



July, 2013

Nicole Butts, SPHR
Manger of Client Services Training
Berkshire Associates Inc.
8924 McGaw Court
Columbia, MD 21045

Dear Nicole:

On behalf of SHRM, I would like to express our gratitude for speaking at our 2013 Annual Conference. The conference was a success and we appreciate your contribution.

Enclosed you will find your evaluation summary report for **The Marriage of Affirmative Action and Diversity**. A Score of 3.8 or better (on a scale of 1 – 5) is acceptable, rated in the following manner:

- **“This Session – your average”**: This is how attendees rated you in each category for your session.
- **“All Sessions – overall average”**: This is the average of how attendees rated all sessions at the conference. It allows you to compare your score to the overall average of everyone else.
- **“Quality of Information Presented”**: This is the rating given for the material/subject you presented. It is one of the elements used to assess eligibility for the SHRM Speaker Directory.
- **“Nicole Butts, SPHR”**: This is the speaker rating given for your platform skills. It is the other element used to assess eligibility for the SHRM Speaker Directory.
- **“Content presented matched the session description in the conference program”**: This is how the attendees rated you on how well you met their expectations based on what was advertised.
- **“Applicability to my professional development”**: This is used to capture information needed for future programming. This score is not used to determine eligibility for the Speaker Directory.
- **“Did you think the speaker was selling his or her services or products from the platform?”**: Unlike the above scores, you want the “yes” percentage to be low. Yes scores below 10% are acceptable.
- **Comments Sheets** – These are the comments exactly as written by the attendees.

We will place individuals with a “Speaker Rating” and “Quality of Information Presented rating” of 3.8 or better into the SHRM Speaker Directory (www.shrm.org/speakers) when it is updated. Qualified individuals are under the section called “Recommended speakers who have presented at recent SHRM conferences”.

Below is your passcode and instructions for accessing the recording of your session. Any questions you may have regarding your recording should be directed to Judit Slezak at (703) 535-6383.

Q2mke9VX is the passcode to access your session. **Access will expire on 1/31/14.**

Please go to <http://www.shrm.org/Conferences/ondemand/Pages/default.aspx>

Select the Annual Conference and search for your session.

Sincerely,

Michelle Dolieslager
Program Manager – Conferences

Annual Conference Evaluation

Monday, June 17, 2013

10:45 a.m. - Noon

The Marriage of Affirmative Action and Diversity

Presenter: Nicole Butts, SPHR

Number of attendees: 115
 Number of evaluations tabulated:: 89

Item Rated	This session: Your Average	All sessions: Overall Average
Note: a rating of 3.8 or better is acceptable.		
Quality of Information Presented	4.0595	4.2298
Nicole Butts, SPHR	4.2273	4.3111
Content presented matched the session description in the conference program	3.9770	4.2350
<i>Rating Scale: 5 = Excellent; 4 = Very Good; 3 = Good; 2 = Fair; 1 = Poor. A 5.0000 rating is the highest rating.</i>		
Item Rated	This session:	All sessions:
Applicability to my professional development	3.9294	4.1701
Did you think the speaker was selling his or her services or products from the platform?	Yes:	6%
	No:	94%

Annual Conference Evaluation

The Marriage of Affirmative Action and Diversity

Nicole Butts, SPHR

Monday, June 17, 2013

10:45 a.m. - Noon

Great discussion.

Outstanding!

Nicole provided very succinct/clear information. The info provided was great, useful.

-Questions/comments by participants - difficult to hear. Recommend speaker repeat questions or hand participant a microphone.

Restate questions on a consistent asked so group can benefit from you response. Questions from front of room questions were not.

Nicole did a great job speaking/presenting the marriage of affirmative action/diversity. Would have like to see the additional stats. She discussed regarding the 1010 census.

If comments are requested of the audience, please provide a microphone so the audience can relate the answer to the content of the question. Voice drops off & can't hear clearly at the back of the room.

Great stats/data.

Great speaker, quality of information & slides. Well organized & presented.

Lots of statistics - no new information. Lots of quotes - not a lot of original discussion.

Could have used a bit more energy in session.

Good exploration of relationship between affirmative action and diversity. However, I expected more concrete examples of how AA and Diversity can support and compliment each other. Feel like we didn't get to the "meat" of the presentation until 11:35. Last 20-25 minute was the best part of presentation.

Great speaker. Informative.

Very knowledgeable. Encourage on Drew questions from audience & also was informative.

Nicole's presentation was also very relevant to the current diversity struggle being discussed on a governmental level regarding affirmative action within the US military on an office/leadership level. Very helpful. Very informative.

Interesting techniques/conversation regarding "selling" AA & diversity to C-suite. I did anticipate more conversation (my own misperception) on compliance under AA

Great presentation - wish some of the statistics she added to the discussion were in the PowerPoint slides.

Great information! Knew the subject matter.

Too much time on stats. Wanted more info on the marriage of Diversity & AA.

Information delivered succinctly & good current real time data.

Good %'s & statistics to show mgt how demographic are changing but not a lot about practical ways to meet AA compliance requirements & less discrimination risk.

Annual Conference Evaluation

The Marriage of Affirmative Action and Diversity

Nicole Butts, SPHR

Monday, June 17, 2013

10:45 a.m. - Noon

Speaker reading from script was king of boring.

Speaker was very knowledgeable and engaging to her audience. Provided great statics and provided detail breakdown of statistics numbers. Great information on how to build your AA/Diversity and the importance of the two to be linked together.

Strong background data, limited info on strategies & solutions.

Would have liked more time spent on practical ways to "marry" both programs. Only discussed a few ways/strategies.

Repeat answers that audience provides, often they are spoken softly and it is hard to hear. Great that the session was interactive!

Excellent job of adding audience involvement to the presentation. Very personable.

EEDC has started doing equal pay audits in some regions (i.e. Chicago) with no employee complaint.

Great tone of voice - steady pace.

Pleasure to attend session with Ms. Butts - definitely one I wished could have been longer. Thanks!

Very professional. Relevant content. Good presentation.

More info on strategies to marry EED/AA to diversity & inclusion - less on.

Good content, lots of information to absorb in a short amount of time. Great topic.

Too much statistical that lost my attention to the focus of the session.

The topic was very interesting & relevant to my business. The speaker provided excellent data that provoke thought and great recommendation. I also appreciated the interactive with attendees & the opportunity to ask questions.

Really liked the breakdown of what EEDC covers & what OPCCP regulates & how to move forward to get better diversity for business reasons.

Speaker was able to engage the audience. However, would suggest some type of sound system to allow others to hear the comments and questions.

Good information, speaker knew well her topic and application.

Good use of stats for key points.

Many take-away points. New concepts had not encountered before. Responsive to audience questions. Clear, concise & engaging. Use of statistics (interesting) & charts & diagrams.