

## *Snippets from the Morehead Alumni Forum Follow-up Survey*

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### **Special moments from the weekend:**

- What a magic moment when all the alums were seated for the picture, and our favorite professors were strolling onto the scene from the wings. I can't remember when I've appreciated the opportunity to say "thank you and Bravo!" more.
- I had lunch at a deli on Franklin Street — where a first-year Scholar named Jennifer introduced herself to me because she saw my name tag with 'Morehead Alumni' printed on it. We had a very brief conversation, but her enthusiasm for the program was thrilling.

### **Peter Kaufman Lecture:**

- I'm ready to return to school, if I can enroll in his courses. Fascinating. A worthy successor to Bernie Boyd.
- Easy to see why he's so highly regarded. Took a topic which I know nothing about and have little interest in, and made it come alive. I even stayed for the entire class period.

### **Anson Dorrance Kick-off Speech:**

About a dozen people listed his speech as their favorite part of the weekend.

- He is phenomenal — has a Ph.D. from on-the-job training. A brilliant speaker and motivator, and a very smart and perceptive guy. We are fortunate to have him at UNC.
- There is little wonder why he has been such a successful coach. He is exactly what the ideal alumnus should be.
- Anson Dorrance was quite simply one of the best speakers I have ever heard in my life. He brought the whole room together, male and female, athlete and non-athlete, old and young. Everyone in the room, I think, wanted to go out and score a goal for Carolina! Incredible!

### **Taylor Branch Keynote Speech:**

About 20 people listed his speech as their favorite part of the weekend.

- One of the most inspiring lectures I have attended in 20 years.
- Always, always, always invite a storyteller!

- Taylor was at the top of his game — very inspirational, very humbling, very good.
- Matching or surpassing Taylor Branch at future Forums will be very difficult.

### **General Comments on Panels:**

- Panel discussions could have been about 15–30 minutes longer to allow for more discussion questions from more of the attendees.
- Please do one more set of panel discussions on Saturday, repeating some of the earlier offerings so people can participate in more of these great choices!
- Both panels I attended were very well organized, with great balance and interactions between panelists and audience. Amazing opportunities to be led by such experts. Sessions ran like clock-work.
- Great. The moderator for globalization kept questioners on topic and kept things moving.
- The panels I heard were excellent. These folks did not cringe from tough questions and were willing to tell us what they thought on the issues at hand.

### **Doing Good Panel:**

- The Public Good-Doers were inspirational. I especially appreciated Jon Reckford's humility and grace in discussing his faith journey.
- The panel on Innovating for the Public Good was exactly why I came to the Forum. The questions, speakers, and topic truly inspired me and reminded me of my 17-year-old save-the-world self.

### **Fight Club:**

- Hodding Carter was an excellent moderator.
- "Fight Club" was "Meet The Press" quality.
- Panelists were impressive, especially Hodding Carter and Congressman Cooper.

### **Parenting:**

- The healthy children panel was very interactive. Perfect conversations.

### **Sports:**

- I found Jenn Eames in the student-athlete discussion especially perspicacious; she had some really interesting insights about athletes and society. I wish I'd had a chance to talk with her or listen more to her observations and ideas.

### **Morehead Session:**

- Useful to hear vision and point-counterpoint.
- This was probably a highlight of the programs. It was great to hear about the future of the program and to hear from older alumni about their views of the program. Also great to hear from the trustees.

### **Life Passages Panel:**

- This was the session that made the whole weekend "sing" for me. Thank you so much!
- Advice: Start every session with Tom Morris.
- More Advice: Make Tom Morris chairman of the Forum and have him do every session.
- My favorite part of the weekend. Wish it could've lasted longer.
- **Favorite part?** The "where do we find ourselves" session on Sunday. I think of this as the hour when the Super Heroes took off their capes. Loved it!
- Good speakers, great moderator, great audience participation. This could have been an hour longer.
- We need more sessions like this one. I'd love to have one led by Jerry on "giving forward."
- Excellent — it was great to hear the shared experience of "people like me." Tom Morris was wonderful.
- Double the length of this panel.
- The very, very best. I was inspired and touched by the passion. That alone was worth the trip. I have tried to explain it to folks since I left, but cannot do it justice.

- **Favorite part?** Probably the last session led by Tom Morris. It challenged me to reexamine some things.

### **Promotional Materials:**

- I liked the continuity of the communication. It kept the Forum in front of us so we could not forget.
- The early, save the date communication was most valuable.
- **Why did you attend this Forum?** The mailings indicated that the varied aspects of the weekend would be very worthwhile. There were a variety of things to do, some just plain fun and some very serious, thought-provoking, and mind-expanding.
- The promotional mailings were what helped me decide to attend. Be more specific next time that there is a chance for this to fill up . . . .
- **Why did you attend this Forum?** Preliminary materials made it sound extremely interesting and compelling.
- The package I received in the mail was excellent and the "weather report" email was a very nice touch!

### **Registrant mailing:**

- You did a great job anticipating the little needs and details that can make or break someone's experience. Info up front is always an investment that pays off.
- Packet was excellent. I laminated certain items so that I could turn pages without losing the other papers in the packet. Do this again.
- The attire advice was the only thing that I used. But I'm a recent grad, so the parking areas and restaurants are all fresh in my mind.
- It was like you anticipated my questions.
- Especially liked the campus walking tour item.
- Good, but I wondered why you sent maps — are we that old and forgetful?
- Parking info was key! I didn't use the visitors' guides at all, but did use the campus map — everything is different now! The articles about Dorrance and Branch were great for background before their talks. I also liked having the bio information about the alumni who were coming.

- Perfect. I plan to keep that stuff for future reference.
- Very well organized; particularly good at providing background information on speakers and detailed descriptions of programs.
- Just when I sat down to plan the details of the weekend, the package arrived in the mail. Also, I appreciated having the packet that explained who was attending and what everyone was up to.
- I love getting mail from the Foundation — it's always filled with more than enough information and resources to survive!

**GAA Web site:**

- My favorite parts were the message board and who's coming list. Very helpful.
- The who's coming list was a HUGE hit with the Class of 2003. Great tool.
- What I most liked was being able to check and see who was coming.
- I really liked the Who's Coming list. It was fun to see some familiar names.
- Who's Coming list and hotel info was very helpful. It would be nice if the Who's Coming list was sorted by class year.
- It would be nice to see by class who is coming.
- Maybe add a counter to the Who's Coming page so that people know it's getting close to full!

**Some General Suggestions :**

- Have the dance on Friday night while everyone's still fresh.
- Do panoramic photos and Scholar picnic on Saturday since some people can't stay for Sunday.
- Reserve parking nearby, even if it costs extra.
- Do assigned seating by interests at one of the dinners.
- Job titles on name tags.

- General campus tour.
- My only suggestion would be to have volunteers in each session jot down books/articles/quotations mentioned by the speakers . . . I found my interest piqued by a couple of mentions and of course have now forgotten them. Then a post-forum reading list could be circulated to attendees.
- Make this an every-other-year event.

**Cost:**

- It felt very reasonable — like an extraordinary value.
- A bargain.
- Cost was a bit high, but probably on target for what we're doing. It's really a great "value" when you think about what we got out of it.
- I would not have been willing to pay much more than this prior to coming, but the experience was so fabulous I would be willing to pay more in the future.
- Not bad, actually a bargain given what professional meetings cost.

**Overall comments about the Forum:**

- **Why did you attend this Forum?** To be invigorated and inspired by my fellow Moreheads. It worked.
- Marked with usual Morehead excellence in every way! Top-flight planning, organization, and communication made all events of the weekend run smoothly from my perspective. The Forum managed both a professional and personal touch, and I felt well "cared for" all weekend. The Forum struck a good balance between structured and free time, and between reestablishing connections with old friends and making new ones. It was relaxing and inspiring at the same time. I only wish I had been able to attend in years past and hope I can get my registration in early enough to attend in '09!
- **Mentoring picnic:** Thank you so much for inviting our favorite professors. Was wonderful to see Thad Beyle.
- My concern about 2009 is size. I expect even more Alumni will want to attend, which might force a choice between accommodating more attendees and different meeting locations.
- Book us now for 2009!

- You have set one hell of a high bar for '09.
- Overall the forum was a huge success. The planning committee did a wonderful job, and the weekend was a great opportunity to relax, see old friends, and meet new and very interesting people. Thank you!
- **Favorite part?** Meeting Coach Smith!
- **Favorite part?** All of it. I attended every event/session. I have never been to a conference where I did not skip anything.
- It made me feel extraordinary for the weekend. Thank you!