

Survey: 14-036N Adult Workforce Education Advertising Agency

8 respondents took this survey.

A red asterisk (*) indicates required questions.

Question 1 (Free response)		
6 of 8 respondents answered this question.		
School/Department		
	Number of Respondents	Percent
Community School South	1	16.67%
Dave Thomas Education Center	1	16.67%
Hallandale Adult/OCLC	1	16.67%
McFatter Technical College	1	16.67%
Sheridan Tech	1	16.67%
Whiddon-Rogers Education Center	1	16.67%
Total	6	100.00%

Question 2 (Rating scale)*		
8 of 8 respondents answered this question.		
If you purchased from Omni Automotive Advertising, please rate their customer service level.		
Poor (1) - Excellent (5)	Number of Respondents	Percent
1	0	0.00%
2	0	0.00%
3	0	0.00%
4	3	37.50%
5	5	62.50%
Total	8	100.00%
Average rating: 4.62		

Question 3 (Free response)*

8 of 8 respondents answered this question.

What services do you receive from Omni Automotive Advertising?

	Number of Respondents	Percent
Advertising	1	12.50%
Logo generation, brochures, flyers, and website.	1	12.50%
Marketing Advertising	1	12.50%
Marketing and public relations - development of advertising (creative); purchasing and placement of ad buys; ROI data to track results of marketing efforts.	1	12.50%
N/A	1	12.50%
Omni Advertising provides services for the workforce schools, which includes Hallandale Adult Community Center. I independently also have used Omni for other marketing needs including, but not limited to: commercials, print media, event planning, and data and statistics on various forms of market analytics	1	12.50%
Website management, newspaper advertisement, television advertisement, radio advertisement, SEO,	1	12.50%
Website, Newspaper, Social Media	1	12.50%
Total	8	100.00%

Question 4 (Yes-no)*

8 of 8 respondents answered this question.

If you purchased from Omni Automotive Advertising, would you purchase from them again?

	Number of Respondents	Percent
Yes	8	100.00%
No	0	0.00%
Total	8	100.00%

Question 5 (Free response)*

8 of 8 respondents answered this question.

Please share any additional information regarding this vendor.

	Number of Respondents	Percent
First Class organization with supreme results!!!	1	12.50%
I always see/hear the advertising we are investing in!	1	12.50%
n/a	1	12.50%
Omni has been doing a great job marketing our colleges	1	12.50%
Omni has provided quality marketing services for the ABE/GED, ESOL and Amanda's Place Programs. Currently contemplating them as an option for the restructuring of the website.	1	12.50%
Quality customer service, accessible	1	12.50%
The services provided to the workforce schools through media marketing are paramount to our survival.	1	12.50%
They are responsive, thorough, and pro active.	1	12.50%
Total	8	100.00%