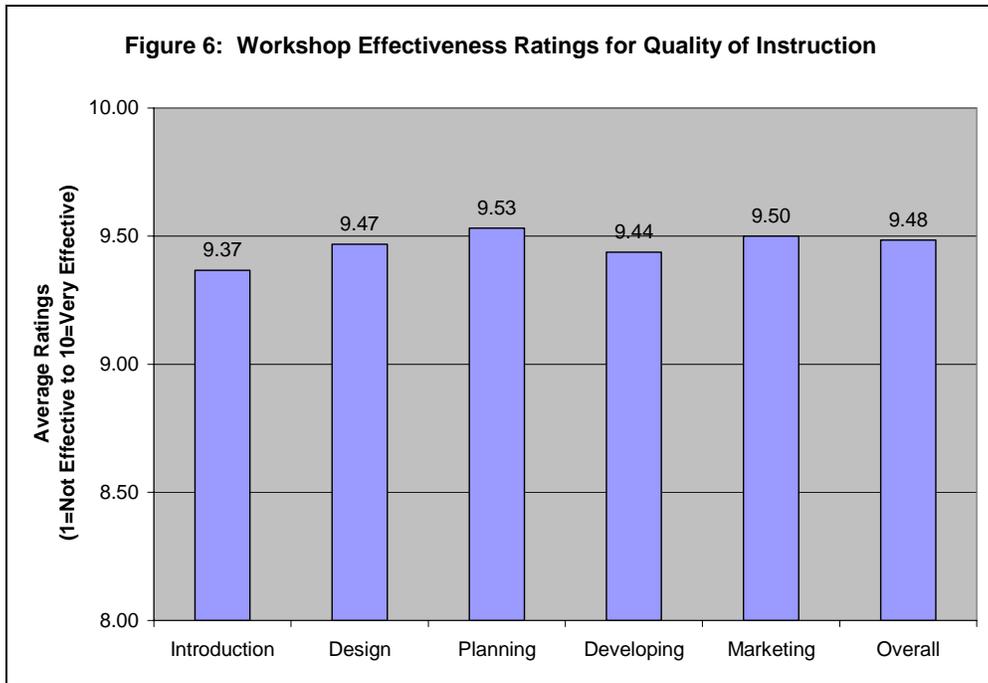


Figure 5 illustrates the average effectiveness ratings for “usefulness.” The session ratings ranged from 8.24 for Introduction to the Internet and eCommerce to 9.30 for Web Design Principles. Overall, the workshops received an average rating for “usefulness” of 9.16.



Effectiveness ratings for “quality of instruction” are shown in Figure 6. Average session ratings ranged from 9.37 for Introduction to the Internet and eCommerce to 9.53 for Web Site Planning. Overall “quality of instruction” for the workshops received an average rating of 9.48.



“Cumulative effectiveness scores” for the sessions and workshop can be calculated in percentage terms and used to evaluate the combined effectiveness including “improving knowledge,” “usefulness” and “quality of instruction.” The score is calculated by adding the average rankings for “improving knowledge,” “usefulness” and “quality of instruction” and then dividing by the highest possible score (30=10 points per category x 3 categories).

The score for the workshops overall was 92.3 percent. The highest cumulative score of 91.9 percent was given for the Web Design Principles session. The lowest cumulative score of 86.3 percent was given for Introduction to the Internet and eCommerce. The cumulative effectiveness scores for the workshop and sessions are provided in Table 1.

	<i>Cumulative Score</i>
<b>Introduction</b>	86.3%
<b>Design</b>	91.9%
<b>Planning</b>	91.5%
<b>Developing</b>	88.4%
<b>Marketing</b>	89.8%
<b>Overall</b>	92.3%

Some differences in average effectiveness ratings were given in each workshop location. Cumulative effectiveness scores, then, also show some differences. The average effectiveness ratings given by respondents at each location and calculated cumulative effectiveness scores are listed in Table 2.



The workshop overall received its highest rating at 9.31 for “improving knowledge” from Knoxville respondents. The highest rating for “usefulness” came from Jackson respondents at 9.38. “Quality of instruction” was ranked highest at 9.79 for the Knoxville location.

Cumulative effectiveness scores for the workshops were 88.2 percent for Nashville, 94.2 percent for Jackson and 94.7 percent for Knoxville. The session scoring the highest at each

location was Web Design Principles in Nashville with a 89.7 percent, a tie between Web Site Planning and Developing Your Web Site with a 93.6 percent in Jackson and Web Design Principles with a 93.5 percent in Knoxville. The lowest scoring session for all three workshops was Introduction to the Internet and eCommerce with 85.9 percent in Nashville, 87.3 percent in Jackson and 85.8 percent in Knoxville.

**Table 2: Average Effectiveness Ratings by Workshop Location**

<b>Nashville</b>				
	<i>Knowledge</i>	<i>Usefulness</i>	<i>Instruction</i>	<i>Cumulative Score</i>
<b>Introduction</b>	8.11	8.56	9.11	85.9%
<b>Design</b>	8.73	9.00	9.18	89.7%
<b>Planning</b>	8.55	8.90	9.27	89.1%
<b>Developing</b>	7.36	7.40	9.09	79.5%
<b>Marketing</b>	8.00	8.50	9.27	85.9%
<b>Overall</b>	8.64	8.82	9.00	88.2%

<b>Jackson</b>				
	<i>Knowledge</i>	<i>Usefulness</i>	<i>Instruction</i>	<i>Cumulative Score</i>
<b>Introduction</b>	8.00	8.75	9.44	87.3%
<b>Design</b>	9.00	9.38	9.33	92.4%
<b>Planning</b>	9.13	9.50	9.44	93.6%
<b>Developing</b>	9.25	9.50	9.33	93.6%
<b>Marketing</b>	8.63	9.13	9.33	90.3%
<b>Overall</b>	9.25	9.375	9.63	94.2%

<b>Knoxville</b>				
	<i>Knowledge</i>	<i>Usefulness</i>	<i>Instruction</i>	<i>Cumulative Score</i>
<b>Introduction</b>	8.57	7.67	9.50	85.8%
<b>Design</b>	8.71	9.50	9.83	93.5%
<b>Planning</b>	8.50	9.42	9.83	92.5%
<b>Developing</b>	8.64	9.33	9.83	92.7%
<b>Marketing</b>	9.07	8.92	9.83	92.7%
<b>Overall</b>	9.31	9.31	9.79	94.7%

Respondents were asked to indicate what was the “best part” about the workshops. Comments were grouped according to topic and counted. The comments are summarized in Table 3. Example comments are included in quotation marks under each topic. Comments were grouped according to general topics including the hands-on approach, knowledge gained, designing Web sites, tools provided, building Web sites and the instructor knowledge.



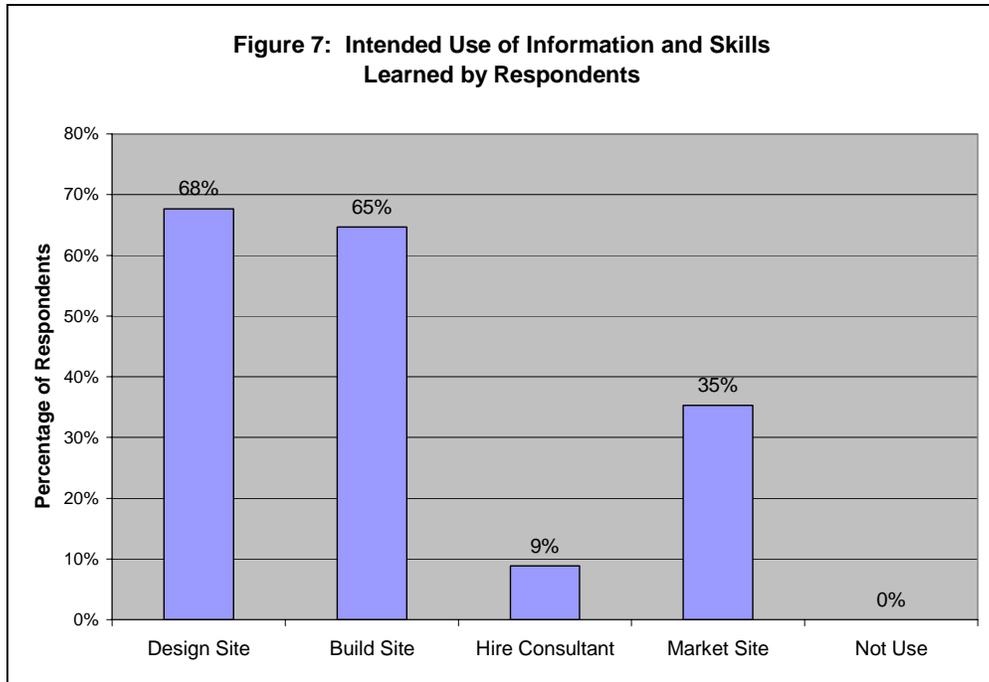
**Table 3: Best Part of Workshops**

Topic and Example Comment	Number of Comments
Hands-on Approach ♦ “The ‘hands on’ approach to using the computer to try different ideas.”	11
Knowledge Gained ♦ “The best time I have spent to learn how to redirect my business in today’s marketplace. I am very excited and anxious to get involved in an area I had no knowledge.”	6
Designing Web Sites ♦ “Learning what makes a good Web site and how to improve your chances of being found.”	6
Tools Provided ♦ “The CD provided and Web workshop booklet was excellent and a must to help with the day’s activities and lessons learned. Will be good tool to look back on your reference.”	5
Building Web Sites ♦ “Building Web site with instruction.”	4
Instructor Knowledge ♦ The instructor’s knowledge and specificity.”	1

Respondents were asked to indicate how they intended to use the information learned at the workshops by selecting applicable responses from a list. The responses listed were as follows:

- I intend to design a Web site for my agritourism enterprise.
- I intend to build a Web site for my agritourism enterprise.
- I intend to hire a consultant to design and build a Web site for my agritourism enterprise.
- I intent to market a Web site for my agritourism enterprise.
- I do not intend to use the information and skills presented today.
- Other (Please specify.) \_\_\_\_\_

As shown in Figure 7, 68 percent of respondents indicated they intended to use the information and skills learned at the workshops to design a Web site for their agritourism enterprise. Sixty-five percent of respondents intend to build a Web site for their enterprise, and 35 percent intend to market their site with information and skills learned at the workshops. Nine percent intend to hire consultants to design and build a Web site for their enterprise. No respondents indicated they will not use the information and skills learned at the workshops.



Respondents were also asked to provide thoughts on how the workshop could be improved. Once again, comments were grouped according to topic and counted. The responses are summarized in Table 4. Example comments are included in quotation marks under each topic. Comments were grouped general topics including more time, follow-up session, skill level of participants prior to workshop, more work time and assistant needed.

**Table 4: Thoughts on How to Improve Workshops**

Topic and Example Comment	Number of Comments
More Time ♦ “Lots more time! A several day deal! Or a series deal where we can come once a week for several weeks.”	10
Follow-up Session ♦ “Another one later once I’ve explored and put into action things learned.”	5
Skill Level Prior to Workshop ♦ “Very good presentation. However, I need more basic schooling on PC.”	4
More Work Time ♦ “More time actually working on the building of the Web sites.”	3
Assistant Needed ♦ “Have an assistant who can help answer more questions during “developing” segment.”	1

Additional comments and suggestions written by respondents are as follows:

- ◆ “John Toman explained at a pace that I could keep up - take notes and plan on what was important to my business. John was helpful in hands-on -- answering questions and being available by e-mail if needed at a later date. I have enjoyed today and am thankful for this opportunity to expand an area of my business that desperately needs help. Thank you.”
- ◆ “The instructor was excellent. Please use him again for future workshops. I felt he was very prepared and patient. Being with UT he had also an understanding of web site needs/priorities for the agricultural community. Would recommend this web course for an agritourism business!”
- ◆ “Superb Teacher!”
- ◆ “Great job and instruction!”
- ◆ “Fantastic program. Great equipment. Great eats - especially lunch. Great instruction - knows his material. Very impressed. Thanks.”
- ◆ “Great day! Excellent instruction - good energy all day! Next time a session understanding HTML.”
- ◆ “Where one knows nothing there is lots to learn. I am a bit better prepared to live in todays world. Thank you! I also enjoyed the food!”
- ◆ “I've enjoyed it thoroughly and would love to get my website finished this winter. Thanks for your help.”
- ◆ “Just a suggestion, but we may have been better served with fewer options. Instructor to pick the basic acceptable design and take everyone thru that design (only). It would give us the basic instruction or skills. Very good information on marketing, helpful upon leaving, I could no "build" my website (class too short), but I could "design" my site and market it. I was glad I attended. Thank you very much.”
- ◆ “I would be interested in an advanced class to "improve" your website after it has been updated after the class.”



## Summary

- ◆ A total of 52 participants from across the state participated in 3 Agritourism Web Site Development and Marketing Workshops.
- ◆ The highest number of participants learned about the workshops through a direct mail brochure with Extension agents and specialists also being a significant source of information.
- ◆ Participants gave an average rating to the workshops for “improving knowledge” of 9.06 out of 1 (not effective) to 10 (very effective).
- ◆ Participants gave an average rating to the workshops for “usefulness” of 9.16.
- ◆ Participants gave an average rating to the workshops for “quality of instruction” of 9.48.
- ◆ The workshops received a cumulative score, rating the combined effectiveness of “improving knowledge,” “usefulness” and “quality of instruction,” of 92.3 percent.
- ◆ 68% of participants intend to use the information and skills learned at the workshops to design a Web site for their agritourism enterprise.
- ◆ 65% of participants intend to build a Web site for their enterprise.
- ◆ 35% of participants intend to market their site with information and skills learned at the workshop.
- ◆ Participants particularly liked the hands-on approach of the workshop.
- ◆ Participants suggested the workshop be lengthened in time to sufficiently cover the material and have more work time.
- ◆ Participants suggested a follow-up session to provide a review, build on information presented and receive feedback on their Web sites.