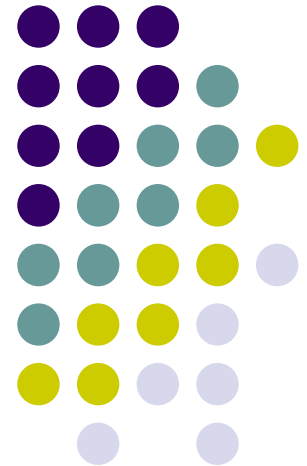
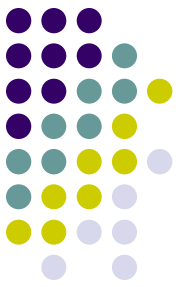


2004 Diversity Conference

Evaluation Report

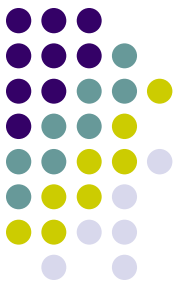
Yuko Spofford
Budget Office Evaluation
Multnomah County





Comments

- ◆ A total of 990 participated in this year's diversity conference: 390 from Multnomah County, 381 from City of Portland, and 219 from Clackamas County.
- ◆ Only 129 participants filled out the evaluation at a response rate of 13%. At least 30% response rate is necessary in order for the evaluation analyses to be a good representation of all the participants. This report, therefore, should be interpreted with caution.
- ◆ Overall satisfaction rating of the conference was consistent with the multi-year trend (Average=4.3). No statistically significant differences were found by Workplace, Gender, Ethnicity, or Age.



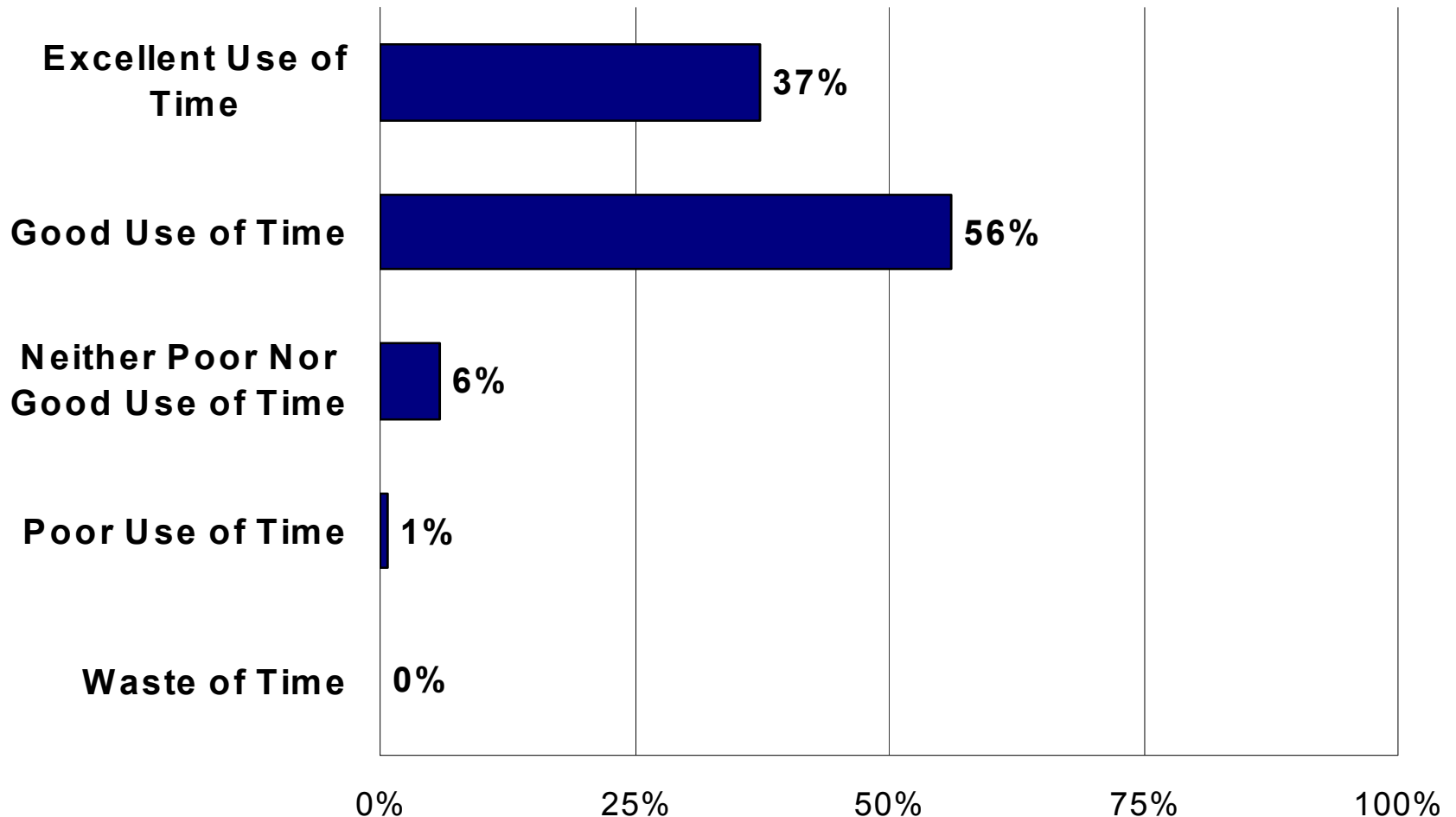
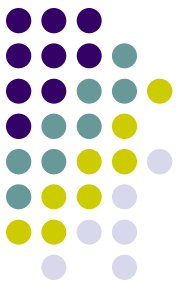
Comments

- ◆ Only 29% (n=37) of the survey respondents selected one or more affinity groups with which they identified this year, while 63% did in 2003 (i.e., Person w/ Disability, ESL, GLBT).
- ◆ 67% of the survey respondents were European American; 11% African American; 7% Hispanic American; 6% Asian American, 5% Native American//Pacific Islander; 3% Other; and 1% Non-American. 15% (19 people) selected more than one ethnic group with which they identified.
- ◆ 75% of the survey respondents were female.
- ◆ 59% of the survey respondents identified themselves as “Line Staff,” while 27% said they were in “Management.”
- ◆ 70% of the survey respondents had attended 2 or less diversity conferences in the past.

Overall Satisfaction Rating

(N=121) (1=Waste of Time – 5=Excellent Use of Time)

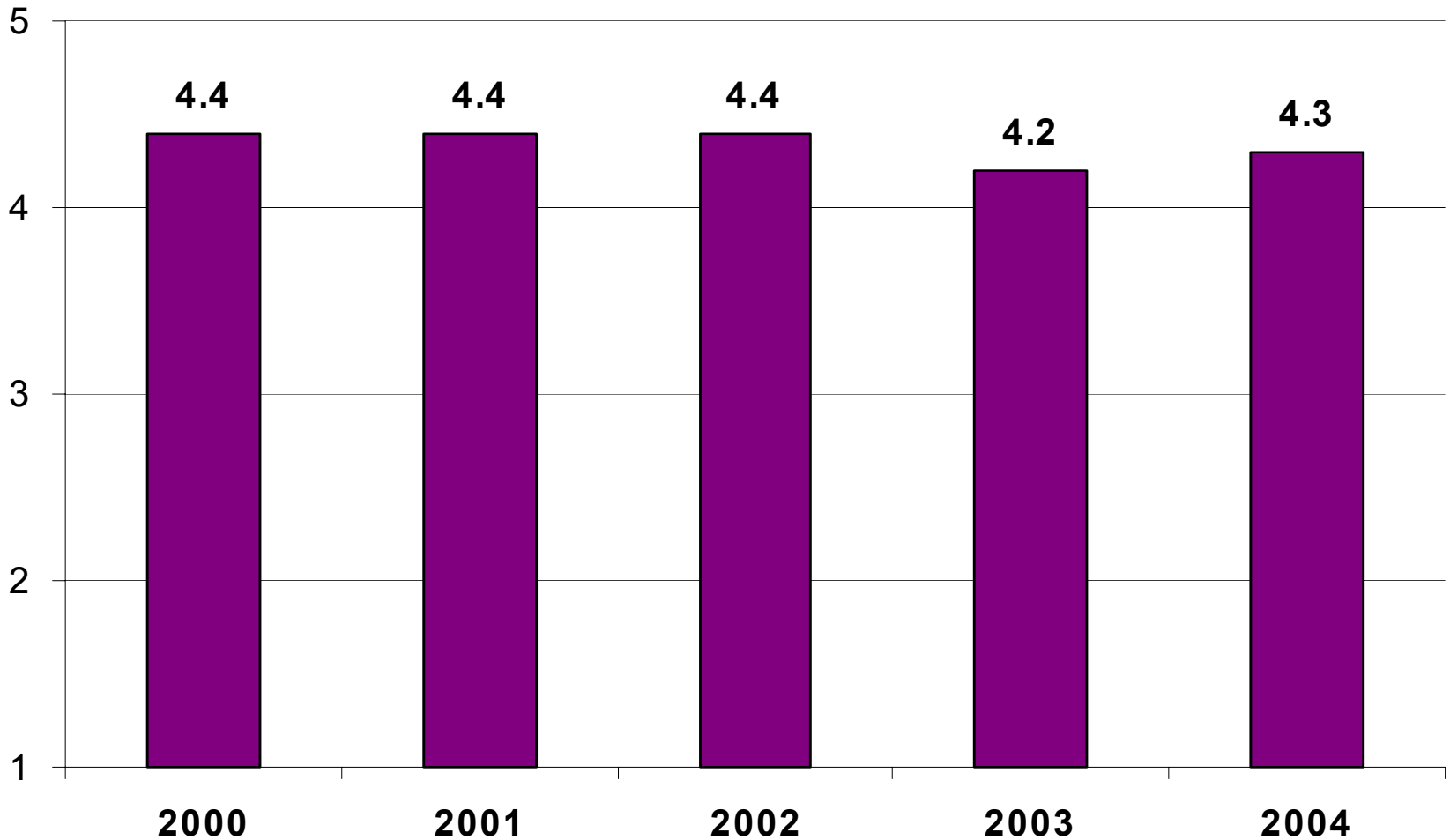
Average=4.3



Note: Results based on evaluations returned.

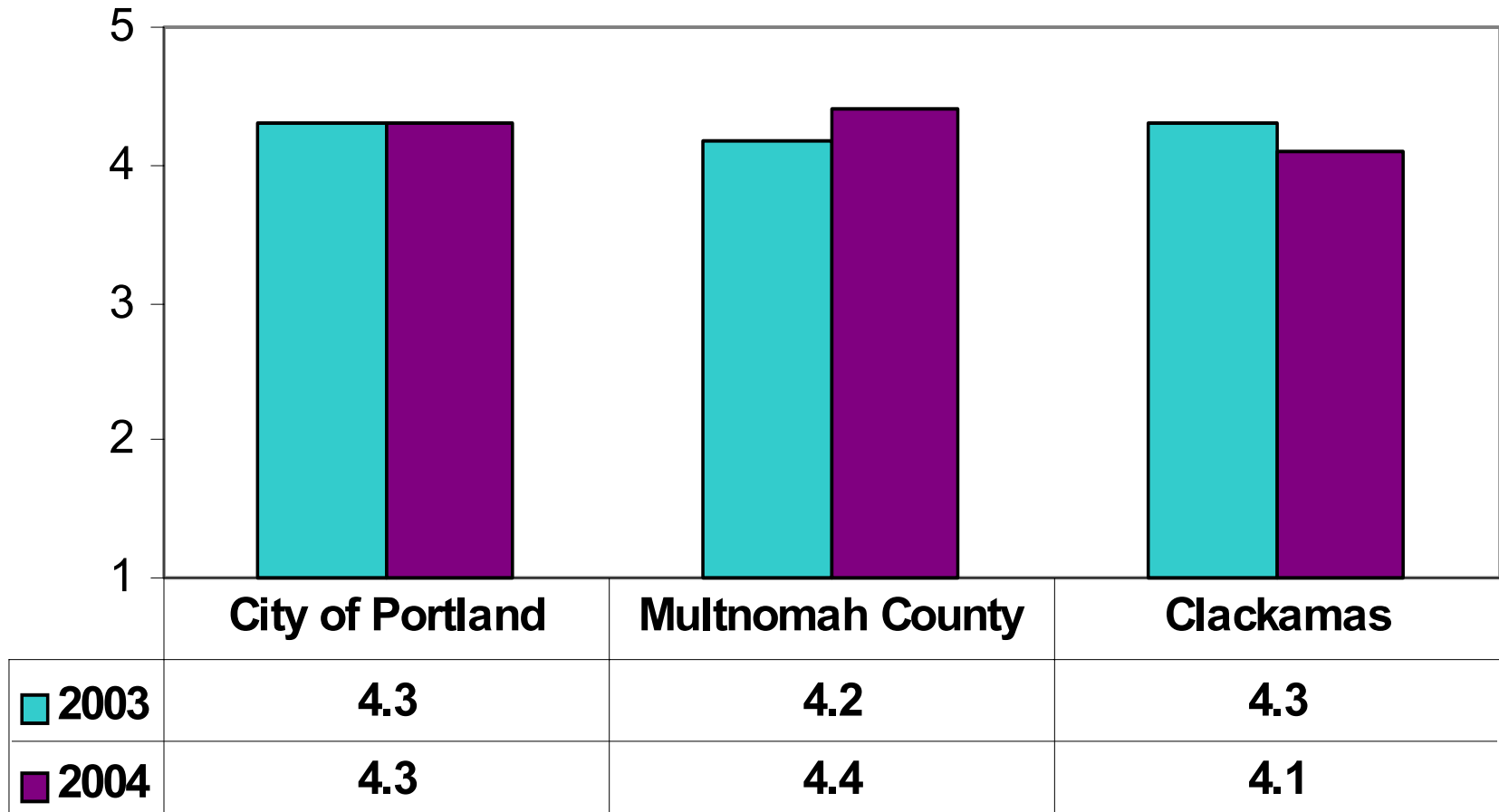
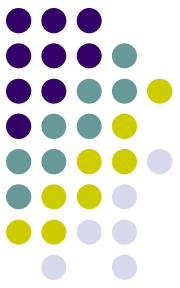
Overall Satisfaction Rating Trend

(1=Waste of Time – 5=Excellent Use of Time)

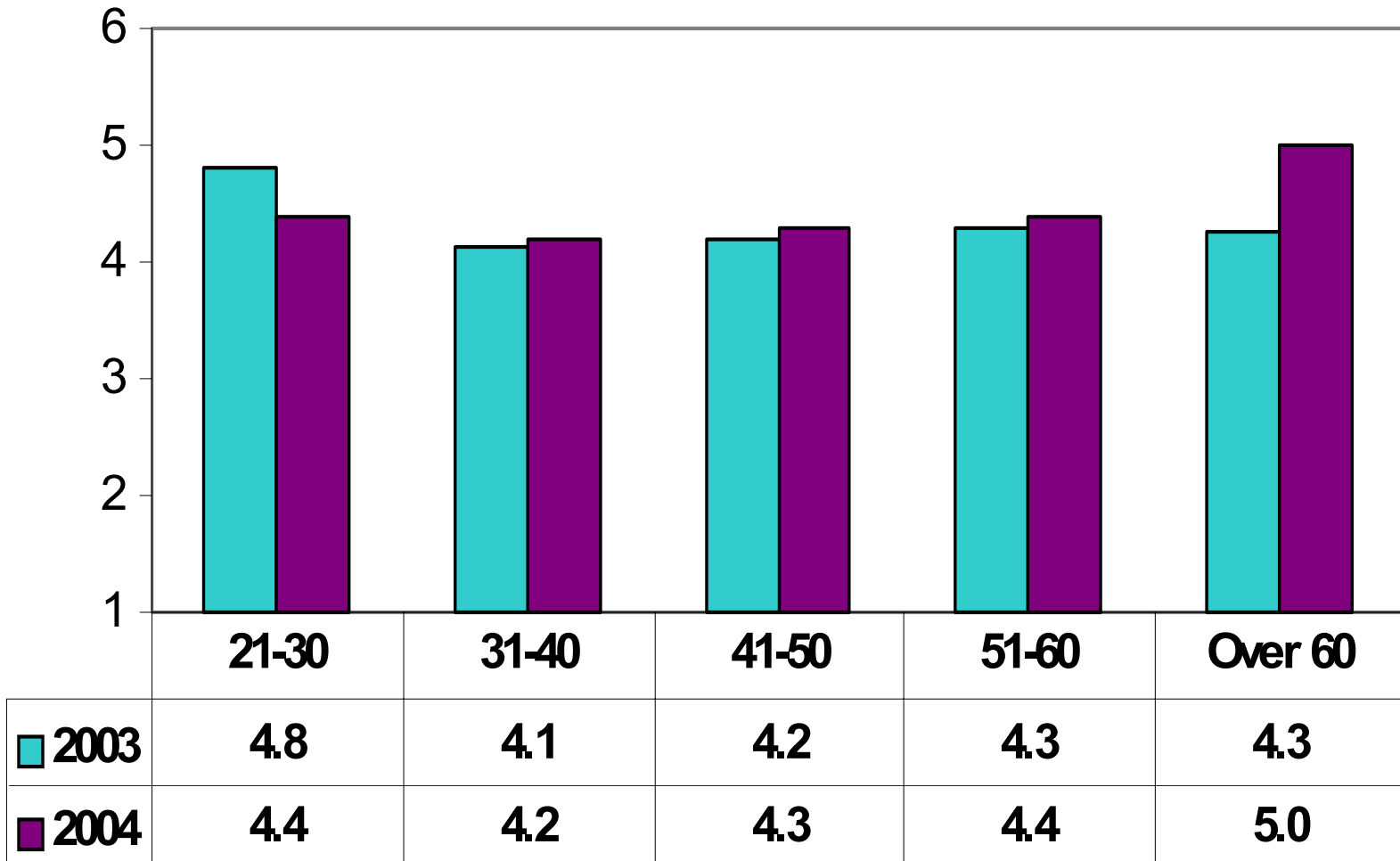
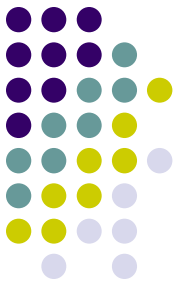


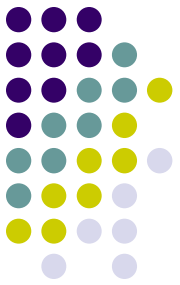
Note: Results based on evaluations returned.

Overall Satisfaction Rating by Place of Work



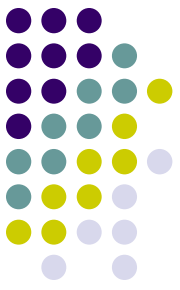
Overall Satisfaction Rating by Age Group





Meeting Participants' Expectations

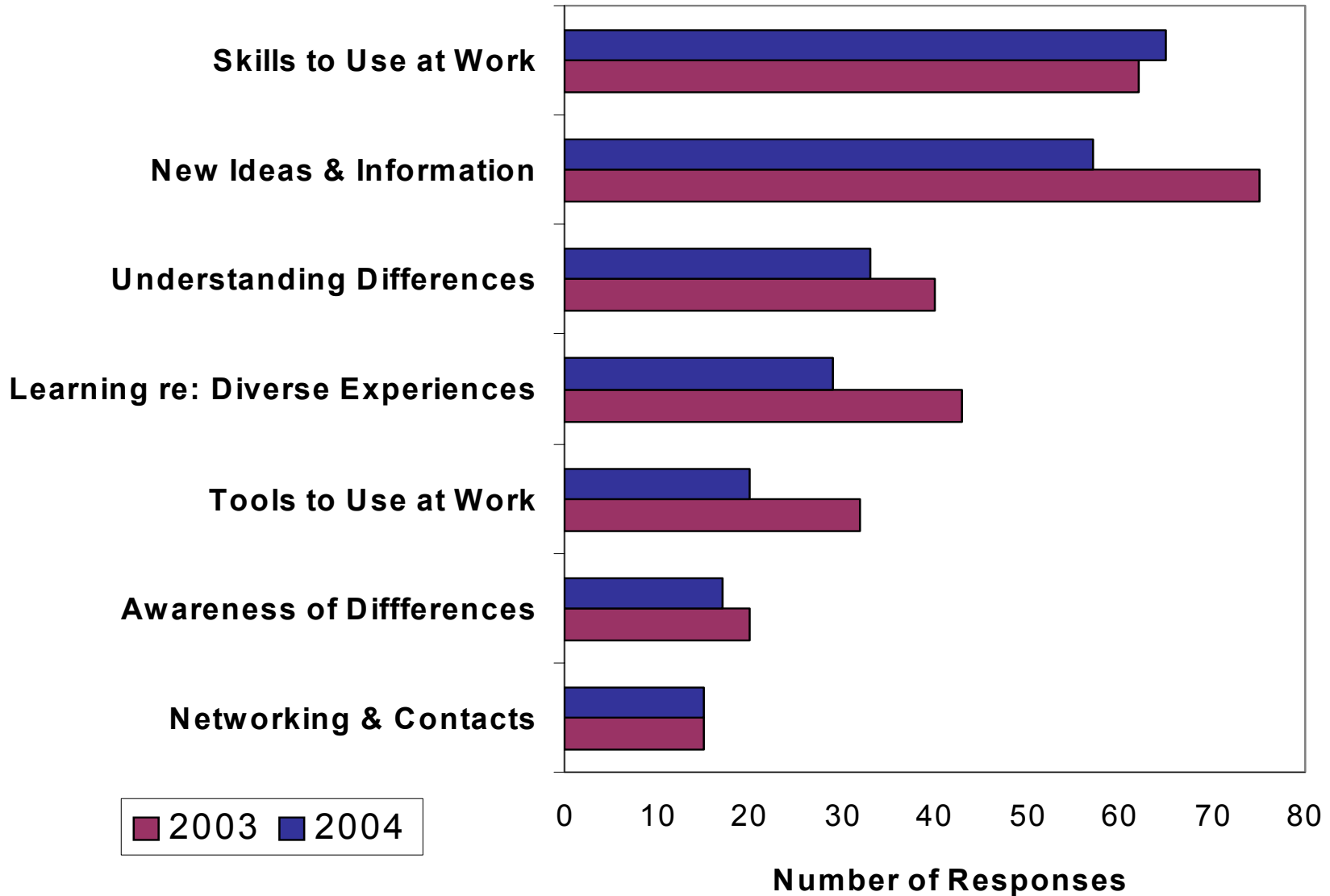
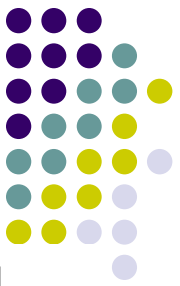
2004 Conference Review
and Trends



Comments

- ❖ 2004 participants selected “Skills to Use at Work” and “New Ideas & Information” as their top two choices of what they wanted out of this conference.
- ❖ Comparison of Ratings by Ethnic Groupings (i.e., European-American participants vs. All Others) resulted in no significant differences as to what they expected and what they wanted out of this conference.
- ❖ 51-60 year-old age group scored higher than the 31-40 year-old group on On-Site Registration and Keynote Address.
- ❖ Comparison of 2003 and 2004:
 - Pre-registration rating higher for 2004 (Average=4.54) than 2003 (Average=4.24).
 - 2004 participants thought that diversity issues were not overemphasized at their workplace. Their average rating of 1.99 was significantly lower than that of 2003 (Average= 2.36).

What Participants Wanted from Conference



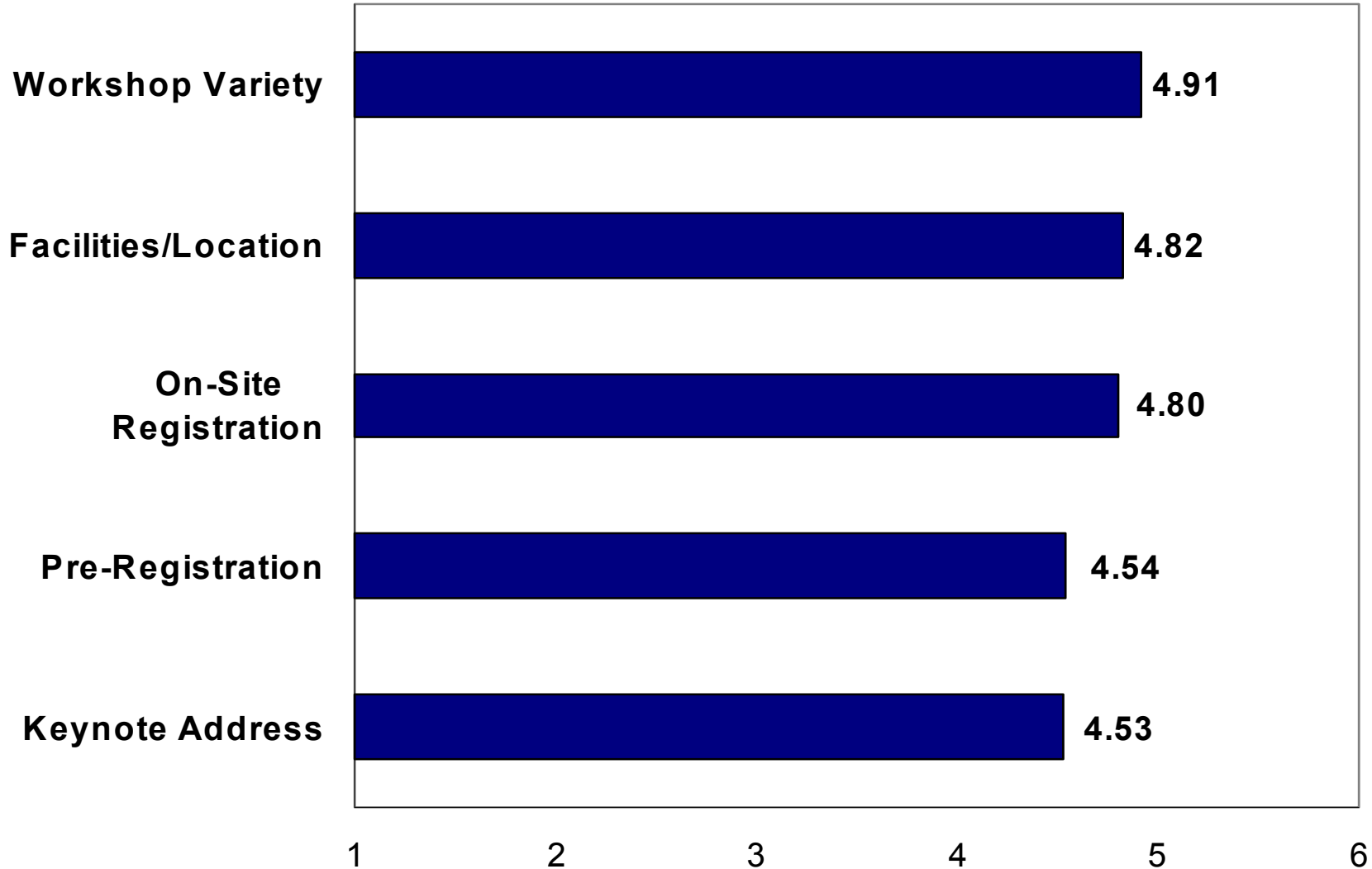
■ 2003 ■ 2004

Number of Responses

Note: Results based on evaluations returned.

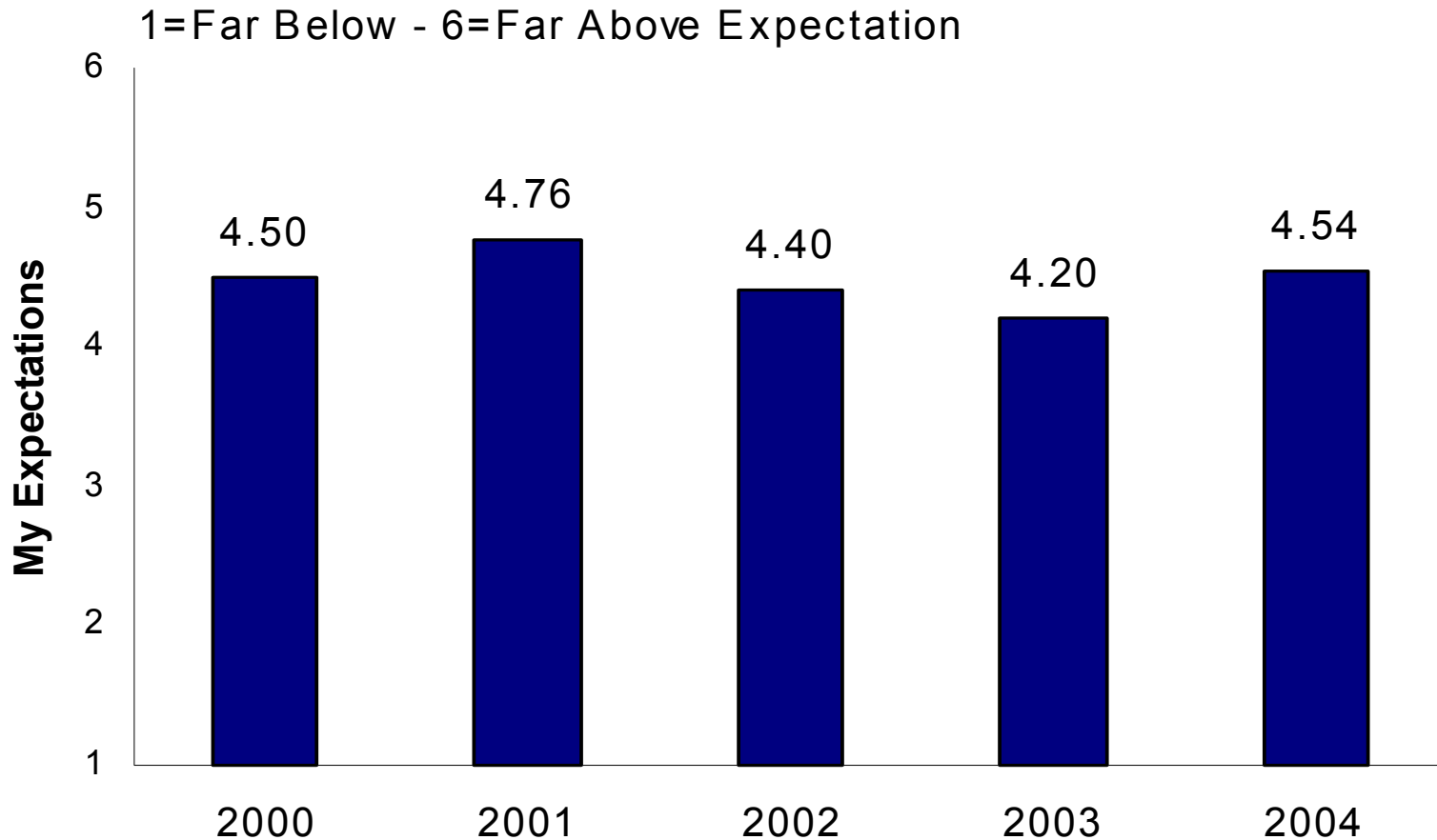
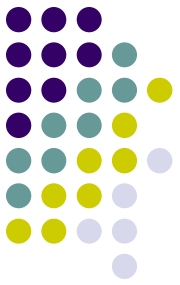
Meeting Expectations

(1=Far Below My Expectations – 6=Far Above My Expectations)



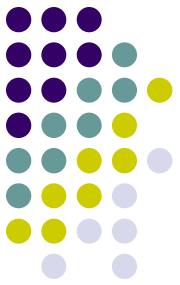
Note: Results based on evaluations returned.

Meeting Expectations: Pre-Registration

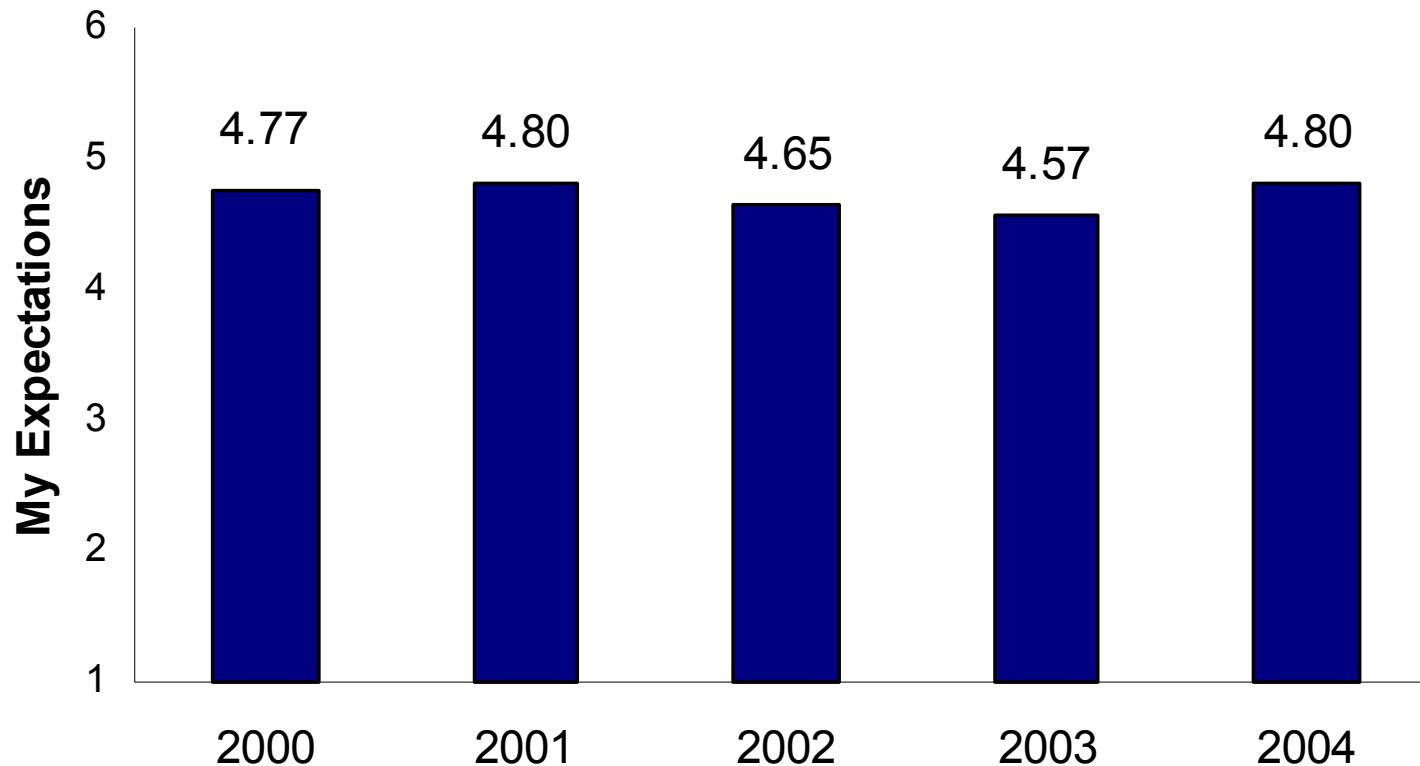


Compared to 2003, 2004 participants rated significantly higher than 2003 participants ($t(230) = 2.28, p = .023$).

On-Site Registration



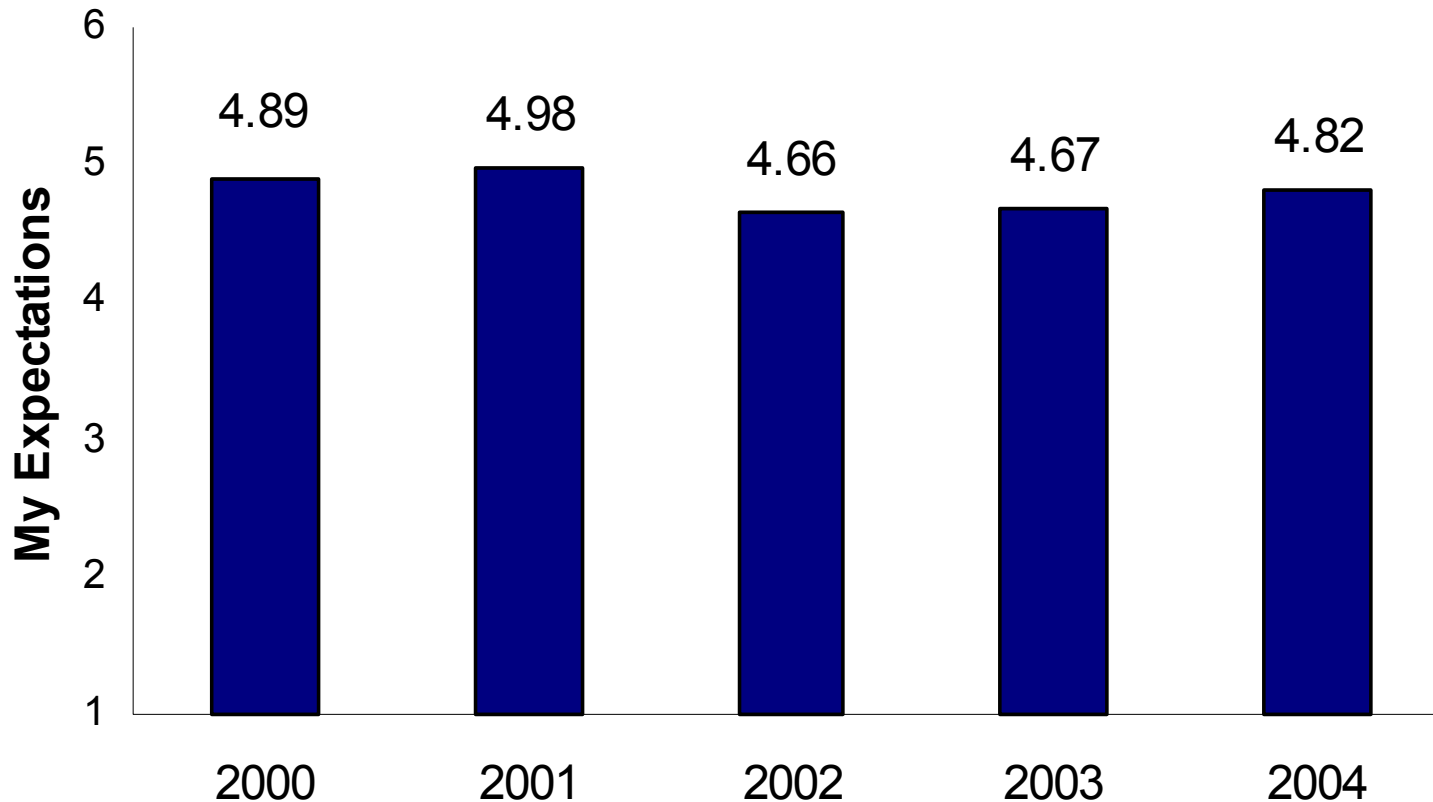
1=Far Below - 6=Far Above Expectation



Facilities/Location



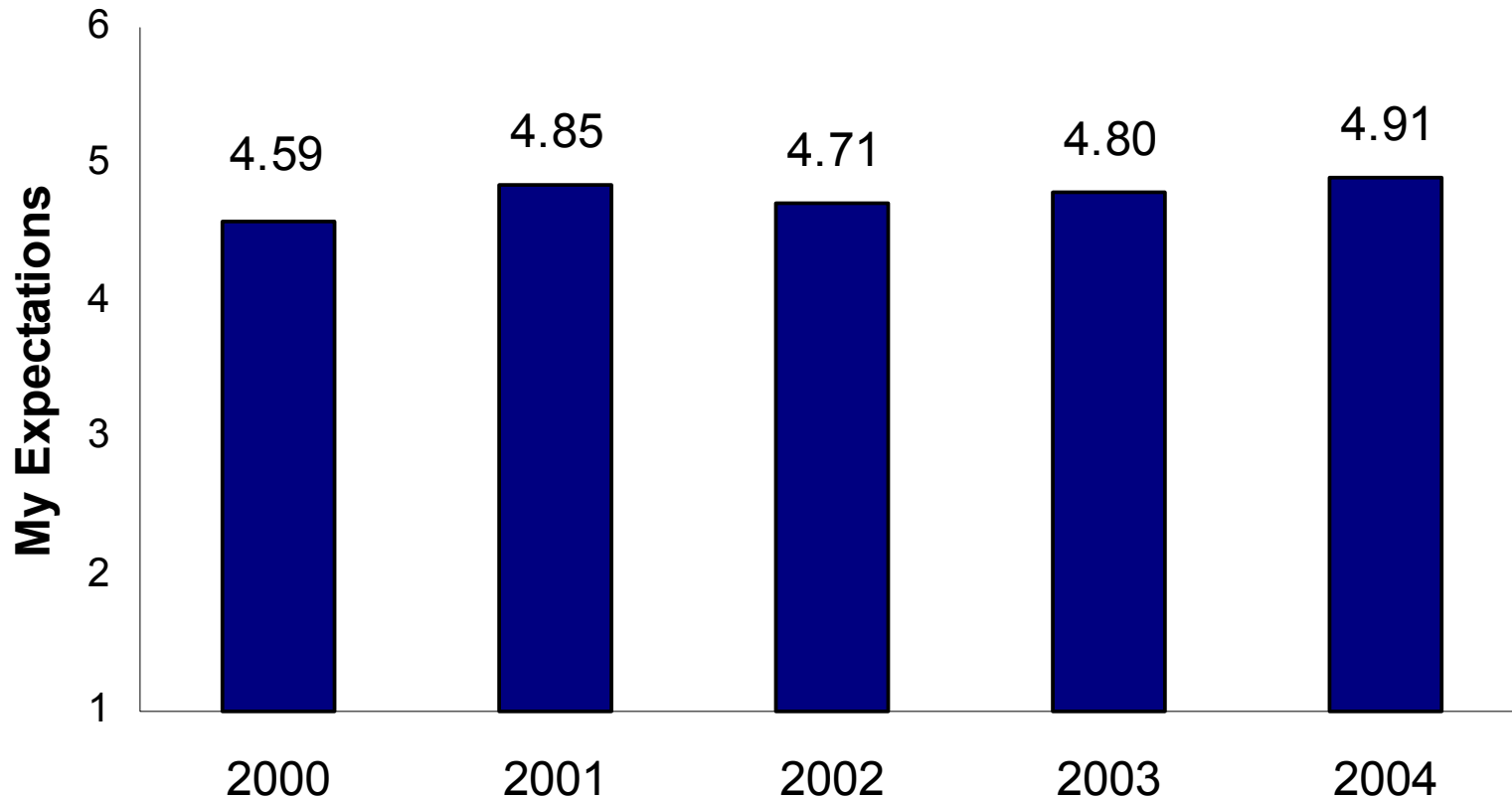
1=Far Below - 6=Far Above Expectation



Workshop Variety



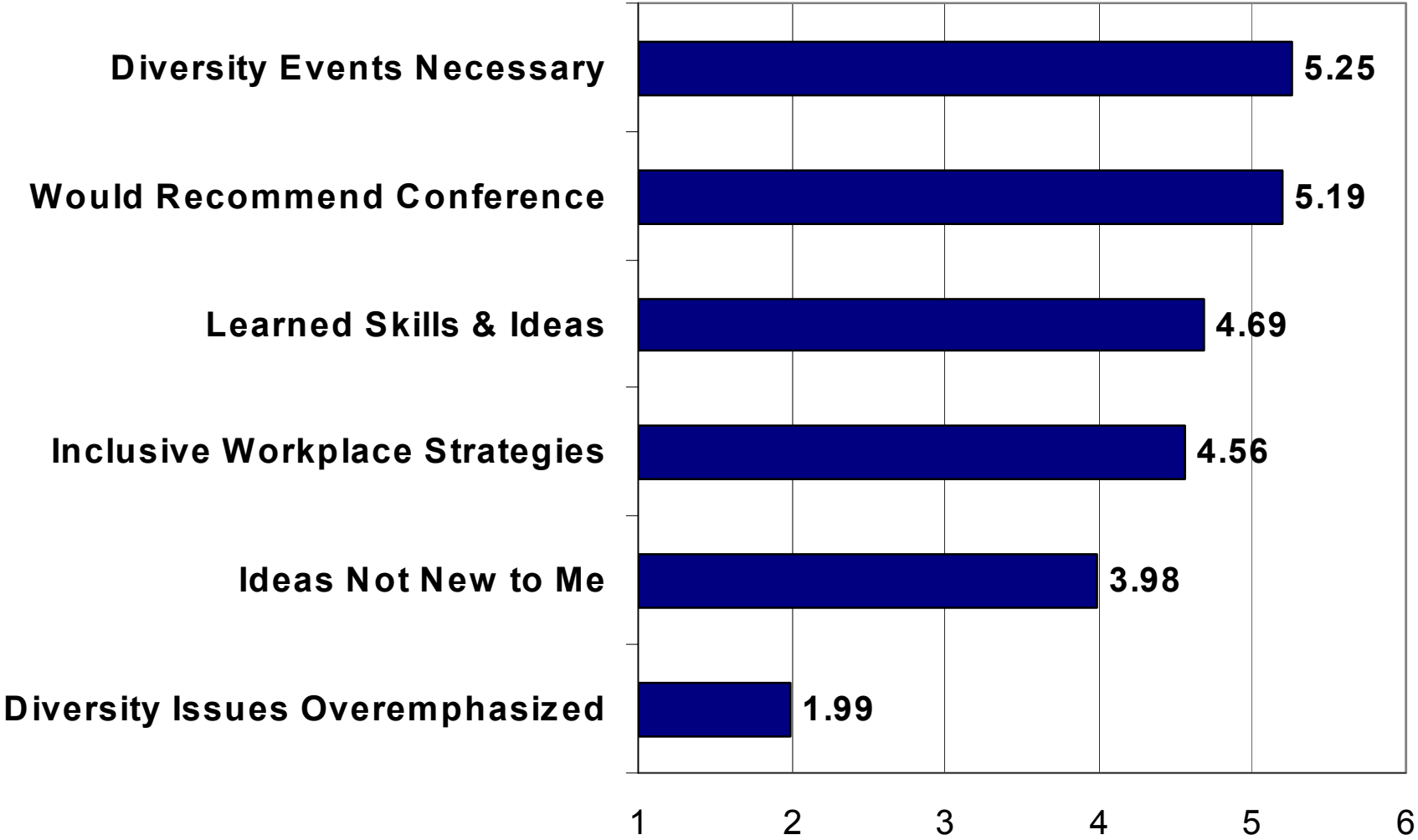
1=Far Below - 6=Far Above Expectation



Note: Results based on evaluations returned.

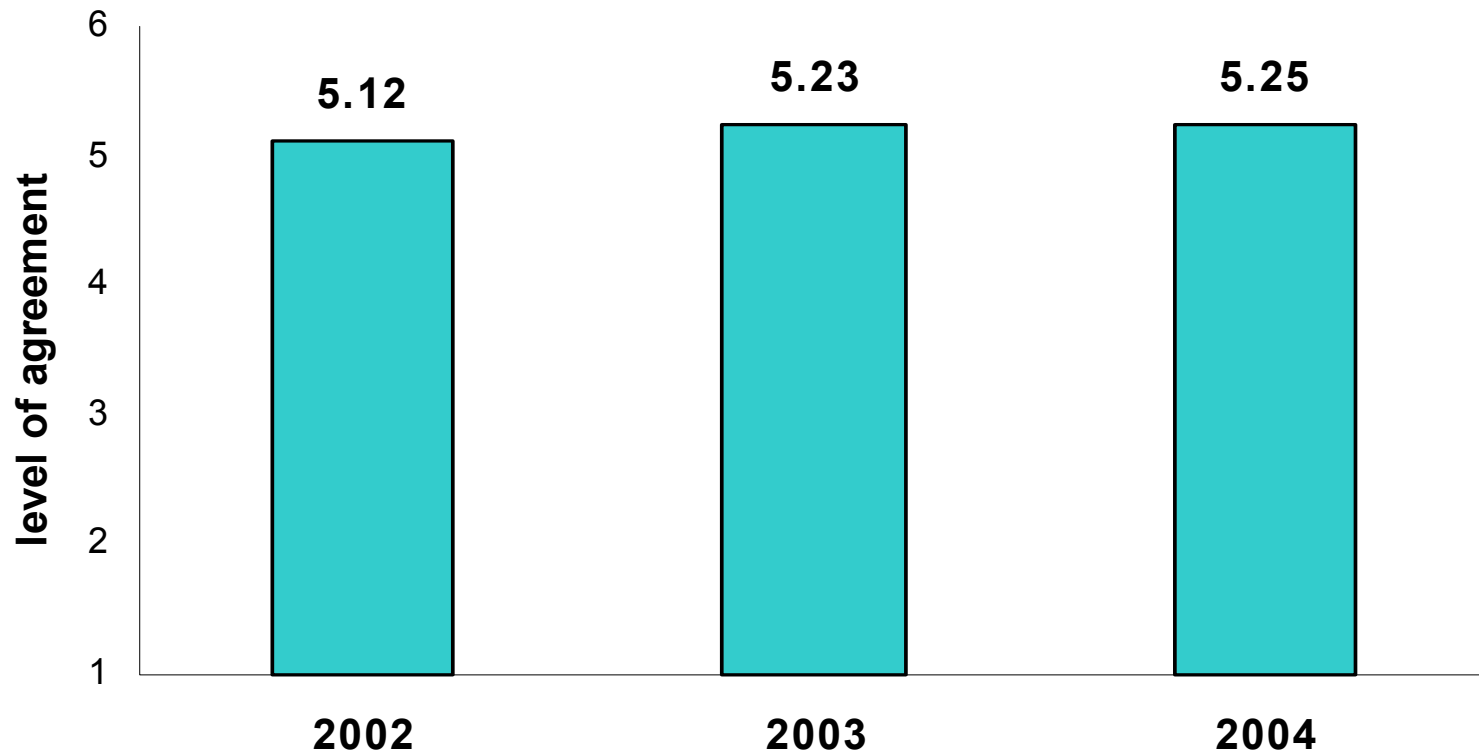
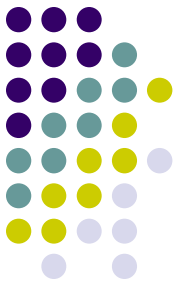
2004 Do You Agree....?

(1=Strongly Disagree – 6=Strongly Agree)

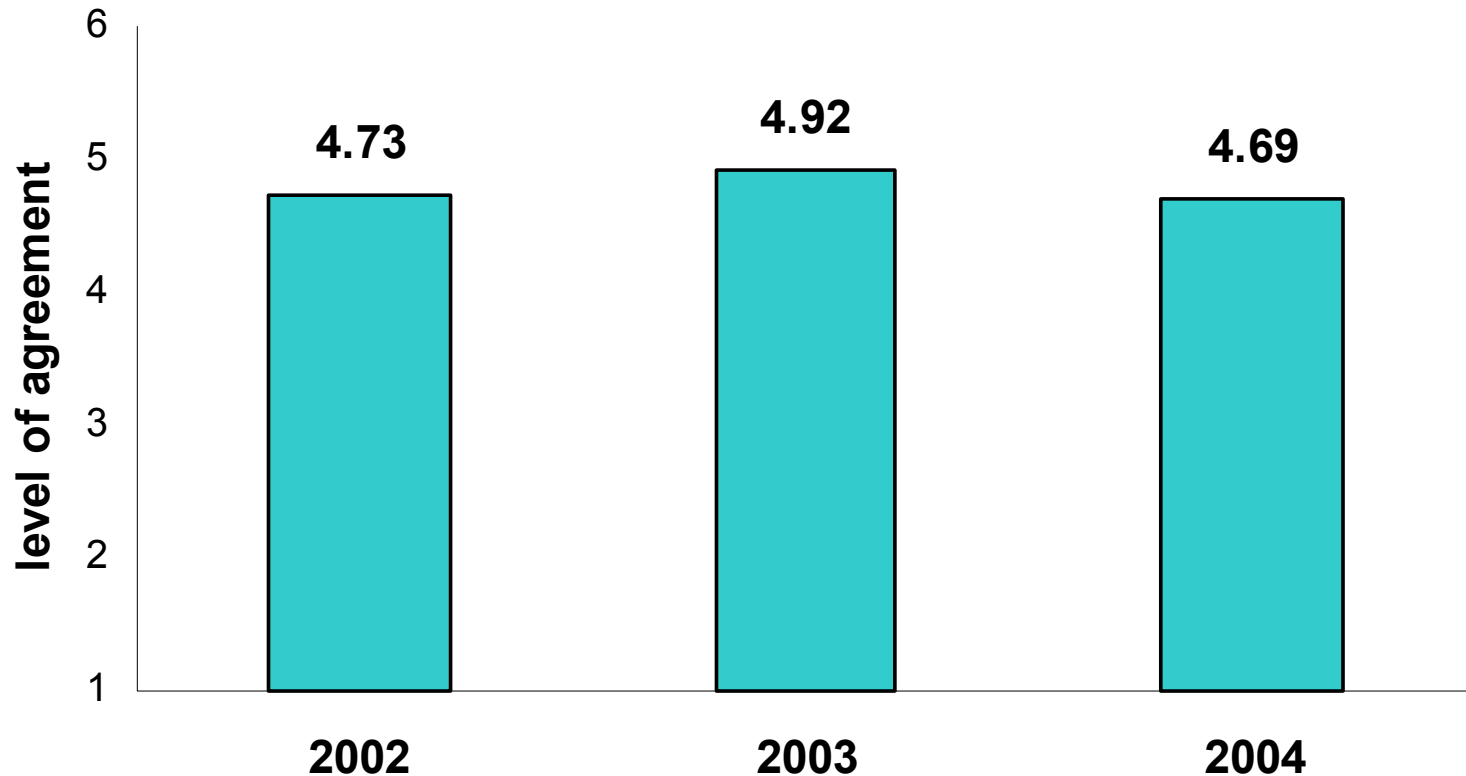


Note: Results based on evaluations returned.

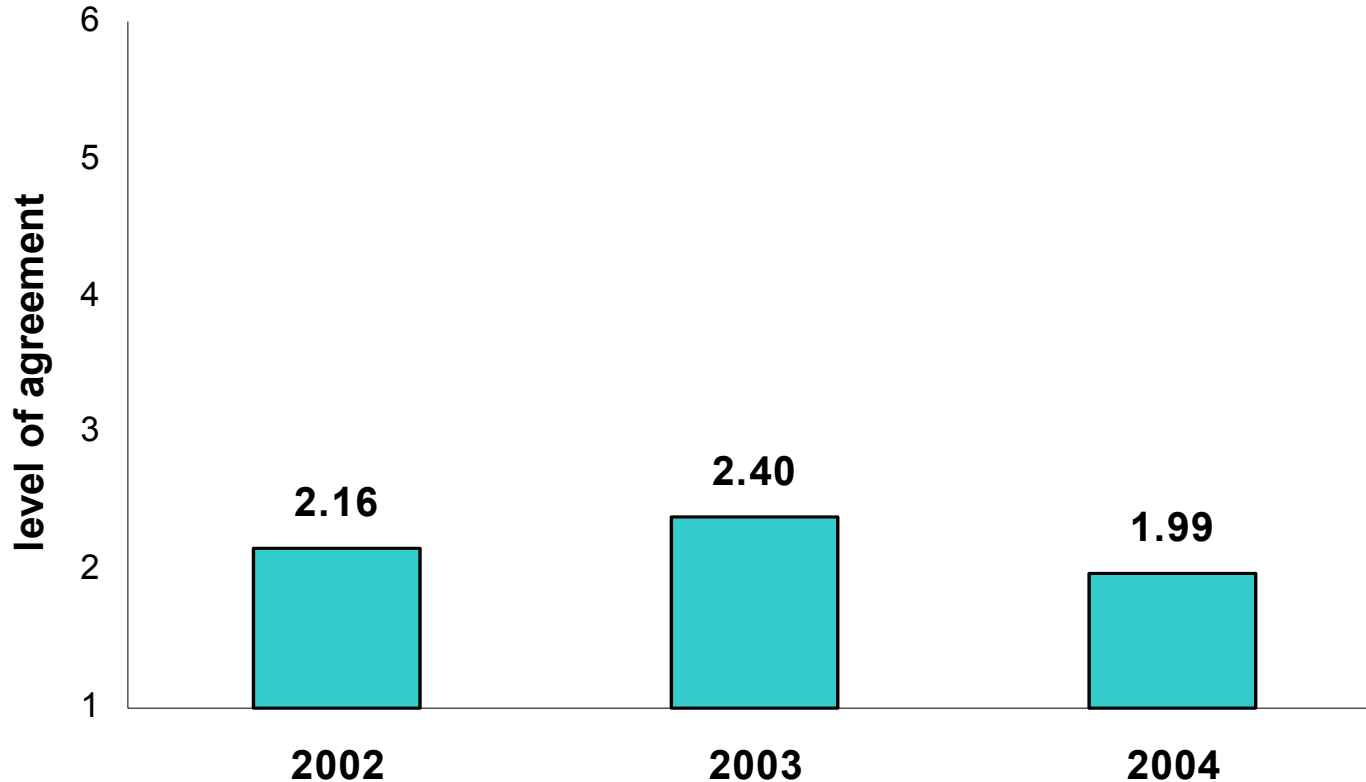
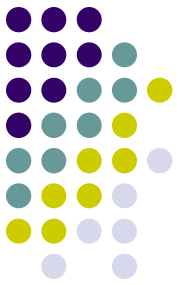
Diversity Events are Necessary for My Professional Development



I Have Learned Helpful Skills & Ideas to Use at Workplace

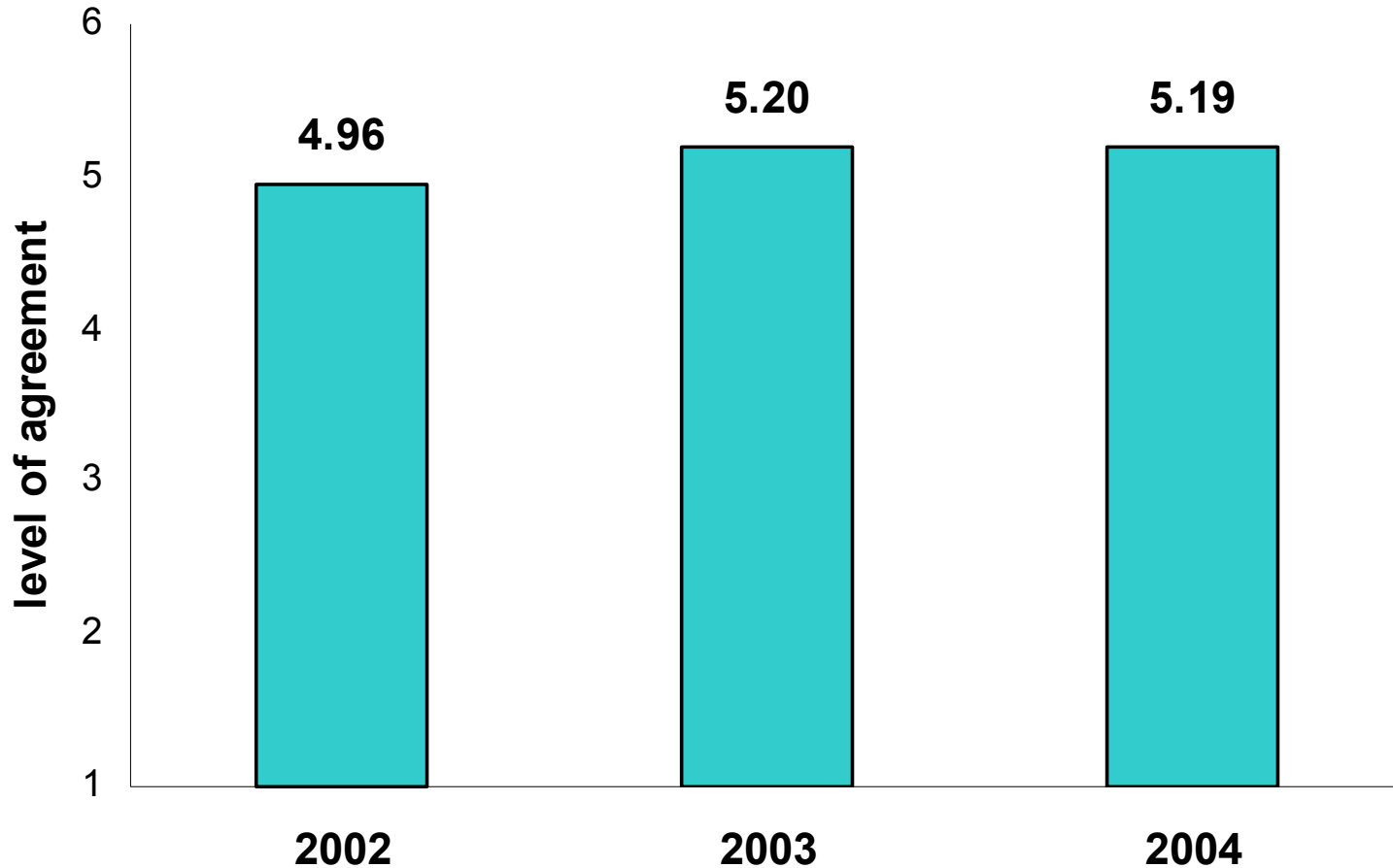
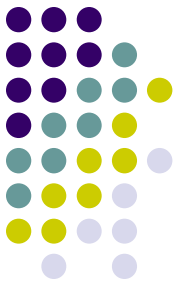


Diversity Issues are Overemphasized in My Workplace



Compared to 2003, 2004 participants disagreed with this statement at a significantly higher level ($t(272) = -2.23, p = .026$).

I Would Recommend This Conference to My Co-Workers



Conclusions



A very low response rate (13%) is a concern. A higher rate needs to be achieved to get more meaningful feedback from conference participants.

Possible ways to have more people fill out the evaluation forms are:

- Change the evaluation form itself.
- Change the delivery system (e.g., send forms electronically, designate staff to collect forms in person, provide incentives for returning evaluations).