1. Support Services Report Template

Report Info
Name of the person completing this report : Martha Lucero Wallace
Title of the person completing this report : Director, University Scheduling
Supervisor/dean reviewing report : Dr. Linda Dalton, VP, PEMSA
Service : Facilities Reservations and Rentals
Division/College : PEMSA

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.
Federal Law : ADA
State Law : Educational code; Fire Marshall codes
Campus Policy : Time, Place & Manner; Space prioritization; Student registration dates

Provide a brief explanation, if necessary, in < 60 words.
ADA requirements must be met when confirming space requests
Per the CA Education code, university property cannot be rented below market costs
Space must be used in compliance with State Fire Marshall codes
Reservations cannot be confirmed until all academic classes have confirmed assignments
University space/facility usage must comply with the CSUEB Time, Place and Manner policy

4. Importance of Service

Briefly describe the service in terms of its primary function(s) and purpose(s) using <120 words
This service coordinates and manages all non-academic or non-instructional space requests (meetings, workshops) for CSUEB as well as facility/space rental to outside entities on the Hayward campus. This includes reservation of conference rooms in the SA building, the Biella room, and classrooms to be used as meeting space for all departments across campus, as well as outdoor spaces for special events.

For large CSUEB events on campus this service is the central point for coordination of space reservations, logistics, and equipment reservations; and serves as the point of contact for all outside entities that rent space on the Hayward campus. The service manages events from planning to event day to clean-up, as well as post-event follow-up to address any problems.

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)
Faculty : 10%
Administrators/staff : 40%
Colleges/departments : 1.0%
Community outside University : 40%
Total : 100%
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></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></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>Provides essential planning and coordination of events such as Welcome Day, Diversity summits, and other outreach.</td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>Provides essential planning and coordination of events such as Orientation and Student Life and Leadership programs.</td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td>Provides coordination of events for alumni, and support for Commencement.</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></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>
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Provide a brief narrative (<60 words each) explaining your choice.

<table>
<thead>
<tr>
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<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>Recruitment and outreach events could not be organized without the ability to address space/facility conflicts and other major details.</td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>Orientation and other campus events could not be scheduled without an office that can address space/facility conflicts and other major details.</td>
</tr>
</tbody>
</table>
After college (helping students establish meaningful lifework and be socially responsible contributors to society)

Alumni and community events could not be scheduled without an office that can address space/facility conflicts and other major details.

### 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>SSC</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reinforce academic quality through open-minded inquiry, innovative teaching, engaged learning, and distinguished scholarship</td>
<td>If aligned or contributing, provide a description. (&lt;60 words for each SSC)</td>
</tr>
<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>Provides coordination and effective planning for facility/space use by the entire CSUEB campus community and the local community.</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 lifelong learner</td>
<td>Supports CSUEB departments in the planning and coordination of events like Orientations, Al Fresco, Welcome Day, etc.</td>
</tr>
<tr>
<td>Foster a vibrant community through enriched student services and student life that support student engagement and learning</td>
<td></td>
</tr>
<tr>
<td>Contribute to a sustainable planet through our academic programs, university operations, and individual behavior</td>
<td></td>
</tr>
<tr>
<td>Continuously improve our efficiency, transparency, and accountability while practicing mutual respect, responsiveness, and collaboration across the University</td>
<td>Provide web-based tools for the campus service users and our neighboring community to view availability of facilities.</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>Serves the community and outside entities with a welcoming, professional approach to customer service.</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 increase

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

With the growth of student population, Athletic events, and community interest in campus facilities, the demand for this service is likely to increase.

Also, due to various interpretations of the existing policy that governs facility rental from outside entities, event logistics can be duplicated, causing potential conflicts that adds demands on the service. For example, multiple people can submit a request for the same space using a different title and even different dates. This demands extensive troubleshooting and clarification of event details.

### 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.

The quality of this service is best assessed by the successful accommodation of events and meetings on the Hayward campus. Extensive communication is used with all clients and campus service departments to ensure that all details are accounted for and comply with University policies. There is also the need for extensive negotiations to explain policies, and determine the best use of the campus facilities for events; and to provide alternative options if a client’s first request cannot be met.

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

- Updated the web-based calendar to search for room availability
- Updated the online request forms on the University Scheduling web page
- Initiated new client meetings including campus service providers - UPD, Facilities Management, Parking Services

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.

The workload for current resources is at maximum, so any quality improvement will necessitate collaboration with campus service departments to streamline procedures. We have begun to work with UPD on post-event procedures to document event activities.

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.

- More suitable office space so that clients could more easily access our office
- An additional staff person would allow more time to meet with clients and provide an improved customer experience
- Monthly meetings with all campus service providers to review pending events

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.

One of the best indicators of a high level of satisfaction of the service users is the high number of returning clients and low number of complaints received. Informal processes include post-event contact with clients to inquire about satisfaction. This often uncovers issues that the client would not report - for example equipment that was not delivered. The office frequently receives ‘thank you’ memos from clients and those are kept on file.

This service maintains a high level of satisfaction in large part because we respond to customer needs even if it is outside the scope of our service. This is especially true for off-campus entities renting space. As a result this service maintains excellent customer relations over many years.
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.

This survey was not sent to outside entities who have rented space on the Hayward campus.

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

Our office maintains a high sense of responsibility and ownership for each event. We understand that events are very important to the groups - small events are just as important as large events to the groups sponsoring the events. Because of this we handle all events with the same processes and procedures - the only difference is magnitude of tasks.

We interact with all clients - both from the campus community and outside entities - professionally and in a welcoming manner. With long-time, returning clients, interactions may be of a more familiar nature, but a professional approach is maintained along with consistent procedures.

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.

The primary goal is to provide space to accommodate all requests. This requires extensive guidance as most users of the service are either unfamiliar with event coordination, or are not familiar with the Hayward campus and/or policies for facility use. There is no revenue target as a measure qualitative excellence.

The service maintains records of all event details - such as spaces used, insurance documents, equipment ordered/used, Fire Marshall layouts, legal certificates - for purposes of audit, liability research, accounting for tax assessment purposes.

The only groups not accommodated are those that had decided that the Hayward campus did not physically meet their needs for space - or if their event conflicted with University policy.

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.

This service is not responsible for marketing so it depends on the number of requests that come to the office. Also, with all requests that are submitted, this service must make a decision to determine if the request complies with university policy, meets the standards for the mission of the university, and that space prioritization is followed in reserving space for the event. These kinds of decisions often require multiple meetings with clients and university service departments; and even for recurring events, multiple meetings and emails are required to ensure logistical organization and efficiency.
**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.

41940

Attach your allocated spreadsheet here.

University Scheduling Allocations.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.

3084

**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.

60.6

Attach your allocated spreadsheet here.

University Scheduling Allocations.xlsx

**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.)?

No

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.

This service is provided as 60% of the job of one full-time coordinator with the oversight of the Director, University Scheduling (20%) and it is currently being done with less staff than other universities of comparable size and complexity. Due to workload and time constraints, there has been a cut-back in the customer service aspect, for example meeting with rental clients when they arrive and walking them around the campus to the venues they will be using.

**Link to Scoring Rubric**

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

Efficiencies might be gained if university departments cancelled reservations in a timely manner when meetings are cancelled - this would free-up room space.

Also if all reservation requests were referred to by the *reservation number* in any pursuant communications, this would clarify...
ambiguities. Service users oftentimes refer to the same meeting with different names, or different people submit duplicate requests for the same meeting.

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.

- Updated scheduling software might provide tools for improved planning with scenario based projections, as well as allow for a more user-friendly way to look-up space availability.
- More accessible office space could allow a more welcome experience for users of the service.
- Additional personnel would allow for streamlined paperwork scanning and archiving

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.

The efficiency of this service depends on university policies and cabinet level decisions about how university facilities are reserved and rented out. With new projects initiated to address University Scheduling, this service will comply with resultant recommendations from the projects.

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.

For 2011-12 there were:
3,600 requests for space from on-campus requestors
Including, but not limited to: orientations, workshops, meetings, picnics
314 requests for computer lab rooms
160 unique renters
Including, but not limited to: music recitals, car shows, dog shows, testing

7. Other

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.

- Concord special events: The services differ in magnitude of size (significantly smaller in Concord) and quantity; less coordination with campus service departments.
- ASI: contracts University Union space
- Housing: contracts room and board for groups staying on the Hayward campus
- Commercial Services: contracts Hayward space to vendors
5.2 Is there anything unique or distinctive about your service? Please describe what is unique or distinctive in <120 words.

This service has the global perspective of space use on the Hayward campus and is the primary service that schedules state-owned space. The service coordinates events across multiple departments, simultaneously requiring logistics reports that summarize all of the necessary deliverable items from service departments including UPD, grounds, custodial/laborers/electricians, IT equipment, Aramark, etc.

This service also coordinates all of the general use conference rooms on the Hayward campus, which oftentimes requires communications with departments to relocate/swap rooms in order to accommodate larger meeting groups or meetings for the executive team.

This service is the primary contact with outside entities, managing rentals, service from campus departments, required permits/licenses from outside vendors such as health department, chemical toilets, etc; and post-event follow-up.

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.

One of the biggest challenges for this service is to receive all the details and requirements for events in a timely manner. Especially for large events this service will manage communications with ten or more people at a time, collecting the requirements, checking for conflicts, and waiting for responses back to confirm details. Even by providing logistics reports, it is difficult as many service providers do not read all of the documentation and therefore some conflicts can go undetected.

Because this service coordinates deliverable items from other departments, yet does not supervise the staff from the other departments, there is a gray area for accountability. This holds not only for event coordination, but also for the creation of new processes and procedures.