

DEFINITIONS FOR THE 2007 MASTER PLAN/PROGRESS REPORT

Educational Support Unit: Banners Series, College of Liberal Arts

Person Responsible: Mary Richardson

Date Submitted: 5/23/07

Mission:

- The McNeese State University Banners Series plans, organizes, presents, and markets a series of diverse cultural programs that develops a sense of community; creates alliances by proactively facilitating the planning and presentation of cultural programs in partnership with other organizations for the enjoyment of our community; and listens intently to build consensus in serving our stakeholders, who are committee members, audiences, partners, sponsors, grant-awarding bodies, series members, and internal university partners.
- Banners intends to build fiscal stability within five years of \$350,000 annual cash revenue, \$50,000 of which is earmarked for a reserve by methods such as creating new accounting procedures and new revenue sources.
- Build a brand identity in the community that includes our affiliation with McNeese State University
- Expand diversity in our stakeholders and programming to reach demographics such as young professionals, students, families, senior citizens, and the community as a whole.

Institutional Mission Reference:

1. The Banners Series organizes and presents high quality arts and humanities programming supporting and enhancing McNeese's reputation for excellence within our community.
2. The Banners Series engages in collaborative ventures to benefit the community and enhance cultural growth in this region.
3. The learning and social environment created within the Banners Series supports lifelong learning and an appreciation for cultural diversity.

Assessment Methods Utilized: Membership and community opinion surveys will be conducted by Banners Series volunteers and the results will be stored in a computer with SPSS software. Surveys of effectiveness will be given to the Banners Committee both in "hard copy" format and via email. Results will be stored in the Banners office. A Process Notebook will include details on the programming system, marketing plan, evaluation (listening) plan, accounting system process, as well as membership and attendance data. Surveys from audience members at each Banners event will be collected immediately following the performance and stored in the Banners office. Membership data, attendance data, sponsor support data will also be stored in the Banners office.

Data Repository Location:

- Student Opinion Survey (SOS)
- National Survey of Student Engagement (NSSE)
- Internally-developed Survey
- Faculty Roster
- Annual Performance Review (APR)
- Community Involvement
- Exit Survey/Interview/Exam
- Grant Activity
- Number of Publications

Computer in Larry Vinson's office, Mass Communication

Computers in Banners Office

Computers in Banners Office

- Participation in MSU Committees/Organizations
- Participation in Professional Committees/Organizations
- Student Evaluation of Instruction (SEI)
- Unit Audit
- Data collection via Excel spreadsheet
- Data collection via Access database
- Other - Please describe: Process Notebook _____

Bookshelf in Banners Office

Educational (Support Unit) Performance Objective 1: Engage in collaborative ventures and campus and community activities which enhance economic development and cultural growth.

<u>Expected Level of Achievement</u>	<u>Actual Data From Assessment</u>	<u>Actions/Decisions</u>
<p>Increase overall attendance (excluding school or other outreach performances) by 10 percent per year from the baseline attendance of 2007.</p>	<p>2007 attendance data to be compiled and benchmarked.</p>	<p>Changes will be made as indicated by data.</p>
<p>Develop a five-year marketing plan to increase the sale of memberships to 325 by 2008 and to grow membership 10% per year through 2011 (2009-360, 2010-400, 2011-440).</p>	<p>2007 membership data to be compiled and benchmarked.</p>	<p>Changes will be made as indicated by data.</p>
<p>Establish a valid process for attendance counts so as to provide more accurate attendance data. The Banners Director, a consultant, and a leadership team of selected Banners Committee members are developing a reliable means of counting attendance at all types of Banners events.</p>	<p>Counting process will be established and placed in Process Notebook (a handbook which will contain written guidelines on all Banners policies, procedures, and processes. The Process Notebook will also contain all data compiled for completion of future Master Plans / Progress Reports).</p>	<p>Changes will be made as indicated by data.</p>
<p>Establish attendance count process for K-12 Outreach performances</p>	<p>Counting process will be established and placed in Process Notebook; establish benchmark.</p>	<p>Changes will be made as indicated by data.</p>
<p>Establish a count for collaborative ventures with the following partners:</p> <ul style="list-style-type: none"> ➤ Libraries ➤ Black Heritage Festival ➤ Calcasieu Parish Juvenile Detention Center ➤ Head Start ➤ Arts and Humanities Council 	<p>Counting process will be established and placed in Process Notebook; establish benchmarks for each.</p>	<p>Changes will be made as indicated by data.</p>

Educational (Support Unit) Performance Objective 2: Demonstrate excellence in teaching in order to enhance student recruitment, retention, and graduation.

<u>Expected Level of Achievement</u>	<u>Actual Data From Assessment</u>	<u>Actions/Decisions</u>
Not applicable to Banners Series		

Educational (Support Unit) Performance Objective 3: Demonstrate commitment to research and creative and scholarly activity.

<u>Expected Level of Achievement</u>	<u>Actual Data From Assessment</u>	<u>Actions/Decisions</u>
Not applicable to Banners Series		

Educational (Support Unit) Performance Objective 4: Utilize resources efficiently and effectively to support the university mission.

<u>Expected Level of Achievement</u>	<u>Actual Data From Assessment</u>	<u>Actions/Decisions</u>
<p>Develop a strategic 5-year plan for increasing revenue through improved marketing, increased membership, increased corporate sponsorship, and grant awards.</p> <p>Create, document, and implement processes as recommended by the Director, consultant, and leadership team for the following areas:</p> <ul style="list-style-type: none"> ➤ Accounting system ➤ Programming ➤ Listening (continuous feedback) ➤ Marketing/Sales <p>10% of all money raised by Banners, excluding grants, will be used to create a contingency fund in the MSU Foundation. This fund will be used to assist financing in case of funding shortfalls.</p>	<p>The Banners director, a consultant, and a leadership team of selected committee members are currently developing a strategic 5-year plan. Once completed, all processes, guidelines, and procedures will be established and placed in the Process Notebook.</p> <p>2007 data to be compiled and benchmarked.</p> <p>Foundation account funds to be documented.</p>	<p>In 2006, Banners received a \$7,000 Division of the Arts grant under a new program entitled “Capacity Building,” plus a matching amount from Community Support funds. This grant’s specific purpose was to hire a consultant to create a leadership team so that Banners could build a strategic 5-year plan. This plan will include creation of processes for accurate attendance counts, accounting of financial procedures, programming, listening to continuous feedback, and more effective marketing.</p> <p>Revise as necessary based upon internal review of data.</p> <p>Contingency funds will be expended only if needed.</p>

Resources Allocated: In 2006, Banners received a \$7,000 Division of the Arts grant under a new program entitled “Capacity Building,” plus a matching amount from Community Support funds. This grant’s specific purpose was to hire a consultant to create a leadership team so that Banners could build a strategic 5-year plan. This plan will include creation of processes for accurate attendance counts, accounting of financial procedures, programming, listening to continuous feedback, and more effective marketing. Additionally, Banners will create a contingency fund in the MSU Foundation to assist financing in case of funding shortfalls.
