

## Hatcher Conference Center

Office or Department of Fiscal Affairs

Administrative Unit Assessment

Year Reporting: FY 20 (July 2019 - July 2020)

### Department and Assessment Report Information

Prepared on: 7/28/2020 1:53:43 PM

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## Objectives

Objective 2

<p>Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>Civic and professional groups will become aware of the university mission and its brand through professional gathering and events</p>
<p>Objective 2: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>This measure is based on number of professional gatherings and events held each year</p>
<p>Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>Note – the target for FY20 was 30%, but the wrong measure was used. Changing for this upcoming fiscal year.</p>
<p>Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</p>	<p>FY20 had 287 total events.</p>
<p>Objective 2: Did your department meet this objective?</p>	<p>The department did not meet this objective.</p>
<p>Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>The FY20 year was a challenging year due to COVID-19. Events came to a halt in mid-March, which cut the year short. The HCC must be flexible and ready to increase communications to clients on changes and/or cancellations and to remain vigilant. In addition, when the HCC cannot hold events the HCC can be helpful to the university in solving problems and coming up with solutions to make sure students come first. For example, the HCC rooms will be used for classroom space in FY21.</p>

Objective 3

<p>Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>Clients will be satisfied with the service provided by the Conference Center</p>
<p>Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>Surveys</p>
<p>Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>FY20 target 75% client satisfaction</p>
<p>Objective3: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</p>	<p>In FY20, approximately 90% of external clients were satisfied based on survey results, comments, and email responses</p>
<p>Objective 3: Did your department meet this objective?</p>	<p>The department exceeded this objective.</p>
<p>Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>Great customer service can go a long way when client experiences issues with something such as AV not working, or with catering. It also helps to keep the client updated in the process of the efforts made to address their issues/concerns. Next year the HCC hopes to update more of our AV equipment (breakout rooms) to increase the survey satisfaction results. In addition, a new Dining Services Vendor has started in FY21 and the hope is to increase satisfaction on catering with this new vendor.</p>

Objective 4

<p>Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>MGA will be strengthened by revenue generated by the Conference Center</p>
<p>Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>Revenue generated for each event was calculated each month</p>
<p>Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement) Objective 4: At what level did the</p>	<p>FY20 increase goal was 10%</p>

## Future Plans

Please identify and detail three to four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples. 1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department of X will provide training in ABC for at least 73

