

# Conference & Events Office

## Strategy Map 2015 - 2017

**Mission:** The Conference and Events office transforms the delivery of services to the University through the provision of a systematic approach for facilitating the implementation of events, activities, and conferences in support of the mission of the institution and community at large.

**Vision:** We are the recognized leader for the delivery of an efficient, streamlined, single point of service for campus and community events.

**Values:** Excellence \* Teamwork \* Respect \* Excellence \* Collaboration \* Integrity \*

### Our Value to Our Customers

Provide responsive customer service that reflects value

Facilitate all aspects of event planning

Provide professional event-planning expertise

### Goals

#### Achieve Operational Excellence

- Improve customer service
- Prepare for growth
- Share expertise and services
- Succession planning

#### Recruit & Retain a Diverse and Talented Staff

- Create operations manuals
- Foster entrepreneurship
- Offer robust development opportunities
- Community-building

#### Enhance Resources

- Document processes
- Implement on-line, web-based, self-service solutions
- Streamline processes for timeliness and efficiency
- Improve reporting

#### Enrich Communication

- Improve websites
- Increase the variety of communication tools – FAQ's, on-line news letters, annual disclosures, collaboration tools