1. Support Services Report Template

**Report Info**
Supervisor/dean reviewing report: Derek Aitken  
Service: Coordinates and Supports University Events

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.

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

4. Importance of Service

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

Events that the President’s Office (OP) directly coordinates and supports are generally broad in scope: honoring or celebrating faculty and students. The OP has responsibilities for University events including the Presidential Investiture, Commencements, Honorary Doctorates, Student Honors Convocation, Fall Faculty and Staff Convocation, and post-Commencement BBQ and are Educational Summit and Al Fresco committee members. Pre-event planning responsibilities for university events include scheduling; invitations and mailing lists; logistics and details related to the President’s Platform Party; and coordinating VIP guests. Scripts and Orders of March for university events are prepared in the OP; the President’s speeches, talking points, and remarks are also the responsibility of the OP.

**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)

<table>
<thead>
<tr>
<th>User Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>35%</td>
</tr>
<tr>
<td>Faculty</td>
<td>35%</td>
</tr>
<tr>
<td>Administrators/staff</td>
<td>10%</td>
</tr>
<tr>
<td>Alumni</td>
<td>10%</td>
</tr>
<tr>
<td>Community outside University</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

**Link to Scoring Rubric**

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>Impact 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>Area</td>
<td>Evidence submitted to support the chosen selection (&lt;60 words for each)</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td>The OP is involved in events which directly influence and impact students’ decision to attend CSUEB. The Educational Summit brings potential students and families to campus to explore attending CSUEB. The Ed Summit and Commencement could indirectly influence other family members to attend CSUEB when they become of college-going age.</td>
<td></td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>Events such as al Fresco highlight academic and extra-curricular resources for current students. Fall Convocation indirectly impacts students by bringing awareness to faculty and staff on new campus initiatives and directions. Similarly, al Fresco allows staff and faculty to learn about campus services, resources, and activities which they can then pass on to their students.</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>

**Link to Scoring Rubric**

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>
<td></td>
<td></td>
<td>3</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>
<td>4</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 selection)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td>More than 1000 attendees attended the Ed Summit in 2013. This is a major recruiting event for CSUEB and could impact the numbers of students who decide to attend.</td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>Al Fresco is the major welcoming event for CSUEB, which introduces many activities and resources to current students. This is the biggest campus-wide event for students, staff, and faculty for the new academic year—without it, they may not have the opportunity to learn about particular services in such a timely or convenient manner.</td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td></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>Reinforce academic quality through open-minded inquiry, innovative teaching, engaged learning, and distinguished scholarship</th>
<th>Faculty and Staff Convocation allows for shared understanding of significant achievements by students, faculty and staff and important upcoming initiatives. Student Honors Convocation recognizes distinguished scholarship.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance our inclusive campus, responding to the backgrounds and interests of our diverse community and promoting their academic, professional and personal development</td>
<td>Both Student Honors Convocation and Commencement honor and celebrate the academic achievements of our graduates.</td>
</tr>
<tr>
<td>Serve students first, by expanding access and enhancing each student’s educational experience and prospects for success as a graduate and life-long learner</td>
<td>The Education Summit expands access to several transitionally underrepresented populations. Events such as Al Fresco help enhance student educational experiences.</td>
</tr>
<tr>
<td>Foster a vibrant community through enriched student services and student life that support student engagement and learning</td>
<td>Al Fresco offers opportunities for students, faculty and staff to find out about academic and co-curricular opportunities on campus for students.</td>
</tr>
<tr>
<td>Contribute to a sustainable planet through our academic programs, university operations, and individual behavior</td>
<td>Faculty and Staff Convocation allows for shared understanding of significant achievements by students, faculty and staff and important upcoming initiatives.</td>
</tr>
<tr>
<td>Support the civic, cultural, and economic life of all communities in the regions we serve through partnerships that promote education and social responsibility</td>
<td>The Ed Summit reaches out specifically to underrepresented communities to introduce them to campus resources available when applying for college.</td>
</tr>
<tr>
<td>Demonstrate our continuing record of leadership and innovation in higher education, focused on 21st century skills, including science, technology, engineering, and mathematics (STEM)</td>
<td></td>
</tr>
</tbody>
</table>

### 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 stay the same
- Likely to decrease
- Likely to increase
- Likely to change dramatically

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

No change is expected in either the number of students admitted or the faculty and staff to be hired; therefore, no change in the demand for services is expected.

### 5. Quality of Service

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

- Yes
- No

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.

All events are run via committees which establish timelines, goals, and responsible party. After the event, a debriefing is held to discuss results: attendance, participation, issues, and notes for next year. Committee members provide their feedback and any additional feedback from attendees or participants are shared, including comments received via email or word of mouth. The information is considered in next year’s planning.

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

For 2012-13, to conserve resources, five commencements were streamlined into three events. Ticketing was added for crowd control and a Jumbotron and video streaming on campus and online provided access for those with mobility issues. That year, the Faculty Honors Convocation and al Fresco were incorporated into the Presidential Investiture, allowing for more exposure of those events to the university community, both on campus and off campus visitors. The Academic Senate and Staff Holiday receptions were combined, saving resources and enabling all employees to celebrate together. Feedback was positive and attendance high. The Ed Summits were combined into one event, as well.

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.

Continue to examine attendance and participation in all events. Earlier planning might alleviate last minute concerns.

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.

A professional staff member event planner would be able to oversee and direct logistics and operations for University-wide events including planning, catering, decorations, entertainment, supervision of vendors, print media and other areas.

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.

We have an informal process of reporting out at the debriefing meeting on emails or comments received by guests or participants. In addition, observations by committee members are also recorded and considered when planning for next year’s events. In addition to the University Committee debrief, the OP debriefs separately to discuss internal operational improvements.

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.

n/a

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

The OP generates staff guidelines for each event to explain who has responsibility for particular constituents and if there are special needs. In addition, there is an overview for staff working with VIP guests at Commencement, describing any special needs or assistance needed.

Link to Scoring Rubric

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

No

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.

Link to Scoring Rubric

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

No

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.

The broad goal is to effectively serve as many guests and participants as possible at university events.

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.

262315.707

Attach your allocated spreadsheet here.

OP - 2011-12 Expenses EDITED.xlsx

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.

944.7

Attach your allocated spreadsheet here.
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 past three years, please indicate. If no, please explain.

Consolidating five commencements to three helped reduce the number of man-hours worked during the weekend; combining the Faculty and Staff holiday receptions saved some costs.

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.

A University event planner would be able to oversee and direct University-wide events. This person could oversee the logistics, planning, and other areas of responsibility necessary for carrying out large scale events. While events such as Commencement and Al Fresco benefit from committee input, we would be better served if they were managed by an event planner whose sole job is attending to all details, thus streamlining the process.

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.

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.

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.

Commencement: 2315 student participants + 10,000-15,000 guests
Al Fresco, Faculty Honors, Investiture: 742
Education Summit: 1000+ prospective students and family members
Faculty and Staff Holiday party - 425
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.

Commencement, Student Honors Convocation, Al Fresco, and the Ed Summit are supported by other departments and divisions on campus including UA, Academic Affairs, Administration & Finance, and Student Affairs, college deans, and others.

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.

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.