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ANITA BORG INSTITUTE  
FOR WOMEN AND TECHNOLOGY

## **Women of Vision 2009 Evaluation Report**

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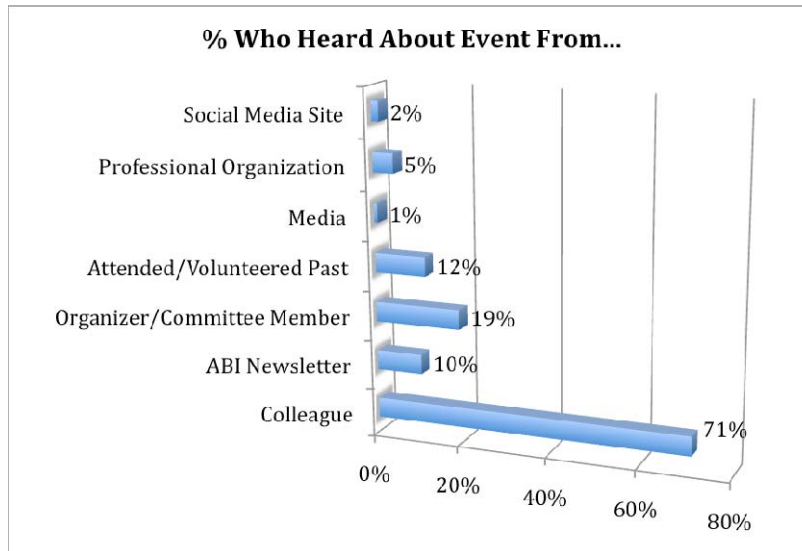
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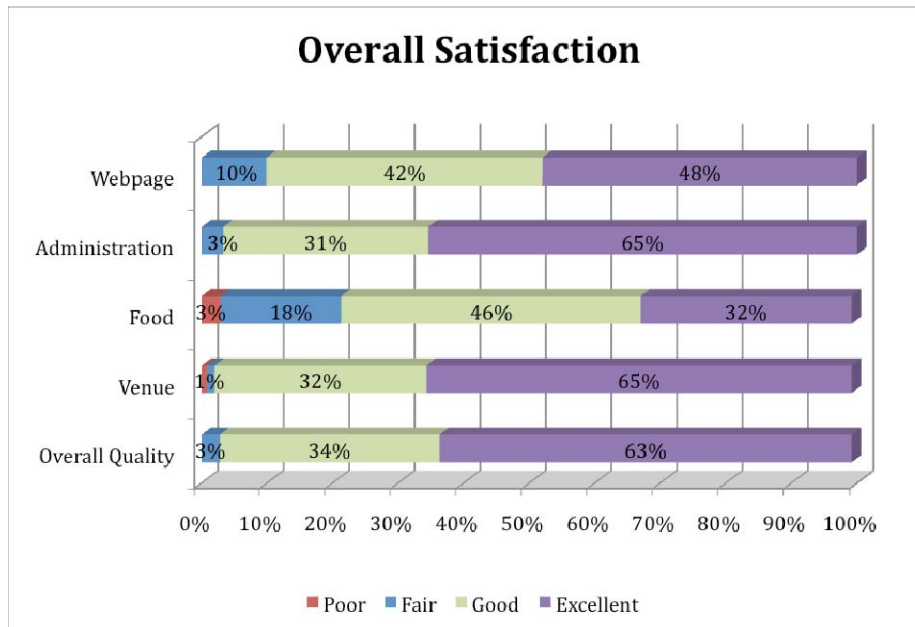
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## Overview

The survey for year's Women of Vision event was sent to 519 attendees. Of those, 248 (48%) completed the online survey. Most (92%) of the respondents were women. A majority (60%) of respondents came from industry. Another 24% were students, and the remaining 16% were split evenly among academic employees, government/nonprofit employees and others. As the figure below shows, a majority of respondents (71%) heard about the Women of Vision event from a colleague or their university/company.



Survey respondents were asked to rate the Women of Vision event on a number of general factors. As the chart below indicates, overall satisfaction with the organization of the event was high. ("Not applicable" responses excluded.)



Respondents were very pleased with the overall quality of the event (M=4.61). All but 7 respondents gave an overall rating of “Good” (34%) or “Excellent” (63%). A majority of respondents also rated the Venue (97%), Food (78%), Administration (97%) and Website (90% of 171 respondents) as “Good” or “Excellent.” Some of the comments made by respondents about the event included:

*You guys did an awesome job from logistics, to speakers to award winners. Nothing to change.*

*The entire evening went by very fast which means it really kept my interest and attention. You designed a very good banquet, kept it moving along, dinner served promptly, dinner staff was great, registration was efficient. In essence, the entire evening flowed smoothly.*

*Great event. SO inspired!*

*Truly a great evening. I am sure it took tremendous effort! Thank you :) Thank you for sponsoring students to attend for free. This is a very energizing and inspiring annual event and I have attended with several friends for repeat years. This is an incredible event. Really. It almost makes me teary just thinking about it. I LOVE ABI - LOVE LOVE LOVE you guys. Please keep up the good work. It is so very critical and incredibly close to my heart. Thanks to your techleaders program, I got promoted. If ABI were around 10 years ago, I would have gotten the degree in engineering that I really wanted. Now I am an MBA working in tech, so it is the next best thing. But your mission is important and I'll do what I can to help you achieve your goals.*

While overall satisfaction was high, respondents offered a number of suggestions for improvement. The most common suggestion had to do with making the event both earlier and shorter. Like last year, a number of respondents pointed out that they wanted more time for networking and that the pre-dinner networking space was too crowded and too noisy. Here are some of the suggestions:

*Overall, a wonderful and inspiring event that was run very well. A couple of pieces of feedback: Program ran a bit too long. Could condense speeches and the videos, while they provide good background, aren't necessary. Perhaps just a quick You Tube style video to introduce the winner rather than an overproduced video.*

*possibly shorter program, it was a bit too long... possibly have it during the day, it was too much after the long day, i stayed at home today, couldn't go to work, bring high school students too, a lot of spaces where empty, that's a shame, for wasted food and even more for wasted opportunity for someone who could've heard it, also invite more man, they need to take a part in this process too, we need man to acknowledge women in technology too....*

*Hold the networking reception in an area with better noise dampening. It was WAY too loud to hear most people clearly and therefore didn't promote a good environment for networking and socializing.*

Related to networking, a number of participants – students, professionals, and even one sponsor – commented that they would like to have mixed tables during the dinner:

*As a student I felt incredibly isolated. We were shoved in the back with other students (as a grad student I was with a table full of undergrads all from a different school than myself, which was not helpful for me). I would have greatly appreciated more integration with the other attendees for improved networking. I was looking forward to meeting women who had made something of themselves already and listening to hear about their pathways in getting to where they were now. Instead, I heard a bunch of undergrads giggling amongst themselves and was highly disappointed at being unable to meet anyone of worth over dinner. Next year, you should really consider a better integration and the potential for mentorship that I felt was severely lacking this year.*

*I'm not sure how to do it, but I'd love to find a way for my students to interact with the other women in the audience. Perhaps there could be some attendees who volunteer to accompany a student and introduce them to colleagues during the reception? Or volunteers who would come to student tables during dinner to talk with students? It seems that there is a lot of potential in using the event not only to inspire students with the stories but also to connect them with other working women in the field. Our group did some of that during the reception but not enough. Mostly students talked in clumps with other students from their university. I LOVE to see the commitment to students!!! Thank you, thank you thank you. This event has helped spur on and inspire my women students as they're forming the first Women@MESA group which will be a student chapter of women in CS, engineering, math and science majors.*

*If possible, I would have some of the students mixed in with the professional attendees. I enjoyed sitting at a table with other students, however I think I would learn more about the professional environment and how women support each other after college if I were at a more diverse seating table.*

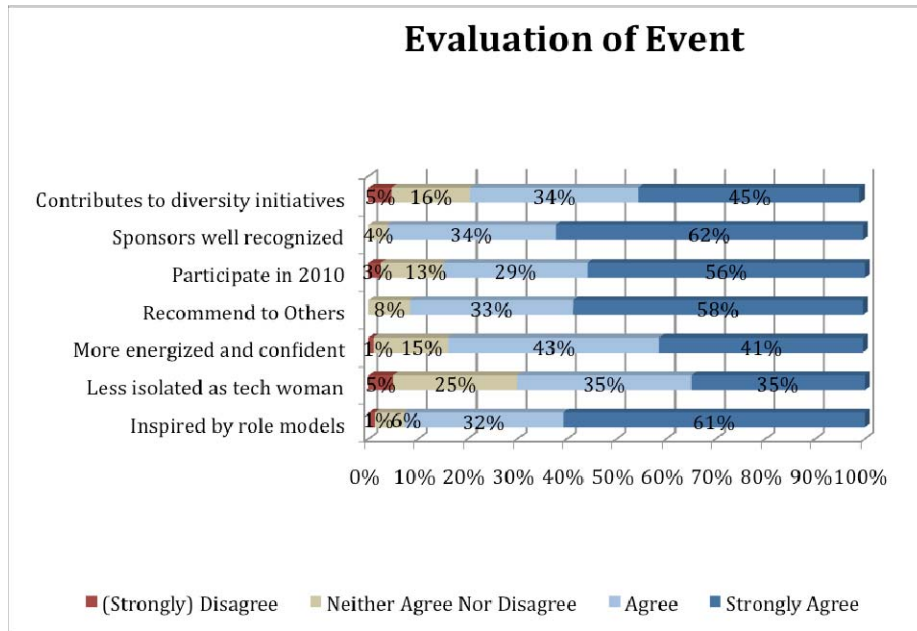
*Mix people at the sponsors' tables. I am from a company that was a sponsor and did not get a chance to mingle with folks from other companies. Make guests sit with people from other companies. Please use a venue that has noise-deafening acoustics - the hall is way too noisy I had to shout. For 1000 guests, would it be better to have the event in auditorium without dinner - probably would have achieved same effect.*

*I went to the event with a desire to network with others but I only talked to the people I work with. Part of that is me, I was shy, but part of it was the setup of the cocktail hour. It would have been interesting to mix up the seating at the dinner to*

*meet other people, or have some sort of ice-breaker. It just felt too random to walk up to someone in the cocktail hour and start chatting.*

Evaluation of Event Content

Survey respondents were asked to rate Women of Vision 2009 on a number of factors. As the chart below shows, attendees rated the event highly in these areas. (“Not applicable” responses excluded.)



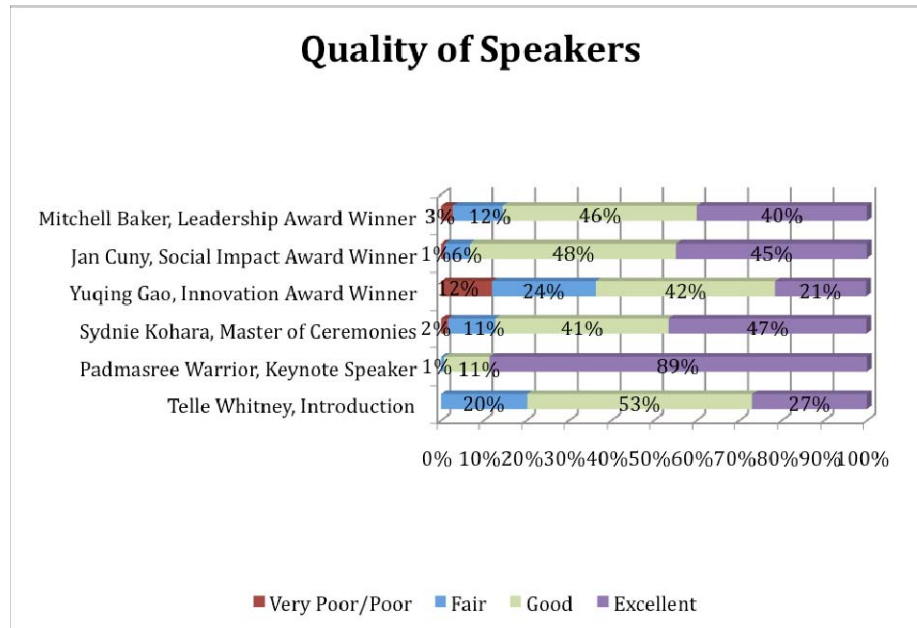
*Participation.* Nearly three-quarters (74%) of respondents had not attended Women of Vision in the past; 21% were returning after attending in 2009. When asked if they were likely to participate in the 2010 event, 85% of respondents “agreed”/“strongly agreed” that they would. Additionally, 91% of respondents “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, 84% of the 204 respondents “agreed”/“strongly agreed” that they did. Attendees were also asked if they felt less isolated as a technical woman after attending. Of the 199 who responded, 70% “agreed”/“strongly agreed” that they did.

*Inspiration.* When asked if they felt inspired by the role models they saw at Women of Vision, nearly all (93%) respondents “agreed”/“strongly agreed” that they were. As the comments about speakers included below demonstrate, inspiration was a common theme among attendees.

## Quality of Speakers

Overall, attendees were very pleased with the quality of the event speakers, particularly the Award Winners. (“Not Applicable” responses excluded.) The most popular speaker, Padmasree Warrior, received an “Excellent” rating from 89% of respondents.



Open-ended comments from the survey back up this result. When asked to name the “Highlight” of the Women of Vision event, 89% of the 186 respondents mentioned the speakers. The most common adjective used to describe these speakers was “inspiring.” The remaining respondents said the “Highlight” was meeting women and/or networking. Some of the comments included:

*The speakers were so inspiring. They always are! The food this year was pretty good. As always I want to learn more about these women and meet them and be best friends and talk on the phone all the time. ABI events are always so much fun. I wish everyone in the world could come to them and get that shot in the arm of inspiration and excitement.*

*Listening to Padmasree Warrior she was a great and very motivating speaker. Also Jan Cuny, she was awesome and I enjoyed listening to what she was doing for our schools system.*

*Video personal stories of the winners and the CTO keynote. Being able to bring my women students to their first gala event and something that is related to what they're studying and the path they're hoping to follow.*

*The keynote speech and Jan Cuny's speech, both were inspirational and more applicable to daily interactions and vision. Theirs were less about themselves but*

*more in HOW these applied to everyone, with key discussion points that are invaluable when listening to an executive. Yuqing's talk was also quite good, her story was inspiring in and of itself.*

*Talk from Yuqing Gao. She is a great role model for engineers who choose the technical career path. I can identify with her. I cannot relate to CTOs, CIOs, CEOs, who are so "at ease on the podium", and are managers, but not engineers.*

*The backgrounds of the award winners. It shows that anyone with real interest and drive could achieve anything they set out to.*

*I was moved the most by Padmasree and Yuqing's life paths from small villages to excelling in their fields of technology. Made me feel like anything was possible.*

*Seeing the talent and potential of women in technology in a single room. It was impressive.*

*Meeting someone I admire very much and hope to collaborate someday with, ie Mitchell Baker!!*

Among those who mentioned the speeches as a "Highlight," approximately three-quarters, 123 individuals, specifically mentioned Keynote Speaker Padmasree Warrior. Many attendees found her story particularly inspiring. Some of the comments included:

*Padmasree Warrior's keynote. Amazing to see her poise, humor, and wisdom beyond her years. An inspiration to any women, technical or not.*

*Dr. Warrior was an absolutely amazing speaker who I would love to sit down to lunch with!*

*Padmasree Warrior, Keynote Speaker was very inspirational. I hope it will be available on UTube soon as I would like to use it to inspire other women at my Company*

*Padmasree Warrior's keynote speech was especially resonant with me. I loved it.*

*The key note speaker she was great! Her speech was full of advice and wisdom.*

*I was impressed with Ms. Warrior. Her story was inspiring, coming from a male-dominated culture in her native India to where she is today.*

There were a few negative comments regarding the speakers, but most of them had to do with making the speeches shorter. Several respondents also suggested that ABI could facilitate future contact with those speakers and attendees via an email list or social networking (e.g., *Could we have people's twitter/facebook contact info (for the award winners) so we can follow/contact them?*).