Highline College Institutional Effectiveness Department Report

2020-2021

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| **Department information**  |
| Department name | Conference and Event Services |
| Date this report was completed | 9/9/20 |
| Staff who contributed to this report | Rachel Collins and Tabitha Stewart |
| Department Mission statement (if applicable) | To provide exemplary customer service through the scheduling and coordination of campus facilities and resources for the College Community and guests. |

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| **Taking stock of 2019-2020**  |
| **Describe 2-5 major accomplishments for 2019-2020. For each accomplishment, identify the related objective or indicator from the Mission Fulfillment Report (MFR), and describe the evidence you used assess this accomplishment** |
| 1. Supported campus and community events focused on equity and inclusion. (Core Theme #3 Objective 1- Through building community relations and partnerships by holding community events on campus, supporting and promoting)
2. Continued revenue growth in facility rentals prior to the COVID shut down. (Core Theme 4)
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| **Department strengths** |
| 1. Willing to take on new challenges and learn new skills to support other campus departments.
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| **Department challenges**  |
| 1. Due to COVID the campus has been closed to all internal and external events no matter the size of the group. As a result, our department has been unable to generating revenue to support our department.
2. Termination of campus food services due to requested contract changes from the vendor. It has been challenging to look for a new vender during these unusual times. Likewise, closing out the account with the prior vender while working remotely has posed new challenges.
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| **Areas you would like to improve** |
| 1. Communicating to the campus community the support and services our department is able to provide.
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| **2020 - 2021 work plan development**  |
| **Goals:** Identify 3-6 goals for your department for 2020-2021. Each goal should be associated with the core theme objective or indicator that best relates to the desired outcome of your work. In parentheses after each of your goals, describe the evidence you plan to use to assess the achievement of that goal.Not every objective or indicator will have an associated goal from your department, and you are welcome to delete the Core Themes/Objectives/Indicators that are NOT directly related to your goals for 2020-2021.  |
| -Continued implementation of modernization/digitization of business process for streamlined efficiency. (Indicator: customers and campus partners find the process user friendly, receive immediate responses and services with the new practices)  |
| -Campus facilities are reopened and the department can begin to generate revenue. Gain new clientele through marketing strategies as well as maintaining existing customers with exceptional services. |
| -Develop a balanced budget in the wake of the COVID devastation to the department budget.  |
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