

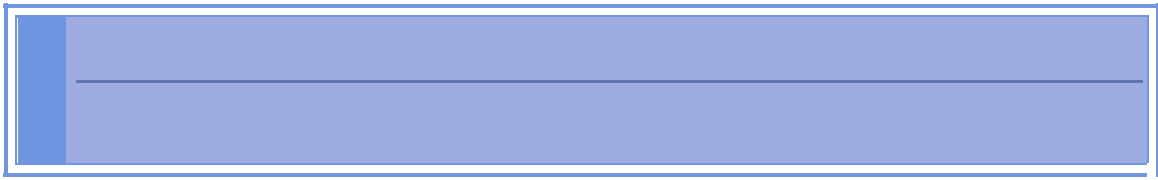
Report on Masterminds Lecture Series 2015



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Evaluation of the communications process, although it was a thorough one, received moderate ratings. Nineteen percent of respondents to the evaluation indicated that they learned about the lectures through the print media (newspaper -Times Colonist and other – and posters) whereas 42 percent were made aware of the lectures through electronic sources (20% email, 22 % COAG and UVRA website). Over \$6000 of the budget for Masterminds is spent on print media and perhaps a cost-benefit analysis should be done of this type of advertising.

It is notable that 23% of the respondents indicated that they learned of the lectures through friends, family and previous experience. This indicates that the past experience of the Masterminds Lectures, by those encouraging attendance,



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Section F. Recognition of Presenters and Volunteers

As in the previous year, I hosted most speakers after the lecture for a drink and snack as part of our thanks for their effort. One had to decline due to previous commitments. A thank you note from the President of the UVRA

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