Financial Recovery After Disaster Video Series

Impact Evaluation Results
UMN Extension & NDSU Extension Service

In Spring 2015, the Financial Recovery After Disaster Video Series was published, sharing information about financial recovery after a natural disaster. The videos were promoted to helping professionals and volunteers via webinar trainings and the Internet. In Fall 2015, an impact evaluation occurred to gain information regarding how the videos were being used and shared. An invitation to complete the survey was emailed to 632 professionals who had previously participated in webinar trainings, workshops, or conference presentations regarding the videos.

People learned about the videos through various methods:

- Listserv: 40% first heard by email listserv
- Live Webinar: 20% first heard in a live webinar
- Colleague: 14% first heard from a colleague
- Conference: 10% first heard at a professional conference
- Recorded Webinar: 6% first heard in a recorded webinar
- Online Search: 6% first heard through an online search

The videos:

- Were applicable to their situation: 81%
- Met their needs: 80%
Who viewed the videos?

- 46% watched on a desktop
- 38% watched on a laptop
- 22% watched on a smartphone
- 16% watched on other devices

Of those who emailed the videos to others, they emailed the videos to an average of 28 people.

Of those who shared the videos via word of mouth, they told an average of 15 people.

If the sample of participants (n = 50) is representative of all of the 632 professionals who had participated in webinar trainings regarding the videos, it is estimated that the videos have been shared with over 1,800 people.