

# User Survey Results

## Global Business Speakers Series Event 2

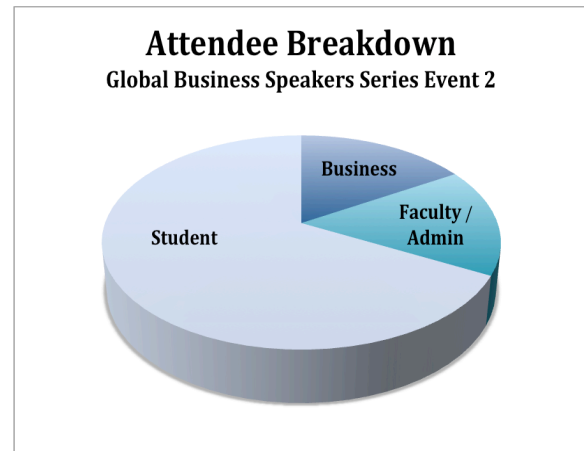
February 25, 2009

### Overview

The second PCC Global Business Speakers Series event was held on the the Cascade campus on February 25, 2009 featuring John Galvin of Intel and LJ Johnson of Nike. Approximately 90 students, faculty, administrators and local business were in attendance (hand count by Phil Seder). Fifty five participants filled in a survey form asking the them to rate how well the event helped raise awareness of international career opportunities, how satisfied attendees were with the quality of the event, and how satisfied attendees were with the time of the event. Responses were scaled on a basis of 1 (poor / low) to 5 (excellent / high)

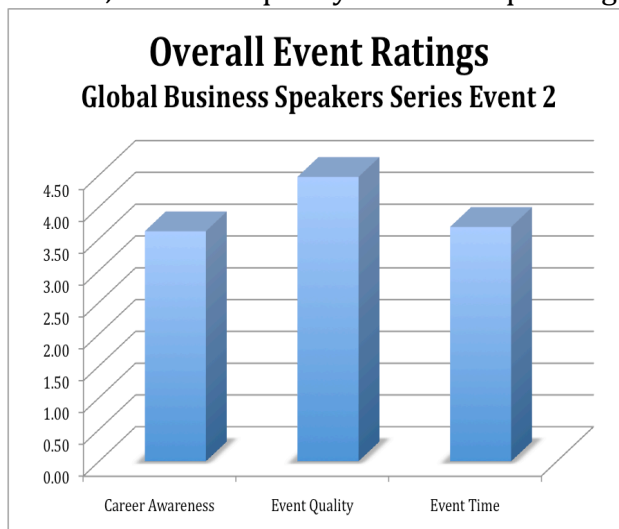
### Attendance

Survey responses were predominately from students with a bit under a third of responses from the business and academic community. The numbers might be slightly skewed though. Of the roughly 40% of attendees who did not fill out surveys, many could have been professionals who had to leave before the end of the event or right as the event terminated.



### Overall Approval Rating

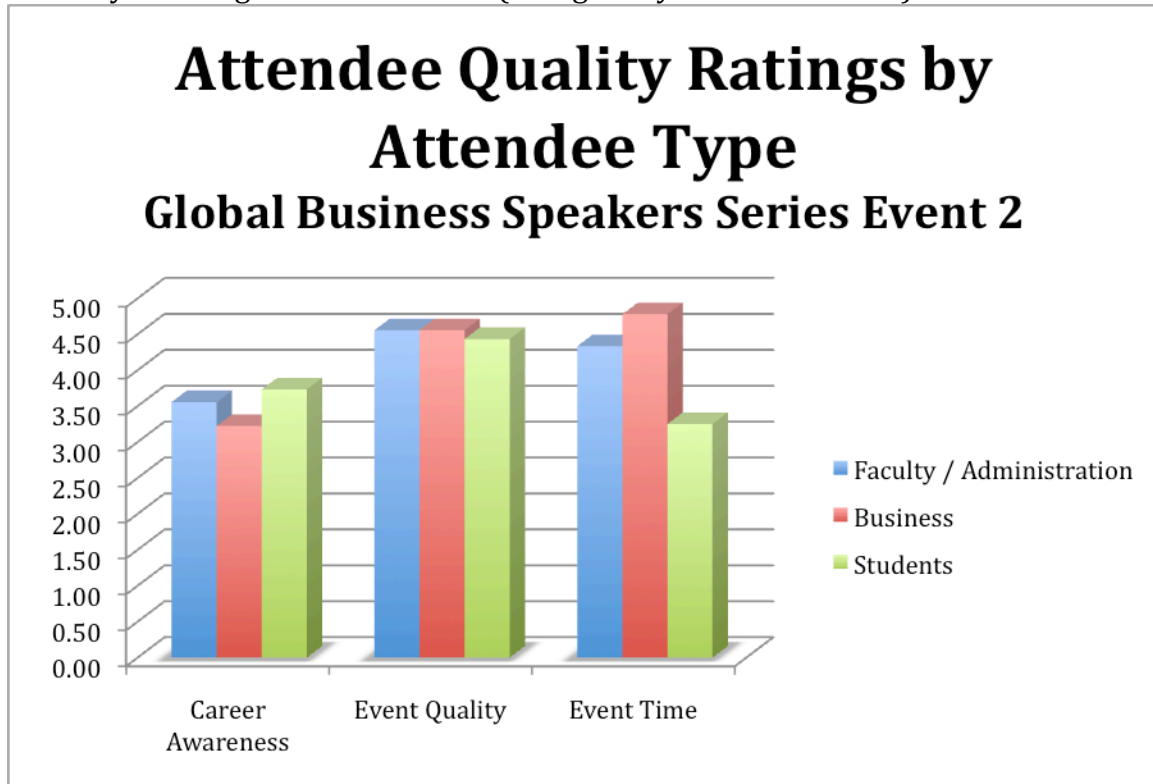
Overall, the event quality was rated quite high. Somewhat lower ratings were given to the question of whether it raised career awareness, not surprising given both the lack of focus on that topic and the mix of business and academic professionals who can be assumed to have expertise in that area. Also rated lower, was the choice of time, although the professionals seemed to like the time, whereas students did not.



### Ratings by Attendee Type

All attendees rated the event quality highly. Students rated it somewhat

lower, perhaps influenced by either limited frame of reference or the fact that some feel that an extra credit or mandatory attendance requirement is essentially attending under duress. Students did seem to pick up more about career options than academics or professionals, and also seemed distinctly less favorable towards the early morning start of the event (though they did like the food).



#### Written Comments (A=Admin / Faculty, B=Business, S=Student)

(A) Would prefer late afternoon for presentations.

(S) Everything was good, very good.

(S) I liked this meeting because of its organization and food. It was very organized.

(S) Personally, I feel that sending email to register is much easier, just like the first speaker event.

(S) Very informative and useful for business major.

(S) Ton of food. Less marketing oriented than perceived.

(B) What are you doing with the extra food? Easy registration. Good speakers.

(A) Q & A was great.

(B) Very simple and seamless.

(S) Very cool.

(B) This is awesome! I look forward to participating in future events.

(S) Would really like more of a variety of companies represented.

(S) It was a little boring and hard to keep my attention.

(S) Thanks.

(S) The food was an unexpected delight. Good speakers. Very credible and entertaining. I am looking forward.

(S) Everything was good – registration as well as snacks. Maybe send a reminder.