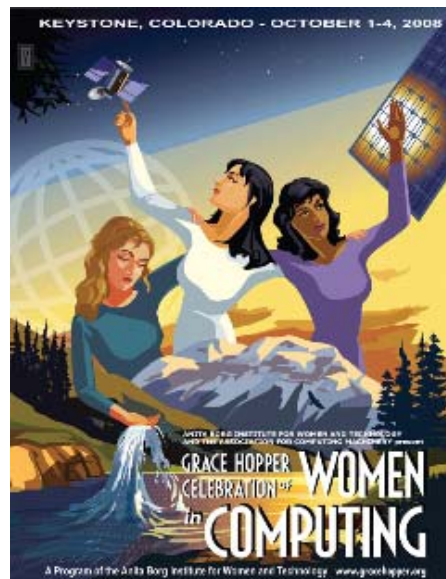




ANITA BORG INSTITUTE  
FOR WOMEN AND TECHNOLOGY

## Grace Hopper Conference 2008 Evaluation and Impact Report



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## Table of Contents

<b>Introduction.....</b>	<b>4</b>
<b>Conference Reach and Demographics.....</b>	<b>5</b>
<i>Overview: All Survey Respondents.....</i>	<i>7</i>
Race and Ethnicity.....	8
<b>Conference Impact: All Survey Respondents.....</b>	<b>10</b>
<i>Goals and Expectations:.....</i>	<i>10</i>
<i>Impact on recruitment, retention, and advancement.....</i>	<i>11</i>
Mobilizing to Action: .....	12
<b>Conference Impact and Evaluation: Students .....</b>	<b>13</b>
Degree and Area .....	13
Conference Impact: Student Respondents .....	14
Mobilizing to action:.....	15
<b>Conference Impact &amp; Evaluation: Faculty .....</b>	<b>16</b>
Mobilizing to action:.....	16
<b>Conference Impact &amp; Evaluation: Industry .....</b>	<b>18</b>
Mobilizing to action:.....	18
<b>Overview and Impact: Scholarship Recipients .....</b>	<b>20</b>
<i>Impact of GHC on Scholarship Recipients .....</i>	<i>21</i>
<i>Conference Experience of Scholarship recipients .....</i>	<i>22</i>
Conference Quality Ratings by Scholarship Recipients .....	22
<b>Quality of Conference: All Survey Respondents.....</b>	<b>24</b>
Future Conferences.....	25
<i>Qualitative Responses: What was the highlight of the Conference for you?.....</i>	<i>25</i>
Session Ratings.....	31
Ratings and Comments: Keynote Speakers and CTO Panel.....	35
<b>Suggestions for Improvement .....</b>	<b>39</b>
<b>Online Communities.....</b>	<b>45</b>

## **Introduction**

The Anita Borg Institute for Women and Technology has a two-fold mission: to increase the influence of women on technology, and to increase the positive impact of technology on the world's women. A 501c3 nonprofit organization, the Anita Borg Institute meets this mission through programs and research designed to recruit, retain, and advance women in technology in industry and academia.

The Grace Hopper Celebration for Women in Computing pre-dates the institute and as is its most established program and central in meeting the Institute's mission. The Anita Borg Advisory Board subcommittee on Impact Measurement worked with the Research Director and the External Evaluator in order to design a survey instrument that would measure the program's impact in terms of recruitment, retention, and advancement of technical women.

The Advisory Board subcommittee on Online Communities is comprised of: Robin Jeffries, User Experience Tech Lead, Google; Rebecca Norlander, Technical Assistant to the Chief Software Architect, Microsoft Corporation; Carol Mueller, CEO and founder of MentorNet; Kathy Richardson, Consultant; BJ Wishinsky, Online Communities Program Manager, ABI. The committee worked with the Research Director and the External Evaluator to develop survey questions on the use, effectiveness, and impact of online community tools in the context of the 2008 Grace Hopper Conference.

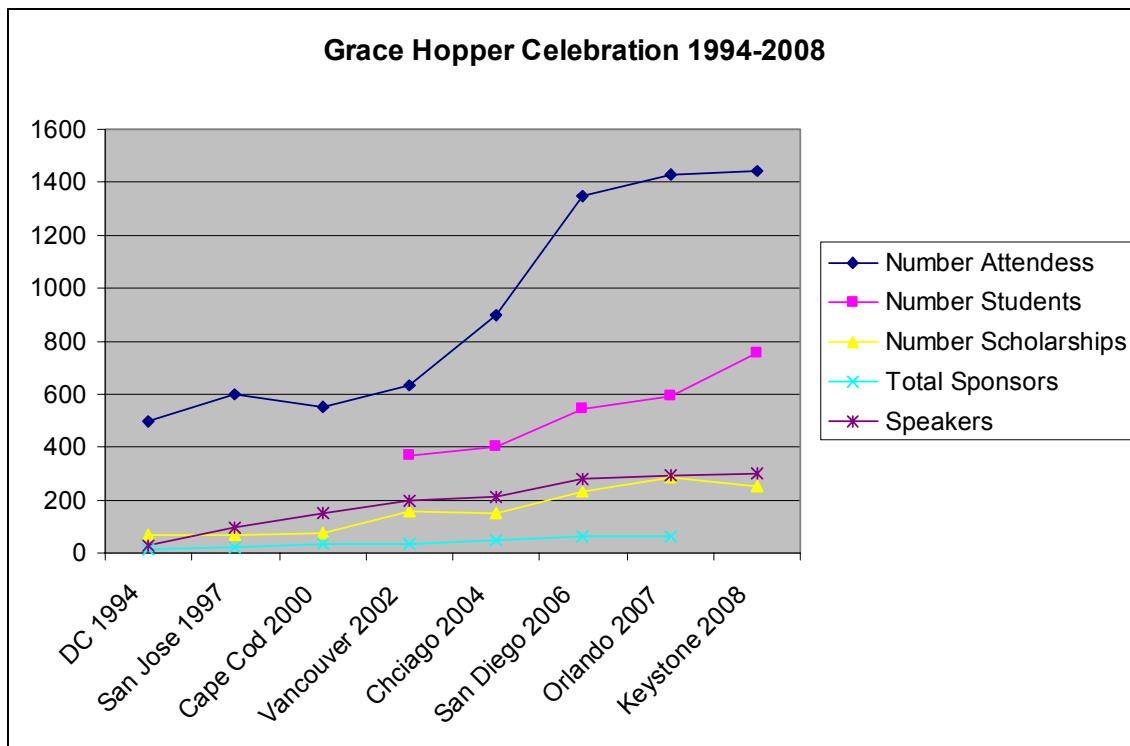
## Conference Reach and Demographics

The Grace Hopper Conference has experienced significant growth since its founding in 1994 by Drs Anita Borg and Telle Whitney.

*Total number of participants, 2008: 1446*

<i>Participant type</i>	<i>#</i>	<i>%</i>	<i>% change 2007</i>
Students	757	52%	+28%
Faculty, Government, Other	161	11%	-26%
Industry	528	37%	-15%
<b>Total</b>	<b>1446</b>		<b>+1%</b>
Number of Scholarships	254		-11%

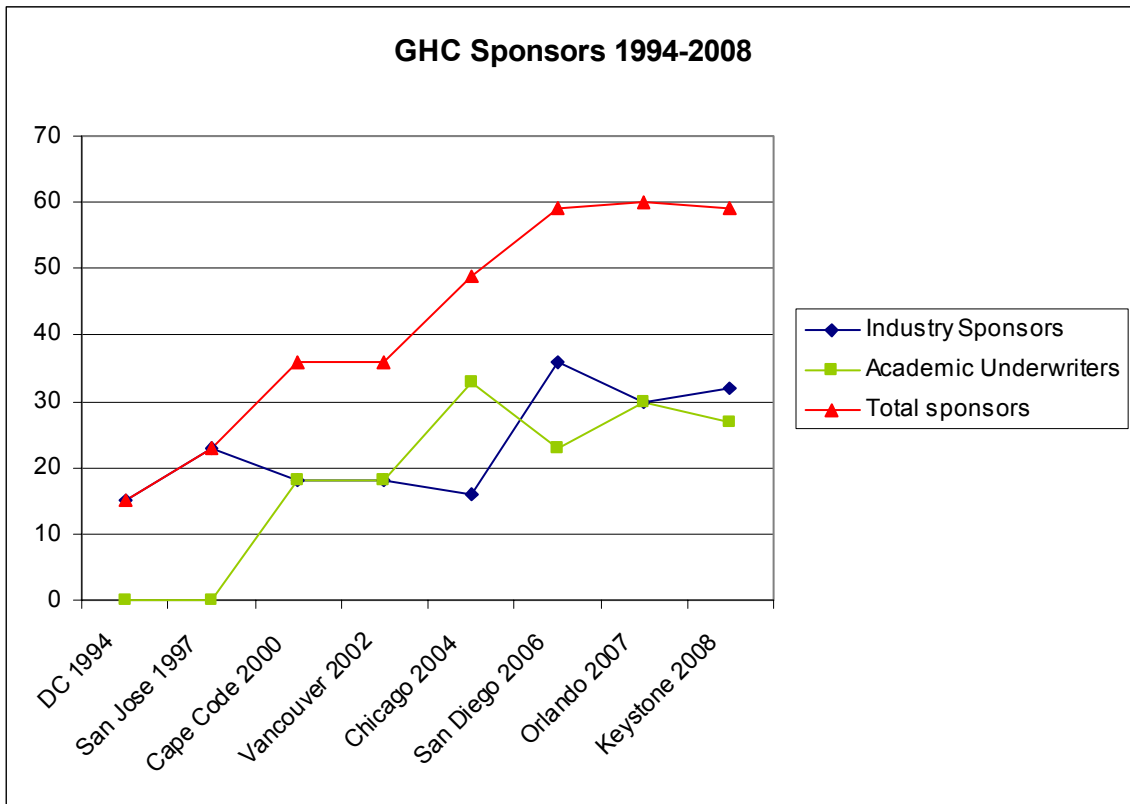
The sustained attendance in 2008 over 2007 was due to a significant increase in student participation.



### **2008 Reach:**

- Total number of universities represented: 199
- Total number of companies represented: 103

➤ Total number of countries represented: 22



Overview: All Survey Respondents

*Respondents:*

- N= 756, a response rate of 52%, which is considered a high response rate.

*Professional affiliation:*

Academe – Workforce	12%
Academe – Student	51%
Industry	32%
Nonprofit, Gov, and other	6%

- This year’s evaluation shows that respondents are representative of the broader pool of attendants in terms of professional affiliation (past years had an over-representation of students among respondents).

*Gender:* 97% Female

*Nationality:*

- The 11% of respondents who reside outside the United States represent 17 countries. The number of countries represented among all participants’ was 24.
- International participation is still widely Anglo-Saxon; the most common country or residence outside the U.S. is Canada (6% of total respondents), followed by Australia (0.8%) and the UK and Mexico (0.5%, each).

Countries Represented:

Australia	Pakistan
Austria	Philippines
Brazil	Puerto Rico
Canada	Romania
China	Rwanda
Ethiopia	Singapore
Germany	Spain
India	Sudan
Kenya	Switzerland
Korea	Turkey
Mexico	United Kingdom
New Zealand	United States

- 40% of respondents were NOT born in the US – reflecting a globalized population of technical women. No countries of birth stand out except for the following:
  - 7.9% of respondents were born in India
  - 5.8% of respondents were born in China

- 3.7% were born in Canada

## Race and Ethnicity

### Race and Ethnicity for All Respondents:

Caucasian	62%
East Asian/Southeast Asian/Other Asian	16%
South Asian (Indian Subcontinent)	10%
Latino/Puerto Rican/Central & South American	10%
African American	5%
Middle Eastern/Mediterranean/North African	2%
Native American/Native Hawaiian/Pacific Islander	1%

- **Grace Hopper 2008 improved its reach to under-represented minorities.** In the 2006 and 2007 Grace Hopper evaluation, under-represented minorities were, respectively, at 13% and 15%. In 2008, and in Grace Hopper participants report in at 17% under-represented minorities.

### Race and Ethnicity for those born in the US:

Caucasian	78%
East Asian/Southeast Asian/Other Asian	9%
South Asian (Indian Subcontinent)	2%
Latino/Puerto Rican/Central & South American	9%
African American	7%
Middle Eastern/Mediterranean/North African	0%
Native American/Native Hawaiian/Pacific Islander	2%

- For those participants born in the US, the representation of Underrepresented Minorities is, similarly, 18%.

### Race and Ethnicity by Professional Affiliation:

<u>Students</u>	<u>Faculty</u>	<u>Industry</u>
White: 51%	White: 82%	White: 69%
Asian: 37%	Asian: 9%	Asian: 22%
African Amer.: 6%	African Amer.: 4%	African Amer.: 4%
Latino: 11%	Latino: 7%	Latino: 8%
Native Amer. 0.5%	Native Amer. 0%	Native Amer. 0.8%

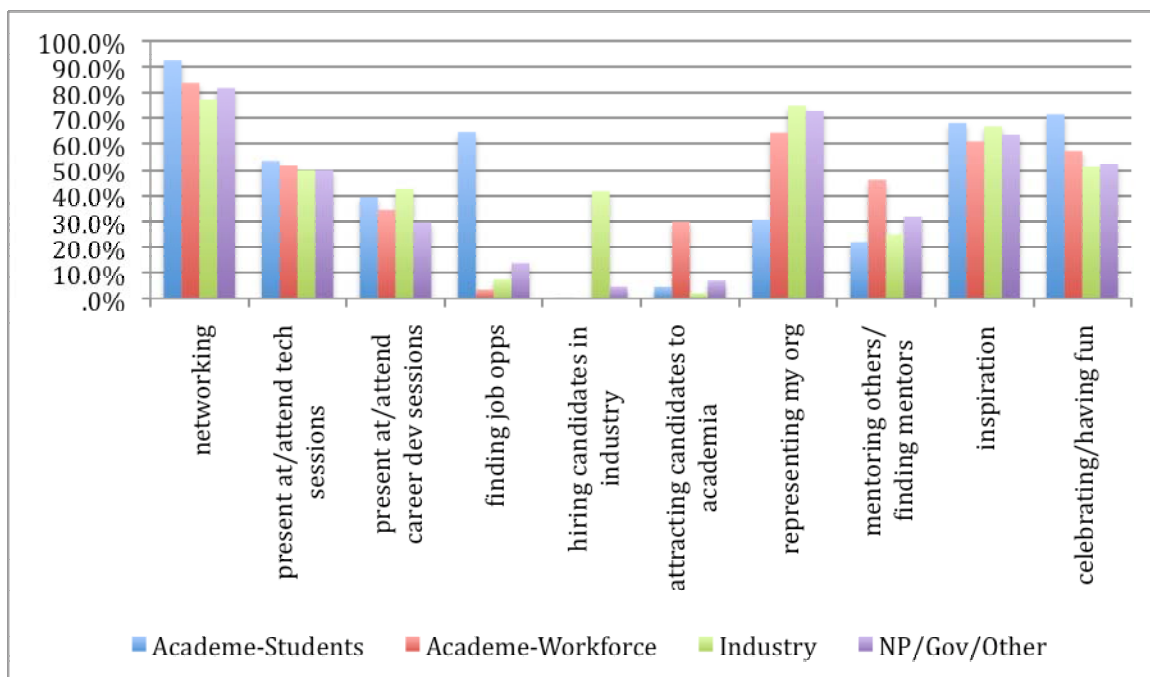
### Race and Ethnicity of Scholarship Recipients:

White: 45%  
 African American: 10%  
 Latino: 9%  
 Asian: 36%

- **The highest reach to underrepresented minorities is found among scholarship participants, with 19%**, followed by the whole student category. These data confirm the role of the scholarship program in increasing ethnic diversity at the conference.

## Conference Impact: All Survey Respondents

### Goals and Expectations:



The most common expectation for the conference across professional affiliations was **networking**, followed by **inspiration**. A common goal for the conference for **students** was **finding out about jobs**, with 65% of student respondents selecting it. Academic and industry professionals were more likely to attend GHC to **represent their organizations**.

### **How Well Were Your Goals and Expectations Met?**

Among survey respondents, 74% of students, 77% of faculty, 73% of industry, and 75% of non-profit/government respondents felt that their goals and expectations for GHC 2008 were met “very” or “extremely” well.

### Impact on recruitment, retention, and advancement

The Anita Borg Institute for Women and Technology measures the success of its programs against measures of recruitment, retention, and advancement of technical women across sectors.

Recruitment and retention are inferred by the participants' self reported increase in commitment to their degree or career in technology as a result of the conference, the ability of the program to inspire them as well as decreasing the sense of isolation that is common among technical women as a minority.

#### **Recruitment and Retention**

- a) Career commitment:
  - 70% of respondents agree or strongly agree that the conference has increased their commitment to a technology career.
- b) Breaking feelings of isolation and increasing confidence:
  - 70% of survey respondents agree or strongly agree that they feel less isolated as a technical woman as a result of attending Grace Hopper 2008.
  - 81% of respondents agree or strongly agree that attending Grace Hopper 2008 has led them to feel more confident and energetic.
- c) Inspiration:
  - 89% of survey respondents agree or strongly agree that they felt inspired by the role models they saw at Grace Hopper 2008.
  - 88% of survey respondents agree or strongly agree that they value the celebration component of Grace Hopper 2008.

#### **Advancement**

- a) Professional development:
  - 88% of survey respondents who have attended GHC in the past feel like past attendance had a positive impact on their professional advancement.<sup>1</sup>
  - 43% of survey respondents report that they intend to mentor others and 31% report that they intend to find a mentor as a result of attending GHC 2008.
  - 62% of survey respondents report that they intend to be proactive about evaluating their next career step as a result of attending GHC 2008.

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<sup>1</sup> The survey included questions about the impact of past attendance to Grace Hopper Conferences on respondents' careers. Since only those who responded to the 2008 evaluation survey could respond about past attendance, the data does not adequately represent the population of all past attendees of the conference. Rather, it is a representation of those who chose to repeat their attendance over the years.

- 29% of survey respondents report that they intend to start new research or business initiatives as a result of attending GHC 2008.

b) Network ties:

- 70% of survey respondents agree or strongly agree that attending GHC 2008 has increased their network of technical women.
- 80% of survey respondents agree or strongly agree that they intend to stay in touch with people they met at GHC 2008.

**Mobilizing to Action:**

While not a primary goal of the Grace Hopper Celebration, inspiration can spur participants to act as change agents themselves. The survey included questions about whether or not participants were inclined to act as change agents in their respective communities to help the cause of recruitment, retention and advancement of technical women. While there is no current measure of actual implementation, respondents' intentions were as follow:

- 35% of survey respondents report that they intend to reach out to high schools in their community to recruit more girls in technology.
- 18% of survey respondents report that they intend to start a women's network as a result of their attendance at GHC 2008.
- 28% of survey respondents report that they intend to investigate women's issues within their organizations, and 16% intend to do so within their countries.

The goal of the Grace Hopper Conference is to contribute to the recruitment, retention and advancement of technical women through professional development, showcasing women's technical work, role models, networking, and celebration. These data show that these goals are met especially well through the following mechanisms: leaving participants with a heightened sense of inspiration, commitment, and possibility toward their careers in technology, as well as an increased network and decreased feelings of isolation as a technical woman.

A smaller subset of respondents report establishing long term work collaborations through the conference, while another subset of participants became spurred to action and intended to act as agents of change in their community to support the recruitment, retention and advancement of other women in technology.

Since the Grace Hopper Conference serves various audiences – students, industry employees, and faculty, we now turn to an examination of this impact by professional affiliation.

## Conference Impact and Evaluation: Students

(N=382)

### Degree and Area

#### **Please indicate the degree you are working toward:**

PhD	42%
Master's	13%
Bachelor's	45%
High school and other	1%

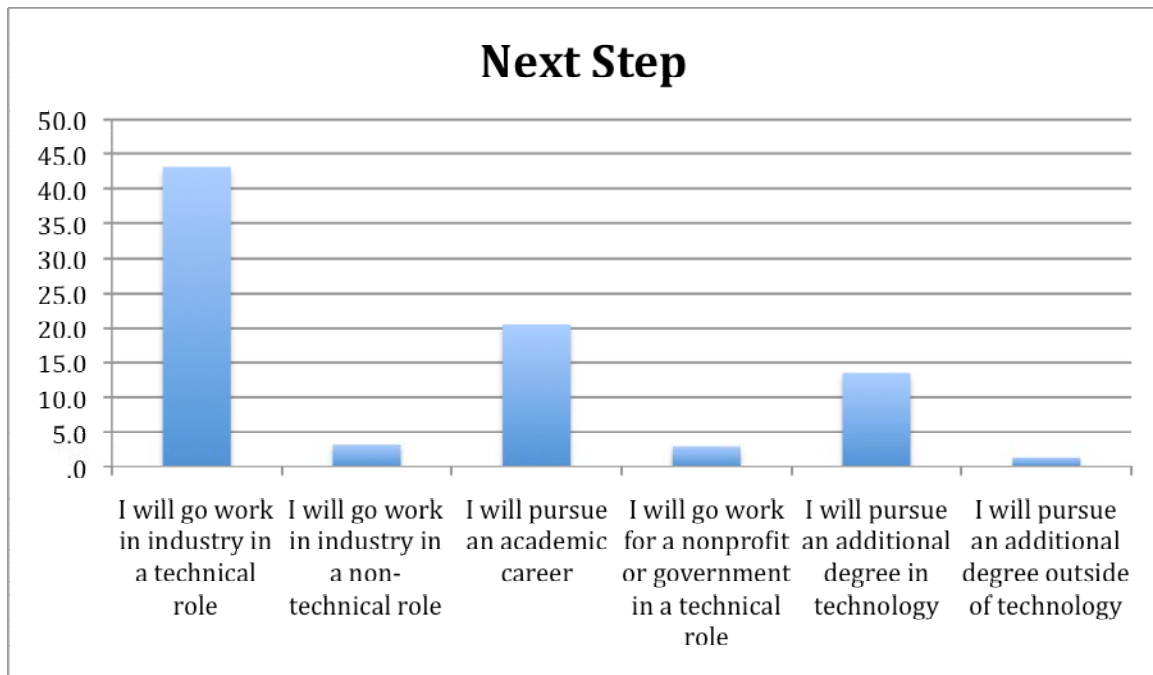
The 2008 Grace Hopper Conference counted a significant portion of female graduate students – with 55% of female student participants at the graduate level.

#### **Student Area of Study:**

Computer Science/Informatics	72%
Computer Engineering	7%
Electrical Engineering	7%
Human Computer Interaction	4%
Information Systems/Science	3%
Mathematics	3%
Other	4%

While Computer Science represents a large majority of student attendees' area of study, engineering and mathematics disciplines and multidisciplinary technology programs (such as human computer interaction, bio-informatics, computational media, or sciences and technology design), are representing an increasing number of participants with 21% of the respondents.

A significant proportion of student attendees at GHC 08 envision **their next career step to be a technical job in industry or in academia.**



### Conference Impact: Student Respondents

The Grace Hopper Celebration 2008 had significant impact on student attendees, especially in terms of breaking down feelings of isolation, increase in commitment to a technology career, and inspiration.

### **Recruitment and Retention**

#### a) Career and degree commitment:

- 75% of student respondents agree or strongly agree that attending Grace Hopper 2008 has increased their commitment to a technology career.
- 74% of student respondents agree or strongly agree that attending Grace Hopper 2008 has increased their commitment to continue their degree in technology.
- 51% of student respondents agree or strongly agree that attending Grace Hopper 2008 has increased their commitment to pursue a graduate degree.

#### b) Breaking feelings of isolation and increasing confidence:

- 92% of student respondents agree or strongly agree that attending GHC 2008 has led them to feel like a part of a community of technical women.

- 70% of student respondents agree or strongly agree that they feel less isolated as a technical woman as a result of attending Grace Hopper 2008.
- 85% of student respondents agree or strongly agree that attending Grace Hopper 2008 has led them to feel more confident and energetic.

c) Inspiration:

- 91% of student respondents agree or strongly agree that they felt inspired by the role models they saw at Grace Hopper 2008.
- 91% of student respondents agree or strongly agree that they value the celebration component of Grace Hopper 2008.

**Advancement**

a) Professional development:

- 93% of student respondents who have attended GHC in the past feel like attending in the past has had a positive impact on their professional advancement.
- 62% of student respondents report that they intend to be proactive about evaluating their next career step as a result of attending GHC 2008.
- 83% of student respondents agree or strongly agree that they have found out about job and career opportunities at GHC 2008.

b) Network ties:

- 74% of student respondents agree or strongly agree that attending GHC 2008 has increased their network of technical women.

**Mobilizing to action:**

- 35% of student respondents report that they intend to reach out to high schools in their community to recruit more girls in technology.
- 21% of student respondents report that they intend to start a women's network as a result of their attendance at GHC 2008.
- 32% of student respondents report that they intend to start new research or business initiatives as a result of attending GHC 2008.
- 38% of student respondents report that they intend to find a mentor as a result of attending GHC 2008.

## **Conference Impact & Evaluation: Faculty**

(N=90)

Although fewer faculty than students and industry workers attended Grace Hopper 2008, we find that the conference has a similarly high impact on faculty participants, especially in terms of increasing their passion and commitment to their careers, their commitment to mentor the next generation of technical women, community building, and inspiration.

### **Recruitment and Retention**

- a) Career and degree commitment:
  - 51% of faculty respondents agree or strongly agree that attending GHC 2008 has increased their commitment to a technology career
  
- b) Breaking feelings of isolation and increasing confidence:
  - 92% of faculty respondents agree or strongly agree that attending GHC 2008 has led them to feel like a part of a community of technical women.
  - 77% of faculty respondents agree or strongly agree that they feel less isolated as a technical woman as a result of attending Grace Hopper 2008.
  - 72% of faculty respondents agree or strongly agree that attending Grace Hopper 2008 has led them to feel more confident and energetic.
  
- c) Inspiration:
  - 88% of faculty respondents agree or strongly agree that they felt inspired by the role models they saw at Grace Hopper 2008.
  - 85% of faculty respondents agree or strongly agree that they value the celebration component of Grace Hopper 2008.

### **Advancement**

- a) Professional development:
  - 86% of faculty respondents who have attended GHC in the past feel like attending in the past had a positive impact on their professional advancement.
  - 33% of faculty respondents report that they intend to be proactive about evaluating their next career step as a result of attending GHC 2008.
  
- b) Network ties:
  - 69% of faculty respondents agree or strongly agree that attending GHC 2008 has increased their network of technical women.

### **Mobilizing to action:**

The 2008 Grace Hopper Conference is especially influential in increasing the commitment of faculty participants to mentoring others. Their professions being

oriented toward research, teaching and mentoring, they are an especially influential group in the recruitment, retention and advancement of future technical women leaders.

- 60% of faculty attendees agree or strongly agree that the conference has increased their commitment to mentor other technical women.
- 47% of faculty respondents report that they intend to reach out to high schools in their community to recruit more girls in technology.
- 21% of faculty respondents report that they intend to start a women's network as a result of their attendance at GHC 2008.
- 24% of faculty respondents report that they intend to investigate issues facing technical women in their organizations, and 13% intend to do so in their countries.
- 29% of faculty respondents report that they intend to start new research or business initiatives as a result of attending GHC 2008.

## **Conference Impact & Evaluation: Industry**

(N= 238)

Industry participants represented 32% of attendees at the 2008 Grace Hopper Conference. The conference has consistently high impact on these participants, especially in terms of commitment, inspiration, community, and confidence.

### **Recruitment and Retention**

- a) Career and degree commitment:
  - 71% of industry respondents agree or strongly agree that attending the conference has increased their commitment to their technology career.
  
- b) Breaking feelings of isolation and increasing confidence:
  - 92% of industry respondents agree or strongly agree that attending GHC 2008 has led them to feel like a part of a community of technical women.
  - 62% of industry respondents agree or strongly agree that they feel less isolated as a technical woman as a result of attending Grace Hopper 2008.
  - 78% of industry respondents agree or strongly agree that attending Grace Hopper 2008 has led them to feel more confident and energetic.
  
- c) Inspiration:
  - 86% of industry respondents agree or strongly agree that they felt inspired by the role models they saw at Grace Hopper 2008.
  - 84% of industry respondents agree or strongly agree that they value the celebration component of Grace Hopper 2008.

### **Advancement**

- a) Professional development:
  - 88% of industry respondents who have attended GHC in the past feel like attending in the past has had a positive impact on their professional advancement.
  - 48% of industry respondents report that they intend to mentor others and 28% report that they intend to find a mentor as a result of attending GHC 2008.
  
- b) Network ties:
  - 64% of industry respondents agree or strongly agree that attending GHC 2008 has increased their network of technical women.

### **Mobilizing to action:**

- 58% of industry respondents report that they intend to be proactive about evaluating their next career step as a result of attending GHC 2008.

- 20% of industry respondents report that they intend to start new research or business initiatives as a result of attending GHC 2008.
- 32% of industry respondents report that they intend to reach out to high schools in their community to recruit more girls in technology.
- 37% of industry respondents report that they intend to investigate issues facing technical women at their company as a result of their attendance at GHC 2008.

## Overview and Impact: Scholarship Recipients

(N=214)

There were **9 types of scholarships awarded this year**. The NSF funds funded 30% of scholarships.

Type of Scholarship	2008	2007	2006	2004
ABI/NSF	85	76	79	84
FDN – Admission for GHC	N/A	N/A	25	N/A
Google Women of Color	10	10	10	N/A
Google Global (International)	10	10	12	N/A
Academic Underwriters	102	98	88	80
Microsoft	10	10	2	N/A
Cisco Latina Scholarships	10	10	N/A	N/A
Goldman Sachs	10	5	N/A	N/A
IBM	10	N/A	N/A	N/A
Amazon/Sun/CA/Salesforce	8	N/A	N/A	N/A
ACM	0	15	0	N/A
Bridge Day	0	50	N/A	N/A
<b>Total</b>	<b>255</b>	<b>284</b>	<b>246</b>	<b>164</b>

### Race and Ethnicity of Scholarship Recipients

White/Caucasian: 45%

Black/African American: 10%

Hispanic/Latino: 9%

Asian: 36%

- East Asian/East Asian American (China, Japan, Korea, Mongolia): 17%
- Southeast Asian/Southeast Asian American (Thailand, Philippines, Indonesia, Singapore, Vietnam): 2%
- South Asian/Indian Subcontinent: 15%
- Other Asian/Asian American: 1%

Underrepresented minorities constitute 19% of scholarship recipients among respondents.

**Professional affiliation:**

93% of scholarship recipients were students.  
5% are in academia in the workforce (such as postdoc, lecturer)

**Degree:**

46% are PhD students  
42% are Bachelor's students  
11% are Masters' students  
1% are working toward a professional graduate degree (MBA, J.D, Ed.D)  
1% Other degree

**Major Area of Study:**

77% are studying Computer Science/Informatics  
7% are studying Computer Engineering  
4% are studying Electrical Engineering  
7% are studying Human Computer Interaction  
2% are studying Information systems/Science  
1% are studying Mathematics/Applied mathematics  
Other STEM: 2%  
Other: 2%

**Previous attendance:**

75% of scholarship recipients had never attended GHC before 2008  
25% of scholarship recipients had previously attended the Grace Hopper Celebration.

**Impact of GHC on Scholarship Recipients****Recruitment**

Among Bachelor's students, 73% agree or strongly agree that attending the conference has increased their intention to pursue studies in Computer Science or Engineering  
Among Bachelor's students, 68% agree or strongly agree that attending the conference has increased their intention to pursue a graduate degree.  
35% of scholarship recipients intend to reach out to high school girls in their community to engage more women in computing as a result of the conference

**Retention (all scholarship recipients)**

79% agree or strongly agree that attending the conference has increased their commitment to a technology career  
76% agree or strongly agree that attending the conference has increased their commitment to continue their degree  
75% agree or strongly agree that they feel less isolated as a woman in technology as a result of attending GHC 2008

82% agree or strongly agree that they feel more energized and confident about their career in technology as a result of attending GHC 2008  
90% agree or strongly agree that they felt inspired by the role models they saw at GHC 2008  
92% agree or strongly agree that they value being a part of a community of technical women  
90% agree or strongly agree that they value the celebration component of the conference.

### **Advancement (all scholarship recipients)**

77% of scholarship recipients agree or strongly agree that attending GHC 2008 has significantly increased their network of technical women  
83% agree or strongly agree that they intend to stay in touch with other participants  
58% agree or strongly agree that they obtained tools to be successful in their career as a technologist at GHC 2008.  
36% report that they intend to initiate new research/business collaborations as a result of attending GHC 2008.  
72% report that they intend to evaluate the next step in their careers as a result of attending GHC 2008.

### *Conference Experience of Scholarship recipients*

The goals of scholarship recipients were primarily networking, inspiration, and celebration.

### **Scholarship Recipients: Goals and Expectations**

91% Networking  
71% Inspiration  
65% Celebration  
63% Finding job opportunities  
60% Presenting/attending technical sessions  
39% Attending/presenting at professional development sessions  
25% Finding a mentor or mentoring others

73% report that the conference met their expectations very or extremely well.

### **Conference Quality Ratings by Scholarship Recipients**

(5 point scale: 1= poor, 5=excellent)

Scholarship recipients gave high marks to the quality of the conference. The lowest score in terms of quality pertained to food.

	N	Mean	Std. Deviation
Overall quality for someone in your position	205	4.22	.713
Relevance of technical topics covered	203	3.78	.874
Relevance of professional development topics covered	203	4.11	.772
Administration (registration, logistics)	204	4.18	.793
Food	204	3.63	1.044
Location	203	3.94	1.067
Valid N	201		

How valuable was each component of the conference? (Scholarship recipients)

Component	% who report was very/extremely valuable
Technical sessions	61%
Career and professional dev	81%
Social impact of technology	78%
Sessions on leadership	76%
Challenges facing women in tech	79%
Successes of technical women	88%
Sessions on work/life balance	64%
Sessions on mentoring	65%

96% of scholarship recipients agree or strongly agree that they would recommend GHC to others in their field.

## Quality of Conference: All Survey Respondents

Overall, survey respondents were very pleased with the quality of the conference, with the highest marks going to the Overall Quality – 82% rated it good or excellent, and to the Administration – 81% rated it good or excellent.

<i>Please rate the Conference in each of the following areas:</i>	<i>% Good/Excellent:</i>
Overall quality for someone in your position	82
Relevance of technical topics covered	60
Relevance of professional development topics covered	78
Administration (registration, logistics)	81
Food	57
Location	60

### **Mean Responses, Overall Quality:**

All: 4.20

Students: 4.28

Faculty: 3.88

Industry: 3.91

- According to at least 70% of survey respondents, the following components of the conference were “very” or “extremely valuable”: networking opportunities and sessions on career and professional development, the success of technical women, and the challenges facing women in technology.

<i>How valuable was each of the following components of the Conference?</i>	<i>% Very/Extremely Valuable:</i>
Networking opportunities	81
Technical sessions	50
Career and professional development sessions	72
Sessions on leadership	67
Sessions about challenges facing women in tech	72
Sessions featuring the successes of technical women	80
Sessions about mentoring	48
Accessing or finding mentors at the Conference	40
Sessions on balancing work and family	44
Sessions featuring the social impact of technology	65
Awards ceremony	37
Wireless accessibility	64
Childcare	13 (72% n/a)
Internet Café	43

## Future Conferences

- Nearly all (94%) survey respondents indicated that they would probably or definitely recommend the GHC to their colleagues.
- A majority (63%) indicated that they probably or definitely would attend the GHC next year.
- A small number of respondents (2%) indicated that they would “definitely not” attend GHC next year.

### Qualitative Responses: What was the highlight of the Conference for you?

Respondents were asked to indicate what the highlight of GHC 2008 was for them. Their responses ranged across multiple categories: professional development/career, networking/community, inspiration, sessions, and awards/celebration.

*Everything was wonderful!! I especially enjoyed the sessions. I also surprisingly got to see and connect with colleagues that I had not seen in years. Thanks, GHC!*

*Hearing all the inspiring speakers, attending the technical presentations and being surrounded by so many wonderful, smart and caring women. Thank YOU for a great experience.*

*Overall experience was life changing - energy, camaraderie, mentoring, support, the scope of vision shared by so many colleagues.*

*Realizing that the students I took to GH really benefited from attending the conference.*

*I have to say I think that the entire conference was a highlight. Amazing women that you can just admire and wish you would become one of them.*

### **Professional Development/Career:**

Respondents appreciated the opportunities to talk with prospective employers and gain internships, as well as to meet high-quality potential employees and students. A number commented on the chance to learn from other women and get advice about career paths.

*Broadening my perspectives on the applications of CS.*

*Meeting, speaking with and listening to all the women executives gave me immense confidence in myself that I too can achieve excellence in career by maintaining a healthy work life balance.*

*Getting valuable advice and support from other successful women: "Don't say you can't have it all, you just can't have it all at the same time"*

*Going to the talk about teaching Computer Science and focusing on education. After my own experiences with Intro to Computer Science courses, I wanted to be able to make them better, and help others find a passion within Computer Science as well. I'm ready to become a professor now!*

*There were several highlights, but the one which had the most impact was the session on 'mid-career course correction'. This session made me realize I was overdue for a change and new challenges and have spent the last few days actively looking into new job opportunities.*

*Have other women to talk with that are experiencing the exact same joys and challenges of working in the tech industry. Finding some peace to think and using information from the sessions and hallway conversations to resolve my current work issues.*

*Hearing about what is attracting the current generation of women to computing.*

*I finally realized that graduate school was what I wanted to do.*

*I really enjoyed the career development workshops, especially as a new hire at an industrial research lab. Secondly, I met other women in my company who have enjoyed successful careers. Thus, they serve as an example of what it means to have a successful career in male-dominated research environments.*

*Meeting students when they presented their projects. Talking to them and addressing their concerns about first steps into the industry.*

*I was told programming and computing switched to India and China, and North America does not need that much computer programmers and better to switch to other field of study or work. I was impressed by seeing so many young highly educated women in this field.*

### **Networking/Community:**

More than 50 respondents indicated that **networking**, whether specific sessions devoted to it (including Jo Miller; n=10) or through informal meetings, was the highlight of the conference. **Connection** also emerged as a theme – connecting with other professional women or students, getting to know people from their own organizations or schools, talking with fellow presenters, and gaining feedback from audiences.

*Networking with so many like-minded women, equally as passionate about technology as I am!*

*I discovered that I am not alone.*

*The people who attended were extremely friendly and easy to speak to which made networking very easy.*

*I loved all the opportunities to network. My favorite session was the one on technical leadership; the women were excellent speakers and had lots of good advice on how to get a new team to work together well and how to lead them.*

*All of the networking, it was exciting to see so many young women from across the U.S. and around the world engaged in and committed to the field of technology. It was also a great opportunity for the young women in our program who attended.*

*Being able to meet so many people that were passionate about what they were doing.*

*Having a place to meet and interact with other LGBT women in technical fields.*

*Meeting other Latinas!*

*Being able to network with grad students from my university as well as technical women from all around the world!*

*Opportunity to interact with so many women from different sectors, and hearing their perspectives.*

*Meeting others with similar career goals/paths (get PhD, then work in industry) and hearing their advice.*

*During the volunteering, the opportunity to meet and talk with all of the speakers during session monitoring was invaluable. Also the time spent with fellow students from my school that I did not have a solid bond with helped create that solid bond that was desired.*

*Meeting very accomplished women (Mary Lou, Sophie, Maria Klawe ... ) and hearing from them talk about their struggle and trepidations when they started. I realized I had wonderful people to learn from and to look up to.*

*Meeting many technical women and understanding that I am not alone in my struggles.*

*It was an eye-opening experience to see so many different women. At my university, there are few women in the CS department and within the women there is not very much diversity.*

*Seeing the group of Latinas in Computing increase from a handful in 2006 to over a hundred in 2008.*

*Meeting exceptionally bright and well educated women in the world of technology.*

*Meeting exciting women with great minds that want to share the technical ladder experience.*

*Meeting lots of really bright young women that are the future of our industry.*

### **Inspiration:**

Inspiration was a theme underlying many of the respondents' comments. Overall, they were inspired by being surrounded by so many other women and hearing stories of success...and challenges.

*After 11 years I was in an environment with such a large number of technical women. All these years I would stand out in any meeting as the only or among the few women. It was refreshing and a lot of fun to experience that!*

*Seeing so many enthusiastic women -- especially students, pursuing a career in technology.*

*Being in minority all the time, seeing this huge community of successful women, gave me strength and believe that we can be successful even if we have all strange feelings*

*Being in the mountains and meeting/being inspired by so many amazing women. My first-choice career path is much more clear now.*

*Exposed to the number of young, eager, intelligent women presenting fascinating research projects.*

*Hearing my talks had inspired others.*

*The keynote talks by women who had outstanding accomplishments and hence were excellent role models for the vastly female audience.*

*Seeing so many women in tech careers, finding out all the amazing things they are working on, and developing, and hearing from fellow attendees about their experience in CS, tips and advice. I saw that success is possible for women in tech careers and that was really comforting and motivating.*

*Meeting so many prominent women and hearing about how they have struggled and achieved their life goals.*

*I presented a session. The attention and the enthusiasm of the conference attendees were amazing. I enjoyed the experience.*

*Meeting so many bright women excited with a true passion for their field of expertise!*

*It is always seeing all the other women in my field, on very different career paths, that are successful and happy.*

*Meeting all the successful women made me proud of them and encouraged me to follow their steps.*

*Meeting other African American women who are working on, or have already obtained their PhD. Also meeting 2 African American women who are CS Department Chairs. This was a historical event for me!*

*Meeting so many women in IT and being encouraged to keep working in IT.*

*The best part of the conference was being surrounded by so many amazingly talented women who have helped pave the way for me to pursue a career in technology.*

*The confidence boost I received from being in an environment where everyone wanted me to succeed for the first time in my life.*

### **Sessions:**

Respondents singled out a number of sessions as the highlight of the Conference, including: the keynotes in general (n=32) and Fran Allen's keynote (n=24; *wonderful to hear someone's thoughts looking back on historical development of CS*), as well as Mary Lou Jepsen's keynote, the Imposter panel, and the CTO sessions.

*Better sessions than last year; there were sessions that independently made the conference worthwhile.*

*The "confidential advice for junior faculty" panel was really great. I'm in my last year of PhD studies and considering going on to academia. It was really great to hear specific details about how women in my future situation are handling the major issues (tenure, being overburdened with committee work as the only woman on faculty, etc.). It was encouraging to hear that they struggle with things that I anticipate struggling with--but that in the end they are successful. It gives me hope that I too can be successful at what they are doing.*

Jepsen/One Laptop per Child (n=68)

*Really interesting work, enjoyed her story tremendously -- it was inspirational. We need \$100 laptops here in the bay area, there are plenty of kids on the reduce price and free lunch programs that could use this to help them improve their reading as well.*

*I would love to hear more speakers like her!*

*Mary Lou Jepsen's keynote address really inspired me. She has such a love of what she does and she conveyed it beautifully.*

*It was very inspiring, and I didn't know much about the XO laptop before her presentation, so was amazed and very interested to learn about the amazing technology in the laptop.*

*She is such an inspiration! I was humbled and awed.*

*The keynote about OLPC, by Mary Lou Jepsen, was really inspiring for me from many points of view. It is great to see that people who dedicated their life to help poor children have also achieved professional success.*

Imposter Panel (n=55):

*It was very eye-opening and inspirational.*

*Being in a room with 450 powerful, wonderful, intelligent women who all feel the same way I do was simply amazing. It made me feel like I wasn't so alone, and I think it was exactly what I needed.*

*Attending the session on feeling like an imposter! I felt this way for years and I'm so glad to find I'm not alone and to hear some strategies for coping with self-doubt. It's not a subject that's easy to bring up with a male advisor. I was also inspired by the talks about developing technology for women in 3rd world countries. I did not know this was happening and I would love to get involved somehow.*

*It helped me realize that it's normal to be insecure about my career, as long as I keep doing good work all will be well.*

*It gave me strength and self-confidence. It was also very moving for me.*

*You should make the content from it available, people loved it.*

CTO (n=22):

*CTO networking session and lunch. I got to meet some amazing and inspirational people (I sat with the founder of One Laptop Per Child at lunch!) and hear their stories and feel like they were interested in helping me to figure out my career path.*

*I was also inspired by the CTO panel - especially that some of the CTOs had had several children and taken maternity leave.*

### **Awards/Celebration:**

*Listening to the speakers at the Awards Ceremony on Thursday night.*

*Meeting successful women who were not necessarily always on top and seeing them let go, have fun, and celebrate!*

*All the dancing and having fun!!*

*The big dance party at the end of the conference celebrations. I just really like the fact that everyone danced (however poorly) without regard as to how they would look in front of recruiters, candidates and other representatives. Just having fun with everyone in the relaxed atmosphere.*

*The last night was a blast. I couldn't imagine seeing so many technical women in harmony together.*

*Watching so many different women having fun together, all at once; no matter their nationality, color of skin or anything else.*

Session Ratings

Survey respondents were asked to rate the quality of each of the sessions they attended on a scale on 1 to 5 from very poor to excellent. The following figure presents the results of the mean scores, organized by program order.

	N	Mean	Std. Deviation
CTO Plenary Session: Leading Technology	300	4.24	.770
Recession Proof Your Career w/Jo Miller	163	4.46	.687
Resume Clinic	143	4.34	.779
Structured Networking w/Jo Miller	137	4.35	.744
Unstructured Networking w/the Connect Project	225	3.76	.933
Affinity Groups Meeting	70	4.20	.844
Newcomer Meeting	217	3.92	.812
LGBT Meetup	33	4.12	.927
Keynote Breakfast	240	3.83	.924
ABI Ambassadors Breakfast	49	3.71	1.061
Women of Color Lunch	60	4.28	.804
Systems Lunch	72	4.25	.801
Latinas in Computing Lunch	47	4.49	.748
Junior Faculty Lunch	27	3.96	1.055
GHC Scholarship Reunion Lunch	116	3.68	1.084
LGBT Lunch	27	4.33	.920
ResearchHers Lunch	62	4.00	.923
Fran Allen Career Mentoring Award Lunch	34	4.15	1.077
Town Hall Meeting	70	4.16	.828
Awards Ceremony	329	4.11	.845
PhD 1: Interdisciplinary Computing	64	3.92	.697
PhD 2: Hardware, Real-time & Embedded Systems	62	4.00	.789
PhD 3: Mixed Session: Sensors, Sensor Networks & User Interfaces	55	3.93	.813

PhD 4: Artificial Intelligence & Learning Systems	59	3.86	.798
PhD 5: Security & Privacy	50	3.94	.793
PhD 6: Information Management	49	3.92	.702
Question 43: NI 1: Networking	47	4.04	.833
NI 2: Modeling & Simulation	54	3.96	.868
NI 3: Large Scale Patterns & Parallel Computing	63	3.81	.895
NI 4: Algorithms & Applications	53	3.77	.912
Tools & Talk: Tech Speaker Elizabeth Churchill	89	4.29	.757
Organizations Building a Better World	86	4.15	.642
Transforming Yourself into Tech Leader	144	4.23	.782
Fighting Crime Using Gunshot Location Systems	76	4.32	.677
Future Mobile Technology Empowering Users	40	4.20	.723
Manage Career When "Life Gets in the Way"	95	3.97	.950
Risky Business: Speaker Penny Herscher	55	4.31	.742
Innovating with Chip Multi-Threading	46	3.87	.687
Outside of Normal Operating Conditions	26	4.19	.694
Building a Better World	92	4.15	.725
Building the Earth in 3D	91	4.11	.781
Mid-Career Course Correction	113	4.13	.762
Synergetic Evolution of SW & HW	40	3.98	.862
Enabling Nonprofits to Accomplish Their Missions	71	4.08	.806
Women of Color Career Panel	41	4.12	.714
Build a Better Processor	40	4.00	.751
Getting it Together: Empowering People	70	4.14	.708
Findings, Challenges & Recommendations for Teaching	79	4.18	.747
Taking the Long View	63	4.14	.715

Introduction to Grid Computing Using OSG	33	3.70	.684
The Artemis Project	68	4.43	.759
Using Robots to Introduce Computer Programming	76	4.25	.835
Denice Denton Emerging Leader Award	24	4.42	.654
Social Impact of Advanced Tech & Telemedicine	52	3.96	.816
Recent Research-Game Theory, Econ & CS	79	4.25	.824
Planning, Organizing & Holding Regional Celebrations	39	4.38	.711
Letting the Cup Overflow	42	4.00	.826
Evaluating Virtualization Performance via Benchmarking	37	4.00	.782
Project Fortress: A Multicore Language	45	4.13	.786
Inspiring Girls in Technology	117	4.26	.662
SRC Competition - 2nd Round	25	3.80	.816
Skinware: Getting Innovation Out	39	4.28	.686
Automation to Understand and Improve Health & Environment	25	4.08	.812
Surviving Real Life During Grad School	86	4.30	.798
Building a Better World for Women in High Tech	67	4.15	.702
Building a Better Software: Role of Product Support	45	3.49	1.180
Please rate the overall quality of the Session 5 segments.	17	4.29	.686
Building a Better World: Using Anthropology	35	4.14	.772
Experiences with OLPC Technology in West Africa	63	4.32	.839
Build a Better Future with Creating an ACM-W Chapter	25	3.96	.935
European Women in Science & Engineering	43	3.79	.989

Implications of Nano Science & Tech	50	3.64	1.064
Programming Language Ideas Escape the Lab	44	4.45	.627
Preparing for an Advanced Degree	48	3.92	.942
The Imposter Panel	242	4.80	.543
Engaging Students in the Free Open Source Movement	44	4.11	.722
International Perspective on Successful Programs to Attract Women	39	4.13	.615
Measuring Success - Partner Panel	21	4.19	.602
Scaling Applications to Enable Unprecedented Science on Petaflop Platforms	30	3.93	.907
Multi-Robot Intelligence	80	4.81	.553
What is a Ph.D. Really Good For?	88	4.19	.842
Bus 101: Learning to Speak the Language of Business	54	3.69	.907
Women in the Brave New World of Free & Open Source SW	52	4.52	.610
Having Global Impact as a Tech Woman	45	4.27	.654
Web 2.0: Online Social Networks	94	4.10	.843
ABI Social Impact Award Winner	29	4.07	.593
Confidential Advice for Jr. Faculty	39	4.10	.852
Beyond Classes & Textbooks	53	3.79	.927
Choosing Your Building Bricks: Research Direction	53	3.91	.925
Exciting Career They Don't Tell You About at School	57	4.07	.842
Green Data Centers	46	3.87	1.002
Women Working in International Development	50	4.34	.626
Climbing the Tech Ladder: Obstacles & Solutions for Mid-Level	76	4.38	.610
ABI Technical Leadership Award Winner	26	4.42	.504
Our CS: Opportunities for Undergrad Research in CS	38	4.21	.875

We Build a Better Researcher	28	4.18	.723
Internship Programs Showcase	57	4.35	.582
What's a Supercomputer Good for Anyway?	38	4.08	.784
Intellectual Property & Patents Empowering Innovation	22	4.14	.560
Changing the World Through Tech Innovation	37	4.14	.713
Communicating Within Virtual Teams	25	4.24	.879
ACM Membership Gender Study	33	4.00	.935
Change Agent Awards Panel	26	4.27	.604
Recruiting HS Women into CS	51	4.24	.790
The ABC's for ABD's	37	4.43	.899
Building the Lavender Network	19	4.05	.780
The Bird Has Left the Nest	26	3.96	.720
Grad School 101	41	3.88	1.100

### **Ratings and Comments: Keynote Speakers and CTO Panel**

#### Keynotes Quality Ratings (5 point scale, very poor to excellent)

Fran Allen: 4.0

Mary Lou Jepsen: 4.8

Both keynote sessions received high marks, offering inspiration, knowledge, and strong role models for women in attendance. The positive comments were numerous:

*Both keynote speakers were very inspirational. Excellent choice!*

*Both the CTO plenary & Mary Lou Jepsen's keynote speech were awesome...very inspiring.*

*They were great. I loved how both of the keynotes talked about their work as well as diversity issues. I think it's really important to strike that balance.*

*Mary Lou Jepsen: My God, this woman is inspirational.*

*Though I didn't attend Ms. Jepsen's session, a few young undergraduate women came to our table afterward and said her presentation made them decide to seriously consider an advanced degree.*

*Excellent choice of speakers. Quite inspiring.*

*Great choices of keynote speakers*

*I am so glad that you had Mary Lou Jepsen come speak! She was the inspiring moment that I had been waiting for at the conference.*

*I could not attend either because of interviews that got scheduled at those times - since it is something everyone wants to attend, it might be a good idea to tell the sponsor booths to remind whoever they are scheduling an interview with that it conflicts with the keynote speakers.*

*I enjoyed Fran Allen's retrospective on her career and her tips. I was completely wowed by Mary Lou Jepsen. It's inspiring to see how unafraid she is and how much she has been able to make the world a better place.*

*Amazing women and very intimidating (hard to look up to them, they've done so much XD)*

*I hoped that Fran Allen would have spoken more about what she did to win the Turing Award. Mary Lou Jepsen was amazing.*

*I loved hearing from Fran Allen because the history of computer science is fascinating. Also, Mary Lou Jepsen's One Child, One Computer project speaks to me directly. I would love to have a program like that here in the United States to help impoverished areas like Appalachia.*

*I really enjoyed Fran Allen's talk.*

*loved the OLPC (Mary Lou Jepsen) keynote, because I felt like the OLPC project is one I have been following for a couple years now, and was blown away by the opportunity to hear her speak about it. I really enjoyed the service applications of hearing her speak.*

*I really enjoyed hearing the career accomplishments from Fran Allen. It was like listening to the story of the evolution of Computer Science from someone who was involved in each key step the whole way through. It was fantastic!*

*I really wanted to have a chance to talk with Fran Allen and since so many others were in the same position and didn't get a chance to talk to her and ask her more of her project/speech. Great Speech - Great work - Very Admirable - Mrs. Fran Allen!*

*I thought Mary Lou Jepsen's talk was great -- really awesome!*

*I want to be Fran Allen when I grow up.*

*I was "blown away" by Mary Lou Jepsen's accomplishments and her delivery!! I already had heard Fran and she was, again, wonderful!*

*Mary Lou gave just about the best talk I have ever heard.*

*Mary Lou Jepsen was really inspiring and a great speaker. Fran Allen was just plain impressive. Both incredible women and wonderful role models.*

*Mary Lou Jepsen's talk was one of the best Keynotes I've heard at a GHC (I've been going since 2004).*

Among the suggestions for improvement on the keynotes, participants pointed to better time keeping and technical support for the speakers, noting that Allen especially could not read her presentation given the set-up of the podium. Also, participants lamented the lack of opportunities to ask questions.

*Keep to the schedule. Fran Allen talked too long and too close to the beginning of the next session.*

*I was looking forward to hearing Fran Allen speak, but she seemed a bit scattered. This was understandable when she commented that she had intended to have her own machine with her, but was told she couldn't. That would thro anyone for a loop. Having said all of that, I'm still glad I was able to hear her speak and see her in person, after reading about her prior to the conference.*

*I was sorry for Fran Allen that she did not have her PowerPoint in front of her. I was sorry that Jepsen had not planned to stick around after her talk for questions.*

*I wish I could have had an opportunity to ask Mary Lou Jepsen questions*

*Fran was handicapped by not being able to view her own slides. It is normal to have a computer with your slides in front of you---this should have been made available to her.*

*Session chairs need to be careful about running over time, even for plenary speakers. It is frustrating for people with duties in the next session to have one session ending when or after the next is supposed to begin.*

CTO Panel Quality Rating (5 point scale, very poor to excellent): 4.24

The CTO Panel was very well received, achieving a rating of 4.24 on a 5 point scale – however, participants commented on ways to strengthen the panel, especially as it pertained to career advice for young women.

Those who felt particularly inspired by the CTO Panel said:

*The experience from those successful CTOs inspired me a lot.*

*Both the keynote speakers did an excellent job! The CTO plenary session was also very interesting and I could relate to it even though I am not a CTO. I suggest having a plenary session for the CEOs who happen to be technical as well!*

*I really liked the CTO Plenary. CTO's seem like such an unreachable position at this point (being an undergrad) being so personalized. Makes it seem more real.*

Others felt that the CTO panel lacked in substance or questioned the gender mix of the panel:

*CTO session was very generic*

*I did not feel the CTOs gave much insight into their career development. They talked about their day to day life but not how one could get to that position.*

*Did not give much insight into how they got to their positions. They talked about how their daily life is filled with travel, talking, etc. But I was not inspired much and was not too impressed with their talks. It could have been the format.*

*For the CTO Plenary, I wasn't sure why the two men were included, apart from the profiles of their companies. [The CTOs did not give] me information on how to get to the position of CTO. I thought the CTO from Xerox was absolutely fantastic. Great advice, very down-to-earth and believable.*

*I wish I knew that the CTO Plenary session was going to be so irrelevant to me as an undergraduate student.*

*I wished the CTOs would have gotten into more meaty topics; they spent a lot of time being chatty. I also wish more time had been left for audience questions. Why collect so many, only to have no time for most of them? Perhaps instead of having all CTOs answer each question, the questions could have been more directed. Or the CTOs could have been coached on giving more succinct, less chatty answers.*

*It was great, but I was expecting to hear more about the careers and a little less about their personal lives.*

*It would have been interesting to hear the CTOs speak directly about challenges they personally see women in their organizations facing and how they try to fix them.*

*The CTO panel spent too long answering each question and they didn't get through the breadth of questions that I would have liked them to answer.*

## Suggestions for Improvement

Respondents were asked what suggestions they had to improve the GHC Conference in the future. While responses ranged across a variety of issues, the most common had to do with logistical and administrative issues, rather than content:

- Food/Drink – Thirty respondents wanted to see improvements in food offerings, including more food, better vegetarian options (particularly protein), and healthier breakfast options. The lack of free coffee, coupled with limited availability of very expensive coffee, was a serious issue for a number of respondents (35). One suggested: *Maybe we could get a company like Starbucks involved for next year. Certainly they have IT jobs, right?* A number of respondents also commented on the lack of seating during meals, leading to fewer opportunities for informal networking.
- Location – While a good number of respondents appreciated the beauty of Keystone, 58 commented on the problems caused by the high altitude, the distance from the airport and lack of transportation, and being too spread out.

Other respondents had suggestions related to the scope and organization of the Conference.

- Session organization – multiple respondents (11) commented that they would like to see the sessions organized into tracks: *For example, an "Outreach Track" might include talks in each session related to inspiring girls in technology, increasing CS pursuits for hs girls, starting a successful outreach organization. A "Leadership Track" might have talks identified in each session focused on growing your career, and an 'Academic Success' track might highlight talks in each session surrounding being successful in academia and research.*
- Focus – a small number of respondents (3, each) wanted to see more sessions in particular areas, such as: more for undergrads, graduate students, and mid-career professionals. Several wanted to see more on professional development or on technical topics. A few thought GH could do more to recruit/promote the Conference internationally (with the caveat that employers should have opportunities for/be ready to talk with international applicants).
- Networking – A number of respondents (4) commented that they would like to see more time and, particularly, *space* for informal networking and private conversations.

There were also a number of informative individual comments related to the career fair and industry and academic representatives:

*For our purposes I would like to see more opportunities for the young women in attendance to stop at the university exhibitors tables. The first day before the session*

*began, we had a lot of young women stop by our table. But the subsequent days proved less valuable since the sessions were back-to-back and the breaks were short, so it was much more difficult to grab the attendees attention when the majority of them were trying to get lunch or take care of other needs between sessions.*

*Company invites were scheduled at the same time as sessions. There should be a particular time block to go to company sponsored brunches/dinners that does not conflict with sessions.*

*As a corporate sponsor, I would like to see the booth open times minimized - booth workers missed a lot of sessions because they had to man a table.*

*Have more concentrated workshops, less of them and a day and a half of career fair vs. 3 days. 3 days was too long for industry reps and students. We begin to see repeat students. More focus should be put on the career fair and have it more heavily advertised prior to the conference. Some students didn't even know there was a career fair component and that many of us would be interviewing on-site. Would highly encourage Anita Borg to communicate this part of the conference more and ensure student attendees come prepared with resumes and dressed appropriately in professional/business attire to engage with industry and interview.*

*Have some way to easily match up recruiters with geographic locations, so that if I'm looking for a job in a particular area of the country I know who to talk to. Try to get more industry recruiters/sponsors from middle America (e.g., Midwest).*

*I want to note in general that I had to make tough decisions between going to excellent sessions or visiting the exhibit tables. I know the 10 - 15 breaks are probably ideal times to visit a table individually, but for me, my best conversations with exhibitors (industry and universities alike) were more than 10 minutes, and by the time I'd finish, a session is underway.*

*The expo/career fair has to be advertised - employers and sponsors seemed disappointed that students didn't know there was going to be something like that. We were pulling students to interview, and it didn't seem like a priority. If my company is sponsoring folks to attend, both students and professionals, we'd like to have the opportunity to interview candidates. Our company, who was a sponsor, did not feel that the conference offered us an incentive to come back next year.*

Finally, a few people made useful suggestions that did not fit easily within one of the categories above:

*Have a lunch for people in industry to meet and potentially a closed door session to discuss issues in the workforce.*

*We need a better ratio of faculty/professionals to students - the growth in attendance seems to be based on an increasing student population. Those of us working in the field are getting spread pretty thin trying to support all the students that are there.*

*How about making GH a mother/daughter (mentor/mentee) affair & having a parallel track to GH geared towards young girls, say ages 10-14 perhaps, to inspire & encourage these girls to pursue rewarding technology careers. Although the*

*conference already inspires many young women, often these girls are already inspired. GH could be used as a form of outreach and bonding event.*

*As someone who hasn't been to conferences before the terms Poster Session, Birds of A Feather, etc were mostly new to me. Definitions on the website would have been helpful. I also wonder if a session about how to prepare and apply to participate in Grace Hopper or other conferences would be valuable to students and other new folks. Disclaimer - I missed the newcomer meeting, so this might have been covered there.*

### **Suggestions for Future Speakers:**

Andrea Polli, Hunter College  
Andy van Dam, Brown  
Anita Jones, U of Virginia  
Barbara Liskov, MIT  
Brenda Laurel  
Carly Fiorina, Former HP CEO  
Chandra Krantz, UCSB  
Diane Greene, former VMWare CEO  
Elizabeth Mynatt, Georgia Tech  
Esther Dyson  
Eva Manolis, Amazon  
Eva Tardos, Cornell  
Female Fellows  
Fran Berman, SDSU (2)  
Galyn Susman, Pixar  
Genevieve Bell, Intel  
Gloria Townsend, De Pauw U  
Government (3)  
Hardware people  
Helen Greiner, formerly iRobot (2)  
Janey Kayfetz, UCSB  
Jeannette Wing, CMU and NSF  
Jeannine Smith, Shutterfly  
Kay Redfield  
Lisa Brummel, Microsoft  
Louise Francesconi, former EVP,  
Raytheon  
Margo Seltzer, Harvard U  
Marie-France Sagot, Universite Claude  
Bernard, France  
Marissa Meyer, Google (2)  
Mateja de Leonni Stanonik  
Meg Whitman, former CEO, Ebay  
Melinda Gates, Gates Foundation  
Members of Grace Hopper's family  
Mid Level technical women (3)  
Minaxi Gupta, Indiana U

Mix of industry and academia on panels  
(2)  
More CTOs  
More diverse points of view (4)  
More Industry (3)  
More international speakers  
Nancy A. Lynch, MIT  
Natalie Jemerijenko, NYU  
National Labs researchers  
Padmasree Warrior, Cisco  
Patty Mae, MIT  
Patty Stonesipher, Gates Foundation  
Penny Dorneman, Penn State  
Presidents of CPSR or AAAS  
Radia Perlman, Sun  
Rebecca Norlander, Microsoft  
Sandra Johnson Baylor, IBM  
Senior academia women  
Senior women  
Shafi Goldwasser, MIT  
Sheryl Sandberg, Facebook  
Software people  
Speakers from large companies  
Sue Decker, Yahoo!  
Susan Landau  
Top notch tech talks  
Track for students  
Valerie Taylor, Texas A&M (2)  
Wesley Hall  
Window Snyder, Mozilla CSO  
Women CEOs  
Women entrepreneurs/small companies  
(5)  
Women in Gaming  
Women who know how to get credit for  
their work in the eyes of the media

### Suggestions for Future Professional Development Topics:

Respondents would like to see the following professional development topics emphasized in future GHC conferences:

<b>PD Topic Area:</b>	<b>N</b>
Professional skills in a technical setting, including how to dress, dealing with (bad) managers, public speaking skills, and building a brand	23
Professional skills in male-dominated fields – similar to above, but specifically related to male/female communication styles, negotiation skills, and visibility for women	22
Technical vs. management track	5
Industry vs. academe (for students as well as those considering a career change)	7
Career path/planning – including academic- and industry-specific, and general	21
Mid-level career issues – dealing with challenges, maintaining motivation, and breaking out of mid-level	11
Leadership (from entry to senior level)	14
Work-life balance	12
Networking	6
Continuing education, including Ph.D. programs, and updating skills while working	8
Advice for Ph.D. students, including the application process, finding and managing relationship with an advisor (also how to BE an advisor for early career academics), and deciding between Master's and Ph.D.	9
Entrepreneurship, innovation (patents), and starting one's own company	8
Job hunting advice, particularly for Ph.D. students, including interview skills (in academe) and resume/CV writing	13
More topics for undergraduates	5

### Suggestions for Future Technical Topics:

Respondents indicated that they would like to see the following technical topics addressed at future GHC conferences:

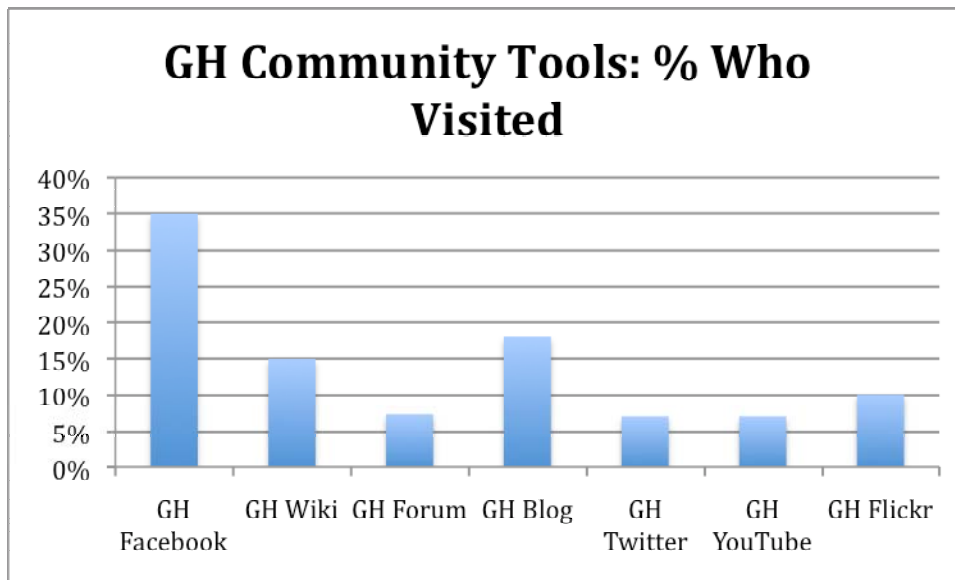
<b>Tech Topic</b>	<b>N</b>	<b>Tech Topic</b>	<b>N</b>
AI/Robotics	17	HCI	21
Gaming, Graphics, Animation	9	Open Source	5
Tech for Social Impact/Social Good	11	Security	13
Hardware	11	Software	10
Emerging/cutting-edge technology	9	Wireless networking/networking	10
Tech in education/CS programs	8	Computing & biology/bioinformatics	8
Interdisciplinary	8	Hands-on sessions	3
Social computing/Web	10	Theory & algorithms	10
Data mining	8	EE	4

## Online Communities

(N=756)

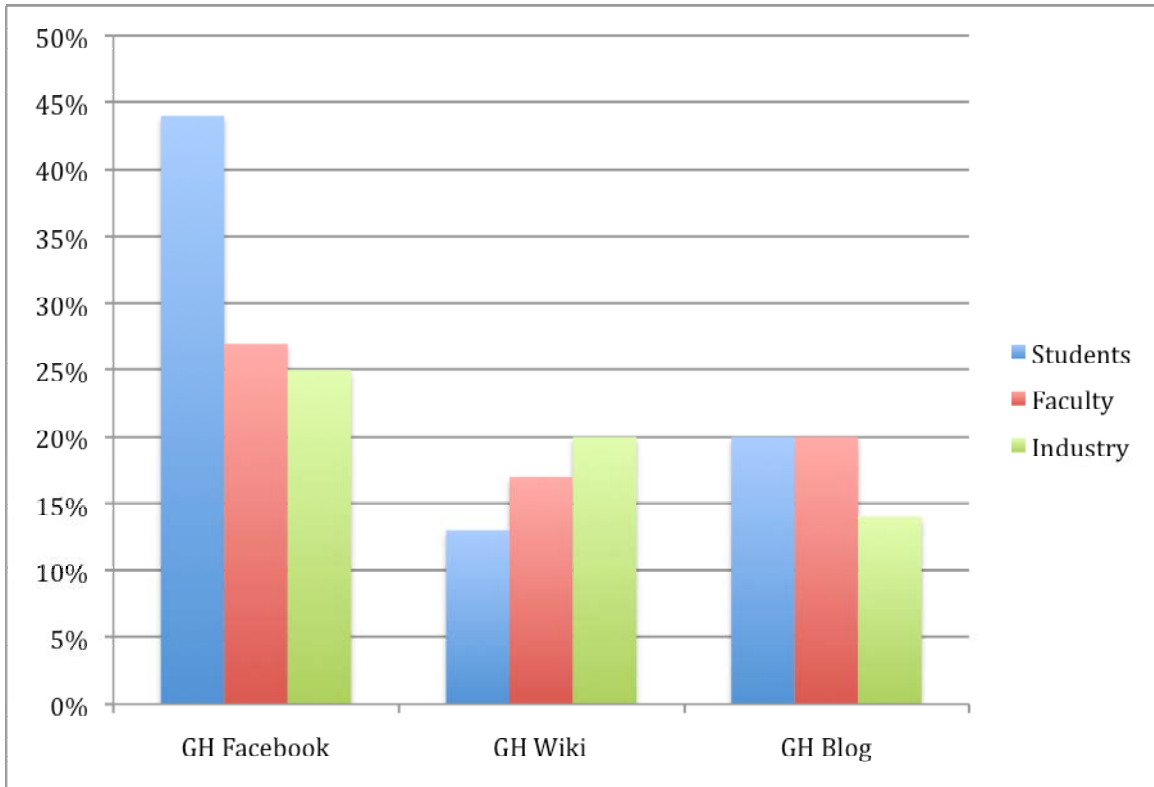
### GHC Tool Use

- The most used community tool was the GHC Facebook group; with 35% of respondents indicated they had visited the site.
- The second most visited was the GHC Blog at 18%, followed closely by the Wiki at 15%. Flickr was visited by 10%, and Twitter, YouTube and the Forum were each visited by 7%.

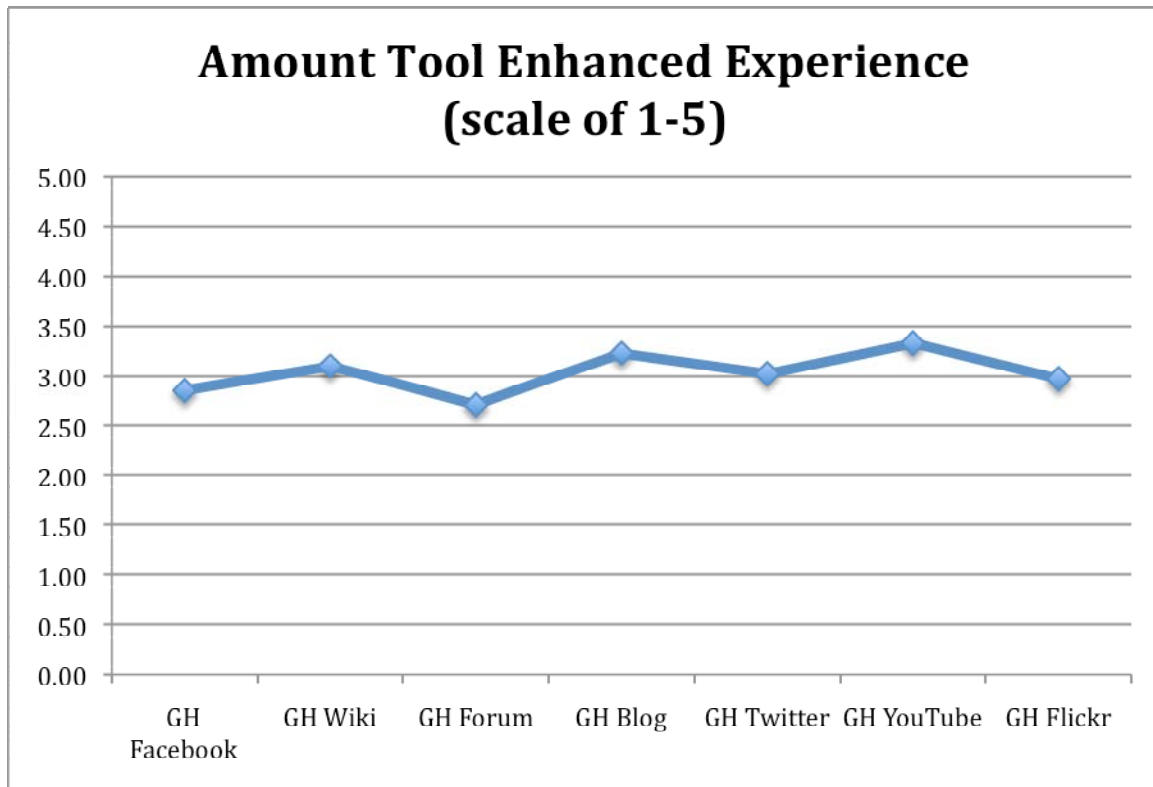


### Professional affiliation

- Visits to the most popular GHC sites varied by professional affiliation. Students were significantly more likely to report visiting the GHC Facebook group than other respondents ( $p=.000$ ); whereas, industry respondents were the most likely to visit GH Wiki.



- While Facebook was the most visited, other tools scored higher in terms of enhancing the conference experience for the participants, the highest being YouTube. Mean result on a 5 point scale of “how much did these tools enhance your conference experience?” hovered close to 3, **moderately enhanced**: Wiki = 3.10; Blog = 3.23; Forum = 2.71; Facebook = 2.85; YouTube = 3.33; Twitter = 3.02, Flickr = 2.97.



- While YouTube received the highest overall rating, this number was influenced by the large number of student respondents, who were significantly more likely than the other groups to indicate that YouTube enhanced their GHC experience ( $F=5.07$ ,  $p=.004$ ).
- Participants **who did not live in the US were more likely to have found that Facebook enhanced their GHC experience** than those participants who live in the US ( $F=3.66$ ,  $p=.057$ ). With the exception of the Forum, international participants rated all the communities tools as more likely to enhance their conference experience.

#### Qualitative Responses: How Tools Enhanced Experience

Respondents were asked to provide examples of how the various GH Communities Tools had enhanced their conference experience. As the selection of comments below demonstrates, respondents used these tools before, during and after the Conference in the following ways:

- Networking and community – respondents used Facebook to find roommates for the Conference, read other attendees profiles and looked at their pictures, and searched for friends and colleagues who might be attending. These actions helped create a sense of community.

- Sessions and content – respondents used the Wiki, Blog and Twitter updates to get information about sessions they could not attend, to share experiences, and to access slides and additional presentation information.
- Information and expectations – respondents used the online tools to get information about registration, travel and funding and to gather information on what to expect for the Conference.

*Twitter allowed me to receive updates on sessions I couldn't attend. Making videos for YouTube gave me a chance to meet many women I wouldn't have otherwise. Flickr gives me a visual memory aid. The blog gives more personal views of parts of the conference. The wiki gives me a place to reference information presented at sessions, etc.*

*I was able to "meet" a few of the other attendees before arriving. Also, I appreciate having information about the sessions - including the slides - available on the wiki.*

*The reminder through Facebook got me going on registering (and consequently getting other people in my department to go). I \*love\* being able to look up notes for sessions I've missed (i.e. the wiki). And reading other people's impressions on the blog is interesting and useful when trying to get people interested in the conference.*

*Blogging community created a sense of belonging.*

*I watched the YouTube video about grace hopper conference and learn about it before the conference*

*I've been looking at them to get material for a PowerPoint presentation to the folks in my office to pass on the experience of Grace Hopper.*

*It is nice to see the best keynote and acceptance speeches again online. They are fun to share with friends too!*

*Facebook helped me connect with more people, Flickr helped me in matching the names and photos of people.*

*Gained knowledge of Grace Hopper and the pioneer work she did and the life she led.*

*GH Twitter answered questions we had about organization decisions, etc. in realtime.*

*One speaker had slides with examples of interesting research; as the research is related to a club I chair, I think it will be another useful source for lectures.*

*It was great to see other people's opinions on the conference, and get into the spirit of the conference before attending. The blog was my favorite.*

*It was nice to see faces of attendees before arriving at the conference. You feel like you know someone before you meet them.*

*Grace Hopper Facebook allowed me to see other conference participants whom I may not have known was at the conference.*

*I didn't get to go to as many sessions as I would have liked, so the online resources allowed me to follow sessions I couldn't be present for.*

*I felt more connected to the other folks while I was posting on Twitter and reading their posts, even though I didn't know them.*

*It allowed me to network with people before the conference began.*

*It helped me know what to pack, since I could see people's attire and what events were like. This resulted in setting my level of expectations and making me feel more at ease.*