

CSU CHANNEL ISLANDS

STRATEGIC INITIATIVES | NON-FUNDED WORK

Strengthen Conferences & Events Support To Campus and Increase Revenue

Strategic Initiatives and Actions

Capacity and Sustainability

- 4.10 Continue to pursue efficiency and assess effectiveness in administrative services and systems.,
- 4.11 Maximize efficiencies by expanding opportunities for cross-divisional collaboration and communication, as well as realigning resources (human, programmatic, financial) in support of the University's Strategic Initiatives.

Project Summary

Conferences & Events will develop an infrastructure for effective event planning and create a comprehensive plan for revenue generating events.

Conferences & Events is collaborating with campus partners to develop more efficient processes in the pursuit of efficiency and assessing effectiveness in administrative services and systems, while also seeking opportunities to strengthen the operation through the growth of external revenue.

Baseline Data

Conferences & Events has successfully completed a 25Live training to the campus, and an Event Planning 101 training, which will continue at the beginning of every Fall semester. Additionally, we implemented weekly Service Provider Meetings, which include all campus partners involved in event production, to increase communication by reviewing upcoming events and addressing any potential issues proactively. We reviewed our current business practices and workflow to streamline and standardize processes, so all employees are following a similar structure and began the process of creating Partnership Agreements with campus Service Providers, including Police & Parking, Housing and Dining. These agreements have helped define roles & responsibilities to help move towards a more proactive approach for event planning on campus to improve efficiency and effectiveness in relation to staff and resources.

Conferences & Events submitted a rate increase proposal for the next three years, which was approved, and will assist the department in becoming self-supporting. We developed package pricing for weddings and special events and created a dynamic marketing brochure to help increase awareness of the campus as event destination. The department also created a comprehensive marketing plan for the CI Boating Center, which included a postcard promoting events, and hosting an event for community catering and events professionals to introduce the venue. To date, Conferences & Events has increased external revenue by 38% over fiscal year 17/18. The 2019 Summer Conference season is projected to provide near \$3,000,000 to the campus in external revenue, due to a concerted sales effort that maximized campus space and group business.

Goals

Conferences & Events expected outcomes include efficiency and effectiveness in campus event planning to broaden its bandwidth of support to the campus. Its goal is to generate revenue that would be substantial enough to ensure the department is self-supported and does not need to rely on state dollars for support.

Project Status

Implementation Phase

Key Leaders and Divisions

Lead Division	University Advancement
Collaborating Division	
Action Champions	Alissa Blough
Action Project Leads	Kim Ritchey
Action Collaborators	The Conferences & Events Team; Tyler Lombardi, Lisa Racine, Carolyn Shamowski, Briane Goodman, Mackenzie Erickson, Jon Brooks, Stephen Contreras and Ruben Ramirez. Campus collaborators and service providers in Police & Parking, Housing, Facilities and Dining.