

Women's Center Program Evaluation

Program Title: WiSE lunch discussion: Women in Technology

Programming Group: WiSE

Date Held: April. 11, 2006 Time: 12:00-1:30PM Place: Women's Center

Lead Programmer: Tong Ren

Other Team Members: Erica Tsai, Heidi Holder, Tingting Jiang, Jia Guo,

Co-Sponsored with: _____

Notes on Attendance: Received 36 RSVP's and 35 attended

Total Number of People Attending (including presenters and you): 35

Number of People of Color Attending: ~10

Number of Men Attending: 2

Speaker Name: Kimberly Jenkins

Speaker Address: Duke MEMP Executive in Residence

Speaker Phone/E-mail: kjenkins28@aol.com

Expenses (just list copies in log unless done externally):

Advertising: \$30 (post-it-notes, flyers) Space: _____

Food: \$346.70 Honorarium: _____ Supplies: _____

Other: \$3 (thank you card and mailing)

Income from Co-sponsors: _____

Checklist (note date done):

11/4 Hand out evaluations 11/4 Clean up after program

11/4 Return supplies (if used) 11/4 Turn in receipts

24/4 Send Thank You note(s)

Programmer's Feedback

What topics or issues were discussed and in what format?

Tong welcomed the audience and briefly introduced the speaker. Kimberly then started her talk by asking what the audience was interested in hearing. She discussed issues such as communication problems between men and women at work, the existence of a glass ceiling for women that are going up the ladder, navigating the power culture, role models and mentors. She urged women to "Aim high, and stand out!" She also pointed out that it is very important to "love what you do" and find a place where that fits. Her style was interactive and participants were encouraged to speak up. Some of them brought up issues like work / family balance, maternity leave policy, the choice between industry and academia, and cultural differences.

Were your expectations met? Why or why not? What went well? What kind of problems did you have?

Kimberly got her B.S. and Ph.D. at Duke and moved on the high-tech industry. Through her talk, she brought in interesting aspects from

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industry and management, which has not been covered by our previous events this year. Being a trustee and an executive in residence of MEMP program, she shows great interest and knowledge in the advancement of women and offered to advocate for women. She paid special attention to what students and postdocs say. She was an engaging speaker, and the question and answer session went well. She also printed and distributed several articles regarding the status of women in science and engineering.

There was a scheduling issue with this event. When Kimberly agreed to come and speak on March 31, she happened to be invited to speak to another WiSE-type group at that time and she confused their invitation with ours. When Tong sent the reminder email one week before the scheduled event date, Kimberly realized that we are a different group and that she would be out of town on March 31. She offered to contact Nancy Allen and Ann Brown to see if they could fill in for her. After several round of emails, we canceled the event on March 31 (because no substitute speaker were available) and rescheduled the event to April 11. Rescheduling was a big hassle, although this new date (a Tuesday) brought in some new women who otherwise had conflicts on Fridays. The lesson to learn it that we should make sure the speakers are clear about our group and mark their calendars immediately after they accept to speak.

People tended to leave early (around 1PM). This might be due to the fact that there are people who have schedule conflicts, but some come solely for the food.

Only a third of the participants filled out the evaluation forms.

One participant was interested in getting involved in WiSE programming and she will be invited to join WiSE planning committee.

Suggestions for making the program easier to organize next time?

Make sure the speakers mark their calendars correctly to schedule problems.

Any follow-up needed or suggested and date done if by you (thank you note, direct service, information, additional programs)?

We plan to send the speakers thank-you cards within a week from the event.

Who was your target audience? What outreach techniques did you use for trying to achieve the desired and/or a diverse audience (include who you contacted, what lists you posted on, where flyers were posted, etc.)?

Our targeted audience is female graduate students / postdocs in science and engineering fields and related community members that are interested in the topic. Flyers were distributed at the last WiSE event on March 3rd. Email announcements were sent to wise/gradwomen/intlhouse/gradleaders listservs and GPSC news. In addition, we publicized widely through departmental email listservs by asking departmental assistants to forward the announcement.

Suggestions for potential co-sponsors or offices to consult if this program is done in the future?

N/A.

Audience Feedback from Program Evaluations:

Program Ratings:

 12 total number of surveys returned

9 Excellent

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2 Good
1 Satisfactory
0 Okay
0 Poor

How did participants hear about this program (how many each way)?

Email(11)

Personal Invitation (1)

Why did participants attend?

- Interested in the topic
- To learn
- Interested in hearing about industry from a woman's perspective
- Thinking about a career in industry
- Unsatisfied with academic career
- To seek suggestions and advice from other women for my confusions and problems
- Want to hear from Kimberly because she is a good speaker

What were participants' favorite/most educational aspects of the program?

- The discussion of different perspectives from women from different backgrounds
- Interaction between the speaker and the audience
- Hearing the talk by a highly successful woman
- Great speaker
- Getting exposed to people's experience
- The speaker's story and advice
- The speaker's manner was so welcoming
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How can the program be improved?

- Reaching out to undergraduate women
- Promoting science
- Do more surveys and getting to know what people are interested in
- More time devoted just to the speaker - want to hear her own ideas
- More visual materials

Recommendations for future programs?

- Communication
- Career choices
- Career switches
- success
- More just like this - strong women talk about their success and how they got to where they are today

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