

Year in Review

Enrollment

What steps did you take this year to aid ISU in overcoming enrollment challenges?

We made an intentional outreach to the Music Business and Recreation Sports Management programs to create internship and practicum opportunities at HC/TAF for students. This past winter we had three interns and this summer we already have two more.

What can your office do next year to help overcome enrollment challenges?

We anticipate this program growing to include front of house, technical, marketing, and ticket sales operations. We will be in contact with a range of faculty in a variety of programs to continue to grow the overall internship opportunities.

Assessment

What are two ways in which you evaluated the quality or effectiveness in your area last year? What changes did you make based on those assessments?

Our assessment process this year has been directed toward interviewing building staff and clients about “how we’re doing” and “what we can do better”. This has been a systematic though verbal process. Much of the feedback has been that we have a pretty good facility but we have not been very customer friendly and have run essentially a “closed shop”. That means that both staff and clients felt that it was hard for folks to get to use Hulman Center and that roadblocks were perpetually put up. We have interpreted that as meaning that we need to “open things up” and say “yes” more often.

One client recently said, “The HC staff is so much more relaxed and accessible now. They’ve always done a great job ‘on the floor’, but now they seem to be enjoying themselves more”. That pretty much validates what we have been shooting for.

Budget

As you know, ISU is facing significant budget challenges. Finding ways to overcome these while increasing efficiency requires innovation. How are you overcoming your budget challenges this year?

Budgetarily, we have worked extremely hard to control expenses. We have managed to significantly lower our overtime costs through more efficient scheduling as well as the stacking of events as mentioned earlier. We have also been very judicious in our filling of positions, none the least of which is the Director position. Officially, this position is empty and we are applying those funds, particularly in the new budget year, toward reduction of the historic deficit and HC/TH. Our intent is

to be “in the black” for 06-07.

Strategic Initiatives

Development Activities

What role might your unit play during the silent phase of the comprehensive fundraising campaign?

We have a vision for developing the south plaza into a downtown urban park that will be set up for significant programming. To do this will require the removal of the current south ticket office at the front of the building as well as the removal of two small trees on either side of it. This will create approximately 3000 square feet of programming space right in the front middle of the building. We are currently working with architects and designers to bring about this vision.

In conjunction with the Athletic Department, basketball coaches, and the Vice President for Student Affairs, we are working on the establishment of a \$1 facility fee on all basketball tickets sold at HC. This will allow us to consistently work to improve the fan and guest experience. This translates into a much more vibrant atmosphere for our campus and local community as well as a first rate representation of our campus to the public.

We will continue to work on creative lighting and sound experiences for visitors to the building, starting with the south plaza. We will also continue to work on enhancing the look and feel of the outer concourse. This includes historical ISU and Terre Haute photographs and memorabilia, more visually appealing concession areas, and more ceiling hung banners or other icons.

Our work on fund raising or development efforts will center on making the HC/TAF experience very stimulating and our customer service and program initiatives to be “friend raising”. We want for our reputation in the community to be one of “They work hard for our events. They are true to their word and when you work with them you get your money’s worth. I’ll go back there any day. I think they add a lot of value to our community.”

Future Goals

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Have you considered any action steps your department could make to enhance Indiana State University’s reputation as a University of choice? If so, please indicate what you are planning to do and tell us which area of planning your steps fall under.

OTHER=We want to be “in the black”. We don’t want the University to have to subsidize this operation any more.

CE & IE=We want both campus and community folks to have great experiences at the events held here.

IE=We want campus groups, particularly athletics, music, and students, to feel that we care about their programs and are vested stakeholders in their success.

IE=We want our building to look great and give a very energized and uplifting image of our university.

IE=We want our staff to enjoy working here and feel respected so that joy and respect will extend to all of our colleagues and guests.

Feedback

This box is to allow you to share any ideas you have on enhancing enrollment, dealing with budget, challenges facing the administration, etc.

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