

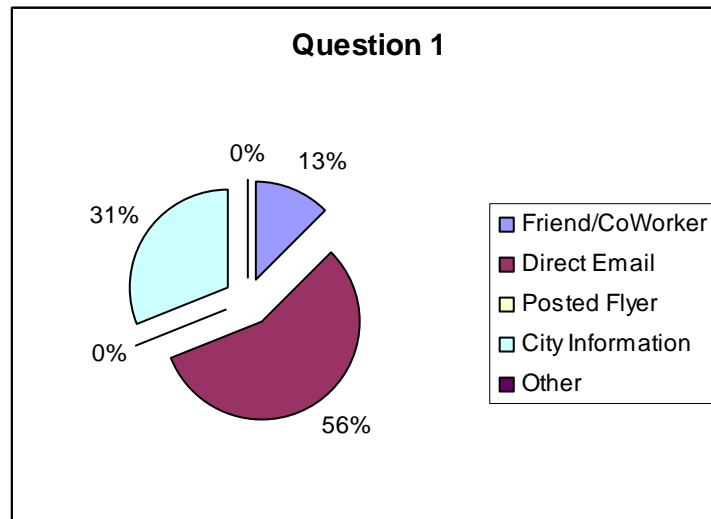
CITY OF TEMPE

WOMEN IN NETWORKING

On November 17th, 2008, the City of Tempe Diversity Department and the Diversity Steering Committee hosted a presentation on the importance of investing for your future and how to do that in the current economy and also how to save money using coupon through the Women In Networking Program. This forum was open to all city employees. The Diversity Department surveyed attendees at the conclusion of the lecture to gather feedback for evaluating the program and making improvements. Thirty (30) employees were in attendance.

1. How did you hear about this program?

There were 16 responses to this question. Based on those results, thirteen percent (13) % heard about the program through a friend or coworker. The Diversity Department maintains an electronic database, which acts like a mailing list, to send informational flyers on upcoming events; Fifty-six percent (56%) received a direct email from this mailing list. Thirty-one percent (31%) of the attendees heard through City Information.



2. What did you like best about today's function?

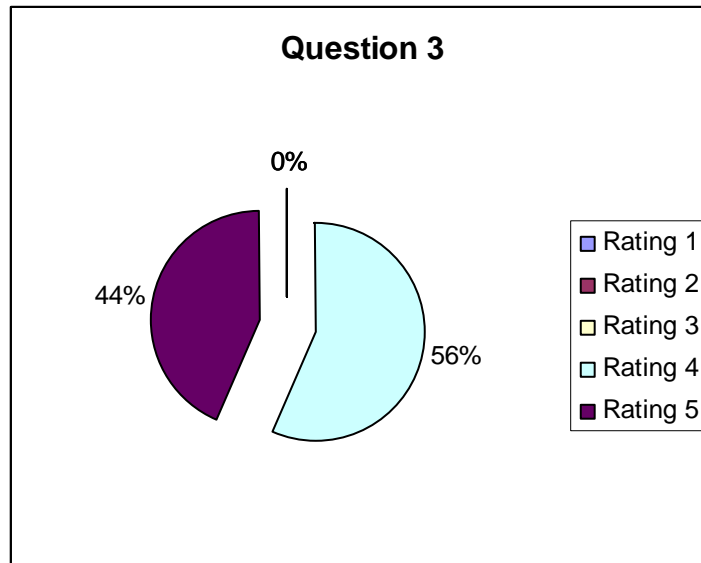
There were 21 responses to this open-ended question.

- ⇒ The coupon segment
- ⇒ Coupon info
- ⇒ Useful to apply to myself
- ⇒ Both were great learning experiences

- ⇒ Informative
- ⇒ This was great information we can put to use immediately
- ⇒ Reminder on goal planning, ideas on couponing
- ⇒ Helpful information I could use
- ⇒ Coupons, Coupons, Coupons
- ⇒ Coupon Info
- ⇒ Coupons
- ⇒ The coupon presentation
- ⇒ Both presentations contained really good & helpful information
- ⇒ The financial planning and information on goal setting with buckets
- ⇒ Coupon presentation
- ⇒ Tips regarding: Bountiful Baskets, Fresh & Easy coupons, Fry's highlighted

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

There were 16 responses to this question. The graph below reflects the response percentage of each rating.



44% rated their experience a 5, 56% rated their experience a 4 and no one rated their experience a 3, 2 or 1.

4. In efforts of providing continued quality programming, please list the topics you would like featured at future Women In Networking events.

Responses included:

- ⇒ More in depth information regarding budgeting, saving and investing
- ⇒ Education and career change or altering careers
- ⇒ Heart Health

- ⇒ More on saving money
- ⇒ More on investing, money saving
- ⇒ How to read the stock market in the newspapers
- ⇒ Savings ideas
- ⇒ Program on living trusts

5. Comments?

Comments included:

- ⇒ Very time sensitive due to economy situation
- ⇒ Thank you
- ⇒ It was great to get ideas on things which are immediate for savings in order to plan for the future
- ⇒ I understand the need to invest but the coupon information was the most valuable
- ⇒ Thank you
- ⇒ Thank you
- ⇒ Good presentation
- ⇒ Thanks
- ⇒ Thank you for the interesting presentation and lunch