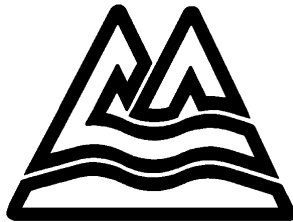


Evaluation of the 4th Annual Cultural Diversity Conference

Good Government Benchmark Analysis
Multnomah County, Oregon



Department of Support Services

JUNE 1997

Evaluation of the 4th Annual Cultural Diversity Conference

June 20, 1997

Prepared by Terry Patterson and Jim Carlson
Multnomah County Budget and Quality Office
for the Multnomah County Diversity Committee

Methodology

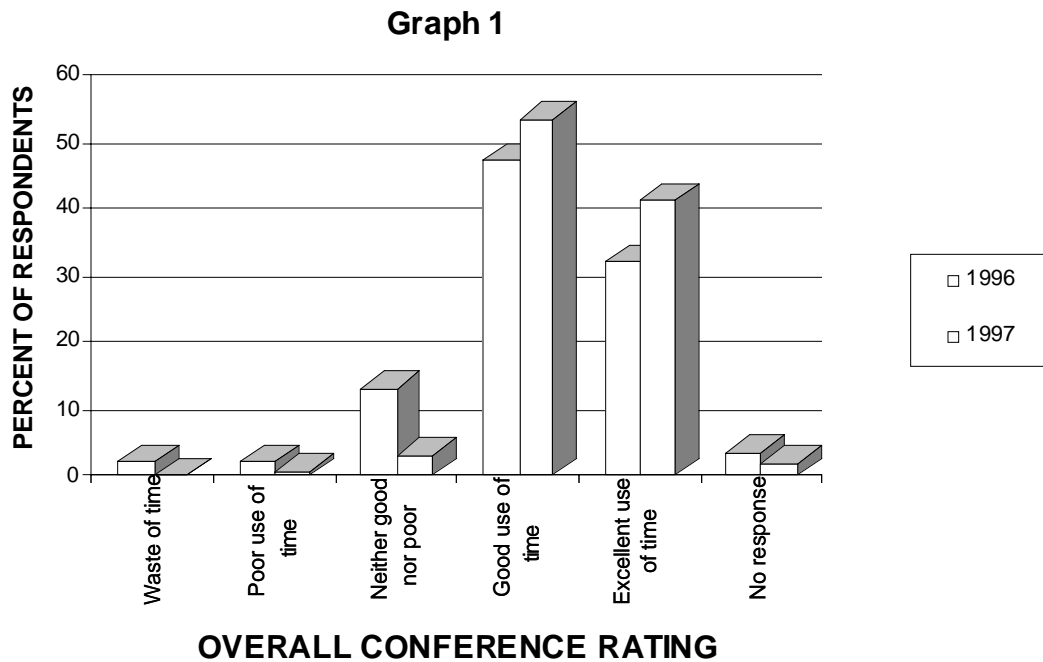
Questionnaires were distributed to all conference participants along with their registration packets early in the conference. The questionnaires were collected at the end of the day. A total of 163 questionnaires were returned from 320 conference participants, a 51% response rate, essentially the same as the 54% response rate of the 1996 evaluation. Attendance by organization follows:

<u>Organization</u>	<u>Attendance</u>
Multnomah County	137
City of Portland	9
Other	4
No Response	<u>13</u>
TOTAL	163

A majority (51%) of the individuals who returned the survey labeled themselves as line staff, while 40% chose Supervisor/Manager/or Lead and 9% said they were other.

Overall Satisfaction with Conference

Ninety five percent (95%) of the participants who returned ratings said the conference was either a good or an excellent use of time. This is a major improvement from the prior year's conference when 79% of participants rated the conference as either a good or an excellent use of time. These findings are shown in Graph 1.



Factors Related to Overall Satisfaction Rating

For the 1997 diversity conference, only a respondent’s “life exposure” to diversity and whether or not they got what they wanted from the conference were associated with their overall satisfaction rating. This is different from the 1996 conference where gender and whether or not a respondent identified with a group were associated with differences in overall satisfaction.

For statistical analysis, overall ratings of “waste of time”, “poor use of time”, and “neither good nor poor use of time” were combined into one “low satisfaction” rating. The 1996 conference evaluation showed that a higher percentage of males than women were in this low satisfaction category. Table 1 shows the relation of gender to overall rating for the 1997 conference compared with the 1996 conference.

Table 1: Relation of Gender to Overall Satisfaction Rating

	Number (and %) of Respondents		“Waste of Time” to “Neither Good Nor Poor Use of Time”		“Good Use of Time”		“Excellent Use of Time”	
	1996	1997	1996	1997	1996	1997	1996	1997
Males	36 (27%)	31 (21%)	31%	3%	33%	67%	36%	30%
Females	96 (73%)	116 (79%)	14%	3%	55%	53%	31%	44%

Gender differences in 1996 were statistically significant at the .03 level (Chi-square); Gender differences in 1997 were not statistically significant.

Evaluation of the 1996 conference also showed that 31% of Gay/ lesbian/ bisexual/ transgender individuals were in the combined low satisfaction group. This year no Gay/lesbian/bisexual/transgender individuals rated themselves as low satisfaction. Table 2 shows the improvement in overall satisfaction in relation to group of identification.

Table 2: Relation of “Group of Identification” to Overall Rating

	Number (and %) of Respondents		“Waste of Time” to “Neither Good Nor Poor Use of Time”		“Good Use of Time”		“Excellent Use of Time”	
	1996	1997	1996	1997	96	97	96	97
Person of color	32 (23%)	53 (32%)	6%	0%	38%	51%	56%	49%
Gay/lesbian/bisexual/transgender	13 (9%)	16 (9%)	31%	0%	54%	57%	15%	43%
Differently Abled	4 (3%)	5 (3%)	50%	20%	50%	40%	0%	40%
All others	90 (65%)	95 (56%)	19%	5%	52%	57%	29%	38%

Note: Individuals were allowed to select more than one group. For statistical analysis purposes it was necessary to assign the conference evaluation rating to one of these groups. Differently abled was given priority followed by gay/lesbian/bisexual/transgender as these groups have smaller numbers. Differences between groups in 1996 were statistically significant at a .02 level; Differences in 1997 were not statistically significant.

Table 2 shows that the 1997 Diversity Conference improved its “overall conference rating” for every group compared to the 1996 Diversity

Conference. The differently abled showed the lowest overall satisfaction ratings.

In addition to the groups shown on Table 2, 9 individuals (5.5% of attendees) checked the group indicating that English was their second language. Overall satisfaction with the conference of this group showed no statistically significant difference from other attendees.

Respondents were asked to rate their level of exposure to diversity on four scales. These results are shown in Table 3.

Table 3: Level of Exposure to Diversity

	Never Before	Once or twice	Three or four	Five or six	Seven or more
Number of prior diversity conferences attended	44 (31%)	38 (27%)	38 (27%)	8 (6%)	12 (9%)
Number of prior diversity trainings attended	5 (4%)	44 (32%)	50 (36%)	16 (11%)	23 (17%)
	Very little	Some	Moderate	A lot	
Life experience	6 (4%)	22 (16%)	44 (32%)	67 (48%)	
Readings, etc.	16 (12%)	30 (22%)	47 (35%)	41 (31%)	

Of these four areas of exposure to diversity, only “Life Experience” showed a statistically significant correlation to overall conference satisfaction. Persons with higher levels of life experience with diversity thought the conference was a better use of time. This is shown in Table 4 on the next page.

Table 4: Relation of Prior Life Experience to Overall Satisfaction

Prior Life Experience with Diversity	Percent of Respondents		“Waste of Time” to “Neither Good Nor Poor Use of Time”	“Good Use of Time”	“Excellent Use of Time”
Very little to some	20%		7%	74%	19%
Moderate	31%		7%	51%	42%
A lot	49%		0%	48%	52%

Statistically significant at .014 level, Chi-square.

Age, whether a respondent worked for the City of Portland or Multnomah County, and type of staff (line staff versus management) were also analyzed for association with overall conference satisfaction. None of these variables showed a significant correlation.

Did You Get What You Wanted From the Conference?

Respondents were also asked “ Did you get what you wanted from the conference”? Table 5 shows their responses:

Table 5: Did You Get What You Wanted?

Did you get what you wanted from the conference?	Number of respondents	Percent of respondents
Got almost everything of what I wanted	60	40%
Got a fair amount of what I wanted	74	50%
Got a little of what I wanted	10	7%
Didn’t know what I wanted	4	3%

Whether or not a respondent got what they wanted from the conference is strongly related to their overall satisfaction rating. This is shown on Table 6 on the next page.

Table 6: Relation of “Did you get what you wanted out the conference” to Overall Rating

Did you get what you wanted from the conference?	Number (and %) of Respondents	“Waste of Time” to “Neither Good nor Poor Use of Time”	“Good Use of Time”	“Excellent Use of Time”
Almost everything	60 (40%)	0%	27%	73%
A fair/ little amount or didn’t know	88 (60%)	6%	76%	18%

Statistically significant at .000 level; Chi square

Table 6 shows that respondents who got “almost everything” that they wanted out of the conference mostly gave an “excellent use of time” overall rating for the conference. Respondents that only got “A fair or a little amount” or didn’t know what they wanted out of the conference generally gave a “good use of time” overall rating.

Respondents were then asked the question “What did you want from the Conference” and given a comment field to answer. The comments were divided into seven categories. The categories and percentages are detailed below.

<u>CATEGORIES</u>	<u>PERCENT</u>
1. Understanding cultural differences	18%
2. Awareness of cultural differences	14%
3. Learn about cultural diversity experiences	16%
4. New Information	17%
5. New ideas	12%
6. Networking and Contacts	8%
7. Tools to use at work for teams, groups, and clients	<u>15%</u>
TOTAL	100%

It is clear that the majority of respondents want to learn more, that is gain understanding, awareness, new information or ideas about diversity and cultural differences. Actually learning to use new tools, the stated purpose of the conference, was only mentioned by 15% of respondents.

A majority (52%) of the respondents felt that the workshops should be longer and have more depth, while a minority (44%) felt that the workshops were long enough and had enough depth, with 4% no response rate. No respondents felt that the work shops were too long or had too much depth.

Respondents were also asked the question “What do you think about this location for the conference” and given a comment field to answer. The comments were divided into eight categories. The categories and percentages are listed below:

<u>CATEGORIES</u>	<u>PERCENT</u>
1. OK	26%
2. Fine	10%
3. Good	27%
4. Great	14%
5. Excellent	5%
6. Poor Accessibility- Buses and Wheelchairs	10%
7. Not Enough Parking	3%
8. Needs New Facility	<u>5%</u>
TOTAL	100%

The 1997 Conference Planning Committee was interested in determining whether or not Conference participants would be willing to pay for their own lunch at the Conference if this were necessary in order to reduce costs and/or expand participation in the conference. A majority (54%) preferred to pay \$5-10 for lunch at the conference; 27% preferred time to eat out; 19% would prefer to bring their own lunch.