



Survey of Attendees
2019 Educator Power Trip
November 2019

“Exceptional” was the word attending school administrators used most frequently to describe their experience at the inaugural Educator Power Trip hosted by Big Deal Media.

The Power Trip was held in July 2019 at Lake Austin Spa Resort in Austin, Texas for 30 school superintendents and other district leaders. The event was guided by Big Deal Media’s 2018 survey of 947 K–12 district-level female administrators on the challenges they face today and their level of interest in a unique professional development leadership retreat.

Some 60 percent of respondents said they had never attended a leadership event or retreat designed specifically for women, and 90 percent said they would be interested in learning more about such a retreat.

Respondents expressed the needs such an event might serve for them:

- Network among themselves to discuss the special challenges of their unique leadership roles, including how to achieve work-life balance, manage stress and perfect communication styles—all while driving innovative curriculum and change in their districts.
- Develop their physical and spiritual well-being while working to address daily challenges such as transforming their modern learning environments, managing interoperability of technology, and addressing the social-emotional needs of teachers and students to improve student outcomes.

In response, Big Deal Media, in collaboration with an advisory board representing a spectrum of education stakeholders, developed the Power Trip to meet respondents' needs.

Following the Power Trip, attendees completed a Zarca Interactive online survey on their experience. Following is a summary of their evaluations of the benefits, topics and activities and management of the Power Trip, as well as some of their supporting comments. Survey respondents rated each aspect on a 1 (low) to 5 (high) scale.

Almost all found their expectations exceeded and experienced exceptional enjoyment

Based on the Power Trip's objectives, guests could expect the program to enhance their well-being and help develop their leadership skills, among other benefits. In fact, 80 percent said the event fully exceeded their expectations (5 on the rating scale), while 10 percent rated it as mostly exceeding expectations (4 on the scale)." No one said the Power Trip failed to meet expectations (1 on the scale).

An overwhelming 93 percent of guests experienced exceptional enjoyment from the event.

"The Power Trip was amazing. It started me on a path of self-discovery in terms of the impact of being a leader on my health. Since I have been home, I have more carefully monitored my eating, exercise, and emotional well-being. I have respected myself enough to set and enforce boundaries, especially when it involves my family time and professional learning time."

"I loved the Power Trip. I am in a better mind space to begin the school year. It has improved my outlook and my leadership. I was able to immediately implement what I learned or realized. I am more reflective and less reactive as a result. Thank you so much for seeing a need then meeting it."

"This was an extraordinary conference. I hope to have the opportunity to return. I feel so honored to have been able to participate. Thank you for the opportunity."

Participants found content relevant, activities fun and relaxing

Topics in the Power Trip agenda, covered by experts in each field, ranged from Communication Styles to Thorny Ethical Issues to Education Finance to Practical Well-Being Strategies, among other topics. Presentations and discussions stressed leadership skills and work-life balance. Three-fifths of participants felt the topics were exceptionally relevant, while 37 percent said they were mostly relevant.

Recreational, relaxation, and group activities varied from familiar ones like birding, a boat cruise, yoga and hiking to novel experiences like crystal bowl sound bathing. Many were activities that attendees could engage in for health and improved quality of life when they returned home. Ninety-three percent of guests rated the activities as “great, a wonderful selection.”

“It’s a rare experience to be among such brilliant passionate people who have their heads and hearts in the right places when it comes to transforming the future.”

“I had a wonderful time, made new friends and colleagues. I appreciated the opportunity to meet talented women who willingly shared their experiences and from whom I could learn.”

“I felt cared for, supported, empowered, inspired and rejuvenated.”

Attendees and sponsors enjoyed interacting

Representatives of the event’s sponsors, providers of a wide range of educational resources and digital platforms, also attended the event. They joined the administrators in all activities. Both attendees and sponsors enjoyed the interaction.

Sixty percent of attendees found the level of interaction exceptional, 33 percent rated it as good, and 7 percent as satisfactory. For their part, 64 percent of sponsors rated the level and quality of interaction with attendees as exceptional. The remaining 36 percent rated it as good.

Attendees enjoyed the venue and appreciated smooth-running logistics

As enjoyable as Power Trip was as a whole, its location was equally well-received, with 93 percent rating it exceptional. Three percent rated it as good, while nobody failed to enjoy the location at all.

Transportation to and from the site was also deemed exceptional by 9 out of 10 attendees.

More than three-quarters of attendees thought the length of the event—two-and-a-half days and three evenings—was “just right,” while 20 percent wished it had been longer and no one thought it was too long.

Convenience of the time of year (July) was rated exceptional by three-fifths of attendees. Twenty-seven percent rated it as good, with the remaining 13 percent satisfied with the time.

Communications regarding the Power Trip were rated exceptional by 9 of 10 participants. 10 percent thought they were good.

Ease of registration was considered exceptional by 97 percent of the guests.

The Big Deal Media Power Trip website was exceptionally helpful to 77 percent of attendees. The rest found its helpfulness to be good.

“The entire event was well organized with every aspect of the trip thoughtfully planned.”

“This was the best conference and venue I have ever experienced. Thrilled to have experienced this.”

“Thank you to the planning team for their incredible planning and their attention to detail. The facility was fantastic.”

Many attendees want a 2020 encore—and it’s already on tap!

“We would do anything to help you plan the next one.”

“My hope is that similar conferences from Big Deal Media will emerge from this one.”

“Of course, I would come to another Power Trip. It was super amazing and my honor to return. I would help in any way I can.”

The 2020 Big Deal Media Power Trip is already scheduled for July 13–16, 2020. For more information, contact Marilyn Schutz, Founder and President, Big Deal Media, maschutz@bigdealbook.com or 708-528-7279.

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