

Webster Speaks: Dialogues on Race, Equity and Inclusion – Virtual Speaker Series

Audience Overview and Registration Summary

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Research shows that 40-50% of registrants attend webinars live. Based on registration results there have been 200-300 registrants for episodes 1-5, and a 30-55% attendance rate.

[Audience survey results](#) from episode three, four and five on August 5th, August 19th and September 2nd, respectively, reveal that at least over 80% of viewers are likely to recommend the program, 70% prefer to watch live and at least 80% prefer to watch on Wednesdays at 7 pm. At least 30-40% of viewers discovered the program on social, while 30-60% learned about the program through email and another 15% from the webster.edu website. Over 70% consider Wednesdays at 7 p.m. a good time to watch the program and at least 80% are willing to answer additional questions.

[Audience registration results](#) for episode's 1-4 on July 8th, July 22nd, August 5th and August 19th, respectively, reveal that over 35% of registrants were alumni, 30-50% were community and friends, while at least 20% of registrants were faculty and students.

Overall, most are likely to recommend this program, answer additional questions and prefer the live format at 7 p.m. on Wednesdays. Many viewers have discovered the program on social media, email as well as the university website. Alumni, community, friends, faculty and students contribute to the largest number of registrants.

End of Summary