

**Anita Borg Institute**  
for Women and Technology

**Women of Vision 2010**

**Evaluation Report**

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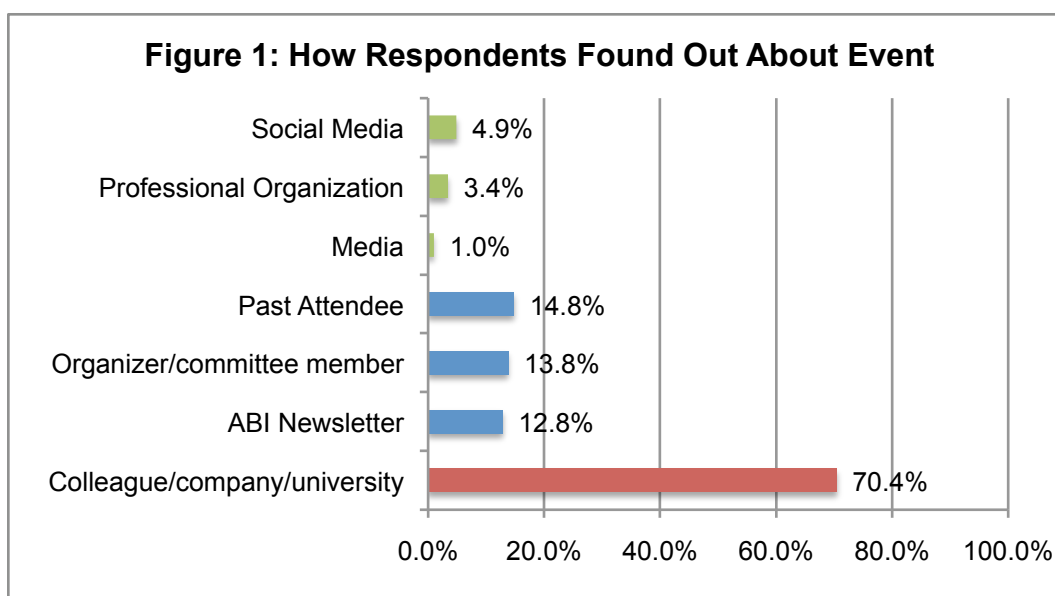
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## Women of Vision 2010 Evaluation Report

### Overview

The survey for the 2010 Women of Vision event was sent to 510 attendees. Of those, 203 (40%) completed the online survey. Most (94%) of the respondents were women; 12 men filled out the survey. Just over half (53%) of the respondents came from industry. Another 29% were students, and the remaining respondents were split evenly among academic employees, government/nonprofit employees and others.

While 69% of respondents were familiar with the Anita Borg Institute prior to attending Women of Vision 2010, most respondents (70%) found out about this event through a colleague or their university/company (See Figure 1.).



The Technovation Challenge also brought Women of Vision 2010 to the attention of some attendees. Eight respondents specifically mentioned hearing about Women of Vision through that event. When asked how to make the event more effective, a number of respondents suggested more promotion/visibility so that more women, especially students, would know about it.

### Overall Satisfaction

Survey respondents were asked to rate the Women of Vision event on a number of general factors. Overall satisfaction with the organization of the event was quite high, and **99% rated the overall quality of the event as “good” or “excellent.”** On the 5-point rating scale (1=Very Poor to 5=Excellent), the average score for each component was 4/Good or higher (See Table 1, below.).

**Table 1: Average Quality Ratings**

	Mean	Std. Dev.
<b>Overall Quality</b>	4.66	.544
<b>Venue</b>	4.56	.623
<b>Food</b>	4.01	.799
<b>Administration</b>	4.57	.625
<b>Website (n=149)</b>	4.38	.652

\*Not Applicable responses excluded.

The majority of respondents reacted quite positively toward the food, timing and venue (although there were a few comments about parking issues) for this year's event. In terms of the overall event, some of the comments made by respondents included:

*Anita Borg staff did an excellent job. What a wonderful banquet! Thank you!*

*Thank you for organizing a wonderful event. I recommend it to all of my friends each year. So uplifting and inspirational. Congratulations on a job well done!*

*I liked your idea of rewarding companies that are actively promoting women to one day be representative of our work force.*

*Can't wait to show the videos on youtube to my 17 year old who currently lists her career choice as "undecided". I wish I could have brought her! Keep up the great work!*

*I thought the entire evening was excellent. I especially appreciated that the speeches were of a reasonable length. Congratulations to all the organizers!*

*Kudos on a wonderful night!*

*These women were so inspiring. The power of one person can truly make a difference. Thank you for the wonderful stories on each of these women.*

*I had a wonderful time, I wish I had known about this earlier on in my Undergraduate career. I would've attended every year!!*

*I would like to thank the institute for giving us students the opportunity to be part of this unique event and be inspired. I hope to see more students attending future events.*

While overall satisfaction was high, respondents offered a number of suggestions for how to make the event more effective in the future. The majority of comments centered on a few key areas.

**Networking:** Respondents appreciated time for networking and connecting with others and had far fewer complaints about the networking time and venue than in the past. However, many still wanted more time for and/or more structured networking opportunities, with

suggestions ranging from an extra session after the event to games/coordinated activities designed to encourage mingling and connecting. Some respondents also suggested ways to allow attendees (and speakers) to get in touch virtually.

*The VIP reception was a great way to network. I would have appreciated another way to reach out and network to some of the other attendees. Perhaps you could set this up using Linked In prior to the event? Representatives from companies could post a place that you could meet them.*

*As a student, I find it a little hard to network with people at the event. Of course everyone is friendly once you talk to them, but often it is hard to access the speakers. I am not sure how to make it easier for students to actually talk to the people that inspire us.*

*It would be great give each attendee the email of another woman at the event and have them email each other before the event, then meet at the event, and possibly continue an email relationship into the future. As a student, I would love to be set up with a mentor in industry.*

*Facilitate follow-up interactions with the corporate sponsors and the students at their tables.*

*facilitate networking in some way...it was too easy and too short a time period to break away from my company's group. Seems like there are some simple ideas I've seen in the past that seem silly but work, like a game where you have to get a card signed by 3 people you don't know and a prize is drawn..?*

In the past, attendees have asked for opportunities for students to sit with people from industry. Women of Vision 2010 did incorporate this suggestion:

*This year I got to sit at a company table (Intel) and I thought this was a nice improvement over previous years when I sat with other students because I got to meet women in industry, learn about what they do, and better understand future opportunities.*

Still, this opportunity may be improved upon/expanded in the future:

*We had students at our table, but there was no time to really talk to them because ballroom doors opened, we sat down and ceremony started. Maybe our company should have done a better job at coordinating that though, not so much Women of Vision organizers. More time to network after the event would be good too. Always hard to find everyone in the beginning and most people arrive in time for the dinner.*

*I think one negative aspect is if you are looking to this night to make new connections and possibly gain a mentor or be a mentor for someone outside your university or company, the setup is not conducive to doing so. The networking event is mainly people reconnecting with those they already know or staying within their "safe bubble" of colleagues. The dinner tables all have people from the same company or school. It would be great instead to mix up company and school representatives so that we have the opportunity to meet such amazing women, rather than seeing the same women we see on a day-to-day basis already.*

*Student outreach/participation:* Respondents made a number of suggestions on how to get students more involved in Women of Vision, including opportunities for interaction and an award for students.

*Emails to student attendees about how we can get more involved. I thought Arianna Huffington's idea about writing a blog for the Post was very interesting. It would be interesting to find out more about the conferences.*

*As a student, I wish this organization did more to outreach to local universities. I was a little disappointed to see that this organization does not have an award for outstanding students, I know some many candidates that are would be qualified to receive such an award. There are many strong young women in sciences and engineering at many local bay area colleges. I felt many of the invitees, and company representatives seem to represent big companies and universities, please don't forget about women who many not come from well-established school and company names.*

*I think you should have a section of the awards ceremony dedicated to the young women who are in college and how they are impacting the technical field.*

*The cocktail hour was actually a great way to get to mingle with other women and interact with young students, etc. I would like to see this part of the time somehow expanded to encourage more intermingling of the women and opportunities for students to speak to the women participants. It seems that the awards for the honorees are really only part of the power of the event - it is about the "everyday" women as well, and the students that are looking to become that next group of women in technology.*

*Women represented.* While respondents overwhelmingly felt inspired by the women featured, a few of them felt discouraged by the presence of such successful women, for instance:

*I think the power of all those women coming together was the true strength and could have been tapped more. Instead of feeling empowered, there was some part of me that felt like I couldn't necessarily achieve what these remarkable women have achieved. While I was awed by their achievements, in some ways, I didn't leave with a sense of, "I can do this... I can be the next woman up there." While much of that is my own responsibility, there seemed to be this great opportunity to booster the power of women in technological fields just by the fact that there were 700 women in the audience!*

Perhaps another respondent's suggestion would address this issue:

*The speakers that gave the audience specific, actionable, easy things to do after the event were most helpful because I felt like I could help enact part of their vision, even with my crazy schedule. I can launder with cold water and plug my cell phone away from my bed that same night. It would be nice if that was a tip given to all the speakers, so that they aren't just super amazing women that are leaps & bounds away from me.*

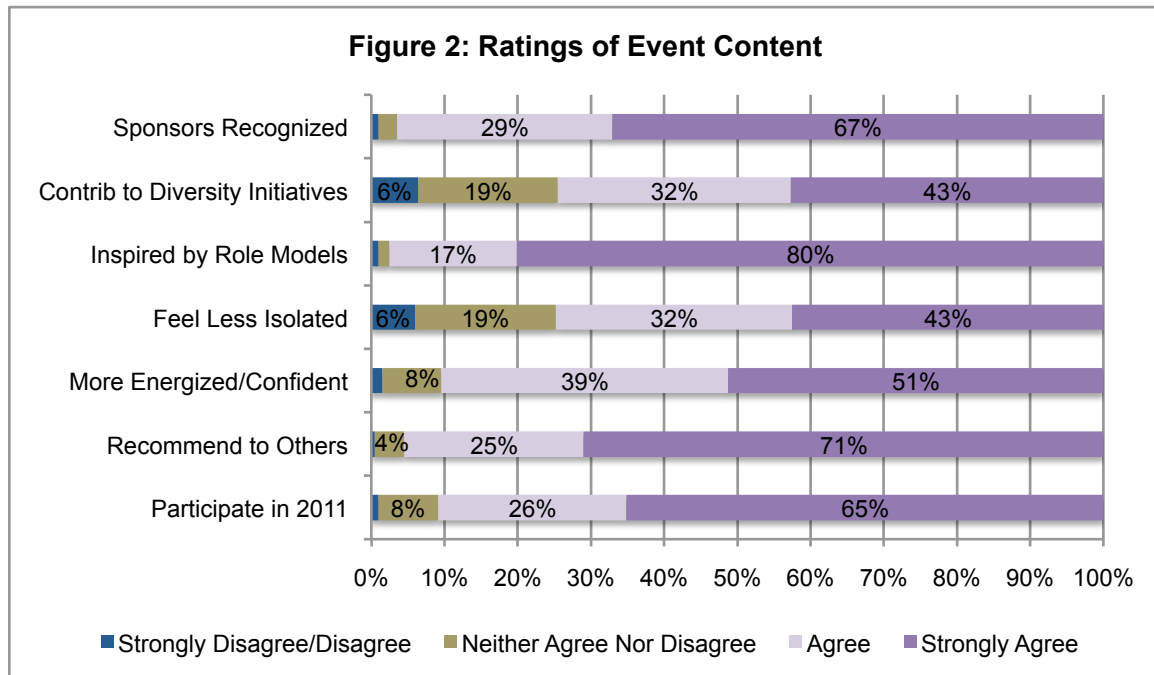
Also, while not representative of the comments, one respondent mentioned a specific concern related to women of color:

*I noticed there are no Latina women represented in the WoV booklet that was handed out last night.*

*Other suggestions.* Other suggestions included having a Q&A (perhaps with note cards to submit questions & speakers answering a few), having someone meaningful to the winners present their awards, increased promotion of the event (perhaps even to high school students), and perhaps broadening the scope beyond computer science and into other technical/scientific fields where women are also under-represented.

### Evaluation of Event Content

Survey respondents were asked to rate the Women of Vision 2010 content on a number of factors. As Figure 2 shows, attendees rated the event highly in these areas. (“Not applicable” responses excluded.)



*Participation.* Most respondents (70%) had not attended Women of Vision in the past. Of the 60 return attendees, 83% attended in 2009, 57% in 2008, and 33% in 2007. **When asked if they were likely to participate in the 2011 event, 91% of respondents “agreed”/“strongly agreed” that they would.** Further, nearly all respondents (96%) “agreed”/“strongly agreed” that they would recommend Women of Vision to others in their field.

*Motivation of technical women.* **When asked if they felt more energized and confident as technical women after attending Women of Vision, 90% of respondents “agreed”/“strongly agreed” that they did.** Additionally, 75% of respondents “agreed” or “strongly agreed” that they felt less isolated as a technical woman after attending.

*Inspiration.* **Nearly all respondents (98%) “agreed”/“strongly agreed” that they were inspired by the role models they saw at Women of Vision.** As the comments about speakers included below demonstrate, inspiration was a common theme among attendees.

### Quality of Speakers

Overall, attendees were quite pleased with the quality of the event speakers (See Table 2.). On a 5 point scale ranging from 1=Very Poor to 5=Excellent, only the MC rated slightly lower than a 4/Good. **Respondents overwhelmingly gave “excellent” ratings to Arianna Huffington (81%) and Kristina Johnson (74%).**

**Table 2: Average Speaker Ratings**

	Mean	Std. Dev.
Telle Whitney, ABI Pres & CEO	4.22	0.679
Arianna Huffington, Keynote	4.74	0.617
Sal Pizarro, MC	3.84	0.865
Kristina Johnson, Leadership Award	4.69	0.578
Kathleen McKeown, Innovation Award	4.44	0.677
Lila Ibrahim, Social Impact Award	4.56	0.65

\*Not Applicable responses excluded.

Open-ended comments from the survey back up these results. **When asked to name the “Highlight” of the Women of Vision event, 76% of the 156 respondents mentioned the speakers.** The most common adjective used to describe these speakers was “inspiring.” Some of the comments included:

*I was so thrilled and proud to see so many successful women in the field of technology. In fact, anytime I hear the story of a successful woman who was in a way discouraged in her life but did not give up in pursuing her dream makes me happy and puts a smile on my face. I hope very soon women can destroy all glass ceilings and hold more top positions in corporations and government offices.*

*Hearing the speakers talk about their personal experiences and what inspired them throughout their careers.*

*The speaker and award recipients were fabulous. I left feeling women can do anything.*

*Hearing the stories of each of the recipients' lives, which inspired a new drive for leadership in this field inside of me.*

*The speeches made by the presenters were very inspirational and gave me the drive to be able to push myself in my profession.*

*Both Ariana Huffington and Kristina Johnson were fantastic. The other Award Winners were pretty amazing too.*

Among those who mentioned the speeches as a “Highlight,” **63% specifically mentioned Keynote Speaker Arianna Huffington**. Many attendees found her relatable and amusing, for instance:

*Listening to Arianna Huffington is was inspiring. Such charisma, confidence, and persistence really made me feel like I achieve my dreams, as well.*

*Arianna Huffington was an unexpected gem. She was funny and entertaining yet had a message that was meaningful to women in technology.*

*Listening to Arianna Huffington was a real treat. ... Arianna made me realize that I'm not alone in my self-criticism, which really inspired me to stop listening to my obnoxious roommate (or at least quiet her down) when I make decisions about my life and career. Thank you Arianna!*

*Hearing Arianna Huffington speak was the highlight of the ceremony because she is hilarious and definitely drove home the meaning of why we were all there together.*

*Arianna Huffington was my favorite speaker. She was engaging and inspirational. Arianna Huffington was very inspiring. I was really drawn to her and I will keep what she said with me.*

*Ms. Huffington's keynote was phenomenal!!! Inspiring, Motivating and OH SO Relevant. You could not have invited a more appropriate speaker. Once cannot help but take to heart and internalize all of the wonderful tidbits she was covering on Personal, Professional and Human aspects of our lives! Thank you for a wonderful program.*

The **video bios** of the speakers were also quite popular. Twenty-eight respondents mentioned them as a Highlight of the event.

### Conclusions

The Anita Borg Institute’s Women of Vision event consistently offers students and professional women in technology inspiration and motivation by highlighting top women in the field. Attendees express high satisfaction with the event, the speakers/award winners, and the video biographies of the winners.

ABI continues to enhance the event to give attendees a high quality experience. For instance, in the past attendees indicated they wanted more time and opportunity to connect with one another and network during the event. This year, the event organizers placed students at tables with industry professionals in addition to providing time for networking during the cocktail hour.

For future Women of Vision events, the organizers may want to continue to incorporate survey respondents’ suggestions. Respondents always seem to want more time for networking. While only so much time for networking can be incorporated into the evening, ABI might offer opportunities to connect via social networking and/or a more structured networking game or task. Another possibility might be to incorporate the idea of allowing attendees to submit questions (either during the event or online) for the speakers to answer.