

Unit Missions

 **BPAC Mission Statement**

Mission statement

The Bologna Performing Arts Center at Delta State University brings together artists and audiences to celebrate the arts, to enrich the cultural life of the Delta community, to educate and deepen the appreciation of the arts and to explore the richness of our world heritage through artistic expression.

Related Items

There are no related items.

User Outcomes

BPAC 01: UO Student Awareness and Participation

Start: 7/1/2012

End: 6/30/2013

User Outcome

Increase DSU student awareness and participation at the Bologna Performing Arts Center by offering ticket discounts and volunteer opportunities.

Data Collection (Evidence)

1. Box Office Records
2. Number of Students attending and volunteering as collected and recorded at BPAC box office.
3. Executive Director evaluates data and makes decisions about continuing and improving program.

Results of Evaluation

The Ticket Office sold 255 tickets to DSU Students in FY2013. The Student Government Association sponsored student tickets to two Main Stage performances, The Capitol Steps and An Evening of Delta Soul With Steve Azar.

Use of Results and Recommendations

The Ticket Office will continue to offer discounts to DSU Students. DSU Students are always offered tickets at any level at the balcony price, for savings of up to 50% off orchestra and terrace level ticket prices. The BPAC will continue to work with the Student Government Association to provide free or reduced price tickets to performances. DSU Students receive one discounted ticket per OKRA card, and must show their OKRA card at the Ticket Office to receive the discount. The SGA required that students come to the BPAC to claim their ticket, which helped reduce tickets being claimed in the Union, but then not used by the student the day of the performance.

Related Items

There are no related items.

BPAC 02: UO Overall Visibility & Knowledge

Start: 7/1/2012

End: 6/30/2013

User Outcome

The BPAC will keep users informed and up to date of ongoing activities, programs, and events. These include Main Stage and Children's Matinee productions; University performances, classes, and events; and community events.

Data Collection (Evidence)

1. Patron surveys: BPAC patrons are given surveys (paper and electronic) for Main Stage and Children's Matinee events.
2. Production Meetings: The production team meets with organizations to plan their events and determine production needs.
3. Representatives from DSU Faculty Senate & Staff Council: Representatives from each organization serve on the BPAC Advisory Board to keep the BPAC up to date on University events.
4. Representative for Crosstie Arts Council and Delta Arts Alliance: BPAC staff members serve on two local arts organizations' boards to bring BPAC events to the community and bring community information back to the BPAC.
5. Calendars: The BPAC submits all events occurring in the BPAC (BPAC, University, and Community) to the DSU campus calendar. The BPAC website also includes the BPAC calendar.
6. DSU Marquis: The BPAC submits all of its season's events to the President's Office to be displayed on the DSU marquis on HWY 8.
7. User forms: The BPAC facility reservation form, "BPAC User Agreement," is online for download for interested parties.

Results of Evaluation

BPAC patron surveys reveal that 41.5% of ticket buyers (537 separate responses) hear about BPAC programming through the annual season brochure. 10.5% of ticket buyers know (136 responses) about the shows through posters, and 9.7% (126 responses) through e-mail marketing.

The BPAC Advisory Board had Faculty Council and Staff Senate representatives serve on the Advisory Board to keep the BPAC up-to-date on University events, and vice-versa. The BPAC continues to have representation on the Crosstie Arts Council and Delta Arts Alliance boards, to ensure connections and partnerships between these local arts organizations.

The BPAC submitted all events occurring in the BPAC (BPAC, University, and Community) to the DSU campus calendar. The BPAC website also included the BPAC calendar. The BPAC submitted all of its season's events to the President's Office to be displayed on the DSU marquis on HWY 8.

The BPAC facility reservation form, "BPAC User Agreement," was updated in spring 2013 and is online for download for interested parties.

The BPAC website was redesigned January-March 2013, and launched in April 2013 with a new look, better calendar functions and an events listing to keep patrons informed. The BPAC had a Graduate Assistant in fall 2012 and spring 2013 that assisted

with social media marketing.

Use of Results and Recommendations

The BPAC will continue to seek and provide representation to the following organizations: DSU Faculty Senate, DSU Staff Council, the Crosstie Arts Council, and the Delta Arts Alliance. The BPAC will make patron surveys mandatory for ticket sales in FY2014 to keep track of how patrons know about the BPAC events.

Related Items

There are no related items.

BPAC 03: UO Faculty & Staff Awareness and Participation

Start: 7/1/2012

End: 6/30/2013

User Outcome

Increase DSU faculty and staff awareness and participation at the Bologna Performing Arts Center by offering ticket discounts, special opportunities, and facility usage.

Data Collection (Evidence)

1. Box Office Reports
2. Production Office- User Agreements

Results of Evaluation

The Ticket Office sold 425 tickets to DSU faculty and staff. DSU faculty and staff receive the Balcony price when purchasing tickets, for savings of up to 50% off Orchestra and Terrace ticket prices. User Agreements reveal that the majority of events held at the BPAC are reserved by DSU faculty and staff for campus events.

Use of Results and Recommendations

The User Agreement was updated to include a space for users to indicate whether food or a reception would be part of an event, so that the BPAC can better provide set-ups for any reservation requests. The User Agreement and BPAC website were also updated to include more information on the spaces available for rental. The BPAC will continue to offer priority in facility reservations for campus events before opening up the calendar to the community.

Related Items

There are no related items.

BPAC 04: UO Targeted Marketing

Start: 7/1/2012


End: 6/30/2013

User Outcome

Patrons interested in in BPAC events will have multiple opportunities to be informed. BPAC will determine which marketing strategies are most effective for ticket buyers.

Data Collection (Evidence)

1. Box Office Reports
2. Patron Survey
3. Email Marketing

 2011-2012 How Purchased Survey Results

Results of Evaluation

Please see the attached survey data compiled from 1,295 surveys on "How did you hear about the show?" The top three marketing methods are: the season brochure, posters, and email marketing/ eblasts.

 2012-2013 Ticket Buyer Survey Results

Use of Results and Recommendations

The BPAC will continue to distribute an annual season brochure, and will increase the circulation number and enlarge the mailing area for FY14. The BPAC will continue to track patron responses via survey for all ticket sales for FY14.

Related Items

There are no related items.

BPAC 05: UO Customer Satisfaction

Start: 7/1/2012

End: 6/30/2013

User Outcome

Customer satisfaction with overall operations of the BPAC including:

- Purchasing tickets
- Attending performances

Staff & crew customer service

Data Collection (Evidence)

1. Patron Survey

2. Anecdotal Evidence

Results of Evaluation

The BPAC staff continues to receive compliments on the Ambassadors who volunteer for events. In order to increase customer satisfaction with the Ticket Office experience, the BPAC purchased ticket scanning technology and installed additional wireless access points in the theatre to enable wireless ticket scanning instead of ticket tearing.

The BPAC receives feedback from its patrons after every performance. Nine times out of ten, the feedback is positive. The BPAC will continue to monitor the temperature in the main theatre and work with traveling companies to ensure that the sound volume is at an appropriate level.

Use of Results and Recommendations

Related Items

There are no related items.

Unit Goals

BPAC 2013_01: Increase DSU Faculty, Staff, and Student Ticket Sales

Start: 7/1/2012

End: 6/30/2013

Unit Goal

To increase DSU student, faculty, and staff tickets sales to the BPAC. Also to increase DSU attendance and participation at the BPAC by increasing targeted campus marketing, offering discounted ticket prices, and providing volunteer opportunities for DSU faculty and staff, and students.

During the 2011-2012 season, the BPAC had: 272% increase in ticket sales to DSU Student

85% increase in ticket sales to DSU Faculty and Staff members as compared to the 2010-2011 season. In 2012-2013, we would like to increase this positive trend.

Evaluation Procedures

1. Ticket Office reports

Actual Results of Evaluation


In 2011-2012, 502 DSU student tickets were sold, of which 219 were sponsored through the Student Government Association or Special Programs. In 2011-2012, 483 DSU faculty and staff tickets were sold. There were 9 main stage programs in 2011-2012.

In 2012-2013, 255 DSU student tickets were sold, of which 161 were sponsored through the Student Government Association. In 2012-2013, 425 DSU faculty and staff tickets were sold. There were 8 main stage programs in 2012-2013.


Use of Evaluation Results


In 2012-2013, less DSU faculty, staff, and student tickets were sold as compared to the 2011-2012 season. However, overall BPAC ticket sales increased 35.7%, despite there being one less performance in 2012-2013 than 2011-2012. Less promotional discounts (i.e. student rush tickets for \$5) were offered in 2012-2013 due to the increased popularity of certain performances (The Temptations and Shrek both sold almost 1,100 tickets) and a desire to not saturate the market with coupons. In 2013-2014, the BPAC will increase on campus marketing to encourage DSU faculty, staff, and student ticket sales.

Related Items

  SP1.Ind05: Diversity -- access to diverse ideas/programs

  SP2.Ind05: Admissions yield rate

  SP5.Ind04: Cultural offerings

  SP5: Improve the quality of life for all constituents

  SP5.Ind07: Economic Development

  SP5: Improve the quality of life for all constituents

BPAC 2013_02: Physical Improvements

Start: 7/1/2012

End: 6/30/2013

Unit Goal

Physical improvements to the BPAC, including

Marquee

Sound system

Lighting system

Evaluation Procedures

Recommendations from BPAC staff and external consultants

Actual Results of Evaluation

The lighting control panel system was replaced on stage and in the lighting booth in July 2012. A project was pursued that will provide renovations to the main theatre.

Use of Evaluation Results

The BPAC worked with DSU Facilities Management, the Bureau of Buildings, and Shafer and Associates' office of architecture on project GS# 102-247 that will provide performing arts improvements to the BPAC. The project will include repairs the fire

curtain, repairing smoke vents, replacing the main stage curtains, recital hall repairs, and also installation of new theatrical control lighting consoles. The project opened for bidding in May 2013 and was awarded to McInnis Electric in June 2013. The project is scheduled to begin in August 2013, although the scope is smaller than originally planned.

Related Items

  **SP4.Ind04: Facilities Management**

BPAC 2013_03: Increase Main Stage Attendance

Start: 7/1/2012

End: 6/30/2013

Unit Goal

Increase attendance to main stage performances. We are now able to track attendance by patron, not simply overall attendance. We will increase our pre- and post-show opportunities to better engage our patrons and encourage their attendance.

Evaluation Procedures

Box Office reports

Ticket Scanning software



Actual Results of Evaluation


For the 2012-2013 season, attendance as a percentage of ticket sales was 92.6%. This was our first season to track attendance.

Use of Evaluation Results

The BPAC will continue to track attendance through ticket scanning and counting torn tickets for events. We will then be able to compare attendance compared to ticket sales, and attendance across shows and seasons.

Related Items

  **SP5.Ind04: Cultural offerings**

  **SP5: Improve the quality of life for all constituents**

  **SP5.Ind06: Community Outreach**

  **SP5: Improve the quality of life for all constituents**

BPAC 2013_04: Increase Annual Membership

Start: 7/1/2012

End: 6/30/2013

Unit Goal

In FY2013, we would like to

+increase the number of Annual Members

+expand our current Annual Members' giving

In 2011-2012, we received approximately \$89,000 in Annual Memberships.

Evaluation Procedures

DSU Foundation Account reports



Actual Results of Evaluation

In FY2013, we received approximately \$101,000 in donations through Annual Memberships and Corporate Sponsorships. There were approximately 126 separate donors.


Use of Evaluation Results


Annual memberships increased from 114 donors in 2011-2012 to 124 donors in 2012-2013. This was a 13.9% increase in donations, over \$12,000. The BPAC utilized the DSU Foundation's donor database to do targeted mailings to past donors who had not renewed their annual membership, which helped raise another \$2,250.00. The BPAC began the FY2014 Annual Membership campaign in May 2013. The BPAC also developed a Corporate Sponsors brochure and began visiting potential corporate sponsors in April 2013.

Related Items

  **SP5.Ind04: Cultural offerings**

  **SP5: Improve the quality of life for all constituents**

 SP5: Improve the quality of life for all constituents

 **BPAC 2013_05: Increase School Time Matinee Series attendance**

Start: 7/1/2012

End: 6/30/2013

Unit Goal

Increase the overall attendance to the School Time Matinee Series by visiting schools and starting an e-blast email distribution list.

Evaluation Procedures

Annual Matinee Series final report


Actual Results of Evaluation

8,554 students attended a total of 10 performances in the 2012-2013 School Time Matinee Series. 7,190 students attended a total of 10 performances in the 2011-2012 School Time Matinee Series. 6,182 students attended a total of 7 performances in 2010-2011 School Time Matinee Series.

Use of Evaluation Results

The past three seasons have seen an increase each year in attendance. The Arts Education department will continue to collect email address to utilize email marketing, in addition to having the Arts Education Coordinator visit local schools, distributing the School Time Matinee Series brochure, and mailing postcards to schools.

Related Items

 **SP5.Ind04: Cultural offerings**

 **SP5: Improve the quality of life for all constituents**

 **SP5.Ind06: Community Outreach**

 **SP5: Improve the quality of life for all constituents**

 **BPAC 2013_06: Secure Funding for Janice Wyatt Mississippi Summer Arts Institute**

Start: 7/1/2012

End: 6/30/2013

Unit Goal

Increase funding for the Janice Wyatt Mississippi Summer Arts Institute series of camps by securing institutional grants and other external funding sources.

Evaluation Procedures

MSAI Budget reports

Actual Results of Evaluation

The following grants were secured for the Janice Wyatt Mississippi Summer Arts Institute:

\$2500- Entergy

\$5000- King's Daughters and Sons Circle Number Two

\$300- Give Smart Minigrant

\$7,800 TOTAL

Use of Evaluation Results

The Arts Education office applied and received a Mississippi Arts Commission grant in March 2013 for FY2014 for \$3,800. The Arts Education office will continue to secure external funding for the Janice Wyatt Mississippi Summer Arts Institute 2014 camps.

Related Items

 **SP5.Ind04: Cultural offerings**

 **SP5: Improve the quality of life for all constituents**

 **SP5.Ind06: Community Outreach**

 SP5: Improve the quality of life for all constituents

 SP5.Ind07: Economic Development

 SP5: Improve the quality of life for all constituents

Section IV.a

Brief Description

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Built in 1994 through state funding from the Mississippi state legislature, Bologna Performing Arts Center (BPAC) is dedicated to showcasing the best of Broadway and celebrating our most talented native sons and daughters. The Center boasts two theaters: Delta & Pine Land Theater (1,171 seats) and a smaller McPherson Recital Hall (135 seats). The two performing spaces allow us to stage large and small events and accommodate a variety of audience needs. Considered a state-of-the-art facility, the original vision of Delta State University and community leaders was to bring high quality art productions to a vastly under-served region of the state. Over the past 19 years, the Bologna has done that and much more. The Bologna has become a cornerstone of campus and community life. With the capacity to balance its role as a presenter and provider of community outreach, the Bologna presents musical and dramatic theater, symphony orchestra productions, a variety of national musical acts, master workshops, children's matinees, and hosts student and faculty recitals and a wide range of university and community events.

Section IV.b

Comparative data

Enrollment, CHP, majors, graduation rates, expenditures, trends, etc.

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

During the 2012-2013 season, the BPAC had a:

- 49% decrease in ticket sales to DSU Students (26.5% decrease in "free" tickets for students sponsored through SGA)
- 12% decrease in ticket sales to DSU Faculty and Staff members
- 44.5% increase in ticket revenue
- 5.7% increase in Main Stage tickets sold
- 19% increase in School-Time Matinee tickets sold
- 12.6% increase in marketing spending
- 3.5% decrease in total show expenses
- 13.9% increase in Annual Members and Corporate Sponsorships

as compared to the 2011-2012 season.

Section IV.c

Diversity Compliance Initiatives and Progress

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

In addition to providing access to diverse and global performing arts, the BPAC works to support diversity programs and initiatives on campus. The chair of the Delta State University Diversity Committee also serves on the Bologna Performing Arts Center Advisory Board.

Section IV.d

Economic Development Initiatives and Progress

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The Bologna Performing Arts Center provides economic development to the area through the hiring of part-time and bi-weekly employees to staff the Ticket Office, administrative offices, technical crew, and also the day-of performances. In addition to ticket sales, the BPAC performances also attract guests to the area to perhaps dine-out or stay in a hotel while they are attending a program. The BPAC has a Restaurant Partners program that connects area restaurants to various performances and offers patrons incentives to dine out.

Section IV.e

Grants, Contracts, Partnerships, Other Accomplishments

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Grants

The BPAC received grants from the following organizations and agencies in FY13 for the Janice Wyatt Mississippi Summer Arts Institute (MSAI):

- King's Daughters and Sons Circle Number Two (\$5,000)
- Entergy (\$2,500)
- Crosstie Arts Council (\$500)
- Give Smart Minigrant (\$300)

The BPAC received a \$3,000 grant from the Community Foundation of Northwest Mississippi to provide 500 tickets to students to attend the School Time Matinee Series for FY13. The BPAC reapplied for this grant in the spring of 2013 and received word in June 2013 that we received funding for FY14. The BPAC also applied for a Mississippi Arts Commission grant in March 2013 and received word in June 2013 that it received funding for two projects in 2014, MSAI and Link Up!

Partnerships

The BPAC is a partner with the West Bolivar School District (WBSD) in the "Partners in Education" program, sponsored by the John F. Kennedy Center for the Performing Arts. Through the partnership, the BPAC and WBSD hosted three 3-hour workshops for educators and three days of demonstration teaching. Teaching artists were brought in from Jackson, MS; Hattiesburg, MS; Iowa; and California for the workshops.

The BPAC partnered with the Thelonius Monk Institute of Jazz to present a free "Peer to Peer" performance in April 2013. The performance was sponsored by the Thelonius Monk Institute of Jazz and was free and open to area middle and high schools.

The BPAC worked with the North Mississippi Symphony Orchestra and the Cleveland School District to apply for a Mississippi Arts Commission grant to support a new partnership to bring in Carnegie Hall in New York's classical music program, Link Up!, to the Cleveland School District in the 2013-2014 school year.

Other Accomplishments

The BPAC hosted approximately 135 events in 2012-2013. Our email database grew to 1,700 emails by the end of FY13. The Ticket Office acquired six Ticket Scanners and iPods to allow for ticket scanning at events. This allows the BPAC to track attendance at shows.

The BPAC hosted a Summer Movie Series featuring three recent releases in June and July 2013. The movie series was well received by the community.

The BPAC completely redesigned the website to a more modern interface that is supported on computers, tablets, and mobile devices.

The BPAC launched its 2013-2014 Annual Member campaign in May 2013, and began recruiting corporate sponsors in April 2013. The BPAC has 4 corporate sponsors secured for next season: Entergy, Monsanto, Bolivar Medical Center, and Planters Bank and Trust. Ticket sales also began two months earlier than normal, in June 2013, due to the season brochure being completed in May 2013.

The BPAC hosted PLUS Camp in July 2012, and 107 children ages 5-12 attended the day camp with the theme of "Dance Evolution." The Arts Education had 43 campers ages 12-18 attend a two-week session of Arts Camp in June 2013.

Section IV.f

Service Learning Data

List of projects, number of students involved, total service learning hours, number of classes, faculty involved, accomplishments.

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The BPAC does not participate in service learning projects.

Section IV.g

Strategic Plan Data

Only use this section if you have strategic plan info to report that is not covered in other areas of your report

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Strategic Plan information is included in other areas of the BPAC's annual report.

Section IV.h

Committees Reporting To Unit

Each unit includes in the annual plan and report a list of the committees whose work impacts that unit or any other aspect of the university; along with the list will be a notation documenting the repository location of the committee files and records. Committee actions affecting the unit's goals may be noted in other applicable sections of the annual reports. Not required to be included in the unit's annual plan and report, but required to be maintained in the repository location, will be a committee file that includes, for each committee: Mission and by-laws, Membership, Process, Minutes.

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The Bologna Performing Arts Center has two committees-- the Advisory Board and the Arts Education Advisory Board. The Executive Director keeps all Advisory Board files and records. The Arts Education Coordinator keeps all Arts Education Advisory Board files and records.

Section V.a

Faculty (Accomplishments)

Noteworthy activities and accomplishments

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Technical director Van Jenkins taught classes in the department of languages and literature.

Section V.b

Staff (Accomplishments)

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Whitney Cummins was hired as the Arts Education Coordinator in July 2013. Whitney attended the International Performing Arts for Youth Showcase in Philadelphia, PA (January 2013) and the Kennedy Center Partners in Education Annual Meeting in Washington D.C. (February 2013). She also served on the site evaluation panel for schools to receive Model School Status through the Whole Schools Initiative at the Mississippi Arts Commission (April 2013).

Laura Howell was named Interim Executive Director July 1, 2012. After an application and interview process in January 2013, Laura was named the Executive Director February 1, 2013. Laura attended the Performing Arts Exchange conference in Miami, FL (September 2012), the Association of Performing Arts Presenters conference in New York, NY (January 2013) and the Kennedy Center Partners in Education Annual Meeting in Washington, D.C. (February 2013). Laura also served on the Mississippi Arts Commission's Teaching Artist Advisory Group (monthly meetings year-round) and the MAC Whole Schools Initiative grant panel (April 2013).

Paula Lindsey, Production Coordinator, updated the BPAC User Agreement to make the facility reservation information more user friendly.

Corley Mullins, Administrative Assistant/ Patron Services Coordinator, guided the Ticket Office in purchasing new ticket scanning equipment and installing additional wireless access points in the BPAC. Corley also created templates for targeted email marketing to patrons.

Section V.c

Administrators (accomplishments)

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Dr. Myrtis Tabb, Associate Vice President of Finance and Administration, continued to provide leadership to the BPAC. She and Laura Howell worked to increase the support of Annual Membership and Corporate Sponsors by over \$12,000, increasing the BPAC's financial stability.

Section V.d

Position(s) requested/replaced with justification

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Corley Mullins, Administrative Assistant/ Patron Services Coordinator, resigned in June 2013. After an application and interview process, Meghann Gullledge was selected to fill the Administrative Assistant/ Patron Services Coordinator in June 2013 and will begin her position July 8, 2013.

Section V.e

Recommended Change(s) of Status

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

After seven years of service, Paula Lindsey was recommended for promotion to Associate Director of Production, effective July 1, 2013.

Section VI.a

Changes Made in the Past Year

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The Ticket Office added ticket scanning devices this past year. New packages and ticket pricing systems were planned in April 2013 for next season.

Section VI .b

Recommended Changes for the Coming Year

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The BPAC should make attendance figures a priority for next season, plan more special events around performances, and better reach out to DSU students.