

Institutional Effectiveness Report

Assessment Summary

Administrative Unit: *Event Services*

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Assessment Cycle (academic or calendar year): Academic Year (July 1-June 30)

Mission (related to VSU mission):

Our primary mission is to provide quality facilities and services to meet the needs of the diverse population of the campus community. Our second mission is to accommodate non-university organizations that provide educational programs or public service events in a manner consistent with the educational goals and mission of the University.

Assessment History (discuss here how and when the unit developed its current assessment program, what it used prior to starting that program to assess its effectiveness, etc.):

Event Services didn't have a formal assessment program until 2003, when the Division of Student Affairs adopted a Comprehensive Model to guide assessment throughout the Division of Student Affairs (based on the model developed in Upcraft and Shuh, Assessment Practice in Student Affairs. Jossey Bass: 2001). This model requires us to do assessment in a coordinated and comprehensive manner, and is the accepted standard of practice in Student Affairs.

Documentation (Budget Requests, Annual Reports, Assessment Reports, Policies, SchedulerPlus Database, etc.) is kept on file in Event Services.

Goals for Unit:

The following lists Event Services goals for the three years (2005-2006, 2006-2007, and 2007-2008).

2005-2006

1. Complete renovation process for University Center-North
 - Coordinate usage of other facilities to maximize space utilization due to University Center-North not being available
 - Initiate Phase II of University Center-North renovation (Restrooms & Theatre)
 - Submit initiatives for remaining furniture and décor to complete renovation
2. Publicize Event Services and University Center
 - Provide specialized event planning sessions for student organizations, residence life staff, etc.

- Publicize renovations in effort to communicate to campus community limited facilities availability
- Make brochure and other promotional materials of newly renovated University Center-North
- Publicize events on UC Marquee

3. Improve facility/reservation policies

- Summer camps
- SRC reservation policies
- Alcohol Policy
- Fundraiser Policy

4. Improve department and University Center operations for better customer service

- Submit initiative for the campus to integrate a new event scheduling software for use by all service departments
- Coordinate weekly meetings with service departments to discuss upcoming events
- Continue assessment process (conduct surveys, work with Institutional Research, etc.)
- Submit initiative for funding of an event coordinator
- Create Event Planning Guides for customer usage

2006-2007

5. Complete renovation process for University Center-North

- Initiate Phase II of University Center-North renovation (Theatre)
- Submit initiative for installation of acoustical treatments to UC Executive Dining Room and UC Magnolia Room
- Purchase remaining items to complete renovation – 2007 Wish List

6. Publicize Event Services and University Center

- Provide specialized event planning sessions
 - i. student organizations – Fall Semester 2006
 - ii. residence life staff – Summer 2006
 - iii. faculty/staff – Fall Semester 2006
 - iv. Professional Speaker – check dates for Fall/Spring Semester
- Make brochure/other promotional materials of University Center-North
- Publicize events on UC Marquee’ – implement Fall Semester 2006
- Publicize UC-North & Event Services by:
 - i. Web Page (Update)
 - ii. Parent Resource Page
 - iii. Spectator
 - iv. VSU-TV Channel
 - v. Housing TV Channel
 - vi. Posters/Flyers

7. Improve facility/reservation policies
 - Summer camps – discuss with Housing & Sodexo
 - SRC reservation policies – need clarification/add new facilities
 - Alcohol Policy – implement Fall Semester 2006
 - Fundraiser Policy – update forms Summer 2006
 - Update facility guideline manual
 - Place all room diagrams on web page

8. Improve department and University Center operations for better customer service
 - Re-submit initiative for the campus to integrate a new event scheduling software for use by all service departments – get buy-in from other departments
 - Coordinate weekly meetings with service departments to discuss upcoming events
 - Continue assessment process (conduct surveys, work with Institutional Research, etc.) – complete phone survey/submit progress to Student Affairs
 - Re-submit initiative for funding of an event coordinator
 - Create Event Planning/User Guides for customer usage – Summer 2006
 - Re-evaluate forms – Summer 2006
 - Develop Information Sheet for Event Services Office and Information Desk
 - Develop Inventory Schedule
 - Re-evaluate student employee positions and re-write job descriptions
 - Develop event presentation goals
 - Require all users to sign contracts for clearer communication
 - Require agendas for conferences
 - Move custodial under Event Services
 - Take over delivery of tents, trailers, super cookers for Plant Op with
 - Daily checklist of duties for student employees

2007-2008

9. Update University Center-North and other facilities as needed.
 - Add more UC EDR Lighting -LCD Panels for UC Food Court
 - Add additional seating to UC hallways and lobby
 - Permanently install AV equipment in each UC meeting room
 - Replace PE Complex sound system
 - Replace and purchase additional tables for campus-wide events

10. Publicize Event Services and University Center
 - Provide specialized event planning sessions for student organizations, residence life staff, etc.
 - Make brochure and other promotional materials of newly renovated University Center-North
 - Publicize events on UC Marquee
 - Continuously update web page, offering better information

11. Create, update, and revise campus policies related to events on campus
 - Update Facility Guideline Manual - Implement Alcohol Policy for Events
 - Coordinate Campus Sign Policy Committee to address solicitation issues

- Re-evaluate Campus Catering Policy
- Re-evaluate Campus Events Fundraiser Policy

12. Improve department and University Center operations for better customer service

- Implement new event scheduling software for use by all service departments
- Coordinate weekly meetings with service departments to discuss upcoming events
- Continue assessment process (conduct surveys, work with Institutional Research, etc.)
- Submit initiative for funding of an event coordinator and AV tech support personnel
- Create Event Planning Guides for customer usage

Assessments (include when and to whom these are administered, and align goals with specific assessments):

- **Budget Requests** (annually) – **Goals 1, 4, 5, 8, 9, 12**
- **Annual Reports** (annually) – **Goals 2, 3, 4, 6, 7, 8, 9, 10,11, 12**
- **Assessment Project Reports** (annually) – **Goals 1, 2, 4, 6, 8, 9, 10, 12**
- **Documents and Policy Statements** (as needed) – **Goals 2, 3, 4, 6, 7, 8, 9, 10, 11, 12**

2005-2006 (or 2005)

- Assessment Results (submit an electronic file of the data collected):
 - **Budget Requests** were prepared and submitted: **(1)** to complete UC Renovation Project (furniture) of \$115,000 (approved) **(2)** to purchase a new event scheduling software program of \$20,000 (not approved), **(3)** to hire an event coordinator of \$32,700 (not approved), **(4)** to replace the PE Complex sound system of \$300,000 (not approved), **(5)** to purchase a cargo van to carry equipment to events of \$15,000 (not approved), and **(6)** to replace the Powell Hall sound system of \$15,000 (approved). (Goals 1 & 4)
 - **FY 2005 Annual Report** describes the successful collaborative activities with Physics, Astronomy, and Geosciences in the scheduling of Planetarium visits on campus; with Plant Operations on the planning phases of renovating the University Center-North. (Goals 2,3,4)
 - **Assessment Project Report:** University Center-North Usage: The data was developed through the use of reports generated from SchedulerPlus Event Scheduling Software on an annual basis and compared to past years data. This assessment process generates data based on the categories of clients (student organization, department, off-campus), number of events campus-wide, and number of events by building usage. Also the pedestrian traffic in the University Center-North was assessed to by daily reporting by the Information Desk. The above data was analyzed to make necessary adjustments to policies, operations, and services. (Goals 1,2,4)
- **Document and Policy Statements:** The Facilities Usage Guideline Manual was developed by the Facilities Use Committee and approved by the President and Cabinet. Planetarium information was developed demonstrating our collaboration with Physics, Astronomy, and Geosciences. (Goals 2,3,4)
- Discussion/Dissemination of Results:
 - **Budget Requests:** UC Renovation Project (furniture) was funded. The Powell Hall sound system was upgraded and replaced.

- **FY 2005 Annual Report** is submitted to the Vice President of Student Affairs.
- **Assessment Project Report:** The Event Services Assessment Process is reviewed and discussed annually by the Event Services staff in order to improve operations and policies. It was determined that although Event Services was collecting data, there was no assessment of outcomes; we need to be measuring the effectiveness of our services and facilities.
- **Document and Policy Statements:** The Facilities Usage Guideline Manual was disseminated to student organizations and staff, and implemented. Planetarium information is available in the Event Services Department and on the Physics, Astronomy, and Geosciences website.
- Modifications Made:
 - **For Goal 1:** accomplished. Renovation of University Center- North completed.
 - **For Goal 2:** accomplished. Event Services and University Center-North were publicized.
 - **For Goal 3:** accomplished. Facility/Reservation Policies were improved.
 - **For Goal 4:** accomplished. Department and University Center operations were improved for better customer service.

2006-2007 (or 2006)

- Assessment Results (submit an electronic file of the data collected):
 - **Budget Requests** were prepared and submitted: **(1)** to install acoustical treatments to the UC Executive Dining Room and UC Magnolia Room of \$40,000 (approved) **(2)** to purchase a new event scheduling software program of \$30,000 (approved), **(3)** to hire an event coordinator of \$51,024 (not approved), **(4)** to purchase a flat-bed utility vehicle to aid in the delivery and setup of equipment for events of \$10,000 (approved), **(5)** to replace the PE Complex sound system of \$150,000 (not approved), and **(6)** to renovate the UC Theatre of \$100,00 (approved). (Goals 5 & 8)
 - **FY 2006 Annual Report** describes the successful collaborative activities with Legal Affairs, Sodexo, University Advancement, and others to develop an Alcohol Policy for campus events; and with Student Affairs in the addition of a new 24-hour ATM on the campus. (Goals 3 & 4)
 - **Assessment Project Reports** University Center-North Usage: The data was developed through the use of reports generated from SchedulerPlus Event Scheduling Software on an annual basis and compared to past years data. This assessment process generates data based on the categories of clients (student organization, department, and off-campus), number of events campus-wide, and number of events by building usage. Also the pedestrian traffic in the University Center-North was assessed to by daily reporting by the Information Desk. The above data was analyzed to make necessary adjustments to policies, operations, and services. (Goals 5,6,8)
 - **Document and Policy Statements** The Alcohol Policy for VSU Events was developed by a formed committee, approved by the President and Cabinet. (Goals 6,7,8)
- Discussion/Dissemination of Results:
 - **Budget Requests:** UC Acoustical Treatments and UC Theatre Renovation were funded. A new Event Scheduling Software Program was funded. A flat-bed utility vehicle was funded.
 - **FY 2006 Annual Report** is submitted to the Vice President of Student Affairs.

- **Assessment Report:** The Event Services Assessment Process is reviewed and discussed annually by the Event Services staff in order to improve operations and policies. It was determined that although Event Services was collecting data, there was no assessment of outcomes; we need to be measuring the effectiveness of our services and facilities.
 - **Document and Policy Statements:** The Alcohol Policy for VSU Events was implemented and distributed by the Event Services Department.
- **Modifications Made:**
 - **For Goal 5:** accomplished. Renovation of University Center- North completed.
 - **For Goal 6:** accomplished. Event Services and University Center-North were publicized.
 - **For Goal 7:** accomplished. Facility/Reservation Policies were improved.
 - **For Goal 8:** accomplished. Department and University Center operations were improved for better customer service.

2007-2008 (or 2007)

- **Assessment Results (submit an electronic file of the data collected):**
 - **Budget Requests** were prepared and submitted: **(1)** to purchase additional lighting in the UC Executive Dining Room of \$10,000 (not approved) **(2)** to purchase LCD Panels for the UC Food Court of \$8,000 (approved), **(3)** to purchase additional seating to the UC lobby and hallways of \$15,000 (approved), **(4)** to replace the PE Complex sound system of \$250,000 (not approved), **(5)** to purchase additional tables for campus-wide events of \$30,000 (approved), **(6)** to hire an event coordinator of \$49,774 (not approved), **(7)** to hire an AV Tech to support additional events of \$10,000 (approved), and **(8)** to purchase computers for the implementation of scheduling software of \$3,245 (approved). (Goals 9 & 12)
 - **FY 2007 Annual Report** describes the successful collaborative activities with Plant Operations and University Relations on the design and purchase of a new Electronic Sign for the University Center; with the President's Office and Plant Operations on the improvement of acoustics in the University Center Executive Dining Room and UC Magnolia Room; and with Orientation and Leadership for the purchase of a utility vehicle to be used at events. (Goals 9,10,11,12)
 - **Assessment Project Reports** University Center-North Usage: The data was developed through the use of reports generated from SchedulerPlus Event Scheduling Software on an annual basis and compared to past years data. This assessment process generates data based on the categories of clients (student organization, department, and off-campus), number of events campus-wide, and number of events by building usage. Also the pedestrian traffic in the University Center-North was assessed to by daily reporting by the Information Desk. The above data was analyzed to make necessary adjustments to policies, operations, and services. Event Services also worked with Training & Organizational Development and Strategic Research on the process of implementing a survey to collect data on the different aspects of events held on the VSU campus (from a planning point of view). (Goals 9, 10,12)
 - **Documents and Policy Statements** Survey is still in the draft phase, needing more assistance from Strategic Research which we hope to initiate Spring/Summer Semester. Event Planning Sessions are in the draft phase, currently collecting data from other institutions. (Goals 9,10,11,12)

- Discussion/Dissemination of Results:
 - **Budget Requests:** UC furniture and LCD panels were funded. New computers for the Event Scheduling Software Program were funded. Tables for campus-wide events were funded. An AV Tech was hired to support additional events.
 - **FY 2007 Annual Report** is submitted to the Vice President of Student Affairs.
 - **Assessment Report:** The Event Services Assessment Process is reviewed and discussed annually by the Event Services staff in order to improve operations and policies. It was determined that although Event Services was collecting data, there was no assessment of outcomes; we need to be measuring the effectiveness of our services and facilities.
 - **Documents and Policy Statements:** Due to the survey and materials for the Event Planning Sessions being in the “draft” phase, no official documentation is available.

- Modifications Made:
 - **For Goal 9:** accomplished. Facility upgrades were made to University Center- North and other campus facilities.
 - **For Goal 10:** accomplished. Event Services and University Center-North were publicized.
 - **For Goal 11:** accomplished. Facility/Reservation Policies were improved.
 - **For Goal 12:** accomplished. Department and University Center operations were improved for better customer service.

Unit Director	Date	President/VP for Unit	Date
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Adapted from: University of Alabama SACS site (<http://sacs.ua.edu/degreeInfo2.cfm?college=2&dept=50>);

University of Western Kentucky SACS Accreditation Review Process (<http://www.wku.edu/sacs/assessmentmanual.htm>) ; and

Mrs. Marila D. Palmer, VP-Executive Affairs & Planning, LeTourneau University, Presentation to 2008 SACS-COC Institute