Assessment Report

Yuba Community College District

YC - Public Events Program Recommendations

Year of Review: 2013-2014

Type of Review: Self-Study (4-year review)

Executive Summary (Include a list of team members): Teresa Aronson

Program Description : A1:
Students can participate in public events at Yuba College in four ways.
1) Students can sign up for performance based classes (concerts/plays that are managed by Public Events) such as the Symphonic Band, Jazz Ensemble, Chamber Choir, Concert Choir and Theatre.
2) Students can perform solo literature at the Tuesday Noon Lecture-Recital Series held the second Tuesday of each month.
3) Students can attend nearly 50 Public Events performances that are scheduled throughout the academic year
4) Students can become employed through the box office and be paid as they learn customer service, cashiering and other important workforce skills.

A2:
1) Students improve their skill and ability in their applicable artistic area while they learn from talented Fine Arts professors. This allows students to build confidence and grow as they showcase their talent.
2) Students who perform with the choir, concert band and jazz band will have already fulfilled the “large ensemble” requirement needed at many Universities.
3) Students who perform solo literature at the Tuesday Noon Lecture-Recital Series are better prepared to audition at the University for transfer.
4) By attending various performances students can receive credit toward class assignment(s) and many times Public Events offers special “student nights” to offset ticket prices. As students attend events, they see how their student peers integrate into the Arts and achieve success by performing and working with others.
5) Students receive valuable real life job experience, earn money to help with living expenses, and build on their ability to socially interact with members of the Yuba College staff, the general public, and community leaders.

B3:
This is the first program review for Public Events.

Curriculum & SLO Assessment Summary : Not applicable.

Industry Trends and Program Data Analysis : C4:
Provide the community with many opportunities to attend fine arts performances through the academic year which include:
• Professional student focused concerts and theatre productions
• Diverse, professional quality outside entertainment in the Public Events Series (for example: Japanese style music and drumming and Mexican folk dancing)

Offer a venue that the community can utilize for events
• Public Events rents the theatre to community entities offering competitive rental pricing and promotes activity on the campus. Hire staff from the local community and Yuba College students to work in the theatre. Not only does this training and work experience allow for a more competitive work force, it also develops a strong work ethic and income to help defray the cost of a college education or living expenses.

C5:
• Public Events created and distributed a survey during the last performance of the Fall Events Series to find out what type of performances and events our community would like to attend in the future (see survey under uploads).
• Public Events meets with community entities to discuss rental of the theatre. As the events are coordinated, new relationships are built and I discover new ways to market our facility for future rentals.
• Public Events analyzes past events, to include expense and attendance, when evaluating future theatre performances.

Future Goals and Program Direction: K27:
To increase attendance at all Public Events performances
• By bringing in entertainment that is appealing yet interesting and diverse to large groups
• Providing special promotions to encourage attendance (staff/faculty)
• Create a program that increases opportunities for student attendance
• With the business office assistance, implement on-line ticketing

Theatre rental:
• Update the Fee Schedule on facility fees to charge appropriate fees for renting building and equipment
• Prepare an informational brochure to promote theatre rental
• Create a formal feedback process with renters to improve the rental experience

Are you ready to submit your final program review?: Yes

Goal	Recommendations	Plan of Action & Budgetary Impact / Tasks	Status	Feedback & Follow-Up
YC Goal 9 - The Public Events Department primarily aligns with Yuba College Goal #9, Exemplify educational excellence, fiscal responsibility, cultural awareness, and civic engagement for our communities and region. Public Events currently supports the following student based productions: 2 full theatre productions (totaling 19 performances), 3 choral concerts, 4 band and jazz productions, 8 music recitals, 2 variety shows, 2 speech nights and 10 outside entertainers as part of the Public Events Series. These performances equate to nearly 50 performances during the academic year and in some cases, they are performed in a venue off-campus. Public Events not only manages these performances, but also designs all				

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posters/handouts/postcards, advertising/marketing (writing press releases and PSAs, designing ads for the newspaper, posting on community calendars, and works with the local media). Public Events manages ticket sales for all related events and hires, trains and supervises box office staff that work events. In some cases, the public events budget offsets performer fees and maintenance of performance pianos.				

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YCCD VS 5 - The YCCD Vision Statement that Public Events aligns with is: Providing educational, economic, cultural, and civic leadership for our communities and region. Public Events is expanding the availability and diverse cultures of the arts to our community. After the theatre was remodeled, it became one of the major entertainment venues in the community Collaboration between Music Faculty and Public Events gave rise to the very successful Public Events Series, bringing in professional and highly talented performers to the college. • The fall series brought 870 more people on campus, allowing them to witness first-hand the great facilities, professional staff, and conducive learning environment of Yuba College. As Public Events continues to bring in additional community members to the campus, it subsequently adds future students to classes and other programs. (Many of the patrons were community				

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members.) Active participation in public events helps recognize students for their contribution and demonstrate civic leadership by showing their involvement in the Arts and the community as a whole. • Student based productions resulted in over 1800 student and community members attending plus over $10,000 in revenue collected (see spreadsheet for details). Public Events works with local community entities in rental of the theatre: • Last year Public Events rented to seven entities, including two large dance companies, a local church for Sunday services, two local high schools for graduations, and others. This rental generated an additional $7,945 in income to the budget (in addition to covering staff costs).				