

CCS 2009-10

Accomplishment Description:

Center Community Outreach/Partnerships

Much effort went into maintaining partnerships and connecting to the community this fiscal year. While in a continued, challenged and down economy, the Center has made it a priority to continue making connections at events such as Springfield and Eugene Chamber's Business After Hours events, Eugene Chamber of Commerce Connect for Lunch, and Travel Lane County monthly meetings. For continued exposure, the Center exhibited at Eugene Chamber's October, 2009 Business to Business Expo for the third consecutive year and the January, 2010 Home and Garden Show for the second year. In order to drum up new business, the Center hosted Event Planner Reception & Tours in July and November, 2009 bringing new potential meeting planners to the facility.

Other notable community outreach efforts of the Center in 2009-10 include:

- o Partnering with Lane's KLCC-NPR radio station to provide off-campus catering for the November, 2009 Fresh Tracks 20th Anniversary Party at their new location downtown Eugene.
- o Hosting the Springfield Chamber of Commerce Business After Hours event in December, 2009.
- o Hosting Meeting Professionals International (MPI) Eugene Road Show event in May, 2010 to attract new members as well as showcase the Center.
- o Further development of partnerships with local hotels for lodging conference attendees.
- o Center staff involvement and connection with the local Eugene/Springfield Rotaries. Included this year was the participation through a competitive interview process with the Rotary Foundation's Group Study Exchange (GSE) program. Center Sales Coordinator Shelly Kane traveled to the Eastern Caribbean in March, 2010 to represent the College and the Center.
- o Active preliminary planning and partnering with NW Youth Corps for the Eugene Chamber's Business After Hours event September, 2010.
- o Participation with the Association of Collegiate Conference and Events Directors-International (ACCEDI).

Strategic Direction

- Position Lane as a vital community partner by empowering a learning workforce in a changing economy.
- Achieve and sustain fiscal stability.
- Build organizational capacity and systems to support student success and effective operations.

Learning Plan Goals

- Facilitate more integrated and connected educational opportunities.
- Create innovative, flexible and collaborative programs that are responsive to current and emerging needs of students and employers.
- Organize scholarship and other staff development efforts in areas of adult learning and motivation in the context of the current social, economic, and cultural environments.

Student Affairs Plan Goals

- Create a Welcoming, Inclusive, and Responsive Environment.
- Ensure success-oriented systems and experiences.
- Strengthen relationships with high schools, transfer institutions, community partners, and employers to enhance the student's preparation for and success in college, career, civic engagement, and community involvement.

College Council Priorities

- 5.3 Instructional Redesign: External Revenue Generation