

# Women In Networking

*The goal of WIN is to create a healthy network to assist women in succeeding in their careers with the City of Tempe.*



## Dress for Success

### Program Evaluation

On March 24th, 2008, the City of Tempe Diversity Department featured an employee event on Dressing for Success through the Women In Networking Program. This forum was open to all city employees. Approximately 60 employees attended. Our guest speakers were Karen Coatsworth and Nicole Malleta from Macy's. The Diversity Department surveyed attendees at the conclusion of the lecture to gather feedback for evaluating the program and making improvements.

1. **How did you hear about this program?** *Participants heard about the program either through a direct email or city information.*

2. **What did you like best about the presentation?**

Responses included:

*Always a great environment—Enjoyed getting tips on appropriate dress and seeing examples of different outfits suitable for work—Great information that everyone could use, people that are serious about their careers could glean useful tips from presentation—The opportunity to gather together and get info about acceptable attire, much of it is common sense but staff benefits from reminders—Defining work casual, the do's & don'ts, Lunch was awesome—Nicole's energy & clothing samples—Besides the lunch and seeing coworkers, it was interesting to hear tips on how to make clothing selections that are office and age appropriate—Becoming aware of a free service (that I probably should use)—Very personal and practical concern of the women employees (including men too)—Winning a gift certificate, a yummy lunch and seeing clothing examples—The fact that it was specific to work issues of dress in the workplace.*

3. **On a scale of 1-5, with 5 being the highest, please rate your experience with this program.**

*5—18% of participants, 4—55% of participants, 3—27% of participants.*

4. **In an effort to provide continued quality programming, please list topics you would like featured at future WIN programs:**

Responses included:

*Heart health and treatment in women—Female entrepreneurs—Body Image—Life after Tempe, female oriented leisure options—Start an exchange program, females with talents that want to barter them for the talents of others—More weight related, affordable options—Dress for success summer version—Goal setting, mentoring, career coaching—Health, exercises, family problems, marriage enforcement, keeping good morals—Avoiding physical stress on the job—Working effectively with a variety of people, communication skills, how to handle conflict/disagreement with the public & coworkers—Balancing family with work, how to make the most of the week-day evenings—Demonstrate how to make nutritious meals quickly.*

**5. Comments included:**

*It was a great program—The food was excellent—Avoid Monday's and Friday's, they are popular 9/80 days—Super interesting topic—thank you—I think this particular program would have been more effective if there was a fashion show component utilizing staff volunteers of various ages and sizes. It's too hard to get a real feel for what clothes look like on hangers. When the speaker demo'd the versatility of the green sweater it was more helpful and interesting. A flyer of do's & don'ts would be helpful too as well as clothes pricing. For most of us that is an important consideration. I also think it's critical to further highlight how wearing clothes that complement your figure, your coloring and age make you feel better about yourself—Wish they would have modeled the clothing more—It was a fun event but I was disappointed at the cost of the items shown, I heard several employees say that these items were above and beyond what they would spend—Felt like it was a Macy's ad, was expecting more body type, what kind of outfits look best.*

Presented by the City of Tempe Diversity Department and the Diversity Steering Committee. For more information, please contact the Diversity Department at (480) 350-2905.

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