Indiana University-Purdue University Fort Wayne (IPFW)
Program Write-up with Task Force Comments
SE Special Events

Program Summary

Task Force: Suggestion: See examples of goals, actions and metrics on USAP website. Metrics should all be specific and measurable, use action verbs and be able to support with data that at the time period specified, you did what you set out to do, or made steps toward achieving your goal(s).

Thank you for the work that went into this report. Through the USAP process, we are working to create at IPFW a culture of continuous improvement, and we think that setting specific and measurable goals is an important part of getting individuals and units at IPFW to think differently about planning and the future.

Criterion: #1: Mission - How does your unit support the mission of the university? This may include your mission and vision statements. (no more than 200 words)

Question: Mission - How does your unit support the mission of the university? This may include your mission and vision statements. (no more than 200 words)

Our Special Events Dept serves as a partner in the IPFW and Greater Community as a leader in the art of event planning and coordination. As an integral part of the University Structure, our High Performing Team delivers high level experiences thru professionalism, effective communication, organization, creativity and an understanding of our clients vision and needs.

Criterion: #2: Accomplishments - Please list significant accomplishments from the last three years as they align with Plan 2020 goals

Question: I. Foster Student Success - Please list significant accomplishments from the last three years as they align with Plan 2020 goal area I: Foster student success.

- Provided venues for students to increase engagement thru meetings and events.
- Provided opportunities for student introduction to cultural experiences (Omnibus, concerts, etc.)

Question: II. Creation of Knowledge - Please list significant accomplishments from the last three years as they align with Plan 2020 goal area II: Promote the Creation, Integration, and Application of Knowledge.

- Technical Staff for Special Events includes students from the Music Technology Program, giving the students both theory and application of the skills they learn in the classroom.
- Event Staff for Special Events includes students from the Hospitality Management Program, giving the students theory and application of skills they learn in the classroom.
- Event Staff in the Box Office for Special Events includes students from the Theatre and Music Programs providing students introduction to box office processes in their field of study

Question: III. Regional Hub - Please list significant accomplishments from the last three years as they align with Plan 2020 goal area III: Serve as a Regional Intellectual, Cultural, and Economic Hub for Global Competitiveness.
**Question:** IV. - Create a Stronger Univ - Please list significant accomplishments from the last three years as they align with Plan 2020 goal area IV: Create a Stronger University through Improving the Support of Stakeholders and the Quality and Efficiency of the Organization.

- Worked with Departments to facilitate their signature programs including fairs, campus visit days, and similar to increase student learning and access to cultural programs.
- Worked with External clients to facilitate their events, whether they be high-profile, personal or public, large or small, to maintain IPFW’s community based reputation and history as well as continue to introduce new patrons to the university.

**Question:** Other Accomplishments - Please list any other significant accomplishments from the last three years that do not align with Plan 2020.

- Implemented Ungerboeck Scheduling and Event Management Software
- Implemented Neu Lion Online Ticketing and Box Office Software
- Planned logistics and managed/facilitated numerous successful events that engage the community and bring them to the IPFW campus:
  - Examples include Riverfest, Shindigz Soccer Festival, 3RF Children’s Festival, Omnibus Lectures, Multiple Local/Regional sporting events
  - Partnerships with FW Philharmonic, FW Community Band, FW Children’s Choir, Youth Symphony, UPAF

**Criterion:** #3: Accreditations - Program specific accreditation and status

**Question:** Accreditations - What program-specific accreditations and status do you have, if any?

- Payment Card Data Security
- Crowd Manager Certification
- Active Shooter Training
- Crisis Response Training
- TiPS Training – Training for Intervention Procedures for the responsible service and consumption of alcohol.

**Question:** Constraints/Benefits - How do these accreditations constrain or benefit the work of your unit, if applicable?
Payment Card Data Security requires additional security to be implemented on the box office ticketing terminals and does increase transaction time.

• NCAA Rules and regulations can seriously inhibit and in many cases require the rejection of proposed events on campus. This results in a loss of income for the University and a negative image among various community organizations.

**Criterion:** #4: Laws and Mandates - Federal and state laws or mandates that your unit addresses

**Question:** Federal and State Laws - What federal and/or state laws or mandates do you address, if any?

- Dept of Homeland Security
- OSHA
- Servsafe
- Fire Code
- Crowd Control Standards
- DNR
- FWFD (with any outdoor stage/festival/generators, etc)
- Indiana Alcohol and Tobacco Commission Rule and Laws
- Purdue University Guidelines and Restrictions on Alcohol

**Question:** Constraints/Benefits - How do these federal and state laws or mandates constrain or benefit the work of your unit?

- Fire and Safety laws are critical for the health and safety of our campus community and external clients utilizing our spaces and facilities; however, both internal and external clients frequently complain about being restrained by these laws.

**Criterion:** #5: Inefficiencies - Activities that you spend resources on inefficiently or in ways that do not support the mission.

**Question:** Inefficient use of resources - On what activities, if any, do you spend resources (money, time, people, etc.) inefficiently or in ways that do not support the mission of your unit or the university? List as many as apply.

- Significant time is spent determining the scope of construction projects on campus and how they will interact with, or prevent, scheduled special events and most often we are only able to be reactive instead of proactive.
- Through our organizational processes, our dept is poised to fulfill event needs on small and large scales. We observe a lot of waste due to poor planning on the part of many of our campus partners. Last minute scheduling and inability to devote time in advance to work out event details results in poor event attendance and wasted effort. Late cancellations of events results in venues being kept from being used by other events and the event staff scheduled to service these events is left standing.
- The Guest Wireless System on campus is challenging, whether it is client error filling in the unique (and difficult) passwords or the fact the wireless signal drops and disconnects every few minutes, we encounter lost time, discounts leading to lost revenues, and angry clients.
**Criterion: #6: IR and Budget Review - Review of your department profile and budget**

**Question:** Contextualize IR data - Upon review of your IR Department Profile (for academic units) and FY 14-15 Budget information, are there any data you want to correct or contextualize? To view your profile or budget visit the Office of Institutional Effectiveness website: http://www.ipfw.edu/offices/ir/profiles/

N/A

**Criterion: #7: Goal One - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.**

**Task Force:** 1. Comment on the specificity of the goal:

Suggestion: We recommend breaking this into two separate goals, one for the return clients and one for new clients. Your action steps should be different for those two audiences. The actions steps are clear and attainable.

2. Comment on the goal's measures

Question: What is the baseline? Specific numbers? The metric needs to be more specific. For example, Increase the number of events in the international ballroom by 20% from 100 to 120. Another example, Increase the number of new client rentals by 20% from 100 to 120.

3. Comment on the unit’s ability to achieve the goal (include a consideration of the departmental profile and budget data):

Goal is dependent on funding for marketing. Questions: What can you do with your current resources? Can you partner with current internal clients and ask them for referrals or promotion? How do the NCAA rules affect your completion of this goal?

4. Comment on the goal’s relevance:

This goal is relevant to PLAN 2020 – labeled High priority.

5. Comment on the timeline of the goal:

Timeline for completion is unclear. We recommend that you select a specific date – For example, December 31, 2015. And, since you have many action steps, it would be beneficial to have check points along the way. What will be done by when?

Possible opportunities for collaboration or suggestions for addressing a gap:

**Question:** Unit Goal - What is your unit goal?

Increase Return Client Rentals and Increase New Client Rentals

**Question:**
IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

- III Serve as a Regional Intellectual, Cultural, and Economic Hub for Global Competitiveness
- IV Create a Stronger University through Improving the Support of Stakeholders and the Quality and Efficiency of the Organization

**Question:** Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

- High

**Question:** Actions - What action(s) does your unit plan to take to support this unit goal?

- Exemplary customer service with client follow up
- Expanding our social media presence
- Work with University Marketing Dept to create/place advertising pieces in newspapers, magazines, etc
- Offer 10% discount to employees for personal/family private rental of the Walb Union and Alumni Center venues
- Offer 10% discount on venue rental for returning clients (all indoor venues)
- Creating "brochure" signs with rental information and setting them out during an event so the attendees can view that the venue may be rented out by the community.
- Include venue overviews in Supervise for Success and New Employee Orientation to educate employees on our department and spaces.

**Question:** Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

- Track quantity of events
- Track quantity of new and repeat client
- Feedback from Customer Service Survey

**Question:** Resources - Are you able to accomplish this unit goal with your current resources?

- Somewhat, we will need additional support. We are able to provide the exemplary customer service, the venue discounts, and other informational pieces. We will need assistance from the University Marketing team to create advertising pieces and we will need recurring funding to allow for this advertising.

**Question:** Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

- University Marketing assistance
- Funding for external marketing
**Question:** Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

- Restrictions by NCAA rules
- Events are dependent on client’s having the resources to host them.
- Lack of interest by community members looking to host events.
- Lack of public knowledge of venue spaces availability.

**Question:** Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

- This would be an ongoing goal.

**Criterion:** #8: Goal Two - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

**Task Force:** 1. Comment on the specificity of the goal:

   This goal is very broad and is not attainable based on the need for additional resources.

   Suggestion: We recommend breaking this goal down and focusing on what you can do with your given resources. For example, your goal could be to identify the sub-standard equipment and venues. Then you can prioritize the needs and calculate the cost.

2. Comment on the goal's measures:

   For the proposed goal, your metrics should be tied to the action steps. The way it is written, it would be difficult to say when the goal is achieved.

3. Comment on the unit’s ability to achieve the goal (include a consideration of the departmental profile and budget data):

   Based on the report, the unit is stating that they cannot achieve this goal without recurring funding. See comment from #1.

4. Comment on the goal's relevance

   This goal is relevant to PLAN 2020 – labeled High priority.

5. Comment on the timeline of the goal:

   Timeline for completion is unclear – revise.

   Possible opportunities for collaboration or suggestions for addressing a gap:

   Suggestion: One possibility would be to work with the Advancement Office to explore the option of having corporate sponsors for new equipment or venues.

**Question:** Unit Goal - What is your unit goal?
Maintain High Quality Resources to allow faculty to do their high quality/signature programs

**Question:** IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

- I Foster Student Success

- III Serve as a Regional Intellectual, Cultural, and Economic Hub for Global Competitiveness

- IV Create a Stronger University through Improving the Support of Stakeholders and the Quality and Efficiency of the Organization

**Question:** Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

- High

**Question:** Actions - What action(s) does your unit plan to take to support this unit goal?

- Identify substandard equipment/venues.
- Seek additional budget for improvements/additional resources needed.
- Maintenance, upkeep and acquisition of tech and event related equipment.
- Continue to provide support to the variety of student focused faculty driven programs that already take place.

**Question:** Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

- Using the feedback from our Customer Service Survey

**Question:** Resources - Are you able to accomplish this unit goal with your current resources?

No. Successful completion of this goal is contingent upon receiving ongoing budgetary funding.

**Question:** Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

Will need recurring capital funding for improvements, repairs and upgrades

**Question:** Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?
**Question:** Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

- Ongoing

**Criterion:** #9: Goal Three - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

**Task Force:** 1. Comment on the specificity of the goal:

   This goal is specific.

2. Comment on the goal's measures:

   It would be difficult to say when this goal is achieved based on the metrics described here. We recommend that you set clearer quantitative measures. Where are you right now and where do you want to be? For example, reduce number of clients sent to collections by 20% from 50 to 40.

3. Comment on the unit's ability to achieve the goal (include a consideration of the departmental profile and budget data):

   Support for this goal is needed by the administration. Question: When was the policy last evaluated? Bring newly revised policy to the VCFAA.

4. Comment on the goal’s relevance:

   This goal is relevant to PLAN 2020 – labeled High priority.

5. Comment on the timeline of the goal:

   Suggestion: We recommend that you have intermediate completion dates for each step in this goal.

   Possible opportunities for collaboration or suggestions for addressing a gap:

**Question:** Unit Goal - What is your unit goal?

Change/update policy on how we bill for external rentals – pay for event by day of event

**Question:** IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

- IV Create a Stronger University through Improving the Support of Stakeholders and the Quality and Efficiency of the Organization

**Question:**
SE Special Events

Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

- High

Question: Actions - What action(s) does your unit plan to take to support this unit goal?

- Revise guidelines and process
- Create rate approval to provide for payment requirement deadlines; update language in contract.
- Develop method for online credit card payments.

Question: Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

Measure number of payments received by event day, reduction of clients sent to collections

Question: Resources - Are you able to accomplish this unit goal with your current resources?

- Yes

Question: Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

- N/A

Question: Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

- Push back from clients
- Failure to obtain Administrative support of this policy.

Question: Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

- Within one year after receiving approval.

Criterion: #10: Goal Four - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

Question: Unit Goal - What is your unit goal?

END OF SPECIAL EVENT DATA ENTRY
IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

**Question:** Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

**Question:** Actions - What action(s) does your unit plan to take to support this unit goal?

**Question:** Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

**Question:** Resources - Are you able to accomplish this unit goal with your current resources?

**Question:** Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

**Question:** Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

**Question:** Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

**Criterion:** #11: Goal Five - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

**Question:** Unit Goal - What is your unit goal?

**Question:** IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.
SE Special Events

Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

**Question:** Actions - What action(s) does your unit plan to take to support this unit goal?

**Question:** Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

**Question:** Resources - Are you able to accomplish this unit goal with your current resources?

**Question:** Needed Resources - If you don't have enough resources, what additional resources do you need to accomplish this unit goal?

**Question:** Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

**Question:** Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

**Criterion:** #12: Goal Six - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

**Question:** Unit Goal - What is your unit goal?

**Question:** IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

**Question:** Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

**Question:** Actions - What action(s) does your unit plan to take to support this unit goal?
**Question:** Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

**Question:** Resources - Are you able to accomplish this unit goal with your current resources?

**Question:** Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

**Question:** Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

**Question:** Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

**Criterion:** #13: Goal Seven - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

**Question:** Unit Goal - What is your unit goal?

**Question:** IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

**Question:** Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

**Question:** Actions - What action(s) does your unit plan to take to support this unit goal?

**Question:** Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?
Question: Resources - Are you able to accomplish this unit goal with your current resources?

Question: Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

Question: Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

Question: Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

Criterion: #14: Goal Eight - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

Question: Unit Goal - What is your unit goal?

Question: IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

Question: Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

Question: Actions - What action(s) does your unit plan to take to support this unit goal?

Question: Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

Question: Resources - Are you able to accomplish this unit goal with your current resources?

Question: Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?
Question: Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

Question: Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

Criterion: #15: Goal Nine - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

Question: Unit Goal - What is your unit goal?

Question: IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write "NA" or clarify.

Question: Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

Question: Actions - What action(s) does your unit plan to take to support this unit goal?

Question: Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

Question: Resources - Are you able to accomplish this unit goal with your current resources?

Question: Needed Resources - If you don't have enough resources, what additional resources do you need to accomplish this unit goal?

Question: Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?
Question: Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?

Criterion: #16: Goal Ten - In this criterion, you will identify your unit goals and tell us how they align to Plan 2020, how they are measured, and what resources you need to meet them.

Question: Unit Goal - What is your unit goal?

Question: IPFW Goal - What 2020 goal(s) does this unit goal align with? List as many as apply. If it does not align, you may write “NA” or clarify.

Question: Priority Level - Is the unit goal high, medium, or low priority? Limit your high-priority unit goals to 3 to 5.

Question: Actions - What action(s) does your unit plan to take to support this unit goal?

Question: Metrics - With what metrics will you assess progress toward accomplishing this unit goal on an annual basis?

Question: Resources - Are you able to accomplish this unit goal with your current resources?

Question: Needed Resources - If you don’t have enough resources, what additional resources do you need to accomplish this unit goal?

Question: Challenges - What challenges, other than financial resources, might affect your progress toward accomplishing this unit goal?

Question: Timeline - If achieving this unit goal will take longer than one year, what is your timeline for implementing and accomplishing it?