Assessment: Assessment Unit Planning

Program Review 2014-15

YC - Public Events Program Review

Year Under Review : 2014-15
Type of Review: Self-Study (4-year review)
Program Description : Public Events has a myriad of functions under the department umbrella beginning with event management for over 50+ performances (including student based, event series performances, and outside theatre users) and leading a community based Art Consortia group during the academic year. In August 2014, with the loss of the Public Information Officer position, Public Events duties expanded to include advertising and promotion for Yuba College, ASYC/Campus Life, and Outreach and Recruitment. A description of each area is outlined below:

Advertising/Promotion of Yuba College includes web, social media, radio, newspaper, cinema and print advertising focusing on increasing student enrollment at Yuba College. In the last year, Public Events focused on advertising in multiple ways:
- Completed the Yuba College Website Redesign in January 2015: Public Events agreed to manage the redesign of the Yuba College website. As the website design began, it triggered a new marketing rebranding campaign for all Yuba College marketing/advertising.
- Designed postcards for all households in our 8 zip code area (equates to 56,000) for Spring and Fall semesters.
- Sent out mass emails to Yuba College students who attend Yuba College in the past two years equalling contact with over 17k students. This email is sent 5 times a year.
- Designed Pandora Radio display ad and produced Pandora Radio audio ad.
- Designed Yuba College print ads including publication in: Me and Mine, Prospect and Strictly Business Magazines, The Trivia Page, Welcome Wagon, Beale AFB Newcomers/Phone Guide. Most ads highlight past student success stories of how students found their passion at Yuba College, their mentor and a picture of them in their successful environment. Most of the students featured are working locally and these stories are also featured on our homepage.
- Public Events is partnering with local businesses. To date sponsorship includes: Gold Sox Baseball, Annual Results Radio/United Way Turkey Drive, and the United Way Run.
- Managed content of the Yuba College Cinema/Movie Commercial and KUBA Yuba College radio spot (to target fall/spring enrollment, as appropriate).
- Orchestrated daily twitter and Facebook updates for Yuba College programs and activities.

ASYC/Campus Life:
- Advising of the ASYC
- Managing and organizing the Yuba College Commencement and Commencement Breakfast
- ID card creation and procurement of new ID card printer (this is a major fund raiser for the ASYC which funds activities for students at Yuba College to include the annual graduation breakfast).
- Stamps community posters to post on bulletin boards.
- Vending machine management.

Outreach and Recruitment:
- Co-chair Outreach Committee and organize/plan Yuba College at community based outreach efforts.
- Assisted in development of marketing materials for the Yuba College Outreach and Recruitment that includes: design of a new 7 and 2 ft. Yuba College banner, update of the Yuba College General Brochure, Concurrent Enrollment Flier, and QuickReg Flier.

All these items focused on presenting Yuba College professionally, incorporating the new marketing campaign, while recruiting new students.

Public Events also provides graphic design services; in all cases this service directly benefits student success. This past year the following publications were designed:

- Schedule of Classes for Yuba College and CLC and addendum (two publications a year for each college: Spring and Summer/Fall)
- Yuba College Catalog
- Design posters, brochures, tickets, and other graphics for Yuba College departments upon request.

The District Vision Statement that Public Events directly aligns with is: Providing educational, economic, cultural, and civic leadership for our communities and region:
- Public Events is expanding the availability of diverse and cultural arts performances for our community. After the theatre was remodeled, it became one of the top entertainment venues in the local area. Music Faculty and Public Events continue to collaborate on the successful Public Events Series, bringing in professional and highly talented performers to the theatre. Many of these performers deliver diverse programs (such as Sacramento Taiko Dan, Calidanza Mexican Folk and Contemporary Dance Company, the United States Air Force Band and the Boston Brass) which offer cultural awareness to our students and community members who attend them.
- From its inception the Public Events Series brought over 2,500 people on campus, allowing them to witness first-hand the great facilities, professional staff, and conducive learning environment of Yuba College.
- Public Events also continued to work with local community entities in rental of the theatre.

The District Short Term Goal that aligns is: #4 Increase regional leadership: Public Events actively builds liaisons with local organizations:
- Public Events organized a diverse group of stakeholders from the Yuba-Sutter community to participate in a Public Events Series Committee becoming the Arts Advocate for our local area. Currently this group consists of the following organizations: Yuba College, Yuba Sutter Arts, Sutter Performing Arts, Meridian Symphony, Master Chorale and The Acting Company and we have no doubt more organizations will join.
- This group meets regularly and not only provides feedback and creates informed decision making about events offered in the Yuba College Events Series, but works together to: promote all arts events in the area (for example: Yuba Sutter Arts is sending Yuba College event posters to 1,500 email addresses), work together to try to minimize future event conflicts by maintaining an up-to-date consolidated arts calendar (realizing we have a limited number of people to attend the various events).
- Partnerships with three local radio stations and Yuba Sutter Arts for several years continue to build a strong support base for Public Events.
- Partnering with Peach Tree Golf and Country Club in the Fall 2014 Public Events Series, Dinner Detective Show. Peach Tree Golf and Country Club offered a discount rate on the dinner portion which opens the door for new partnership possibilities.
- Partnering with Yuba Sutter Arts to feature local artists. The artists fill their artwork in the Theatre lobby creating a stunning art gallery for patrons to view when attending all Public Events concerts. Because of this successful collaboration, YSA has added Yuba College as a permanent Art in Public Places venue.
- Built liaisons with entertainment promoters to bring about a diverse, quality performer pool to the event series.
- Partnering with other local venues to advertise Yuba College events and piggy back on visiting entertainers.

These partnerships:
- Builds a strong relationship with community businesses that builds opportunities for future endeavors.
- Provide additional venues for student performances such as the Yuba Sutter Arts at no charge.
- Provides additional advertising exposure for all performances
- Allows student access to national and international entertainers through the Public Events Series.
- Students gain insight and education from new and different artists work from the community.

Executive Summary (Include a list of team members): Teresa Aronson (collaboration with the Music and Theatre Departments) My goal in the Program Review process was to collectively summarize all the functions of the department and in doing so, attempt to find a process to manage the workload.

01SP. Department Goals (Click '?' for Prompt): The Public Events department goals directly correlate with the following Yuba College goals: 1) Improve the quality of the student experience at all our campuses and centers. 2) Develop partnerships to enhance educational resources and student opportunities. 3) Exemplify educational excellence, fiscal responsibility, cultural awareness, and civic engagement for our communities and region.

In order for any goal to be successful in this department, more staff is necessary to sustain the daily workload. With the culmination of duties from three laid off positions (Campus Life Coordinator, Graphic Artist and the Public Information Officer) the insurmountable work cannot be accomplished with one full-time classified employee. Understanding these challenges, the goals begin with:

- Hire permanent staff to advise ASYC students, plan Campus Life activities (such as graduation, breakfast, ID card issuance, manages bulletin boards and vending machines) plus assist with advertising and ticketing of Public Events.

- Plan an annual advertising/marketing cycle for Yuba College that focuses on enrollment cycles, new types of advertising, community outreach and continues to rebrand Yuba College and build a positive, consistent message in the community. This will assist not only with new student enrollment but also in retaining our current student base.
- Review Yuba College Outreach & Recruitment efforts in development of an annual community outreach calendar and create consistent and professional printed message on all materials which will enhance our ability to recruit new students and ensure Yuba College.
- Business Office assists with implementation of online ticketing. Online ticketing can allow additional ticket sales to all events but it also permits the one staff member assigned to the department better time management.
- As the Arts Consortia group continues to grow, create a joint advertising brochure and plan event(s) with Consortia group organizations (such as a joint theatre production with the Acting Company).

02SP. Facilitate Learning & Collaboration (Click '?' for Prompt): Not applicable.
03SP. Student Contacts (Click '?' for Prompt): There is currently no tool in place to evaluate the daily average student contacts Public Events interacts with but will collect as much data as possible from this group with the survey that will be administered during the December 2015 performances to gather further data
04SP. Input to Improve (Click '?' for Prompt): Public Events administered a survey at the end of the Fall 2014 Public Events Series which asked patrons (faculty/staff, student, community and military members) what they thought of our series. The survey focused on future talent ideas, which performances they liked (or disliked) in the current season and any other feedback they wanted us to know to help future planning. A new survey will be given to patrons attending the last Band, Instrumental and Public Events Series event in December 2015 and this data will be used as a measuring tool for Program SAO.
05SP. Course Outlines (Click '?' for Prompt): Not applicable.
06SP. Collaboration (Click '?' for Prompt): Public Events directly supports the following SLOs from the Music and Theatre Departments: Music 28/43 Jazz & Symphonic Band, Music 26 Musical Theatre, Music 33/34 Chamber Singers, Concert Choir, and Theatre 29 College Theatre. All the above class SLOs require students to perform in public performances.

Public Events currently supports the following student based productions: 2 full theatre productions (totaling 18 performances), 2 choral concerts, 5 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 almost 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 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. The Public Events budget also offsets performer fees for these concerts and maintenance of performance pianos.

07SP. Catalog Currency (Click '?' for Prompt): Not applicable.
08SP. Student Progress (Click '?' for Prompt): Not applicable.
09SP. DE Students (Click '?' for Prompt): Not applicable.
10SP.Disproportionate Impact(Click '?' for Prompt): More focus on reduced or free event pricing for students. Public Events has had some success with special student pricing, not only with reduced prices prior to the event, but also offering a significantly reduced price the day of the event where discounts ranges from $5-$10 a performance. The price reductions for day of events is a new concept since previously Public Events offered reduced ticket prices for only those students whose instructors provide their names to the box office before the event.
Perhaps more success would be accomplished through college sponsorship of professional acts allowing certain impacted students to attend events free.
This benefit for incorporating this concept for Public Events is two-fold. First it assists in the “no empty seats” concept which helps the profitability of the show and reduces the manual labor of providing lists to the box office prior to the event.
Public Events would also like to offer more workshops (preferably at no cost to students) with professional musicians where students have the opportunity for a one-on-one interaction both in conversation and in learning music with talent brought in for the Public Events Series.

11SP. Mapping (Click '?' for Prompt): Yes
12SP. Core Competencies (Click '?' for Prompt): Based on an end of the semester survey for the Public Events Series, 91% of those surveyed thought the performances in the series were excellent, the appropriate length and very organized. Almost all respondents enjoy the idea of the pre-show appetizers, wine and music in the lobby before the performance. The survey also asked if they would attend the next series. A large percentage (88%) said they would return in the spring semester. Although these numbers are focused on the Public Events Series, an increase in attendance has been noted for student based Choral and

Instrumental events since the series began indicating the series is boosting other Fine Arts events.
13SP. Professional Development (Click '?' for Prompt): Always keep up-to-date on industry software (the Adobe CS Series, currently 6.0) and the relationship of creation of designs to the final production of printing.

I am a member of the Community College Public Relations Organization which allows me to stay current in marketing, advertising and graphic design trends and I see first-hand what other community colleges are creating.

Attend many cultural events in the greater Sacramento area, such as the Folsom Three Stages and the Sacramento Ballet, to be aware of culture trends, market preferences, and event planning trends.

Partnering with other performance venues to bring in outside trainers for customer service (we provide the same service to their staff).

I would like the opportunity to attend conferences or other professional development, but the program requires additional staff to accommodate constant workload.
14SP. Reflection (Click '?' for Prompt): My goal is that this information can assist Public Events with hiring of permanent staff to support the large number of duties that have been added to the Public Events department and find ways to improve processes, such as online ticketing, that will provide the department opportunities to work smarter and collaborate with the college on finding ways to make performances more available/affordable to our student population.
Are you ready to submit your final program review?: Yes

Program Recommendation: On-Line Event Ticketing

Allow patrons the ability to purchase tickets to Yuba College events on-line using a PayPal account or through our current credit card processor.

Recommendation Priority: 2. Medium Priority
Year(s) Requested: 2013-2014
Request Date: 01/30/2014
Supporting Evidence : To continue with the district's vision of becoming a cultural leader in our community, we must allow the most simplest of tasks, patrons buying a ticket to events, a priority. This new accessibility will allow our events, both student based and event series grow in size.
Evaluation Plan: There are two possible ways to implement the request. A PayPal for non-profit organizations requires no set-up/monthly fee but carries a fee of no more than 2.9% plus .30 cents transaction fee which equates to a .47 cent charge for a student ticket. The PayPal option is required when using an event coordination website such as Eventzilla.
The second option is the business office and information systems can work together with our current credit card processing system, but the costs and time constraints are unknown.

Plan of Action

Other - Public Events implement online ticketing that allows patron to purchase tickets to events on-line using Colleague or other system. On-line ticketing can allow additional ticket sales to all events and it also permits the one staff member assigned to the department better time management. In order to implement, the Business Office must set up a receiving account for financial transactions to go to before secur (Active)
Budgetary Impact: None
Timeline/Responsible Party: Implement by August 2016 / Business Office
YC - Location: Yuba College - All

Program Recommendation: Hire Additional Staff to Support Public Events Function

Hire permanent staff to advise ASYC students, plan Campus Life activities (such as graduation, breakfast, ID card issuance, manages bulletin boards and vending machines) plus assist with advertising and ticketing of Public Events.

Recommendation Priority: 3. High Priority
Year(s) Requested: 2015-2016
Request Date: 11/30/2015
Supporting Evidence : With the culmination of duties from three laid off positions (Campus Life Coordinator, Graphic Artist and the

Public Information Officer) the unsurmountable work cannot be accomplished with one full-time classified employee.

Plan of Action

Staffing - Technical/Clerical - Work with VP of Instruction to obtain budget $ to hire a permanent, part-time staff to help with Department functions. (Active)

Budgetary Impact: $34k
Timeline/Responsible Party: 2016 - Aronson/VP of Instruction
YC - Location: Yuba College - All

Program Recommendation: Make Professional Series Events More Accessible to All Students

More focus on reduced or free event pricing for students.

Recommendation Priority: 3. High Priority
Year(s) Requested: 2015-2016
Request Date: 11/30/2015
Supporting Evidence : Public Events has had some success with special student pricing, not only with reduced prices prior to the event, but also offering a significantly reduced price the day of the event where discounts ranges from $5-$10 a performance. The price reductions for day of events is a new concept since previously Public Events offered reduced ticket prices for only those students whose instructors provide their names to the box office before the event.

The benefit for incorporating this concept for Public Events is two-fold. First it assists in the “no empty seats” concept which helps the profitability of the show and reduces the manual labor of providing lists to the box office prior to the event.

Public Events would also like to offer more workshops (preferably at no cost to students) with professional musicians where students have the opportunity for a one-on-one interaction both in conversation and in learning music with talent brought in for the Public Events Series.
Evaluation Plan: Incorporate questions in surveys that could assess success of meeting this recommendation.

Plan of Action

Other - Use of Student Equity funds will allow Public Events to obtain quality acts to perform at Yuba College which will allow students who are not able to normally attend these events do so at no cost. With this concept, a certain number of tickets will be held for students at each performance. A survey will be completed each year to assess progress. (Active)

Budgetary Impact: $14k annually
Timeline/Responsible Party: 2016 - Aronson/Vannucci
YC - Location: Yuba College - All

Program Recommendation: Annual Outreach Calendar for Community Events

Develop an annual community outreach calendar to ensure Yuba College has a consistent presence at community events.

Recommendation Priority: 3. High Priority
Year(s) Requested: 2015-2016
Request Date: 11/30/2015
Supporting Evidence : After the outreach calendar is developed, add this information in developing an annual advertising/marketing cycle for Yuba College that focuses on enrollment cycles, new types of advertising, community outreach and continues to rebrand Yuba College and build a positive, consistent message in the community.
Evaluation Plan: Development of an after-outreach event form to evaluate event and number of contacts with potential students.

Plan of Action

Other - Work with the Outreach Committee to establish a list of annual events in which the college can have a presence at.

YC - Public Events Program Review

With the development of this list, the committee can then provide an exact amount of permanent budget monies based on whether the outreach will be sponsorship or physical presence. This list of outreach events will be added to the advertising/marketing annual plan for the college. (Active)

Budgetary Impact: $10k
Timeline/Responsible Party: 2016 - Aronson/Vannucci
YC - Location: Yuba College - All