

## **2013-2014 Academic Year Administrative Assessment Report**

### **Office of Conference & Event Services**

**Mission Statement:** The Office of Conference & Event Services is committed to enhancing and strengthening the mission of Kean University by providing effective and efficient event and conference management services, maximizing the use of University facilities and grounds, and fostering new and existing relationships with faculty, staff, students and the community at large.

**Vision Statement:** The Office of Conference & Event Services will be a leader in event planning and execution providing first-rate amenities, quality service and professional staff while maintaining Kean University standards of being a world-class institution and model to other organizations.

### **Goals and Objectives**

- A) 2013-2014 Strategic Plan Goal 7: To establish a revenue flow, and financial planning and resource allocation processes that are sufficient, dependable, and consistent to support Kean University's ongoing financial obligations and future ambitions, in light of ongoing reductions in public funding.
- B) Objective A.1: To increase by 5% the total gross revenue generated from external bookings for the 2013FY when compared to the 2012FY baseline by June 30, 2014.
  - a) *Responsible Individual:* Paul DiNero, Director of Conference & Event Services, is responsible for overseeing this achievement. The team of individuals working toward this goal will include, Danielle Armstrong, Gina Lampasona, Christopher Hudak and Mary Wuethrich.
    - (1) Danielle Armstrong and Gina Lampasona will work primarily on increasing revenue from weddings, receptions and social affairs events. Ms. Armstrong's and Ms. Lampasona's secondary responsibilities include increasing revenue from residential summer camps and conferences.
    - (2) Christopher Hudak will work primarily on increasing revenue from residential summer camps and conferences. Mr. Hudak secondary responsibilities include increasing revenue from weddings, receptions and social affairs events.
    - (3) Mary Wuethrich will work primarily on establishing new relationships and nurturing existing community partnerships working with local, regional and statewide municipalities and organizations, and with our internal audiences (faculty/staff) to increase revenue and the number of co-sponsored events and conference bookings.
  - b) *Measures:* The Office of Conference & Event Services will evaluate the total gross revenue generated per external booking tracked via the Event Management System (EMS) database, and identify the target markets and event types that offer highest potential for future growth. OCES will then adjust its marketing plan and pricing structure to promote and sell the University's facilities, grounds and services based on the findings.
  - c) *Timeline with milestones:* The Office of Conference & Event Services expects to increase by 2.5% the total gross revenue generated from external bookings for the 2013FY when compared to the first half of the 2012FY baseline by February 14, 2014. OCES to increase by an additional 2.5% the total gross revenue generated from external bookings for the 2013FY when compared to the second half of the 2012FY baseline by June 30, 2014.

- d) *Implementation plan for this objective:* The Office of Conference & Event Services will enhance and strengthen the University's revenue generating activities by identifying new potential business on a local, state and national level, and fostering and growing our existing relationships with community at large. OCES will also begin implementing the Conference & Event Services Sales Action Plan, which will become the foundation for the department's long-term, sustainable growth.
  - e) *Data collected:* The Office of Conference & Event Services increased by 13% the total gross revenue generated from external bookings for the 2013FY when compared to the 2012FY baseline by June 30, 2014. OCES evaluated the total gross revenue generated per external booking tracked via the Event Management System (EMS) database, and identified Summer Conferencing as a target market that offers highest potential for future growth. OCES has not yet adjusted its marketing plan and pricing structure to promote and sell the University's facilities, grounds and services based on these findings. OCES has not yet begun implementing the Conference & Event Services Sales Action Plan.
  - f) *Action taken based on data collected:* The Office of Conference & Event Services wasn't able to reorganize the office structure as planned so that primary and secondary roles are established for each of the department staff. Moving forward, a reorganization of the office structure with clearly defined roles and responsibilities for each of the department staff will be implemented at the beginning of the first half of FY2014. The effects of the reorganization and progress made will be reviewed by the end of the first half of FY2014. The director will establish primary responsibilities based on the event, client type and major departmental projects and initiatives for each of the four staff. This will allow for better accountability and help each of the staff set realistic and measurable goals, targets and expectations for what can be achieved individually and as a team in. Moving forward, the reorganization of the department will aid in the continued success of the department and the individual professional growth of each staff member. The director will also establish departmental policies and procedures for the handling of all new and existing clients and event inquiries to maintain order and consistency as the conference and event service program grows. OCES will also review the Sales Action Plan and identify and put into motion initiatives within the plan that will best position the department for long-term, sustainable growth. OCES will evaluate the 2014 Summer Conference program and work toward establishing summer conferencing policies, procedures and guidelines for the handling of all new and existing clients and conference inquiries. This will help to maintain order and consistency as the summer conference program grows.
- C) 2013-2014 Strategic Plan Goal 9: To ensure that all students, faculty, and administrators at all Kean sites are provided with the technological resources and innovative technological solutions required to meet Kean's fast changing and increasingly complex instructional, research and administrative needs.
- 1) Objective B.1: To ensure that by June 30, 2014, more than 50% of the 2013-2014 FY on-campus events and activities are submitted electronically through the Virtual EMS scheduling website and event management system.
    - a) *Responsible Individual:* Paul DiNero, Director of Conference & Event Services, is responsible for overseeing this achievement. The team of individuals working toward this goal will include, Danielle Armstrong, Gina Lampasona, Christopher Hudak and Mary Wuethrich.
    - b) *Measures:* The Office of Conference & Event Services will present an overview of Virtual EMS at the January Assessment Conference and offer and conduct one additional training

session for the campus community between January 2014 – May 2014 to ensure full knowledge of the Virtual EMS scheduling website. OCES will establish and communicate through various channels the reservation procedures and policies that govern the use of University facilities and grounds, and create and distribute campus-wide instructions on how make room reservations online via Virtual EMS.

- c) *Timeline with milestones:* The Office of Conference & Event Services expects to increase by 15% the total number of reservations for internal (faculty/staff/student) events and activities from bookings for the 2013FY when compared to the first half of the 2012FY baseline by February 14, 2014. OCES to increase by an additional 10% the total number of reservations for internal (faculty/staff/student) events and activities from bookings for the 2013FY when compared to the second half of the 2012FY baseline by June 30, 2014.
- d) *Implementation plan for this objective:* The Office of Conference & Event Services will present an overview of Virtual EMS at the January Assessment Conference and offer and conduct additional training sessions for the campus community to ensure full knowledge of the Virtual EMS scheduling website. OCES will establish and communicate through various channels the reservation procedures and policies that govern the use of University facilities and grounds, and create and distribute campus-wide instructions on how make room reservations online via Virtual EMS. OCES will also communicate to the campus community the official launch of the Virtual EMS system, procedures and scheduling guidelines, and schedule one-on-one meetings with individuals wishing to learn how to use the system more effectively. OCES will also work to ensure that campus service providers (ex. Academic Technology, Campus Police, Campus Planning & Facilities, etc.) are receiving and fulfilling event-related work orders through Virtual EMS to continue to move toward a one-stop event service operation.
- e) *Data collected:* As of June 25, 2014, 75% of the 2013-2014 FY on-campus events and activities reservations were submitted electronically through the Virtual EMS scheduling website and event management system. The Office of Conference & Event Services increased by 9% the total number of reservations submitted electronically for internal (faculty/staff/student) events and activities from bookings for the 2013-14FY when compared to 2012-13FY baseline. The Office of Conference & Event Services presented an overview of Virtual EMS at the January Assessment Conference and offered and conducted one additional training session in June for the campus community to ensure full knowledge of the Virtual EMS scheduling website. OCES has not yet established and communicated through various channels the reservation procedures and policies that govern the use of University facilities and grounds. However, OCES has created and distributed campus-wide instructions on how make room reservations online via Virtual EMS. OCES has not yet communicated to the campus community the official launch of the Virtual EMS system, procedures and scheduling guidelines. OCES has scheduled and conducted one-on-one meetings with individuals wishing to learn how to use the system more effectively. OCES has begun to work with various campus service providers (ex. Academic Technology, Campus Police, Campus Planning & Facilities, etc.) to ensure they are receiving and fulfilling event-related work orders through Virtual EMS to continue to move toward a one-stop event service operation.
- f) *Action taken based on data collected:* The Office of Conference & Event Services will begin establishing and communicating through various channels the internal reservation procedures and policies that govern the use of University facilities and grounds. OCES will begin training campus service providers to ensure event-related work orders are received through Virtual EMS and will create and distribute instructions on how make receive, review and execute service orders via the EMS Desktop Client. OCES will continue to present overviews of Virtual EMS at the annual Assessment Conferences and offer and conduct additional

training sessions for the campus community to ensure full knowledge of the Virtual EMS scheduling website.