1. Support Services Report Template

**Report Info**
Name of the person completing this report: Ronald Patton  
Title of the person completing this report: University Events/Community Relations Specialist  
Supervisor/dean reviewing report: Ara Serjoie  
Service: University Events  
Division/College: University Advancements

3. Mandated Service

**Link to Scoring Rubric**

1.1 Please indicate below if any aspect of the service is legally mandated by any of the following and provide the relevant reference.

Campus Policy: Campus Policy

Provide a brief explanation, if necessary, in < 60 words.

The main university events, such as Commencement, Fall Convocation, Faculty Recognition and Student Honors Convocation, are all mandated by the University to take place annually on the CSUEB campus. These are all part of the universities history and tradition.

4. Importance of Service

**Briefly describe the service in terms of its primary function(s) and purpose(s) using <120 words**

These traditional ceremonies add to the history of the university, it's traditions, and are an important part of the campus life. Students, their families, friends and the surrounding communities all benefit from these activities. These yearly activities are an active way for the university to reach out to our service areas in the East Bay. Traditional activities that involve the students also served to foster a sense of loyalty and commitment to the university.

**Link to Scoring Rubric**

2.1 Who are the primary receivers of this service? (Please enter the percentage of each user group that is relevant)

Students: 50%
Faculty: 5%
Administrators/staff: 5%
Community outside University: 20%
Colleges/departments: 10%
Academic Senate and/or committees: 2%
Alumni: 4%
Other: 4%
2.2 Please indicate the direct or indirect impact of the service on students for each of the three University Action/Student Impact Areas listed below (for example processing financial aid applications would be direct impact on students while managing utility services would be indirect).

<table>
<thead>
<tr>
<th>Area</th>
<th>Direct Impact on Students</th>
<th>Indirect Impact on Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

Provide a brief narrative (<60 words each) explaining your selection for each area.

<table>
<thead>
<tr>
<th>Area</th>
<th>Evidence submitted to support the chosen selection (&lt;60 words for each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td>Ceremonies such as commencement allow future students to be on our campus and experience the excitement of graduation. Other activities also engage these students into the thought of attending CSUEB. This is a good recruiting tool.</td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>Again, ceremonies such as Student Honors and commencement, give the students an experience that they can see and strive to graduate. Also a feeling of belong to a university, and not just attending classes.</td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td>Hopefully that will take the pride that have in themselves from graduating and commencement and move forward with pride and confidence. They may also decide to stay involved in the university through the Alumni Assoc.</td>
</tr>
</tbody>
</table>

2.3 Applying the four choices presented below, please indicate the consequence of NOT having this service on each of the actions in the left hand column.

<table>
<thead>
<tr>
<th>Area</th>
<th>4 - Service provides evidence of direct impact in more than one area</th>
<th>3 - Service provides evidence of direct impact in one area</th>
<th>2 - Service provides evidence of indirect impact in more than one area</th>
<th>1 - Service provides evidence of indirect impact in one area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
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<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
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<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

Provide a brief narrative (<60 words each) explaining your choice.

<table>
<thead>
<tr>
<th>Area</th>
<th>Evidence submitted to support the chosen selection (&lt;60 words for each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td>I think that while these ceremonies are our tradition, they will not impact our recruiting effort to any large extent.</td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>I believe that without these ceremonies, students will not have an added incentive to strive for graduation, and will lose a sense of attachment to the university. It is very important through these types of university events, to provide students with a college experience that has been difficult to achieve here at a typical commuter school.</td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td>The same as above. Alumni will lose attachment to the university and the feeling of pride that is associated with this commencement. The more they are involved as students and engaged by the university will help us to reach out to them and strengthen or alumni attachment.</td>
</tr>
</tbody>
</table>

**Link to Scoring Rubric**

**2.4 Alignment with Shared Strategic Commitments**

How does this service contribute to or align with **any** of the eight Shared Strategic Commitments (SSC) listed below?

<table>
<thead>
<tr>
<th>If aligned or contributing, provide a description. (&lt;60 words for each SSC)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Reinforce academic quality through open-minded inquiry, innovative teaching, engaged learning, and distinguished scholarship</strong></td>
</tr>
<tr>
<td><strong>Enhance our inclusive campus, responding to the backgrounds and interests of our diverse community and promoting their academic, professional and personal development</strong></td>
</tr>
<tr>
<td><strong>Serve students first, by expanding access and enhancing each student's educational experience and prospects for success as a graduate and life-long learner</strong></td>
</tr>
<tr>
<td><strong>Foster a vibrant community through enriched student services and student life that support student engagement and learning</strong></td>
</tr>
<tr>
<td><strong>Contribute to a sustainable planet through our academic programs, university operations, and individual behavior</strong></td>
</tr>
<tr>
<td><strong>Continuously improve our efficiency, transparency, and accountability while practicing mutual respect, responsiveness, and collaboration across the University</strong></td>
</tr>
<tr>
<td><strong>Support the civic, cultural, and economic life of all communities in the regions we serve through partnerships that promote education and social responsibility</strong></td>
</tr>
<tr>
<td><strong>Demonstrate our continuing record of</strong></td>
</tr>
</tbody>
</table>
leadership and innovation in higher education, focused on 21st century skills, including science, technology, engineering, and mathematics (STEM)

I do not believe that these events have any direct influence on the universities STEM program.

**Link to Scoring Rubric**

2.5 How might the demand for this service change over the next five years? (Please choose one category below).

Likely to increase

Provide a rationale for your choice (assumptions, impact of new policy, etc.) in <120 words.

With the campus population increasing each academic year, there will be an increase in the numbers of students participating in these events (especially Commencement).

More importantly, our current strategy for events are not well-connected and there are many gaps that often lead to confusion and misunderstanding. Roles and responsibilities aside, there needs to be an office that will take the helm for "university events" while providing guidance and structure to other areas at the university to help them organize their events in a manner that will result in success.

**5. Quality of Service**

**Link to Scoring Rubric**

3.1 Do you assess the *quality* of the service you provide?

Yes

If “Yes”, what benchmarks, best practices or measures of success, either internal or external, do you use to measure service *quality* (e.g., timeliness, accuracy, adequacy, meeting deadlines, satisfactory completion of assignment, etc.)? Please describe in <120 words. If no, please explain.

We use planning by committees and sub-committees, timelines and deadlines and clearly defined assignments are set and followed. During the planning phase, each element of the event is assessed and adapted if needed. Large events are also guided by input from the office of the President and the cabinet. Will always hold post event debriefing meetings to access the events and plan ways to improve.

**Link to Scoring Rubric**

3.2 During the last three years, have you adopted any measures to improve the *quality* of this service? Please describe in <120 words.

As mentioned above, all events once concluded are debriefed by the event committee, with input by the campus community cabinet and the OP. These concerns are then addressed and changes implemented this next year.

**Link to Scoring Rubric**

3.3 What idea(s) do you have for improving the *quality* of this service within existing resources (e.g. development of benchmarks, surveys, feedback, etc.)? Please describe your plan(s) in < 120 words.

I believe that the university needs to consider the number and types of events that we spend our employee and monetary resources on. I have recently seen this beginning to happen. By blending various events, it saves the university financially, but also addresses the need/lack of manpower.
3.4 What ideas do you have for improving the quality of the service if additional resources were provided. Please describe your idea(s) in <120 words.

While increased staffing would help, the quality of many events are hurt by the lack of proper space to hold these events. One large example is Commencement. Because the university lacks a large venue other that the stadium, we are limited in our capacity. Many students are unable to have their families and friends present due to this restriction. Moving the ceremonies to a larger venue should be looked at.

3.5 Do you use any formal or informal process to assess the level of satisfaction of the service users?

Yes

If yes, describe the process and most recent results in <120 words. If no, please explain.

Only informal. We ask our committee members for opinions of the events, we also ask for feedback from the university administration.

3.6 The university recently conducted a customer satisfaction survey for some services (results for this service are attached, if applicable). Do you have any comment or response to the results? Please describe in <120 words.

From the feedback that I have seen which is limited, but heard from students across the university, there is a large problem with being able to register for their classes and graduate on time. There is a delay in responses from enrollment services from admissions to add/drop and financial aid. I believe that this is due to lack of appropriate staffing.

3.7 Do you have any formal or informal guidelines for personnel in your department regarding how to treat/interact with receivers of this service?

Yes

If yes, please describe in <120 words. If no, please explain

Informal only. We discuss with our staffing for events what policies are and how to interact with the students and campus guests. Our division interacts directly with administration, faculty, staff and students. We are expected to represent the university with respect.

3.8 Does your service have annual goals (targets) of achievement regarding the quality of the service provided?

Yes

If yes, describe the annual quality goals (targets) and indicate if the service achieved those goals (targets). Please provide evidence, if possible, in <120 words. If no, please explain.

It is difficult with our large events to quantify. We use measurements such as attendance, staff and faculty
participation, and feedback from across the campus to judge the quality of these events. The event committee has been given direction by the OP and cabinet of their expectations, and we strive to meet those expectations.

**Link to Scoring Rubric**

3.9 Does your service have annual goals (targets) of achievement regarding the **quantity** of service provided?

Yes

**If yes, describe the annual quantity goals (targets) and indicate if the service achieved those goals (targets). Please provide evidence, if possible, in < 120 words. If no, please explain.**

For the majority of President's and Provost's events which are usually held indoors, such as the Staff/Faculty reception we look at the attendance and compare that with previous years. For the larger outdoor events such as Commencement, we were at or over the given capacity of the venue available on campus.

6. Efficiency of Service (cost effectiveness)

**Link to Scoring Rubric**

4.1 Using the spreadsheet provided for all employees in your department, please distribute salaries of individuals across all services provided to reach an educated or reasonable estimate of the cost of providing the service.

91082

**Attach your allocated spreadsheet here.**

**Link to Scoring Rubric**

4.2 Using the spreadsheet provided, please distribute your department’s annual operating expenses across all services provided to reach an educated or reasonable estimate of the cost of providing the service.

**Link to Scoring Rubric**

4.3 Using the spreadsheet provided, please distribute the square footage of work space across all services provided to reach an educated or reasonable estimate of the use of this resource.

3948

**Attach your allocated spreadsheet here.**

**Link to Scoring Rubric**

4.4 During the last three years, have you adopted any measures to improve the efficiency (cost effectiveness) of providing this service (e.g. reducing salary costs, operating expenses or use of space, or increased output without increasing cost. Etc.)?

Yes

**If yes, please describe the measures in <120 words. If this is a new service introduced over the**
In the past three years, I have tried to reduce the cost of events wherever possible. I have looked at
competitive bids for large expenses to save resources. The university has also recently combined some
events, which helps to reduce cost.

4.5 What idea(s) do you have for improving the efficiency (cost effectiveness) of this service within
existing resources (e.g. restructuring, merging, outsourcing, ways to cut costs, technology, etc.)?
Please describe those ideas in <120 words.

I think that by evaluating the number of events that we produce each year, with their cost, purpose and
whether they achieve our goals, we may be able to reduce cost and manpower needs. Also by continuing to
combine events where it is appropriate, we can reduce expenses.

4.6 What idea(s) do you have for improving the efficiency (cost effectiveness) of the service if
additional resources were provided. Please describe your idea(s) in <120 words.

If our department had a dedicated employees to assist with all UA events, it would allow the Directors and
Managers more time to devote to the higher level aspects of the event. For our annual commencement, I think
that we should explore the cost of using an outside venue such as the Oracle Arena in Oakland and compare
with our on campus cost. another area to consider, would be to hold commencement ceremonies twice a year.

4.7 Do you have any plan(s) to improve the efficiency (cost effectiveness) of this service in the next
1-2 years (e.g. reducing costs, increasing productivity, etc.)?

No

If yes, please specify whether these plan(s) involve reducing salary costs, operating expenses
and/or use of space. Please describe your plan(s) in <120 words. If no, please explain.

At this point other than evaluating events and reducing those that do not achieve our goals, I do not.
We will continue to go out to bid on all services to insure the best pricing possible for the university while
maintaining the quality expected.

4.8 Please describe the estimated output for this service for fiscal year 2011-12, quantify if possible
(e.g. volume, service tickets resolved, people serviced, appointments, etc.) in <120 words.

I will continue the produce all events for the Office of the President, Provost and University Advancement as
directed. I will also assist other departments across campus as necessary and approved by my AVP. I will
continue to serve on campus event committees and advisory boards.
By consulting and advising other departments that produce events, I hope that the overall quality across the
campus will benefit.
5.1 Are you aware of services similar to this one that are being provided by another department at CSU East Bay?

Yes

If yes, please provide a list of those departments. How are the services described here similar or different? Please describe in < 60 words.

Events not related directly to those which we produce, come from Enrollment Services, Student Life and ASI Inc. These events are prospective student and student oriented only. Examples are Welcome Day, Freshman Orientation, Concerts Greek activities.

Link to Scoring Rubric

5.2 Is there anything unique or distinctive about your service? Please describe what is unique or distinctive in <120 words.

The services provided are high level, historical services that are sponsored by the Office of the President and Provost that serve the Administration, Faculty, staff and student of this campus.

Link to Scoring Rubric

5.3 Are there any additional things about this service that you would like the task group to know? Please describe/explain in <250 words.

The events that myself and the previous University Events manager have been traditionally tasked with are annually occurring events that are funded by the Office of the President and the Provost. The events are also produce with direct consultation and assistance from each. These event are of a high profile and represent the University and reflect directly on how we are perceived in our service area.