

## CCS 2011-12

### The Center Goal: Explore Opportunities of Center Summer Events for Increased Revenue Enhancement

#### Summary:

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.

#### Description

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.

#### 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 is an initial goal.

**Describe the resources needed:**

No General fund contribution needed. 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 efficiency and productivity, including instructional learning outcomes; Revenue enhancement.

**Department Priority:**

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**Unit Resources:**

**Funding Request: Carl Perkins**

Funding Request: Curriculum Development

Funding Request: Technology Fee