

Conference and Culinary Services (CCS) Division
THE CENTER FOR MEETING AND LEARNING (CENTER)

For 2011-2012 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 10-11 Initiatives; Ongoing	“Fund 6” – Self-Supporting for all the 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 10-11 Initiatives; Ongoing	
3. Procurement of a “Green” Energy Efficient Catering Vehicle for the Center	In order to expand upon bookings of external events that use the complete scope of the Center’s offerings (i.e. catering, décor, staffing, etc.), a “green” energy efficient catering vehicle is desired.	Moved forward from 10-11 Initiatives; Ongoing	
4. Implementation of a Paperless Billing Process for Internal Clients of the Center	In order to increase efficiencies in the respect of Sustainability, the Center will continue to expand upon the improved billing process to become 100% paperless.	Initial Goal	
5. Explore Opportunities of Center Summer	In order to increase revenue during the summer months, the	Initial Goal	

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Events for Increased Revenue Enhancement	Center will focus on securing fiscally sustainable internal/external events and educational opportunities that emphasize Lane's Core Values.		
6. Lane Downtown Center Inclusion of Center Operations	The Lane Downtown Center, which is planned to break ground in March, 2011 will include a Center operations component.	Initial Goal	
7. Learning Garden Increased Inclusion in Center Operations	The Center's relationship with the Learning Garden has increased the Center's visibility on campus as a revenue-generating operation with emphasis on supporting local foods and Sustainability. Active coordination between the Center and the Learning Garden Specialist will continue this year with achievable goals.	Initial Goal	

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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 was executed for the 09-10 academic year, and was highly successful in increased connections with internal clients and booking internal events. The Center's addition of cooperative education experiences for students to work various positions in administration and sales/marketing not only from the CAHM Program, but from other departments such as Graphic Arts has expanded campus visibility. The Center's events expansion into other areas on campus (i.e. the Health and Wellness Building and the Longhouse), along with increased knowledge and understanding of the Center on-campus will continue to result in more efficient bookings and awareness of our services. Upcoming increased exposure of the Center to the internal community will include Advisory Committee visits by the Center sales team and an event planning breakout at an all staff in-service.

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

A detailed Marketing Action Plan was executed for the 09-10 academic year, and was highly successful in increased connections with the community and booking external events. The Center has made it a priority to continue making personal connections at community events and providing Business Connections Luncheons & Tours each term for potential clients. The Center's outreach in the community will also continue including: Executing off-campus catering events; Active participation in expos, exhibits, and trade shows; Additional advertising and social media outreach; Additional personnel networking with community business groups; and Personnel memberships with national organizations.

3. Procurement of a "Green" Energy Efficient Catering Vehicle for the Center (Efficiencies/Productivity/Revenue Enhancement)

The successful execution of external events sponsored by the Center in 2010 has generated a positive response in the Community. In order to expand upon bookings of external events that use the complete scope of the Center's offerings (i.e. catering, décor, staffing, etc.), a "green" energy efficient catering vehicle is desired. Continued research by the Center staff includes identifying target markets and viability of expanding off-site catering and the extent the Center would provide off-site catering; identifying a vehicle appropriate for the Center's vision and needs; and exploring grant opportunities for vehicle funding. Exploration for these grant opportunities is top priority for the 2011-12 academic year.

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4. Implementation of a Paperless Billing Process for Internal Clients (Efficiencies/Productivity)

In 2010, the Center created ICO consolidated billing for single billing of multiple recurring internal events; providing both the client and the Center with a more sustainable and efficient billing process. In order to increase efficiencies in the respect of Sustainability, the Center will continue to expand upon the improved billing process to become 100% paperless.

5. Explore Opportunities of Summer Events for Increased Revenue Enhancement (Efficiencies/Productivity/Revenue Enhancement)

In order to increase revenue during the summer months, the Center will focus on securing fiscally sustainable internal/external events and educational opportunities that emphasize Lane's Core Values. Wedding Packages, Unique Caterings, Educational Workshops, and the development of a complete Summer Off-Premise Marketing Plan are currently in development.

6. Lane Downtown Center Inclusion of Center Operations

The Lane Downtown Center, which is planned to break ground in March, 2011 will include a Center operations component. The Center will book business from its existing infrastructure. Coordinators and Banquet Chef are developing plans for an energy efficient kitchen and conference space. Initial meetings with architects and equipment vendors are scheduled. The development of materials for marketing the new space is underway.

7. Learning Garden Increased Inclusion in Center Operations

The Center's relationship with the Learning Garden has increased the Center's visibility on campus as a revenue-generating operation with emphasis on supporting local foods and Sustainability. Active coordination between the Center and the Learning Garden Specialist will continue this year with achievable goals: use more Learning Garden product all year-round to feature on Center seasonal menus; support the Learning Garden for on-campus events; and highlight the Learning Garden's inclusion in Center operations with sales and marketing. Produce will be grown to suit the needs of the catering kitchen as well as the other kitchen operations in the CCS Division, including natural and floral décor to use for catering events.