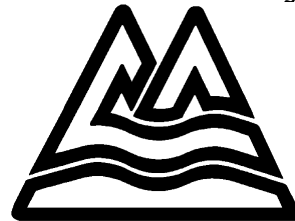


Respect: The Heart of the Matter

Good Government Benchmark Analysis
Multnomah County, Oregon



Department of Support Services

FALL 1998

www.co.multnomah.or.us/budget/eru/index.html



RESPECT:

The Heart of the Matter

The Fifth Annual
Cultural Diversity Conference

Evaluation/Research Unit, Multnomah County Oregon Fall 1998

1998 Multnomah County/City of Portland Cultural Diversity Conference

- Conference Overview, *Donald Yongchu*
- Post-Conference Evaluation, *Melinda Petersen*
- Workshop & Conference Evaluation, *Van Le*

CONFERENCE OVERVIEW

RESPECT: THE HEART OF THE MATTER

- Date and Location of Conference
- Record Number of Participants
- Funding and Budget of Conference
- Conference has New Features
- Careful Evaluation: Process and Product

Planning Committee Process Evaluation



MOTIVATIONS TO EVALUATE

- ◆ To capture what we learned
- ◆ To discover how we can do this better
- ◆ To pass along our learnings to the next group



HOW WE EVALUATED OUR PROCESS

- ◆ Assistance from Van Le and Hector Roche
- ◆ Two facilitated “Reflections” sessions

Planning Committee Evaluation

Findings



OUR INTERNAL TEAM PROCESS

- Team conversation
- Identifying and managing expectations



OUR WORK ON THE CONFERENCE

- Needs of the Planning Committee
- Identify steps and set timelines



OUR DEBRIEF OF OUR PROCESS

- Change is slow!

EVALUATION REPORTS

1998 Multnomah County/City of Portland Cultural Diversity Conference

WORKSHOP EVALUATION	CONFERENCE EVALUATION
<ol style="list-style-type: none"><li data-bbox="241 607 1039 688">1. Important, effective, useful and recommended. There are few complaints and much praise.<li data-bbox="241 737 1039 850">2. Appeal vs. attendance. Policy decision regarding workshops with high audience appeal yet low attendance<li data-bbox="241 899 1039 980">3. Evaluation design. Increase evaluation response rate through incentives<li data-bbox="241 1029 1039 1110">4. Pass on the learnings. There may need to be a policy requiring presentation materials.	<ol style="list-style-type: none"><li data-bbox="1081 607 1858 688">1. Successful Event: positive trend of increasing satisfaction<li data-bbox="1081 737 1858 818">2. Small Things Matter: review problems list for next year<li data-bbox="1081 867 1858 948">3. Strength to Emphasize: focus on usefulness for work<li data-bbox="1081 997 1858 1029">4. Growing Differences: consider workshop levels<li data-bbox="1081 1078 1858 1159">5. Evaluation Design: consider sampling, adding interviews<li data-bbox="1081 1208 1858 1289">6. Post Conference: refer to ideas to extend training to increase impact of conference learnings

Workshop Survey Evaluation Report

Evaluation/Research Unit, Multnomah County

Evaluation/Research Unit, Multnomah County Oregon Fall 1998

608 responses for 18 workshops

- Diversity Conference Workshop Evaluation

- June 19, 1998

• Workshop Title _____ Presenter Name: _____

- **Do you agree or disagree with the following statements? Please circle a number.**

- **I strongly disagree 1 2 3 4 5 6 I strongly agree**

1. This topic is important to my work. 1 2 3 4 5 6

2. This presenter was effective. 1 2 3 4 5 6

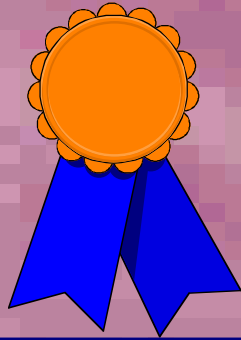
3. I would recommend this workshop to a colleague. 1 2 3 4 5 6

X 4. **This workshop was a poor use of my time.** 1 2 3 4 5 6

5. There are ideas in this workshop that I can use at work. 1 2 3 4 5 6

6. Did you circle “1” or “6” for any of the questions above? If so, please let us know your reasons.

7. Only a few employees can attend this conference. Can the conference committee do anything to help you pass on to others what you learned today?



Top Five Ratings*

I strongly disagree 1 2 3 4 5 6 I strongly agree

IMP TOPIC	EFFECTIVE PRESENTER	USEFUL IDEAS	RECOMMENDED
Making Diversity Certain 5.85 (13)	Multi Ethnic, Concepts of Gender 5.47 (184)	Gay and Lesbian Issues 5.60 (5)	Multi Ethnic, Concepts of Gender 5.44 (183)
Gay and Lesbian Issues 5.60 (5)	Developing Diversity Recruitment 5.40 (25)	Making Diversity Certain 5.38 (13)	Developing Diversity Recruitment 5.36 (25)
Effectively Dealing with Accusations 5.56 (50)	More Alike Than Different 5.22 (60)	Effectively Dealing with Accusations 5.16 (50)	Personal Care for African American 5.27 (11)
Recruitment and Retention 5.29 (7)	Recruitment and Retention 5.14 (5)	Recruitment and Retention 5.14 (7)	Gay and Lesbian Issues 5.20 (5)
Trust and Cross Cultural 5.22 (37)	Youth Perspectives Dialogue 4.97 (7)	Dev. Diversity Recruitment 5.36 (25)	More Alike Than Different 5.08 (60)
All 18: 5.00 (598)	All 18: 5.01 (600)	All 18: 4.85 (596)	All 18: 4.95 (597)

*Comments: <http://mint...>

Comments on Workshop Strengths*

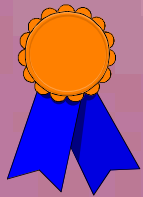
(307 of 344 comments)



Topics are important (49 comments)



Presentation interaction and format was enjoyable (123 comments)



Presentation were useful to life or work situations (100 comments)

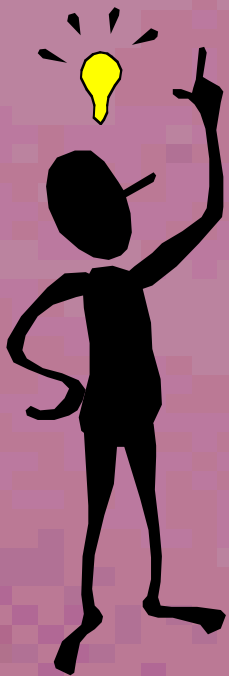


Provocative learning and inspirational experience (35 comments)

*Comments: <http://mint...>

Comments on Opportunities for Improvement*

(37 of 344 comments across 18 workshops)



- It was a gripe session, a place to vent. There needs to be more structure and a clear agenda. Some presenters & presentations need a more constructive focus.
- Material, content is elementary or differs from topic title. Presentations need to be better titled and may need to indicate level of “cultural literacy” in the title.
- There was not enough time for discussion. Perhaps there could be longer sessions that are set up for thorough participant exchanges.

*Comments: <http://mint...>

How can we pass on the learnings from the conference? (See web site)

MATERIALS IDEAS (126)	ON-SITE MINI EVENTS (44)	NETWORK/ CONNECT (23)	CONFERENCE CHANGES (28)
Give handouts or make it available electronically	Brown bag lunch meetings	Implement some of the ideas that we heard.	More conferences, more often, longer and include State
Articles, books by speaker on display, for sale	Help set up trainings, workshops on site by speakers	County needs to continue and help support City efforts..	Email descriptions of presenters
A video or audio cassette of sessions	Offer mini-workshops for most popular sessions.	Encourage peer info sharing and internal communication	Breakout sessions for units during the conference.
Send summaries, outlines of all workshops. Use participants' notes.	Mandatory training at work.	Send seminar fliers to Gayle Burrow, Kathy Page and Billie Smith and divisions/sections.	Enlarge rooms, number of times a workshop is offered
Info packet, newsletter, memos summarizing presentation points	Breakfast meetings	Make sure management gets this information.	Mandatory attendance or higher attendance
Reading materials list. List of organizations, presenters, phone numbers, names, etc.	Presentation at a staff meeting	Reach for people who will not attend conferences and need the information	Earlier notice to employees.

Conclusion

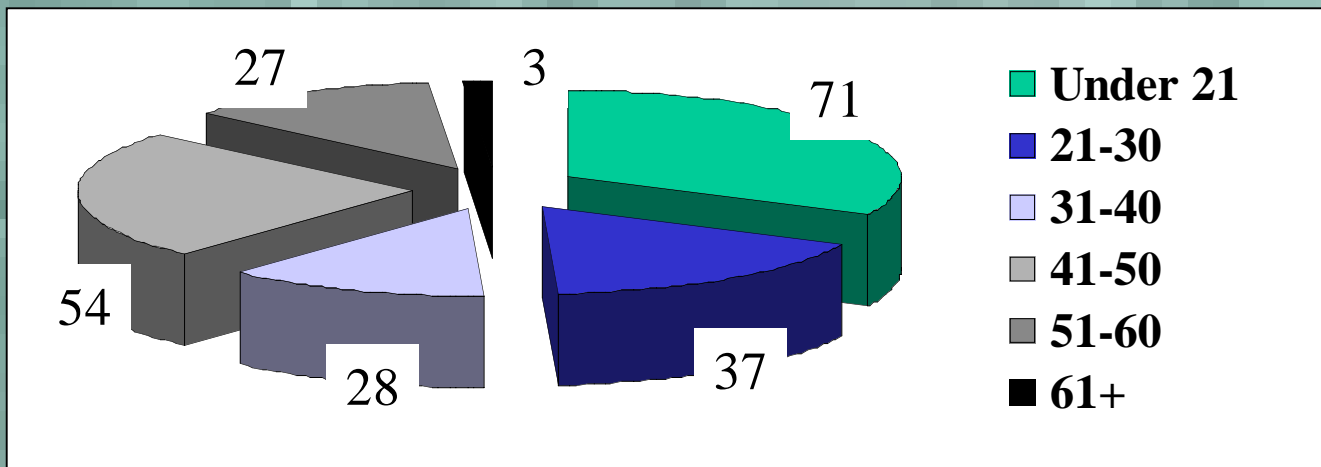
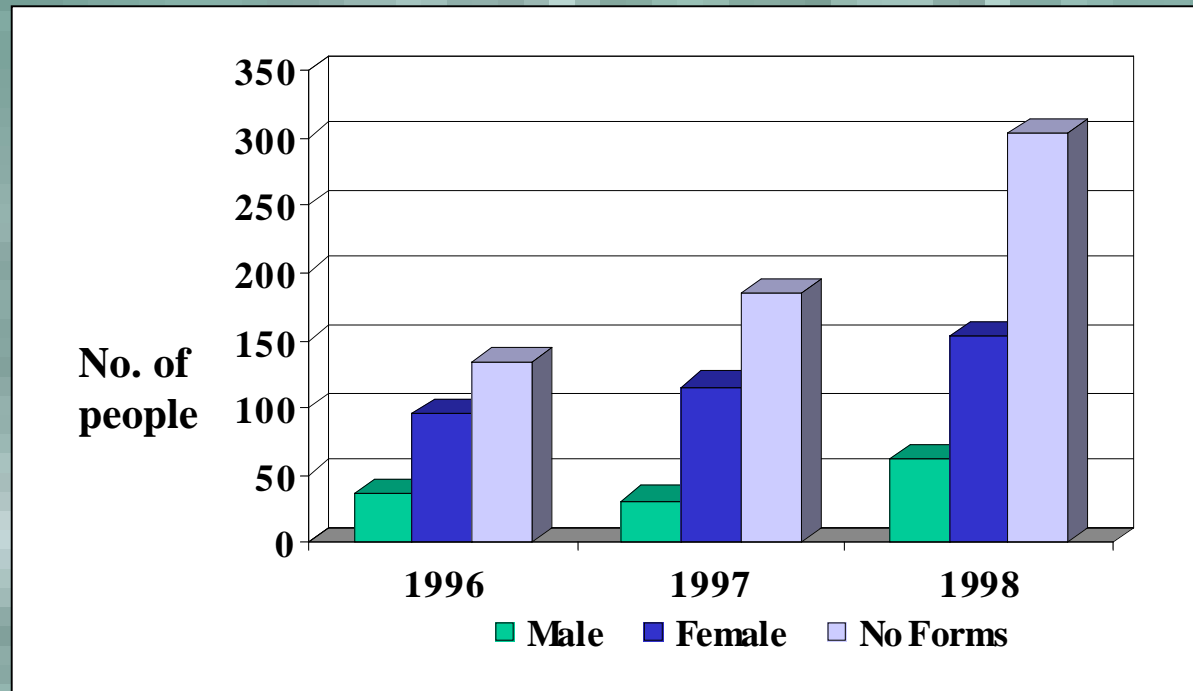


- **Important, effective, useful and recommended.** There are few complaints and much praise.
- **Appeal vs. attendance.** Policy decision regarding workshops with high audience appeal yet low attendance
- **Evaluation design.** Increase evaluation response rate through incentives
- **Pass on the learnings.** There may need to be a policy requiring presentation materials.

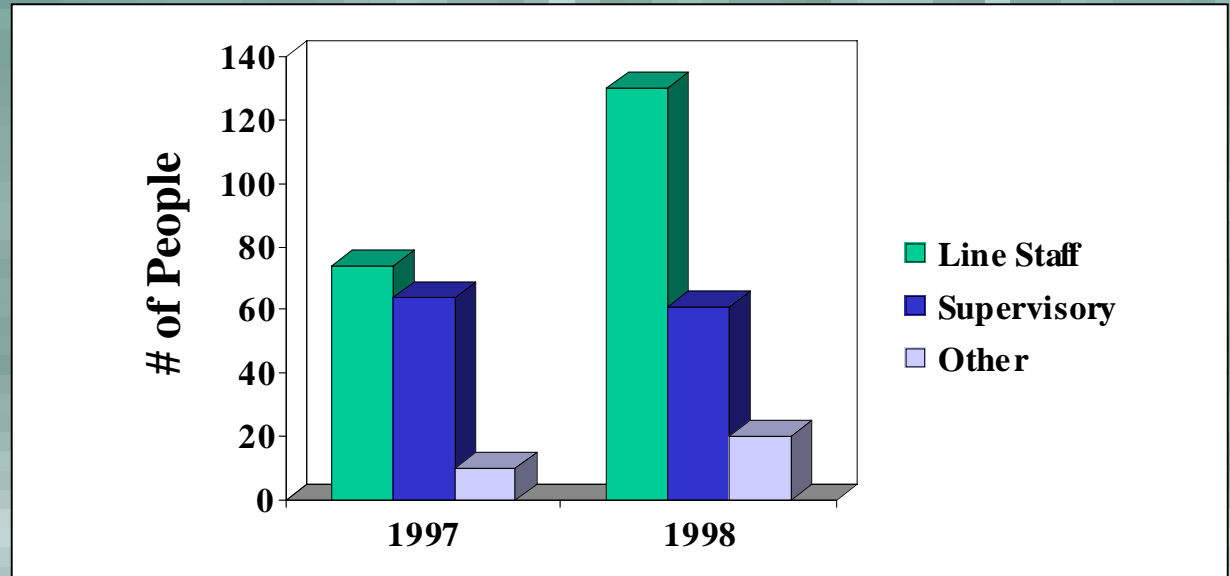
Conference Survey Evaluation Report

	1996	1997	1998
Responses	144 forms (54%)	163 forms (49%)	255 forms (49%)
Attendance	266 people	332 people	518 people

Gender & Age

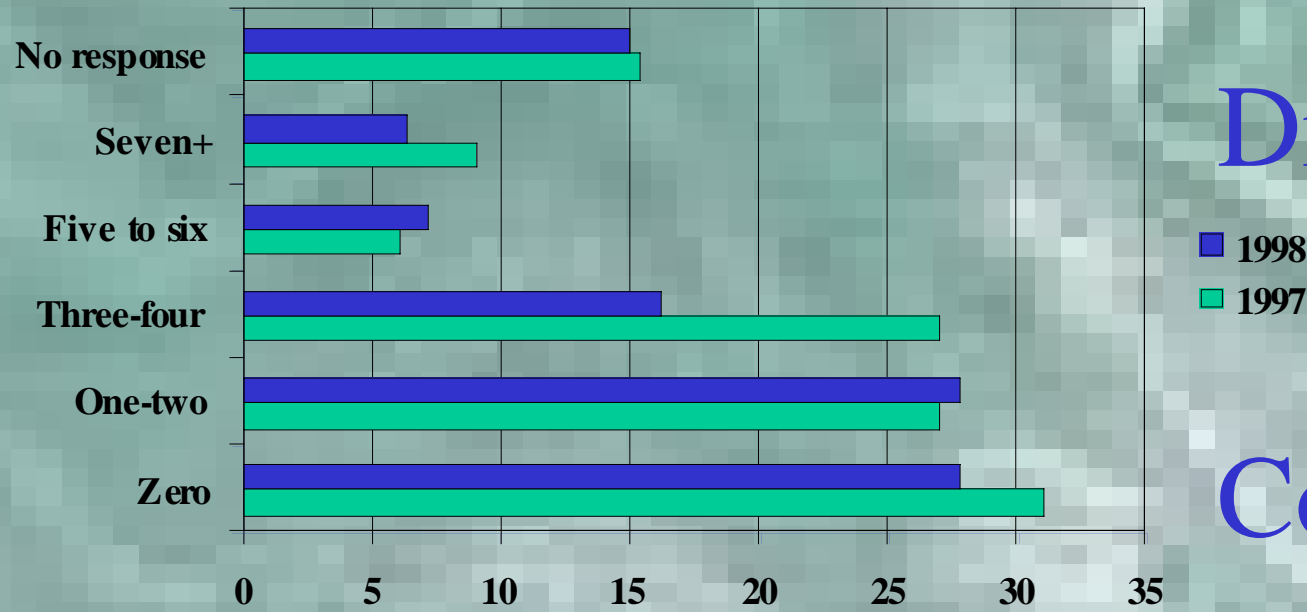


Position & Group



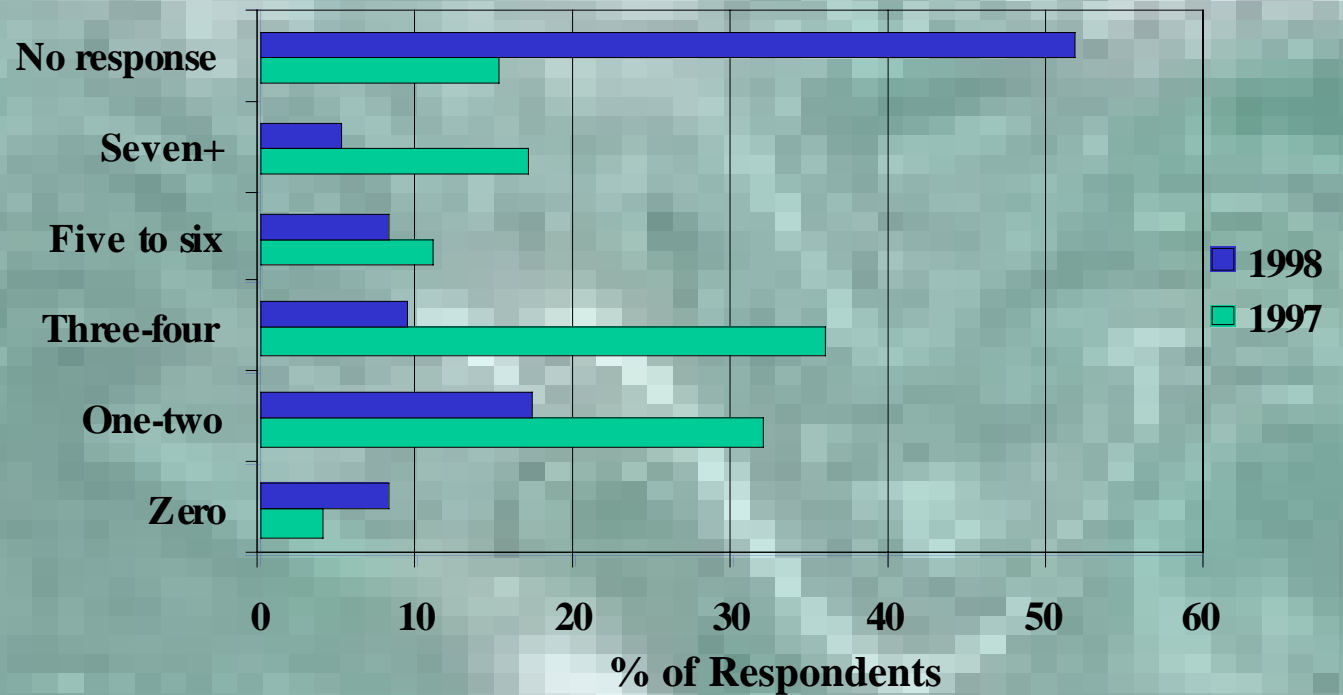
	1996	1997	1998
Person of color	32	53	71
Gay/Lesbian/Bisexual/ Transgender	13	16	32
Person with Disability	4	5	29
European American	N/A	85	129
All Others	90	9	26

Diversity

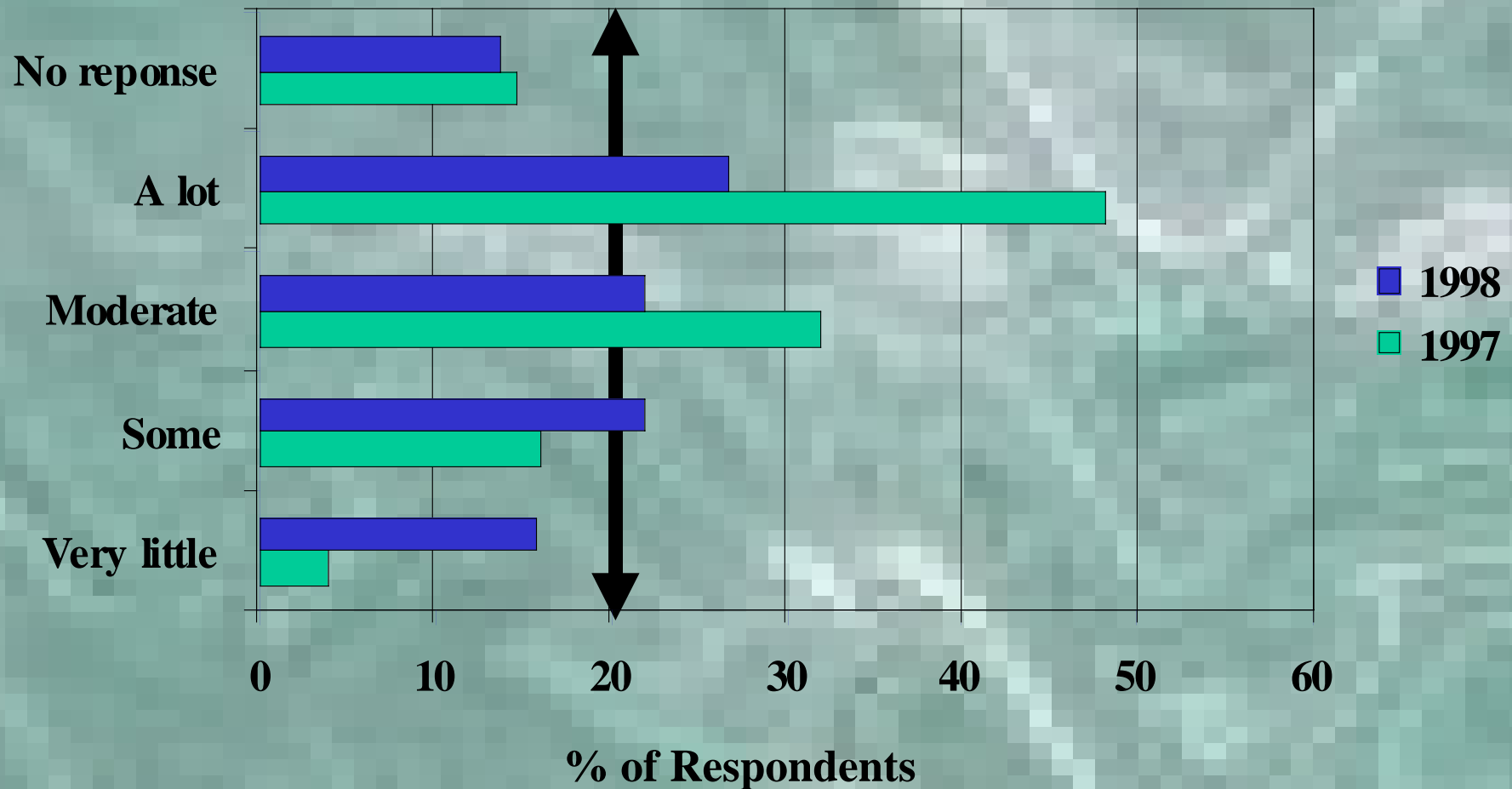


Conferences

Diversity Trainings

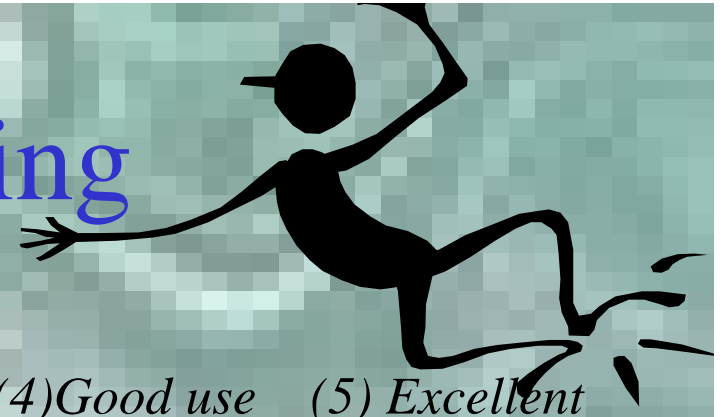


Life Experience with Diversity



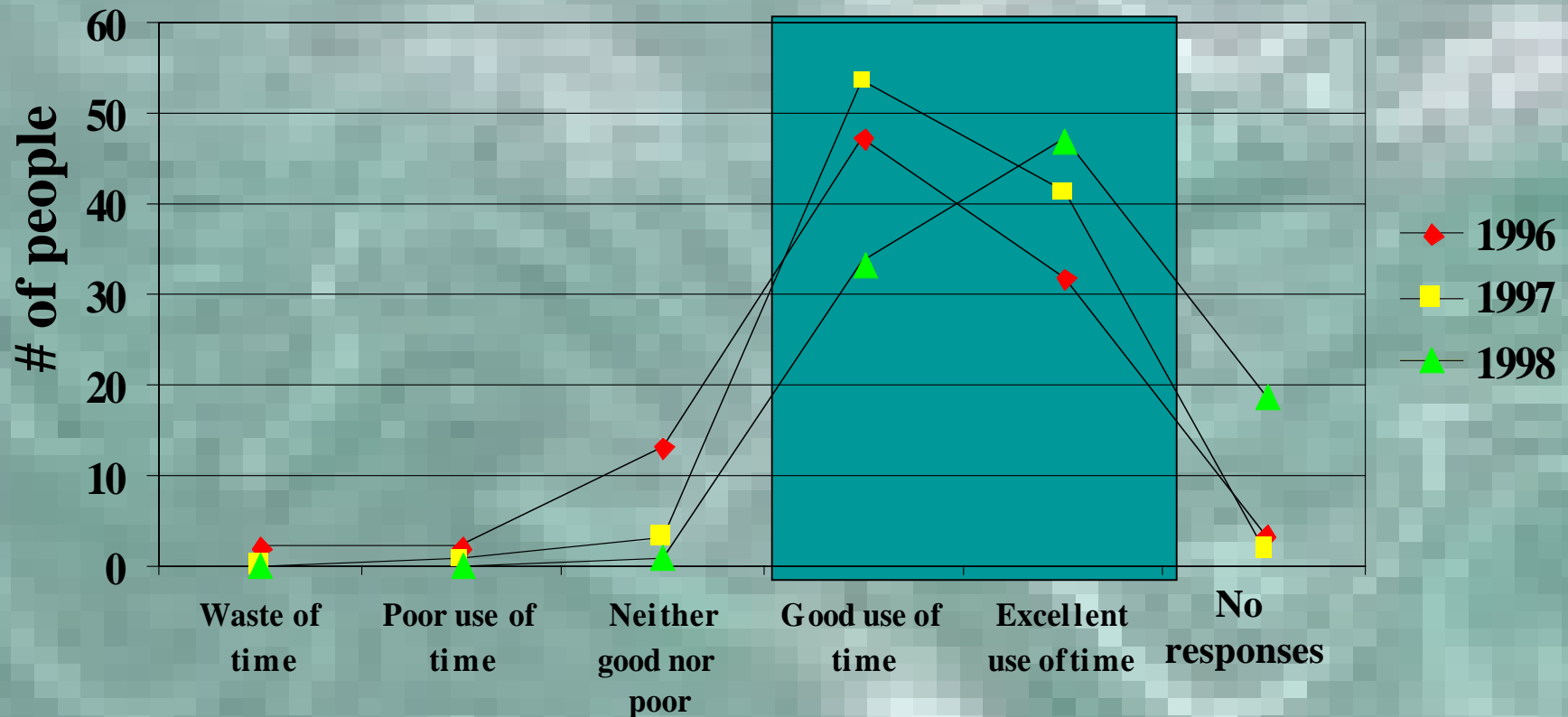
Evaluation/Research Unit, Multnomah County Oregon Fall 1998

Overall Rating



What is your overall rating of the conference?

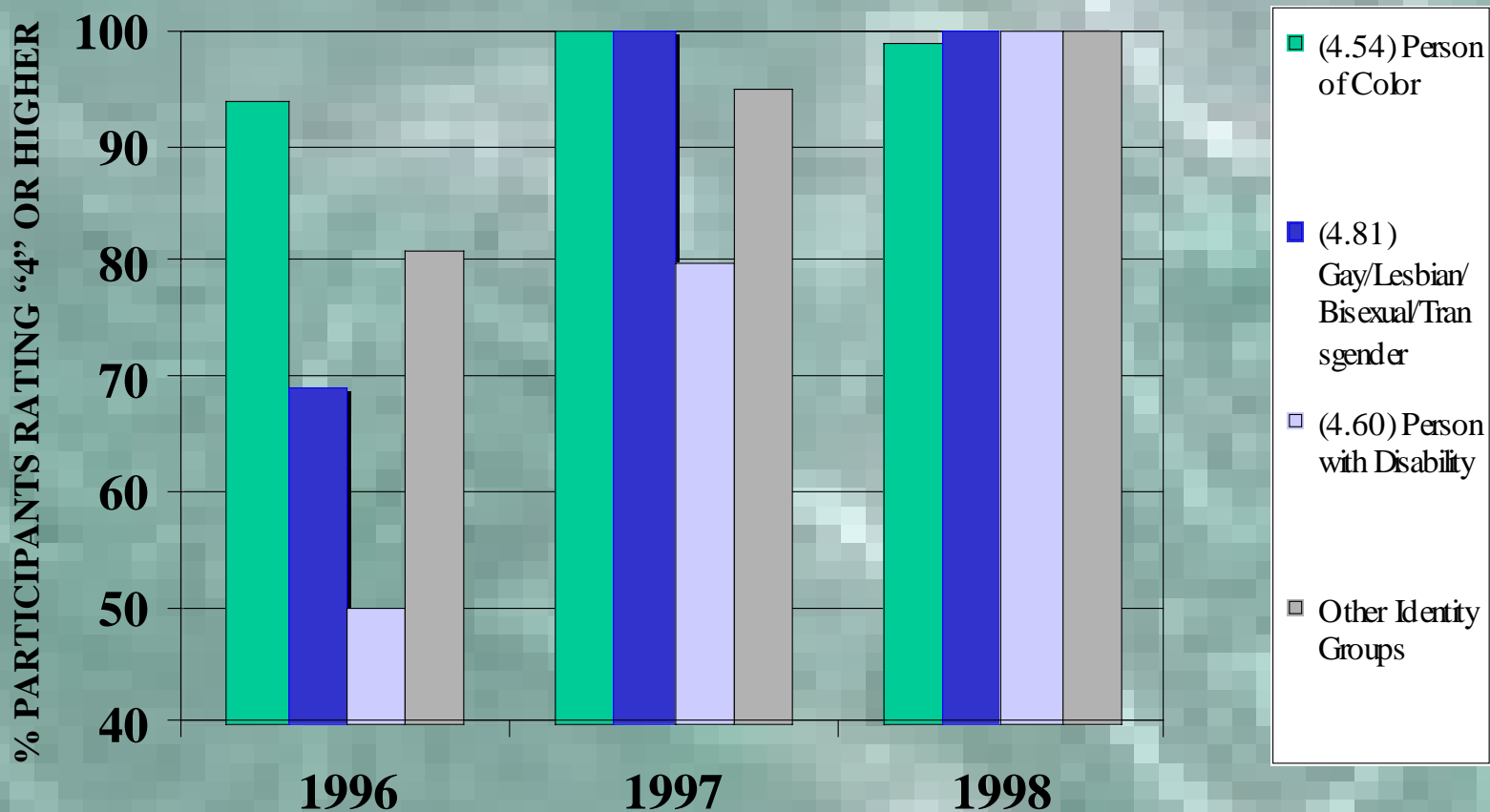
(1) Waste use of time (2) Poor use of time (3) Neither poor nor good use of time (4) Good use of time (5) Excellent use of time



Identity Group & Overall Ratings

What is your overall rating of the conference?

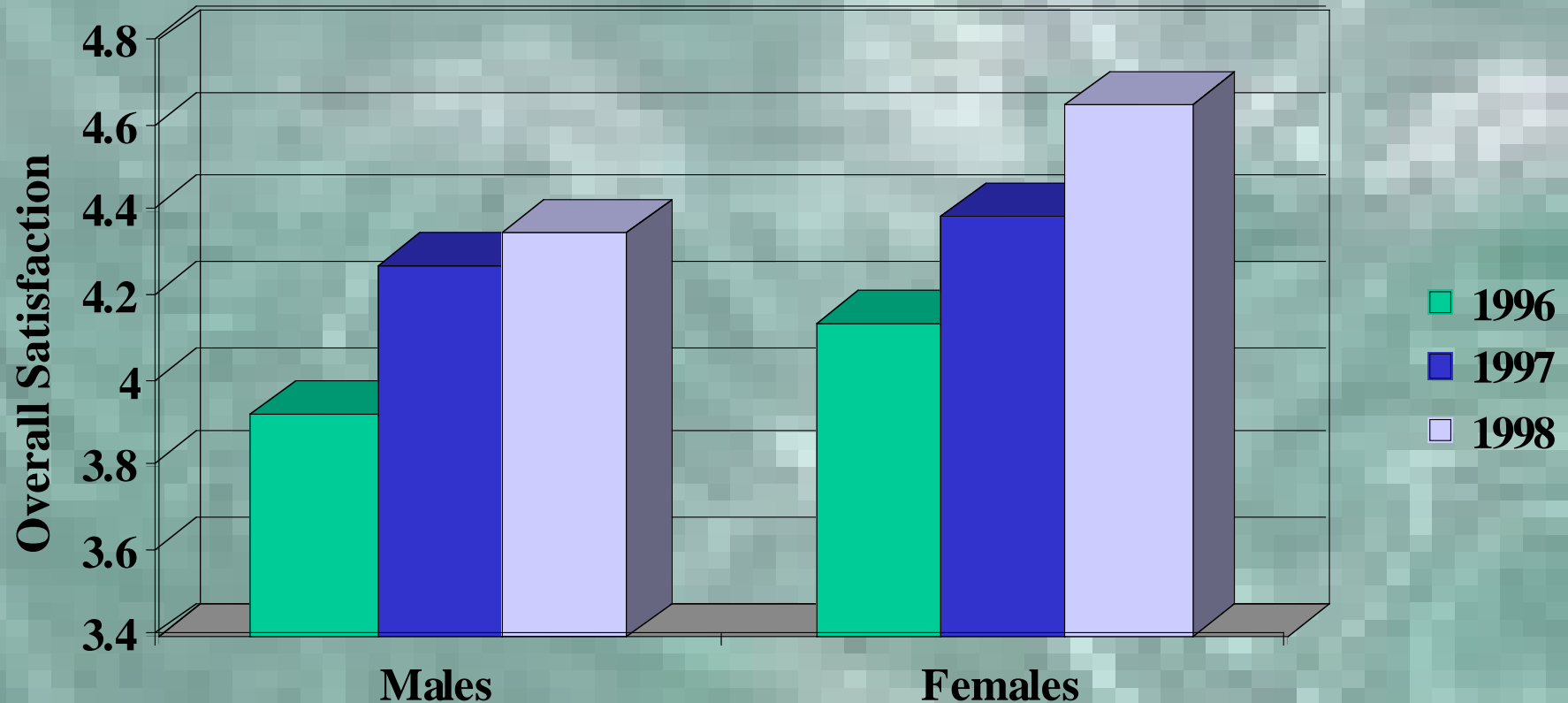
(1) Waste use of time (2) Poor use of time (3) Neither poor nor good use of time (4) Good use of time (5) Excellent use of time



Gender & Overall Rating

What is your overall rating of the conference?

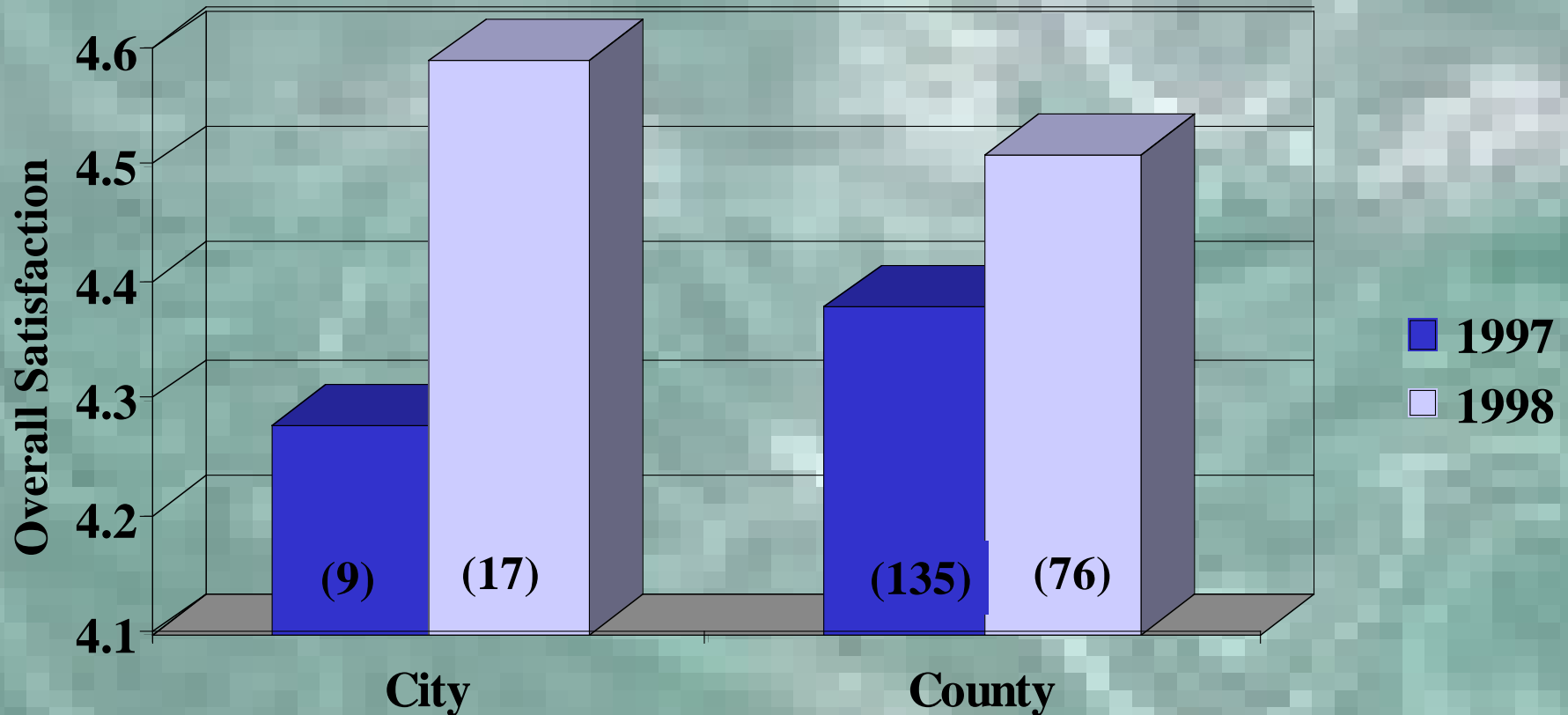
(1) Waste use of time (2) Poor use of time (3) Neither poor nor good use of time (4) Good use of time (5) Excellent use of time



Employer & Overall Rating

What is your overall rating of the conference?

(1) Waste use of time (2) Poor use of time (3) Neither poor nor good use of time (4) Good use of time (5) Excellent use of time



What People Wanted & Overall Rating

a) Awareness of differences (42)

b) Learning about diverse differences (46)

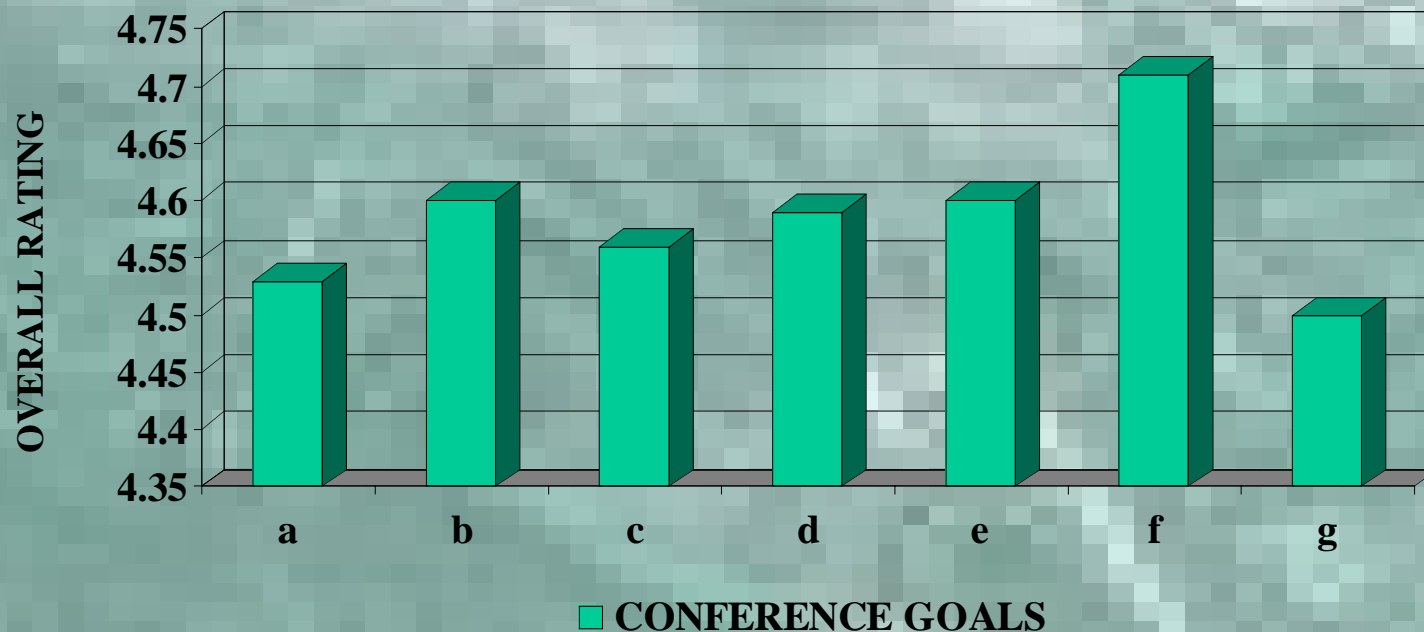
c) Skills to use at work (89)

d) Understanding differences (84)

e) New ideas/information (139)

f) Networking and contacts (41)

g) Tools to use at work (66)



Respondent Satisfaction

There is a high correlation between these questions and the “Overall Rating” of 4.57, (Excellent=5).

QUESTION	RATING
<i>I strongly disagree</i> 1 2 3 4 5 6 <i>I strongly agree</i>	
This conference provided me with useful skills and information	5.05 (249)
I have learned skills and ideas that will help me improve the atmosphere at my workplace	4.85 (249)
I have learned skills and ideas that will help me provide quality services for customers	4.87 (247)

...it was a great conference ...

Far below my
expectations

1

2

3

4

5

6

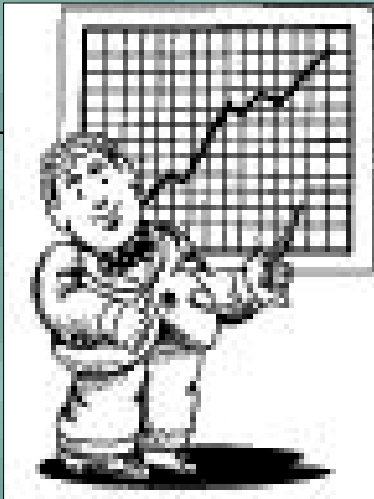
Far above my
expectations

ISSUE	RATING
Dr. Tafoya's Keynote	5.74 (254)
Commissioner Diane Linn	5.72 (247)
Lee Bussard's Keynote	5.66 (252)
Robert Phillips	5.47 (247)
Entertainment	5.41 (255)
On-site Registration	5.27 (255)
Variety of Workshops	5.04 (255)
Pre-Registration	4.69 (255)
Facilities/Location	4.62 (255)
Conference Packets	4.40 (255)
Lunch	3.96 (255)

...it was a great conference ...

Comments: <http://mint...>

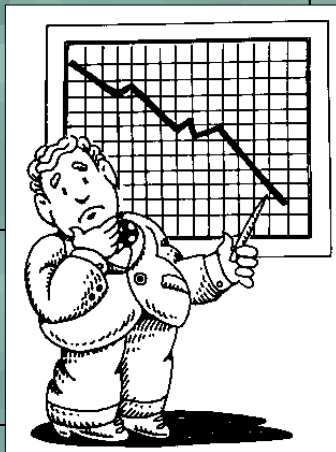
AMENITIES (6)	FACILITIES (10)	LOGISTICS (13)	OVERALL (171)
<i>LUNCH</i> - tasty sandwich, lots of food	<i>BUILDING</i> - great auditorium acoustics,	<i>ON-SITE</i> - organized and quick, great service, thank you	<i>KEYNOTES</i> -terrific, inspirational, fabulous, incredible (107)
	<i>LOCATION</i> - easy to get to, ample parking, good use of public building, accessible, very nice		<i>ENTERTAINMENT</i> - great, enjoyable, an unexpected treat




...improve the conference by ...

Comments: <http://mint...>

AMENITIES (26)	FACILITIES (31)	LOGISTICS (47)	OVERALL (37)
LUNCH-less fat, better vegetarian, more water, soggy blah sandwiches, no Styrofoam	BUILDING-bad auditorium/cafeteria sound in back, better seating for keynotes, bad uncomfortable seating, more seating, better recycling, more washrooms	REGISTRATION- send confirmation letter, send draft agenda ahead of time, move registration area out of main traffic area, earlier notice of acceptance for workshop, errors in workshop assignment	EVENTS- less political & more practical talk, disappointing that Katz & Stein not present, female keynote, pre-printed outlines for use in workplace, another day, more workshops
	LOCATION- more parking , “different, insecure”	PACKETS-check info against confirmation letter, more packets, missing packets, show both class title and room no. on registration sheet, name tags with larger names, add some writing paper	MARKETING-pull in media, more promotion, more visibility, expand beyond city and county, encourage dept heads to send out info and attend
		WORKSHOPS- mark rooms correctly, start and stop on time, better signage, copier for extra copies	ADD- stretch break, mini-workshops, large billboard for comments, workshops on specific cultural groups



Suggestions for 1999: speakers & committee members



Dr. Darryl Kutufu, Barbara Ehrenreich, Person with Disability, Native American, Dr. Jimenez from San Antonio, Dr. Tafoya, Ellen Lowe, Cliff Jones, Kathleen Herron, Opal-Chancellor Jones former Jefferson principal, Maya Angelou, Gloria Burgess, Colin Powell, Paula Poundstone, Norman Kunz, Terry James, Lee Bussard, and Gloria Burgess from Seattle



Hector Roche, Delma Farrell, Lyne Martin, Sherry Stump, Van Le, Gene Solem, Ken Lyles, Lisa Washington, and Melody Firebaugh

Conclusions

- **Successful Event:** positive trend of increasing satisfaction
- **Small Things Matter:** review problems list for next year
- **Strength to Emphasize:** focus on usefulness for work
- **Growing Differences:** consider workshop levels
- **Evaluation Design:** consider sampling, adding interviews
- **Post Conference:** refer to ideas to extend training to increase impact of conference learnings

