



EMPOWERMENT & POLICY CONFERENCE

2019

SEPTEMBER 27-28

Hyatt Regency New Orleans

POWERED BY the Louisiana Legislative Black Caucus and the Urban League of Louisiana

#LAPOLCON2019

CONFERENCE SUMMARY AND EVALUATION

2 days

2 organizations joined in partnership

2 motivating keynotes

6 phenomenal panels

17 members of the LLBC

30 inspiring expert panelists from across the state

400+ attendees from 11 states and 15 cities in
Louisiana

SUMMARY OF EVALUATION RESULTS

The inaugural Empowerment and Policy Conference achieved all the goals we set out to accomplish:

1. Establish the preeminent annual statewide conference for African American issues in Louisiana
2. Engage African Americans across the state and cultivate their interest in key issues
3. Create a database of local, regional, and national stakeholders interested in and working on the issues that impact the African American community
4. Highlight and disseminate research and data on African American issues

This brief report is meant to share highlights and evaluation results of the inaugural conference.

Conference evaluations were distributed at the end of the conference and were also made available digitally. ULLA received 115 completed evaluations as of October 7th, a response rate of nearly 30%.

97.4%

of attendees who completed the evaluation said they are very likely or somewhat likely to attend again.

97.4%

of attendees who completed the evaluation said they are very satisfied or somewhat satisfied with the overall conference.

When asked about their level of satisfaction with various aspects of the conference, nearly all respondents indicated being very satisfied or somewhat satisfied:

- **99%** were satisfied with the venue
- **98.3%** were satisfied with the ease of registration
- **97.4%** were satisfied with the speakers
- **96.5%** were satisfied with the content and subject matter
- **93%** were satisfied with the food and beverages
- **87%** were satisfied with the time allocated for discussions

Equally important is the value of the experience that people reflected on in their comments and feedback. Panelists expanded their networks after sharing a stage with each other, audience members made new connections, and everyone learned something.

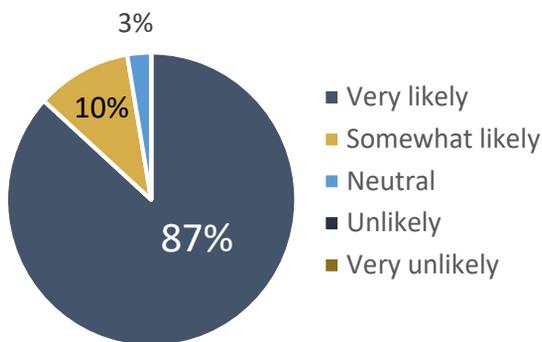


EVALUATION RESULTS

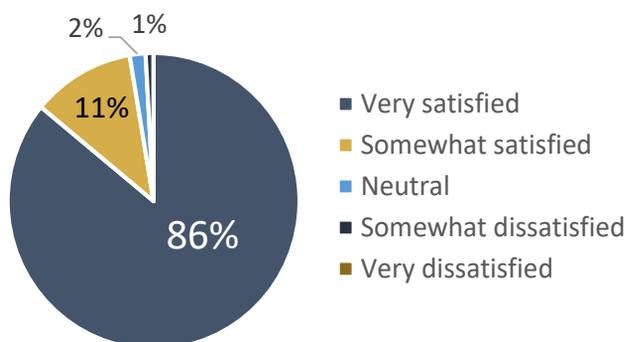
	Very satisfied	Somewhat satisfied	Neutral	Somewhat dissatisfied	Very dissatisfied	Total
Ease of Registration	110	3	2	0	0	115
Venue	105	9	0	1	0	115
Content and subjects	100	11	2	2	0	115
Speakers	100	12	1	2	0	115
Food and beverage	86	20	6	1	1	114
Time allocated for discussions	70	30	5	8	2	115
Overall experience	98	13	2	1	0	114

	Very likely	Somewhat likely	Neutral	Unlikely	Very unlikely	Total
Likely to attend again?	98	12	3	0	0	113

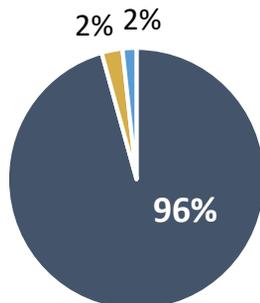
How Likely Are You to Attend Again?



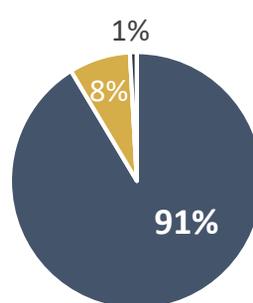
Satisfaction with Overall Conference



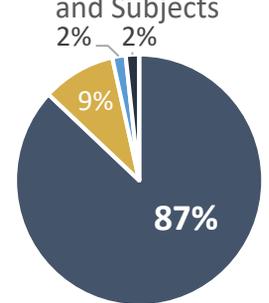
Ease of Registration



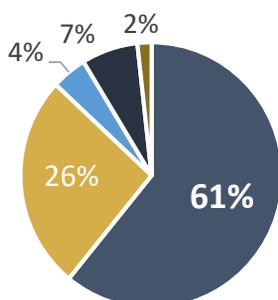
Satisfaction with Venue



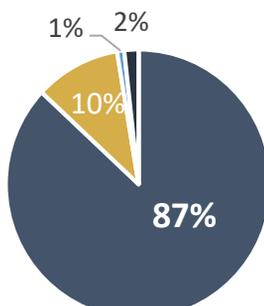
Satisfaction with Content and Subjects



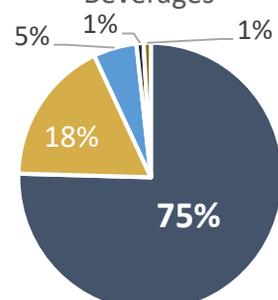
Satisfaction with the Time Allotted for Discussions



Satisfaction with Speakers



Satisfaction with Food and Beverages





IN THE WORDS OF ATTENDEES...

"The panel discussions were amazing. The genuine authenticity of everyone was overwhelming. Simply awesome."

"The most memorable for me were the panels and how the panelists spoke truth to power, unafraid and honestly."

"Definitely the panel discussions, I can't narrow it down to one because all of them has an amazing dialogue towards mobilizing impact efforts."

"Overall experience was outstanding! Everything was memorable."



"The panelists chosen are to be commendable for their knowledge of the information they shared with us. As a Louisianian we all share the same issues. I am proud to be an African American Woman and I want to be as helpful as I can to help our state move forward."

"All sessions were great and spoke about critical and relevant topics."

"I was moved by the local people who are doing the work. It was so inspirational and motivating."

"First, this conference was absolutely necessary. Props to Urban League for taking the lead. The most memorable for me were the panels and how the panelists spoke truth to power, unafraid and honestly."

"Mental health panel was the most enlightening. The panel with 5 African American mayors was also excellent."

"The speakers were just fantastic. I really enjoyed the message the Black Mayors shared. I have faith that if we get on one accord, we can improve the lives of the citizens of Louisiana."



"'And I approve this message' - this tagline resonates in my mind. What is our collective message, the concise message that we can approve?"

"The most memorable moment was seeing all the Black Mayors on the stage together."

"I feel fired up to make meaningful impact!"

"All of the panel discussions were powerful, especially hearing from our elected officials and knowing that they hear and are addressing the concerns of the people. Having an opportunity to hear Mr. Morial speak about the history of African Americans in the country and in this state made me reflect on my ancestors and their activism and the sacrifice they made in the 1800's."



"For the 1st time out, This was a great conference. Great speakers, impactful panels. Let's get to setting a black LA Agenda! Thank you!"

"Fantastic conference - one of the best I've attended. Well constructed, intentional panels representing a diversity of experiences and perspectives."

"Thank you to conference organizers. It was a wonderful inaugural event! Looking forward to future conferences."



WHERE DO WE GO FROM HERE?

ANNUAL POLICY ENGAGEMENT CYCLE

Each year, the Urban League of Louisiana, in partnership with the Louisiana Legislative Black Caucus, will lead a series of engagement activities to ensure that community members from across the state are informing the direction of a statewide policy agenda centered on creating an environment where African Americans thrive.

Summer: Statewide Listening and Learning Tour

Engage in roundtable conversations in seven major cities across Louisiana to hear directly from community members about their experiences and visions for equity.

Fall: Education and Engagement

Hold annual Empowerment and Policy Conference and synthesize feedback and information from the Listening and Learning Tour and from the conference to prepare for policy work groups.

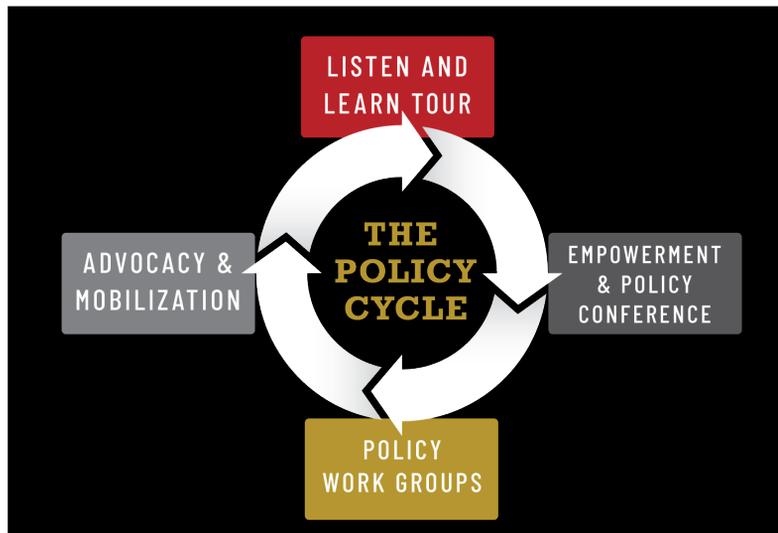
Winter: Policy Agenda Design

Organize policy work groups to develop legislation for the 2020 session and supplemental advocacy efforts. Bring together experts, first-hand experience, and diverse perspectives.

Spring: Advocacy

Advocate and mobilize around the resulting policy agenda (legislative and non-legislative).

At the end of each year, we will have engaged communities across the state to design and advocate for a policy agenda (legislative and non-legislative) that addresses key issues to create an environment where African Americans can thrive.



For more conference photos, visit: <https://urbanleaguela.org/polcon2019/>