







The HCC learned that most groups including state-funded and groups that had no previously returned were ready to meet in person. For FY24, we will continue to market the HCC to the community and book as many events that the HCC can accommodate.

**15. Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.**

The HCC will utilize a new software (25Live) in an effort to streamline all MGA events from one location.

**16. Objective 2: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort, etc)**

Measured by number of events booked and reserved in 25Live

**17. Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)**

This is the first year using 25Live for a full year, so it will be the base year.

**18. Objective 2: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)**

The target performance level established is rooted in the utilization of the software.

**19. 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)**











The HCC continues to improve since the pandemic and had a record year last year in the profitability of the conference center. However, the operation is lean and heavily relies on the director and part-time workers to run the operation. This next year will focus on looking at the operation and where improvements can be made, as well as implementing upgrades to the facility.

39. Please indicate (if appropriate) any local, state, or national initiatives (academic or otherwise) that are influential in the operations, or goals, and objectives of your unit. (Complete College Georgia, USG High Impact Practice Initiative, LEAP, USG Momentum Year, Low-Cost No-Cost Books, etc)

None

40. 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 MGA faculty and staff.

1) The Hatcher Conference Center will work to continue financial stability through increased sales and operations that are more efficient. 2) The HCC will utilize 25Live software in an effort to streamline all MGA events from one location. 3) The HCC will continue to reach out to the community in an effort to gain new clients from the Professional/Corporate Sector. Our goal is to bring in a minimum of five new corporations to MGA per year. 4) The HCC will continue to make sure Clients will be satisfied with the service provided by the Conference Center, and will be measured by our satisfaction survey. Goal for FY23 will remain at 80%

41. Optional Mindset Update (Academic Deans ONLY) Please provide an update on the implementation of your school based mindset plan/strategy. Include any adjustments to metrics for the FY23 as well as outcomes associated with your appraisal of your schools activities.

42. Optional: The following upload portal is available to supplement your report with supportive documentation should you wish to provide any (instruments, data, etc).