

Assessment of Non-Academic Outcomes (Fall 2003 and Spring 2004)

Please provide the information below about how your unit assesses the extent to which it meets its expected outcomes. If you need assistance, please contact Dr. Virginia Wheelless at 565-2085 or on Groupwise email. This information is due in the Planning Office no later than February 2, 2004 and will be updated annually.

Unit: Coliseum/Main Auditorium/Gateway Center Date Jan. 30, 2004

Person Completing the Information Steve Selby Email sselby@unt.edu

Head of the Unit: Steve Selby Email same

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I. Mission: Provide the mission of the unit and a statement about how it relates to the university's mission.

The Mission of the Coliseum/Main Auditorium/Gateway Center is to maintain, operate and administer as economically and effectively as possible the facility within its charge to meet the cultural entertainment, academic curricular and non-credit instructional needs of the campus community. It is the goal of the Coliseum/Main Auditorium/Gateway Center to maintain a professional operation consistent with the high standards of the University of North Texas.

II. Previous Evaluations of the Unit: Provide a description of the evaluations/assessments conducted in your unit over the last 5 years and changes that have been made based on the results of these assessments.

The Coliseum/Main Auditorium/Gateway Center unit is continually evaluating the unit in comparison to other units of the same type of facility. In looking at other facilities, whether they are on university campuses or in the public spectrum, a comparison of types of events as well as number of events are always a thermometer of the years' work.

Additional comparisons and evaluations come as a result of membership in an association of facility managers. Participation in this association gives the unit a gage in the Best Practices of other facilities or what is happening throughout the nation as well as internationally in the assembly business. It also is a gage in what is new to in the way of new product needs of assembly facilities.

The facilities as a unit are a commercial enterprise. Creating a positive cash flow makes the unit a successful enterprise. The product of positive cash flow is the additional money that goes toward maintaining the facilities. Re-investment of money into the unit also creates a successful enterprise and improved service to the university community. Continued additional events, especially with a new building, are a way to make sure that the re-investment of money continues.

III. Statement of Expected Outcomes: Provide a brief list of the expected outcomes for your unit for 2002-03 or 2003-04 as of this date. Each outcome listed must be capable of being measured by the means noted in IV below. Please number the outcomes (1 to x). After each outcome, describe how the outcome supports student learning and student development.

1. **An increase in the number of events.**
2. **Exposure to the City, County and Region of the existing facilities.**
3. **Increased overall Customer Satisfaction through the increased exposure.**

IV. Measuring Expected Outcomes: Describe how the unit measures how the outcomes have been achieved and provide a list of methods and/or tools with the following information:

1. Name of assessment method or tool
2. If the method/tool is copyrighted, provide the name of the company who “owns” the tool.
3. Frequency of use - how often is this tool/method used, e.g., every spring semester students, staff, and faculty are surveyed about parking at UNT; customers are asked to complete evaluation forms when services are rendered; or each fall, the Enrollment Management Committee reviews the results of the Graduating Student Survey produced by the IR&A Office.

One of the main measurements of the expected outcomes is to talk with the clients or sponsors of each event. These debriefing meetings create the foundation for our quality improvement process. This process helps the unit to learn from one event and take what is learned to help provide a satisfactory outcome for the next event. This creates Customer Satisfaction. The satisfaction of having a good event results in customers booking the same events for the next year.

V. Use of Assessment Results: Describe how the results of the assessments described in IV above are shared with staff in the unit? How are the results used to improve the unit? Help improve student learning? Enhance student development? Meet the university’s vision?

Our staff is used to the increased number of events. They have continued to see increases each year for the last ten years or more. The staff has this expectation on a year-to-year basis. They see what it takes to make a successful event and are ready for the next event as it comes in to the unit. A feeling that we try to provide is that the customer is always right and we will try to make it happen for the customer.

VI. Changes Made Based on Assessment Results: Describe how the unit has changed (or why it has not changed) based on the results of the assessment of outcomes. Indicate the year the change was implemented. Please indicate how the expected outcomes have changed if applicable.

I do see some changes that need to be made in the structure of the facilities (ie. The Coliseum) that will help provide for customer needs in the facility. These have been addressed, but no date has been established for those changes.

1. **Based on customer comments and industry analysis, we have added new staging and lighting systems to the operation.**
2. **Staffing has been augmented based on customer analysis to increase presence in the late evening hours. This serves both the commercial and educational environments.**
3. **Additional office support has been added to aid both the commercial and educational use, as the facility is somewhat remote from those services on campus.**
4. **Additional potable water sources were added, based on customer evaluation.**

Signature of Person Completing the Form:

_____ Date _____

Signature of Unit Head after Reviewing the Form:

_____ Date _____