

STEVEN R. VAN HOOK, PHD

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Performance Evaluations

For seminars and courses at University of California Los Angeles Custom Programs and Extension; and University of California Santa Barbara Language & Culture; UCSB ELS Business, Management & Law programs; National University; California Lutheran University; Cardean University; Ellis College of New York Institute of Technology; Antioch University; Charter College, and elsewhere. Original evaluations available.

University of California Santa Barbara UCSB ELS Language & Culture Program

- "Best teacher, best lessons, so much fun."
- "He's very powerful and full of passion."
- "Steven is very motivated, well-informed and he is a very good teacher because he knows what he's talking about."
- "You do not know how much I enjoyed your course, I wish I could retake it again."
- "...very well informed in his field, conducting in-depth research on a regular basis."
- "A very dedicated and knowledgeable instructor."
- "...an enthusiastic team player."
- "Dr. Van Hook is a true professional."
- "A great teacher (who) made the class really interesting."
- "He helps us feel comfortable in his class."
- "I enjoyed this class very much ... it should have been longer."

University of California Santa Barbara UCSB ELS Business, Management, & Law Program

- "He is very well-prepared, knowledgeable, has legitimacy, a good sense of humor, and I learned a lot. This class flew by. His website alone was worth the money."
- "An extremely interesting and useful class."
- "Steve does a great job organizing the class presentation, keeping them informative, interesting and relatable. Best of all he keeps the class interactive and fun – the class was a joy to attend ... the best by far."
- "His course is one of those I really look forward to attending and enjoy."
- "I learned sooo much!! Most information packed class I've had."
- "Dr. Van Hook was one of the best professors I have ever had. All of his classes were interesting and thought provoking."
- "His presentation style is very engaging, particularly for an evening course. Steve did a great job of covering it all."
- "What many people state on the paper in theory is what you get across in this course."
- "I learned more than I have ever learned in any other class, not only about economics but also about the things that we can use in our life."

***University of California Los Angeles
UCLA International Custom Program***

- "Great session, practical excellent instructor."
- "Very rich and diversified."
- "Excellent, friendly and likable."
- "Very satisfied ... a surprise."
- "Great content, excellent instructor."
- "Your (session) scored the highest among the instructors ... nicely done."

National University

- "Prof. Van Hook was an incredible teacher. He really gave the students the necessary tools to succeed. He was always encouraging. I truly enjoyed his class."
- "The learning experience was an amazing one – particularly with the knowledge that Dr. Van Hook shared with us; it was very effective and it is highly appreciated."
- "Steve has been the most responsive instructor I have had at NU. I appreciate his insight and demeanor during the live lectures. He provides real-world connections to the content. It's more than evident that he is a caring professional."

California Lutheran University

- "He gave us useful, applicable information instead of only theory ... which makes the class seem like it is actually worth going to."
- "He really cares about the students and their future. He wanted to make sure the students are prepared for what lies ahead."
- "Dr. Van Hook took great consideration of his students. He was by far my best and favorite teacher at CLU."
- "I loved everything the teacher did. He was the best professor I have had in college yet."

Charter College

- "Steve reminds us that we already have these wonderful things inside and to just let our light shine."
- "The take on life that (you) have afforded me, helps me more than you could ever imagine with what I am trying to accomplish."

Antioch University BA & MA Programs

- "...the most prepared, organized, clear, and effective teacher that I have had, and this is my third university!"
- "I really thought this classroom experience was integrative ... Steven Van Hook is multifaceted and an asset to (the university)."
- "Unlike traditional classroom lectures, we have instantaneous examples which are colorful and current."
- "Instructor is well-prepared and presents material in an organized, easy to digest manner."
- "I appreciated the diligence of your preparation, presentation, freedom to challenge, and the seminar atmosphere which encouraged all your students to participate."
- "...you made economics palatable. Not an easy task."
- "Finally! An instructor who affirms student input."
- "Steve is an excellent, inspiring instructor."
- "I have become much more aware of the importance and impact of marketing on for-profit and non-profit endeavors."

Cardean University / Ellis College MBA Program

- "Steve is a wonderful subject matter expert and online instructor. He knows his students and his discipline, and he understands the online medium ... He delivers quality content that strikes just the right note every time. It was a pleasure working with him."
- "...outstanding job facilitating his discussion."
- "Steven's knowledgeable, professional and friendly support was very motivational for me."
- "Students said you were the best instructor they had in the program and you made a very real and concerted effort to connect."
- "Steve was especially skilled at providing a supportive environment in which we could learn."
- "His principle strengths were his experience and correlating current events and example with course assignments."
- "This is my 9th course and Steve is the best so far ... the most detailed in responses and explanations."
- "He really helps to further understanding of the subject matter."
- "Excellent course. VERY appropriate for today's business environment."

RateMyProfessors.com

- "Dr. Van Hook is a professional, and a teacher. The teacher taught, and I learned, I learned, I learned."
- "He is the utmost professional, courteous, and extremely qualified and knowledgeable. Probably my fav teacher."
- "Dr. Van Hook is great! You will learn quite a lot ... He brings to the table a wealth of experience. Try to take a class with him before you graduate."
- "Steven was an excellent professor who KNOWS how to teach."

From Elsewhere:

- "Steven Van Hook, the brains behind the site (aboutpublicrelations.net), has a background in international journalism and PR, and he obviously knows PR inside and out."
- *ExpertPR/MediaMap, Awarding First-Place Prize for "Site Most Useful to PR PROs"*
- "The fact is that you are not only competent, creative and strategic, but also that you are a team player." - *Myron Wasylyk, V.P., The PBN Company; G.M. Ukraine Division*
- "The job you did for us in Moscow far exceeded all our expectations."
- *Cynthia Neu, President, Sun World News/Moscow, Washington, D.C.*
- "Thanks for doing a good job (in Moscow)! ... you (were) on top of everything."
- *David Arond, East-West Broadcast News*
- "This last (ratings) book showed significant increases in adults 55-plus and in men 18-49. As the leader of our news efforts, you deserve special praise."
- *Dustine Davidson, California/Oregon Broadcasting*
- "Let's recognize a lot of (Van Hook's) hard and intelligent work." - *Southern Oregon Review*
- "... A spunky fighter..." - *The Oregonian*
- "Van Hook knew the town needed help...the payoff a more active, independent, skilled community." - *Current Consumer Magazine*
- "... Van Hook set up a diverse program teaching a wide range of skills."
- *Christian Science Monitor*