



**Division of Institutional Advancement
Department of Events
FY2018 Non-Academic Assessment Report**

Submitted to
Veronica Cohen
Vice President of Institutional Advancement

Submitted by
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Director, Department of Events
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EXECUTIVE SUMMARY

Name	Carol J. Woodson
Division	Institutional Advancement
Department	Department of Events
Fiscal Year	2017-2018

The mission of the Department of Events (DE) is to plan, produce, and manage a variety of educational and innovative events catering to the University's key constituents – students, faculty, staff, alumni, and the community. The overall goals of the department are to provide quality customer service and affordable event facilities. DE's first priority is to provide exceptional event services to meet the needs of our students that will enhance their academic tenure at Jackson State University.

As an anchor institution in the community, DE also has an emphasis on providing resources and facilities to attract non-profit and community service organizations. The department strives to provide high quality events and excellent customer service to university and external users of campus facilities. This annual report is a highlight of services, achievements and activities that will be implemented by the department. During fiscal year 2018, the Department of Events will address the following priorities:

PRIORITY 3

Improve management and increase the size of JSU's available resources

Impact Achieved

DE improved in the overall management of University events by providing full service event planning assistance to external and internal constituents.

DE maintained campus spaces and inventory of event supplies and equipment to assist with the planning and success of over 5,500 internal and external events which contributed to \$115,500 in revenue and a 30.8% increase in use of space.

DE utilized the online Event Management System (EMS) software more fully to assist with resource allocation and availability. In addition, in house trainings were held (August 2017, June 2018) for University employees and system administrators who are active in planning events for their department/organization. The training provided the mechanism to produce more accurate usage and revenue reporting of all university events.

Challenges Faced for Achieving Impact

- DE lacked budget to support bringing onsite training from the Event Management System company.

Action Plan, Including Options to Address Challenges

DE will continue to seek funding for three additional staff positions to include one Coordinator and two department support staff. This will allow the department to provide the additional expertise to carry out all responsibilities and duties to meet the needs of the clients and increase external interests by 10%.

DE will continue to seek the necessary funding to attend industry-specific training, receive necessary certifications and provide on-site training from the EMS team.

<p>PRIORITY 4 Enhance the image of JSU</p>
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Impact Achieved

DE relocated to the University's Welcome Center to provide easier access and visibility to our internal and external constituents.

DE increased visibility of events spaces and services through our social media outlets by posting photos, of event venues and design, which resulted in an increase of 30% in booked event space.

Challenges Faced for Achieving Impact

- Lack of funding limited production of additional marketing strategies and printed collateral.

Action Plan, Including Options to Address Challenges

DE plans to continue to work hand-in-hand with University Communications to create additional marketing materials to better advertise campus facilities in an effort to increase exposure of campus event space to increase external clientele by 20%.

DE will update the department's website to incorporate the merge of the Welcome Center and the Department of Events to provide accurate information of the department's services, policy and procedures, pricing list and a visual guide of campus locations for use.

OPERATIONAL GOALS AND OBJECTIVES FOR FY2018

(July 1, 2017-June 30, 2018)

Goal #1	<i>Certification status for Event Coordinators and continuing education trainings for all department staff</i>
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Objective 1 Have DE coordinators to obtain Event Planners certification by June 2018.

Objective 2 Have DE staff attend at least one industry related workshop or conference during FY18.

Goal #2	<i>Reorganize staff and department policies</i>
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Objective 1 Access current staff qualifications and job responsibilities to determine best fit for their roles in the department.

Objective 2 Review and revise University policies on booking and hosting events on campus by December 2017.

Goal #3	<i>Enhance marketing of campus event spaces to include new locations and secure additional equipment and supply inventory</i>
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Objective 1 Enhance the marketing plan to include participation in industry specific tradeshow, trainings, and workshops to bring additional visibility to the campus event spaces.

Objective 2 Acquire full management of new event spaces (former WPC, Gallery 1) to offer added options for events and increase revenue.

Objective 3 Secure additional technical/AV equipment and event services supplies to increase department's inventory for added revenue.

Objective 4 Update and maintain current website and social media outlets, including twitter, Facebook and Instagram to increase web visibility and marketing efforts for event spaces.

Goal #4	<i>Partner with industry professionals to host a training program and networking events as a community outreach program for the department</i>
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Objective 1 Host quarterly training workshops for industry professionals on event planning and management.

Objective 2 Host a yearly networking event for industry professionals to showcase the University's event space and services.

MEANS of ASSESSMENT

Goal #1	<i>Certification status for Event Coordinators and continuing education trainings for all department staff</i>
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Objective 1 Records of supporting documentation for certification.

Objective 2 Records supporting documentation of conferences attended by department staff.

Goal #2	<i>Reorganize staff and department policies</i>
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Objective 1 Supporting documentation of staff's current qualifications and updated job descriptions.

Objective 2 Supporting documentation on revised policy and procedure manual for hosting events on the University campus.

Goal #3	<i>Enhance marketing of campus event spaces to include new locations and secure additional equipment and supply inventory</i>
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Objective 1 Record documentation of participation in industry tradeshow, trainings and workshops.

Objective 2 Record of booked events and revenue generated for booked space.

Objective 3 Provide accurate records to verify department's inventory and supplies.

Objective 4 Provide data of increase visits, likes and engagements to the Department's website and social media outlets.

Goal #4	<i>Establish an Events training program and networking event for industry professionals</i>
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Objective 1 Record documentation of dates and attendance on training workshops.

Objective 2 Documentation of attendance, photos and reports on use of space and services.

CRITERIA for SUCCESS

Goal #1	<i>Certification status for Event Coordinators and continuing education trainings for all department staff</i>
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Objective 1 Coordinators will provide proof of certification by June 2018.

Objective 2 Staff members would have attended an industry specific conference by June 2018.

Goal #2	<i>Reorganize staff and department policies</i>
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Objective 1 Department of Events and Welcome Center staff will have successfully trained and adapted to all new job assignments and responsibilities by January 2018.

Objective 2 Department's policy and procedure manual to be updated by December 2018.

Goal #3	<i>Enhance marketing of campus event spaces to include new locations and secure additional equipment and supply inventory</i>
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Objective 1 Customer surveys compiled by June 2018 will provide feedback on venue usage and customer service improvements.

Objective 2 Compiled reports by June 2018 will provide overview of increased revenue.

Objective 3 Departments ownership of inventory and supplies will provide additional revenue.

Objective 4 Compiled data will show increase in marketing efforts from website and social media outlets.

Goal #4	<i>Establish an Events training program and networking event for industry professionals</i>
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Objective 1 Department will have hosted at least two industry professional workshops by June 2018.

Objective 2 Department will have hosted one networking showcase for the campus family, community and local industry professionals by May 2018.

RESULTS

<i>Goal #1 Certification status for Event Coordinators and continuing education trainings for all department staff</i>

DE Coordinators attended Academic Impressions Advancement Events Strategy Conference in March 2018, Chicago, IL.

DE Director attended Academic Impressions Women in Higher Education Leadership Conference in March 2018, Orange County, CA.

Technical Support Specialist attended InfoComm Technology Conference in June 2018, Las Vegas, NV.

DE also maintained its membership with Metro Jackson Attractions Association (MJAA) which provides a monthly forum and trainings with other industry professionals.

<i>Goal #2 Reorganize staff and department policies</i>
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DE and Welcome Center staff merged into one department July 2018. Staff was downsized by 14% due to budget cuts.

Job titles and responsibilities were updated to match experience and expertise of each individual. Measurable goals were added to job responsibilities in March 2018 to provide productivity goals.

Department policies were updated as needed.

<i>Goal #3 Enhance marketing of campus event spaces to include new locations and secure additional equipment and supply inventory</i>
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Due to budget cuts, the department was limited in the ability to provide additional marketing materials and promotion. The website and social media outlets were updated and maintained to provide additional support to promote event space.

DE purchased new microphones to replace 15 year old equipment.

<i>Goal #4 Establish an Events training program and networking event for industry professionals</i>
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Due to budget cuts, hosting of training for industry professionals was placed on hold.

DE will host an Open House in September 2018 to introduce the department's new name and office location as well as to promote venue space to external professionals, community organizations and businesses.

PLANS for USE of EVALUATION RESULTS TO IMPROVE SERVICES

Goal #1 Certification status for Event Coordinators and continuing education trainings for all department staff

DE plans to participate in free webinars, local and in-house trainings during the 2018-2019 fiscal year.

Goal #2 Reorganize staff and department policies

DE will seek to hire one additional Event Coordinator and two support staff to provide additional support for the oversight of the University events.

De will seek to hire five work study or graduate assistant students to assist with staff support and technical assignments.

Goal #3 Enhance marketing of campus event spaces to include new locations and secure additional equipment and supply inventory

DE will continue to work with University Communications to build the brand of the department and bring more visibility to the campus and its unique spaces resulting in an increase of external clients by 20%.

DE will continue to promote the University's venue spaces through website and social media outlets as well as attend networking events.

Goal #4 Establish an Events training program and networking event for industry professionals

DE will coordinate and host four Lunch and Learn sessions during the 2018-2019 FY to provide industry training on customer service, event planning, budgeting and technical advising.

DE will improve documentation of trainings with accurate attendance records, photos of events and services provided.

MAJOR DIFFICULTIES

Goal #1 Certification status for Event Coordinators and continuing education trainings for all department staff

Due to budget cuts, the ability to attend industry specific trainings and gain certifications during the 2017-2018 fiscal year was limited.

Goal #2 Reorganize staff and department policies

Due to budget cuts, the ability to hire additional staff during the 2017-2018 fiscal year was limited.

Goal #3 Enhance marketing of campus event spaces to include new locations and secure additional equipment and supply inventory

Due to budget cuts, the ability to produce an additional marketing strategy and purchase additional inventory during the 2017-2018 fiscal year was limited.

Goal #4 Establish an Events training program and networking event for industry professionals

Due to budget cuts, the ability to host industry specific training programs during the 2017-2018 fiscal year was limited.

OPERATIONAL GOALS AND OBJECTIVES FOR FY2019

(July 1, 2018 - June 30, 2019)

Goal #1 Certification status for Event Coordinators and continuing trainings for all department staff

Objective 1 Have DE coordinators to obtain Event Planners certification by June 2018.

Objective 2 Have DE staff attend at least one industry related workshop or conference during FY18.

Goal #2 Reorganize staff and department policies

Objective 1 Access current staff qualifications and job responsibilities to determine best fit for their roles in the department.

Objective 2 Review and revise University policies on booking and hosting events on campus by December 2017.

Goal #3 Enhance marketing of campus event spaces to include new locations and secure additional equipment and supply inventory

- Objective 1** Enhance the marketing plan to include participation in industry specific tradeshow, trainings and workshop to bring additional visibility to the campus event spaces.
- Objective 2** Acquire full management of new event spaces (former WPC, Gallery 1) to offer added options for events and increase revenue.
- Objective 3** Secure additional technical/AV equipment and event services supplies to increase department's inventory for added revenue.
- Objective 4** Update and maintain current website and social media outlets, including twitter, Facebook and Instagram to increase marketing efforts for event spaces.

Goal #4 Establish an Events training program and networking event for industry professionals

- Objective 1** Host quarterly training workshops for industry professionals on event planning and management.
- Objective 2** Host a yearly networking event for industry professionals to showcase the University's event space and services.