NON-INSTRUCTIONAL PROGRAM REVIEW PROMPT

PROGRAM INFORMATION: Office of Special Events

Assume the reader doesn't know anything about your program/department. Briefly describe your department and how your department supports one or more of Golden West College's mission and goals. **This description will likely be used on your department's website**.

The Office of Special Events primary responsibilities on campus are facilitating larger events on such as: Chicano/Latino College, College Preview, Peace Conference, Scholarship Night and Graduation. The office works with Foundation to support special events that reach out to the campus and community.

Program Contributions: Describe how your department contributes to the campus. Consider areas such as diversity, campus climate, student success, campus processes, student support, and other college goals below.

The coordination of special events that is facilitated from this office serves all the campus assisting with recruitment, image and campus life. The office serves as a resource to those departments planning events to guide through the event planning process.

College goals (check all that apply):
☒ Institutional Mission & Effectiveness
☒ Instructional Programs
☐ Student Support Services
☐ Library and Learning Support Services
☒ Student Engagement
☒ Student Equity
☐ Human Resources
☐ Facilities & Campus Environment
☐ Technology
☐ Fiscal Resources
☐ Planning Processes
☐ District Collaboration
☒ Community Relations
☐ Business, Industry, Governmental Partnerships

External Requirements: Indicate any requirements that are imposed on your program/department by the state, federal regulations, or other external accrediting bodies (If applicable).

There are no external requirements other than making sure that we are following California Education Code when spending funds for special events.

REVIEW OF LAST CYCLE PROGRAM REVIEW

Provide assessment of your previous program review initiatives. Summarize any accomplishments that your program/department achieved. (2 pg limit) Link to Previous Program Review Reports

This program has not been part of a formal Program Review process in the past.

SWOT ANALYSIS

Strengths:
- What does your program/department do well?
- What do you believe your students, potential employers, or transfer institutions see as your program's/department's strengths?

Strengths: 1. Plan, organize, coordinate, promote, and facilitate special events. Develop strong working relationships with other areas on campus. Create team building and collaboration with staff members to build committee membership.   2. Dedicated to having well organized special events on campus that look professional. They are inviting for the student to participate in. The special events that are covered under this area enrich campus life.

Weaknesses:
- In what areas does your program/department need to improve?
- What are your program's/department's immediate needs?
- What limitations or barriers is your program experiencing?

Weaknesses: Not enough time to get all the special events covered with limited staff and work on Foundation projects. Expectation to do more with less personnel, space, budget and still have a quality program is challenging. There is a lack of consistent financial resources each year. Not having a sustainable budget makes it difficult to plan professional.

Opportunities
- What opportunities exist for your program/department?

- What opportunities exist that may allow your program/department to expand/improve on efficiency?
- What external funding opportunities are available for your program/department? (If applicable)
- What partnerships/collaboration (internal, district-wide, external) can be established or expanded to the benefit of your program/department?

The opportunity to engaged with the Foundation and assist that department with their special events. The Office of Special Events would start work with the Foundation to develop and start a Foundation Ambassador Program with students who would be highly motivated and trained to be the face of Golden West College when dignitaries and community members need a tour. Work with the Foundation Patrons auxiliary group to strengthen their program, fundraiser and volunteer opportunities on campus.   These are partnerships that are both on campus and off campus that benefit the entire campus.

Threats/Challenges
- What challenges exist for your program/department?
- What budgetary constraints is your program/department facing?
- Are there upcoming changes to state and federal regulations that will impact your program? Elaborate.

The largest challenges to the Office of Special Events are not having a consistent and stable budget. We are solely impacted on the ending balance from year and if the students wish to continue to fund special events that affect them. Not having a space large enough to store supplies for events that is one place. No staff assistance other than work study, which has limitations due to student scheduled. Not having reasonable equipment to perform job duties or assign to a student assistant.   The Office of Special Events is not subject to state or federal regulations.

PROGRAM DATA AND ANALYSIS

Measures of Scope of Program (Who does your department serve? How many do you serve?)

☒ Student   Number of Students Served: Entire Student Body
☒ Faculty   Number of Faculty Served: indirectly – all Faculty
☒ Staff   Number of Staff Served: indirectly – all staff
☒ Managers   Number of Managers Served: indirectly – all managers

The Office of Special Events also has an impact on those potential students coming to Golden West College.

Measures of Effectiveness/Customer Satisfaction?
- What type of data did you use to measure customer satisfaction? Provide your analysis of the data.

Feedback is usually given after events from outside participates and done in the wrap up meetings. There is no formal data collection.

- What type of data did you use to measure departmental accomplishments? Provide your analysis of the data

None at this time.

Measures of Efficiency/Productivity
- What type of data did you use to measure improvements in efficiency and productivity? Focus on:
  o Time
  o Personnel
  o Other Resources

Feedback is usually given after events from outside participates and done in the wrap up meetings. There is no formal data collection

Review of Budget/Expenditures
Provide a breakdown of your allocated budget and actual expenditures
(Please summarize here and provide excel spreadsheet of your budget as an attachment)
Several budgets are used for each one of the special events. What is requested is not normally what is provided. Some budgets are built that year based on the income generated and donations receive for the event. The Office of Special Events believes that the entire budget for an event should be looked despite where the money might be coming from to pay for an area. It is hard to plan not knowing from year to year if you will get a donation, grant or some other department will pay for a specific item.

PROGRAM PLANNING

Based on your analysis of previous program review and current data/information:
- What does your program want to accomplish in the next three years?
A. Establish a sustainable budget. B. Invest in the Foundation Ambassador Program and C. strengthen the Foundation Patrons
- What areas does your program plan to improve?
A. Work with Administration Services and College President on a Special Event budget. B. Develop a plan and protocols for having an Ambassador Program. C. Work on the Patron membership.
- What specific actions will you take to improve upon those areas?
A. Provide detailed budget for the last two years to see the trends of special event budgeting. B. Research other programs at corporations and colleges to see if they have an Ambassador Program. Talk to students about what they think this type of program should consist of if they were to volunteer or be paid. C. Work with the Personnel Office to get a list of retirees to encourage them to join Patrons, as well as start a larger marketing campaign in with our Chambers and Senior Center to see if we could increase awareness.
- How will you assess whether your program has accomplished those goals?
All of these goals and activities to reach them are measurable. The measures will show the degree to which the goals have been accomplished.

RESOURCE ALLOCATION
In order to accomplish those goals, what resources do you need? You will need to fill out the resource request forms and include them with your Program Review Report. Link to resource request form.

- o Staffing
- o Facilities
- o Technology
- o Equipment
- o Funding for Professional Development

I will be submitting a Classified Employee Request for a 10 month employee to assist with Scholarships and Special Events.