



Project (Assessment) Title

Events, Reservations, and Management: Optimizing the Client Experience (A collaboration between the Student Center and Scheduling and Academic Support Services departments)

College-wide Strategic Goal

1. Secure institutional sustainability and capacity
2. Increase student completion

Assessment Overview

The objective for this assessment will be to seek feedback from the main clients of the Student Center, South City, Westpointe, and Jordan campuses to better understand, enhance and optimize customer experience during various stages of the event management.

Methodology (Plan/Method): DSA Survey

After coordinating with the Data Science and Analytics team to create one survey for our departments. The survey was shared with representatives that we work with on a regular basis. The survey was shared with administrative assistants from various SLCC areas as well as representatives from external groups who contact us to reserve space for their events.

Timeline

July-September: Submitted planning document prior to September 30th.

October-December: Created a list of survey recipients, formed questions with both departments and met with assessment committee at VP extended staff meeting.

-January-March: Gathered remaining information needed to submit survey request form to the Data-, Science-, and Analytics team.

-April-June: Submitted survey request early April. Sent survey out to the selected individuals. Collected and analyzed data to develop general themes. Developed action plan and submitted assessment report on June 21st.

Results/Finding (Disaggregated by race/ethnicity)

Based on the information collected from one survey with 12 respondents out of the 37 people the survey was sent out to, the following were identified as potential areas that could use improvement:

- 8 respondents marked that they struggle with the A/V in some conference rooms. When asked to clarify, AAB 135 was listed on multiple occasions.
- 7 respondents marked that the room is not always unlocked or there is not a staff member on site to greet them upon entering when holding larger events.
- Half of the respondents were not aware that set-up needs for meetings outside of the Student Center needed to be submitted to FIX-IT.
- About 42% of respondents mentioned that they do not know who to contact when they are experiencing technical issues.
- 4 people who responded that they sponsor external groups' events were not aware of associated charges that come with sponsoring outside groups.
- $\frac{3}{4}$ of people who hold events after regular building hours know about the associated costs that come with these types of events.
- 11 respondents requested are in favor of incorporating videoconferencing capabilities in more event spaces.
- The results suggest that about half of the respondents may prefer to remain on an online format suggesting an increase in hybrid meetings.

Action Plan (Use of Results/Improvements/Call to Action)

- By the end of July, we will speak with IT and involved departments to find a solution to easing any complications with the A/V systems in various rooms to find any potential problem areas and develop facilitated troubleshooting techniques for the clients.
- Although most rooms in other buildings and campuses are offered without on-site assistance, meaning clients are responsible for preparing the room for their meeting by turning on lights and connecting to the A/V system individually, we will be communicating sometime in July with departments housed in different campuses such as faculty support, IT, facilities, and other departments that could lend a hand in this area since we do not have offices the majority of the locations we service.

Due to Senior Director for Planning & Implementation by July 1, 2021

- We will be implementing a plan to encourage meeting hosts to set-up appointments with IT to learn how to use the A/V systems at the end of August and will speak with IT to see if we can clarify the instructions that are currently posted in the rooms.
- For events scheduled outside of the Student Center, we will remind folks that they will need to submit fix-its for their event set-up needs after confirming their room reservation. Although, this information has always been listed in the confirmation, we will determine a way to make it more noticeable so that it is more difficult to skip over beginning immediately.
- Upon suggestion, we reviewed the idea of incorporating translation services in web requests and other forms of requesting rooms to extend our services to meet the needs of the clients. We have been going through the process looking at different software to hold our web request services in and will continue reviewing with the team to see if that is a service offered by potential software in the next several months as selecting programs and software is a longer process.
 - o We also have various people with various language skills (Spanish, Farsi, Navajo, Arabic, Russian, French, etc.) who can assist clients when there is a need.
- We plan to incorporate video conferencing capabilities in the Oak Room renovation, and this will be brought up during the next meeting.

Other Notes:

We would like to thank everyone for their time!