



STRATEGIC LEADERSHIP: BUSINESS AND THE PUBLIC POLICY PROCESS

2009 CONSORTIUM MBA SEMINARS

PROGRAM EVALUATION SUMMARY

(Summary of responses received from Ross attendees)

Responses are based on the following scale: 1 – Poor 2 – Fair 3 – Good 4 – Very Good 5 – Excellent

Please indicate your overall evaluation of this program = 4.5

Evaluate the program, with respect to:

Program Direction = 4.8

Information and Materials provided by Washington Campus = 4.0

Site Visits = 4.3

Logistics = 4.8

Accessibility of Washington Campus staff = 4.6

Please comment on what you thought was the most valuable or important part of the program:

“FDIC trip and discussion with Martin Greenberg”

“Speakers from different roles in DC/policy”

“Simulation”

“The variety and quality of the speakers we had. I also enjoyed meeting students from other schools”

“Interesting and insightful discussions on public policy, health care, energy and government processes”

“Key insights from Washington insiders as to trends, upcoming areas of concern or new issues which are not well understood. It was very helpful getting many different opinions”

on issues such as social security, the “stimulus” package and the overall view/impression of people in Congress/Washington.”

“Being an international student in the USA, the whole program was very insightful to get to know the politics and its relationship with the business world.”

Can you suggest ways in which the program content could have been improved?

“More schools mixed together”

“More diagrams”

“Provide a ‘one pager’ to summarize each speaker.”

“A number of the students’ questions were not relevant to the entire group. I feel like a few of the speakers did not get through the material that was relevant to the entire group because they were answering questions that were only relevant to a few.”

Please share with us any new insights that you gathered while you were with us this week.

“How the politics effect business and vice versa. Also, I obtained a greater understanding of how to influence Congress.”

“Clarity on lines between President’s office and Congress”

“Just how “insider”-focused the DC area is in regard to most ideas (‘lifers’)”

“The differences between House and Senate (behavior, attitudes, etc.)”

“The primary importance/influence of local constituents (vs. lobbyists, etc.)”

“I learned so much I don’t know where to start...Truly learned a ton about how I can impact rule making and how it impacts me. Identified pitfalls for business.”

“I gained a valuable understanding of how the government operates and how business can best influence policy. The insight from the various insiders as been invaluable and as a result my viewpoint on media and government has been changed for the better.”

“Every person interested in business and assuming a leadership position should take this course in order to develop an understanding of government policy and how they can best influence it.”