Initiative Report for CCS 2009-10

CML: Efficiencies and Productivity of EventPro Software

Summary:

The increased enhancement of the already existing EventPro software at the CML will provide more efficient tracking of clients and events.

Description

Use built in triggers for client follow-up and action items. Input Event Recaps directly into EventPro for future booking reference. Extract client database for targeted e-mail blasts. This process will improve client contacts increasing awareness and potential rebooking.

Questions and Answers

How is the initiative linked to the Unit Plans most recently submitted?

1. **How does it continue the achievement of those goals?**
2. **If this is a continuation of an initiative started last year, make sure that relationship is clear.**

How is this initiative linked to the efficiencies and productivities plans you had last year?

1. **How does it continue the achievement of these plans?**
2. **If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear.**

This initiative is a continuation of a process started last year. This initiative advances the implementation of a long-term process improvement to maximize the use of EventPro Software.

Describe the resources needed:

Support training and implementation of EventPro Software.

No General fund contribution needed and Fund 6 revenues will support training.

What specific measurable program outcomes do you expect to achieve with this initiative? The outcomes should be specific enough to be measurable. Also, outline the method that will be used to determine the results.

Increased Sales and client retention tracked internally.

Department Priority:

2

Unit Resources:

Existing Sales Staff.

No General fund contribution needed and Fund 6 revenues will support training

Funding Request: Carl Perkins

Funding Request: Curriculum Development

Funding Request: Technology Fee