



July 26, 2012

Nicole Butts
Manager of 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 2012 Annual Conference. The conference was a success and we appreciate your contribution.

Enclosed you will find your evaluation summary report. 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 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”**: 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”.

Attached to your evaluation summary is a document with the 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.

Sincerely,

Michelle Dolieslager
Program Manager – Conferences

Annual Conference Evaluation

Monday, June 25, 2012

7:00 a.m. - 8:15 a.m.

Who Said Being Unique Was Fun? Understanding the Unique Obligations of Federal Contractors

Presenter: Nicole Butts

Number of attendees: 116

Number of evaluations tabulated: 91

Item Rated	This session: Your Average	All sessions: Overall Average
Note: a rating of 3.8 or better is acceptable.		
Quality of Information Presented	4.5301	4.3050
Nicole Butts	4.7561	4.3978
Content presented matched the session description in the conference program	4.4824	4.3085
<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	4.5062	4.2439
Did you think the speaker was selling his or her services or products from the platform?		
Yes:	1%	7%
No:	99%	93%