### Unit/Office 2013-2014 Goals & Assessment Plan

2013-2014 Closing the Loop Summary

2014-2015 Goals & Assessment Plan

**Unit:** BASC  
**Office:** Conferences & Events  
**Person Responsible:** Dana Weiss

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**Overarching Strategic Goal:** To be a nationally recognized comprehensive master’s institution focused on student success as evidenced by significant gains in select benchmarks.

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**2013-2014 Assessment Plan:** This section summarizes the departmental plans for progress toward strategic goals.

<table>
<thead>
<tr>
<th>Strategic Construct</th>
<th>Divisional Priority/Objective(s)</th>
<th>Assessment Objective</th>
<th>Assessment Measures</th>
<th>Resources Used</th>
<th>Timeline</th>
<th>Person Responsible</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) LE &amp; QP College Priority Goal 7.2, 7.1, 7.3</td>
<td>To assess the efficiency and effectiveness of our current Campus and Event Enterprise</td>
<td>Implement changes in existing systems, procedures and policies to close gap areas when compared to the ACCED-I Benchmarking Study</td>
<td>2012-2013 ACCED-I Benchmarking Study</td>
<td>ACCED-I membership, Staff Time</td>
<td>Spring 2014</td>
<td>D. Weiss &amp; Staff</td>
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2013-2014 Closing the Loop Summary Report

The following report outlines the assessment tools used and data compiled in regard to no more than three departmental/office goals from 2013-2014. It will also highlight the proposed action items and recommendations for the next year, 2013-2014.

2013-2014 Goal: LE & QP College Priority Goal 7.2, 7.1, 7.3

Assessment Tool and Data: ACCED- I Benchmarking Study, CAS Self-Assessment Guide for Conference & Events Programs

Tool Used: ACCED- I Benchmarking Study, CAS Self-Assessment Guide for Conference & Events Programs

Data/Results: The Benchmarking study and the CAS self-assessment guide were used to guide the Conference & Events Enterprise Task Force in their work to identify gap areas and make recommendations for improvement

Summary/Conclusions: The Task Force produced a report for the VP of Administration & Finance and the VP of EMSA containing a number of recommendations as how to improve the enterprise. The recommendations of the task force are currently being further analyzed and implemented. The major result was a decision to migrate to a new academic and event scheduling software program. The implementation of this is currently in progress.

Recommendations: This process will need to continue as EMS (new software) is implemented and business processes and policies and procedures change

Proposed Action Items for the next year: Continue to implement recommended changes.
2014-2015 Assessment Plan: This section summarizes the unit plans for progress toward strategic goals.

<table>
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<tr>
<th>Strategic Plan Construct (also include Strategic Priority &amp; Goal if applicable)</th>
<th>Divisional Priority/Objective(s)</th>
<th>Assessment Objective <em>(what did you measure?)</em></th>
<th>Assessment Measures <em>(how do we know we were successful?)</em></th>
<th>Resources Used</th>
<th>Outcome/Status <em>(Where does this goal stand currently?)</em></th>
</tr>
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<tbody>
<tr>
<td>1) LE &amp; QP College Priority Goal 7.2, 7.1, 7.3</td>
<td>Implement EMS software and finalize business processes and policies for event management on campus</td>
<td>EMS will enable more efficient use of campus assets in the delivery of academic and non-academic events</td>
<td>Space usage metrics, customer satisfaction &amp; user satisfaction surveys</td>
<td>EMS Staff CAS Study</td>
<td>On-going 2014-2015</td>
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