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|  | Civic and professional groups will become aware of the university mission and its brand                                 |
|  | We replenish the various brochures and materials almost daily. We also purchased banners with University information.   |
|  | 25% increased engagement with our front desk operator (providing additional information)                                |
|  | We had a steady increase (approximately 50%) in clients asking for additional information about various programs at MGA |

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|  | Clients will be satisfied with the service provided by the Conference Center  |
|  | Surveys   |
|  | 70% client satisfaction   |
|  | Approximately 85% of our clients were satisfied based on survey results, and email responses  |
|  | The department exceeded this objective.   |
|  | Excellent customer service can go a long way when a client becomes dissatisfied with something such as AV not working, or catering not being "on par" with what they are used to. Going forward, we would like to offer some type of incentive to make sure we continue to obtain the client's business |

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|  | MGA will be strengthened by revenue generated the Conference Center |
|  | Revenue generated for each event was calculate each month           |

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| <ol style="list-style-type: none"><li>1) The Hatcher Conference Center will increase sales year over year by 5% as measured by our total generated revenue.</li><li>2) The Hatcher Conference Center will attract a minimum of 8 new customers during the year as measured by our client data for each event.</li><li>3) The Hatcher Conference Center will work to improve overall customer satisfaction scores year over year, which will be measured by our online survey clients complete after each event.</li><li>4) The Hatcher Conference Center will work to regain and continue financial stability through increased sales and more efficient operations.</li></ol> |
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I believe our revenue was down this year because lot of our state agency clients suffered from 99ab(d)1ud (

