

Conference and Culinary Services (CCS) Division

THE CENTER FOR MEETING AND LEARNING (CENTER)

For 2010-2011 Implementation

Section III: Unit Planning Goals/Planning for efficiencies and productivity and revenue enhancements.

LIST GOAL-----	ACTIVITIES-----	TIMELINE-----	BUDGET IMPACT----
1. Expand Visibility of the CENTER on Campus	A detailed Marketing Action Plan has been implemented for the 09-10 academic year, which includes aggressive marketing strategies for internal campus connections.	Moved forward from 09-10 Initiatives; Ongoing	“Fund 6” – Self-Supporting for all CENTER Unit Planning Goals
2. Expand Visibility of the CENTER in the Community	A detailed Marketing Action Plan has been implemented for the 09-10 academic year, which expands the CENTER’s outreach in the community.	Moved forward from 09-10 Initiatives; Ongoing	
3. The CENTER’s future of facility expansions	The CENTER staff has generated preliminary visionary goals, which highlight key areas of facility expansions.	Fall 2009-Ongoing	
4. National Exposure of the CENTER	The CENTER staff has generated preliminary visionary goals, which highlight specific examples of events that could generate national exposure.	Fall 2009-Ongoing	
5. The CENTER Décor Implementation and Training	To illustrate the CENTER’s commitment to excellence and “Experiencing More” (one of the CENTER’s tag lines) by creating and procuring appropriate and seasonal event décor.	Summer 2009-Ongoing	
6. Incorporation of “Green” Lighting	To mirror Lane’s core values of Innovation and	Fall 2009-Ongoing	

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Systems throughout the CENTER	Sustainability, the CENTER staff continues to envision a completely “green” events center moving forward with its attention to lighting sources.		
7. Implementation of Electronic Signage	To mirror Lane’s core values of Innovation and Sustainability, the CENTER staff envisions electronic signage for the indoor event rooms.	Fall 2009-Ongoing	
8. Procurement of a CENTER catering vehicle	In order to expand upon internal/external CENTER events, a “green” energy efficient catering vehicle is desired.	Fall 2009-Ongoing	

Section III: Planning for efficiencies and productivity and revenue enhancements – Activity Details

1. Expand Visibility of the CENTER on Campus. (Revenue Enhancement)

A detailed Marketing Action Plan has been implemented for the 09-10 academic year, which includes aggressive marketing strategies for internal campus connections such as: Scheduling/Attending Departmental Meetings; Development of Talking Points for Advisory Committee Meetings; Campus Publicity in the Torch, the Weekly, and KLCC; CENTER Marketing Enhancements such as canned in-house goods and sustainable pens; and CENTER events expansion into other areas on campus (i.e. the gym). Increased knowledge and understanding of the CENTER on-campus will continue to result in more efficient booking and awareness of our services.

2. Expand Visibility of the CENTER in the Community. (Revenue Enhancement)

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Much of the community is still unaware of the fact that we are open to the public and have state of the art facilities. A detailed Marketing Action Plan has been implemented for the 09-10 academic year, which expands the CENTER's outreach in the community such as: Active Participation in Expos, Exhibits, and Trade Shows; Additional Advertising Media outreach such as social networking websites; Additional Personnel Networking with community business groups; and Personnel Memberships to national organizations.

3. The CENTER's Future of Facility Expansions. (Efficiencies/Productivity/Revenue Enhancement)

The CENTER staff has generated preliminary visionary goals, which highlight key areas of facility expansions including: the Development, Enhancement and Use of On-Campus and Surrounding Campus for Outdoor Event Sites; and the Development of a "Building Upwards" Plan for a future collegiate conference facility with hotel rooms. With future facility expansions, the CENTER will be able to successfully exist in a competitive tourism/event venue market.

4. National Exposure of the CENTER. (Revenue Enhancement)

The CENTER staff has generated preliminary visionary goals, which highlight specific examples of events that could generate national exposure such as: Internal Marketing Events in Lane County (i.e. Taste of Lane, Top Chef Dinner Competition, Chili Cook-Off); a Promotional Plan for Culinary Teambuilding/Iron Chef Events; a Local Farm Connection Program linking the CENTER to local farms, markets, and wineries; a National Culinary Conference supporting sustainability and eco-culinary-tourism.

5. The CENTER Décor Implementation and Training. (Efficiencies/Productivity/Revenue Enhancement)

To illustrate the CENTER's commitment to excellence and "Experiencing More" (one of the CENTER's tag lines), the creation and procurement of appropriate and seasonal event décor has already been implemented to uniquely enhance each event. Seasonal décor has been collected, and a Décor Manual and Inventory List for staff members has been created. Adding a staff training seminar presented by a professional decorator to understand basic principles of décor and design as well as developing a continual training system for banquet/set-up staff are being considered.

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**6. Incorporation of “Green” Lighting Systems throughout the CENTER.
(Efficiencies/Productivity/Revenue Enhancement)**

To mirror Lane’s core values of Innovation and Sustainability, the CENTER staff continues to envision a completely “green” events center moving forward with its attention to lighting sources. The CENTER will begin this phase of “greening” with initial research on sustainable lighting systems appropriate for the facility as well as opportunities for grant funding and support.

7. Procurement of a CENTER catering vehicle (Efficiencies/Productivity)

In order to expand upon internal/external CENTER events, a “green” energy efficient catering vehicle is desired. Initial research by the CENTER staff includes identifying target markets and viability of expanding off-site catering and the extent CENTER would provide off-site catering; identifying a vehicle appropriate for the CENTER’s vision and needs; and exploring grant opportunities for vehicle funding.