

## Year in Review

### Action Steps

**In light of the new [strategic direction](#) of the University can you modify your action steps or develop new action steps that will aid in the implementation of the University's Strategic Indicators?**

As an auxiliary enterprise of the University, the HC/TAF unit has as a key to its mission engagement with the community at large. Our two venues remain major gateways into the University from our community. As the University's strategic initiative in community outreach continues, we at HC/TF believe our mission is absolutely in sink with this initiative. Nearly a half million visitors/spectators/event attendees passed through the doors of our two venues. We provide by our venues programming and services, which provide significant cultural and mass entertainment opportunities for the citizens of our Wabash Valley and beyond.

**Do you have any further progress you would like to report?**

Action Step Progress

A goal that remains difficult to achieve is one of attracting commercial entertainment events to our facilities. With the dramatic changes in the national entertainment industry and with our current weak local and regional economy, our market continues to be perceived as economically depressed and extremely poor for commercial entertainment success. We continue to list and engage in an action step to further strengthen our professional relationships we have with major artists agencies and entertainment promoters in New York, Chicago, Nashville, Atlanta, Miami, and Los Angeles. Further through this action step we will continue to be proactive in seeking to build relationships with emerging regional promoters.

Another action step closely associated with the first is to develop new partnership models of collaborations to meet our industry changes and economic challenges. Community, corporate, and University clients need to hear and understand what venue managers have been stating for the last several years. A key goal for our venue operation is to continue to seek communication, cooperation, and collaboration with the industry leaders particularly, independent promoters, to positively impact our future.

## Future Goals

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**Please describe the progress you have made on these action steps.**

Last Years Action Steps and Progress Made:

Our venues mission by its very nature enhances the University as an institution of choice. The programming efforts made by our unit is determined by, not only the broad community needs, but particularly in recognition of the campus communities interests/needs/desires for entertainments. Our programming considers activities and events in support of and in enhancing Intercollegiate Athletics, Departments of Music, Theater, Family and Consumers Science, and the Office of Conference and Non-Credit Programs. We give significant support to Student Life programs and offer, as opportunity presents itself, in-classroom interaction between students and our professional staff including, but not limited to, the Department of Music, Theater, and Sports Recreation and Management.

In conclusion, we return to our units mission statement to assist us in remaining on the right track to as a unit to effectively fulfill the promise of our Indiana State University as institution of choice. Our annual specific year-to-year series of goals come from this mission statement. We set as a goal the development of the HC/TAF unit to become increasingly fiscally sound and dedicated to the service of all clients (internal/University and external/community and professional) through the establishment of productive partnerships. As part of that goal set we continue to see and operate the I.S.U. Hulman Center and Tilson Auditorium Facilities as gateways for the community at large to engage with our Indiana State University.