

University of Louisiana at Lafayette

Detailed Assessment Report 2015-2016 Union Business Operations

As of: 11/21/2016 12:37 PM CENTRAL

(Includes those Action Plans with Budget Amounts marked *One-Time, Recurring, No Request.*)

Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 1: Improve Customer Service

Improve customer service for all clients in the Student Union.

Related Measures

M 1: Survey

A 10 question survey that measures friendliness, responsiveness, and knowledge of Student Union staff will be conducted after each event in the Student Union meeting rooms. Responses will be averaged each semester.

Source of Evidence: Evaluations

Target:

To achieve a 90% success average in all categories.

Finding (2015-2016) - Target: Met

Target was achieved with a 95% success rate in majority of areas for each semester.

Related Action Plans (by Established cycle, then alpha):

Customer Service Training

Continue to provide customer service training across all areas (professional staff, front desk staff, and building services staff).

Established in Cycle: 2015-2016

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Survey | **Outcome/Objective:** Improve Customer Service

O/O 2: Increase Room Revenue

Work to increase room revenue to break even based on pre-construction assumptions.

Related Measures

M 2: Financial Data and Sales

Use financial data and aggressive sales to non-university clients and continue to work with on campus clients to increase room rentals.

Source of Evidence: Existing data

Target:

increase room rental reservations by 50% for the year.

Finding (2015-2016) - Target: Not Met

Target was not met.

Related Action Plans (by Established cycle, then alpha):

Investigate Revenue Opportunities

Continue to investigate revenue generating opportunities.
Evaluate the Student Union marketing plan to achieve better awareness about room rental availability in the Student Union.

Established in Cycle: 2015-2016

Implementation Status: Planned

Priority: High

Relationships (Measure | Outcome/Objective):

Measure: Financial Data and Sales | **Outcome/Objective:**
Increase Room Revenue

Analysis Questions and Analysis Answers

How were assessment results shared and evaluated within the unit?

Survey results are compiled at the end of the semester, shared electronically and reviewed at the following weekly meeting. This method of reviewing survey results works and will be continued in the future. A weekly sales report is generated and electronically shared with the Student Union event planner. This information is reviewed weekly between Student Union Business Operations Director and the Student Union Event Planner.

Identify which action plans [created in prior cycle(s)] were implemented in this current cycle. For each of these implemented plans, were there any measurable or perceivable effects? How, if at all, did the findings appear to be affected by the implemented action plan?

1. Customer satisfaction was not measured before so this knowledge has helped our staff to continue to improve quality of service in the Student Union.
2. In the past, the Student Union Staff did not solicit non-university room rentals. Therefore, this goal was aggressive and the staff has learned a lot about how to advertise to and handle the needs of non-university clients.

What improvements will be made for next years outcomes?

1. Implementation of a more aggressive marketing campaign for the Student Union meeting space.
2. Implementation of a strategy to find ways to “WOW” the Student Union clients.

What has the unit learned from the current assessment cycle? What is working well, and what is working less well in achieving desired outcomes?

1. Overall the Student Union staff is providing quality customer service to all of our clients. For the future, the staff will work on ways to go beyond good customer service to influence our client's decision to rebook the Student Union for their next function.
2. The Student Union's current non-university room revenue strategies are not working well. There needs to be a stronger presence off campus to help improve the non-university room rentals.