

## **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 DSU Student Awareness and Participation**

**Start:** 7/1/2014

**End:** 6/30/2015

#### **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**

DSU student groups were asked to serve as "Junior Ambassadors." We were able to involve a wide variety of student groups and several students became permanent volunteers for the BPAC.

For events where we tracked student tickets, we had 325 students attending. For some events, such as films, we do not track DSU students separately from the public. This was 91 students more than FY14, a 39% increase.

#### **Use of Results and Recommendations**

BPAC will continue to work on partnering and sponsorships with the DSU SGA and UPC, as well as encouraging student engagement and attendance at performances. We will also continue the "Junior Ambassador" program.

#### **Related Items**

*There are no related items.*

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### **BPAC 02: UO Overall Visibility & Knowledge**

**Start:** 7/1/2014

**End:** 6/30/2015

#### **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; community events; arts education workshop opportunities; and audience outreach 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.
8. Presentations: BPAC staff provide presentations to area civic groups free of charge.
9. Tours: BPAC staff provides tours of the facilities to admissions groups, athletic teams, out-of-town visitors, and other guests.

#### **Results of Evaluation**

We utilized all identified methods of increasing visibility and knowledge.

#### **Use of Results and Recommendations**

We will continue trying to increase our overall visibility and knowledge through the areas targeted above, as well as through the addition of a marquee in front of the BPAC.

#### **Related Items**

*There are no related items.*

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### **BPAC 03: UO Faculty & Staff Awareness and Participation**

**Start:** 7/1/2014

**End:** 6/30/2015

#### **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. DSU faculty, and staff may reserve the BPAC facilities free of charge, and ahead of the general public.

#### **Data Collection (Evidence)**

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

#### **Results of Evaluation**

For events where we tracked DSU faculty/staff attendance separately from the general public, we sold 419 tickets to DSU faculty & staff members. This is 63 more tickets than last year, an increase of 18%. For some events, such as free performances or movies, we do not track faculty/staff attendance separately.

#### **Use of Results and Recommendations**

We will continue to offer the same level of discounts and benefits for DSU faculty/staff, and continue to use campus resources to advertise these opportunities.

#### **Related Items**

*There are no related items.*

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### **BPAC 04: UO Targeted Marketing**

**Start:** 7/1/2014

**End:** 6/30/2015

#### **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. The BPAC is utilizing Coopwood Communications for the Main Stage series marketing, instead of handling marketing in house.

#### **Data Collection (Evidence)**

1. Box Office Reports
2. Patron Surveys through the Ticket Office
3. Email Marketing

-  [14-15 Survey Results](#)
-  [2011-2012 How Purchased Survey Results](#)

#### **Results of Evaluation**

With over 40% of the results, our Season Brochure continue to be our number one marketing tool that people remember, followed with Email marketing at almost 14%. We will continue to track patron responses.

#### **Use of Results and Recommendations**

BPAC will continue to track how patrons hear about performances in order to keep the public informed of its events and make smart media buys.

#### **Related Items**

*There are no related items.*

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 **BPAC 05: UO Customer Satisfaction**

**Start:** 7/1/2014

**End:** 6/30/2015

**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**

We use surveys to collect audience feedback, especially for our educational programming.

We also strongly rely on anecdotal evidence from patrons who reach out to the BPAC via email, phone, website form, and social media.

**Use of Results and Recommendations**

BPAC will continue to make customer satisfaction a goal. We could strengthen the tools used to collect evidence of customer satisfaction.

**Related Items**

*There are no related items.*

## **Unit Goals**

### **BPAC 2015\_01: Increase Ticket Sales**

**Start:** 7/1/2013

**End:** 6/30/2015

#### **Unit Goal**

Increase Ticket Sales for the Main Stage 2014-2015 Season.

#### **Evaluation Procedures**

1. Ticket Office records

#### **Actual Results of Evaluation**

The BPAC sold 7,858 tickets to 9 Main Stage performances, up from 5,543 tickets to 8 Main Stage performances in the 2013-2014 Season. The overall 2014-2015 season had a 32.5% increase in the amount of tickets sold as well as an 87.9% increase in ticket revenue.

#### **Use of Evaluation Results**

Based on the ticket numbers mid-season FY15, we were able to increase our budget for FY16 to bring in larger and bigger name acts and performances. We continue to track ticket sales each year by both the amount of tickets sold and dollar value.

#### **Related Items**

*There are no related items.*

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### **BPAC 2015\_02: Connect Performances to Academic Units**

**Start:** 7/1/2013

**End:** 6/30/2015

#### **Unit Goal**

Connect 2014-2015 Main Stage performances with DSU Academic Units to promote the QEP, campus connections, and retention of DSU students.

#### **Evaluation Procedures**

1. Ticket Office reports
2. SGA records
3. Academic Unit plans

#### **Actual Results of Evaluation**

We were able to increase student involvement through the Junior Ambassador volunteer program, which worked with student organizations and academic units such as the DMI and Music Department to bring students in to serve as ushers for performances.

We were able to serve the DMI through their attendance at sound checks for "Circus Electronica" and "The Heart Behind the Music" featuring Deana Carter, John Ford Coley, Kim Carnes, and special guest Greg Barnhill. We also served students through master

classes with John Ford Coley, Kim Carnes, Greg Barnhill, Richie McDonald, and David Ellingson.

The theater department students were able to attend a workshop with cast members of "The Great Gatsby" as performed by the Montana Repertory Company.

We served the music department with a special performance by "The Jazz Ambassadors" of the U.S. Army Field Band, who allowed 3 DSU students to play on stage with the group.

The SGA sponsored student tickets to our cirque show, "Circus Electronica."

#### **Use of Evaluation Results**

We will continue to connect Main Stage performances with DSU Academic Units to promote the QEP, campus connections, and retention of DSU students.

#### **Related Items**

*There are no related items.*

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### **BPAC 2015\_03: Achieve 80% Attendance**

**Start:** 7/1/2013

**End:** 6/30/2015

#### **Unit Goal**

Achieve 80% attendance at Main Stage performances (School-Time Matinees does not track attendance due to the large group sizes).

#### **Evaluation Procedures**

1. Ticket Office records
2. Scanning reports

#### **Actual Results of Evaluation**

For the entire BPAC records, our percentage attendance for 2014-2015 was 93%, up from 89.6% for 2013-2014. For Main Stage events, including films, percentage attendance was 88% (up from 78.84% last year). For Main Stage performances only, percentage attendance was 86% (up from 72.36% from last year).

#### **Use of Evaluation Results**

Based on the 2013-2014 season, the BPAC did not mail out media trade tickets in advance which greatly helped reduce the amount of sold but unused tickets, increasing actual attendance at events. The quality of performances was greatly improved in 2014-2015, which also increased attendance.

#### **Related Items**

*There are no related items.*

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 **BPAC 2015\_04: Increase Janice Wyatt Mississippi Summer Arts Institute**

**Start:** 7/1/2013

**End:** 6/30/2015

**Unit Goal**

Increase the size of the Janice Wyatt Mississippi Summer Arts Institute.

**Evaluation Procedures**

1. Number of campers participating
2. Number of program offerings

**Actual Results of Evaluation**

The PLUS Camp component of the Janice Wyatt Mississippi Summer Arts Institute was at capacity with 108 participants in July 2014. There is no way to grow this program, as the Musical Director cannot accommodate more than the 6 current classes (2 groups of each age group: 5&6, 7&8, and 9-11). The June 2015 Core Arts program, also of the Janice Wyatt Mississippi Summer Arts Institute, matriculated 50 campers. This was the camp's capacity for summer 2015 due to DSU construction in dorms. 50 campers was a significant increase from 39 campers at Arts Camp in June 2014. The program for students ages 12-18 was renamed from Arts Camp to Core Arts in 2015. Core Arts was the original name of the program when it first began in the late 1990s, and we felt the program's quality and intent and returned to its original strength that it merited the renaming.

**Use of Evaluation Results**

We will continue to market and seek out students for the Janice Wyatt Mississippi Summer Arts Institute to make sure we are at capacity so that we can operate the camps as efficiently as possible.

**Related Items**

*There are no related items.*



**Section IV.a**  
**Brief Description**  
**Judgment**

Meets Standards Does Not Meet Standards Not Applicable

**Narrative**

The Bologna Performing Arts Center at Delta State University was built in 1994 through state funding from the Mississippi legislature. The state-of-the-art facility was built to offer a rich tapestry of cultural and educational programs to serve the entire Mississippi Delta. The Bologna Performing Arts Center, a multi-disciplinary facility, first opened its doors on September 1, 1995. The Bologna Center features a full working stage, orchestra lift, and houses two performance venues, the 1,171 seat Delta & Pine Land Theatre and a separate 145 seat Recital Hall.

The Bologna Performing Arts Center has earned recognition as one of the premier houses for entertainment and arts in Mississippi and the Southeast and was voted the Best Performing Arts Venue in Mississippi by Mississippi Magazine. The Bologna Center attracts quality programming, superb artists and powerful performances to enrich, entertain and strengthen our Delta community.

The Bologna Center offers a variety of cultural and educational programming, providing entertainment that appeals to everyone. In addition to Main Stage performances, we have a School-Time Matinee Series and many events hosted by Delta State University and community organizations.

The Bologna Center has demonstrated its commitment to arts education. The Bologna Center developed and hosts the Janice Wyatt Mississippi Summer Arts Institute, which provides a comprehensive training program in all arts disciplines. The School-Time Matinee Series provides new learning opportunities through the performing arts for approximately 10,000 K-12 students each year. The Bologna Performing Arts Center has also been selected to participate in the Partners in Education program of the John F. Kennedy Center for the Performing Arts since 2013.

**Section IV.b**  
**Comparative data**

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

**Judgment**

Meets Standards Does Not Meet Standards Not Applicable

**Narrative**

As compared to the previous 2013-2014, during the 2014-2015 season the BPAC had:

39% increase in ticket sales to DSU students

18% increase in ticket sales to DSU faculty and staff

32.5% increase in the number of tickets sold

87.9% increase in ticket revenue

5.9% increase of external funds raised through the Annual Members and Corporate Sponsors programs

The significant increase in ticket revenue during the 2014-2015 season can be attributed to a few factors: a) the season ticket packages and custom ticket package discounts were slightly reduced, as the discount had been too steep the previous year, and b) the quality of the programs

increased, which resulted in increased ticket prices to support the performance costs, but also increased interest/attendance due to the program's quality.

**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. In 2014-2015, the BPAC served as a location site for the Winning the Race conference on diversity and the International Conference on the Blues.

**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. Additionally, the Janice Wyatt Mississippi Summer Arts Institute hires teaching artists and college-age students to serve as faculty and counselors. Through the Delta Youth Chorale, we employ an accompanist.

**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 FY15 for the Janice Wyatt Mississippi Summer Arts Institute (MSAI):

- Community Foundation of Northwest Mississippi
- Crosstie Arts Council
- Entergy
- King's Daughters and Sons Circle No. 2
- Mississippi Arts Commission

The BPAC received grants from the following organizations in FY15 for the 2013-2014 School Time Matinee Series:

- Community Foundation of Northwest Mississippi (scholarship tickets)

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- Double Quick ("Arts Education Fueled by DoubleQuick" which provides tickets for \$1 per student)
- Entergy

The BPAC applied and received 2 grants from South Arts for future fiscal years:

- Block Booking Grant for the 2015-2016 season to present a contemporary dance company
- Dance Tour Initiative program for 2015-2018 to receive support for presenting contemporary dance and ballet over the next 3 years

### **Partnerships**

The BPAC became partners with the Clarksdale Municipal School District (CMSD) in the "Partners in Education" program, sponsored by the John F. Kennedy Center for the Performing Arts. The partnership was finalized early winter 2015, and will plan several professional development events for the 2015-2016 school year.

The BPAC partnered with the Music Department to present a free concert by The Jazz Ambassadors, the official touring big band of the U.S. Army on November 13, 2014.

The BPAC partnered with the DSU Foundation for the scholarship fundraiser "Fashion Rules.Music Rocks" featuring a silent auction, musical performances, and a fashion show featuring the creations of PAT KERR on November 20, 2014.

The BPAC partnered with New Stage Theatre through another sponsorship with Entergy to present 2 performances of "The Very Reluctant Dragon" free of charge in April 2015.

The BPAC partnered with the Dockery Farms Foundation to provide ticketing services for their fundraising event at Dockery Farms featuring Rosanne Cash on June 6, 2015.

The BPAC partnered with the GRAMMY Museum Mississippi to provide ticketing services for their fundraising event at McCool Stadium featuring The Band Perry on June 29, 2015.

### **Other Accomplishments**

Our email database and social media database grew substantially during FY15. The BPAC hosted a Spring and Summer Movie Series in 2015 featuring seven recent releases, and one recent release in the fall of 2014. The movie series were well received by the community.

The BPAC increased its donations during its 2014-2015 to approximately \$156,000. The BPAC had 5 corporate sponsors for 2014-2015: Entergy, Monsanto, Bolivar Medical Center, Planters Bank and Trust, and Guaranty Bank and Trust.

The BPAC's youth choir for children, titled the Delta Youth Chorale (DYC), had its second season. DYC is an un-auditioned choir composed of 12 youth ages 8-14 in the Bolivar County region. They held weekly rehearsals from September 2014-May 2015 and performed three times:

- December 6, 2014- Holiday Concert with the DSU Choirs

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- April 18, 2015- Performance in Children's Area at the Crosstie Arts & Jazz Festival
- May 29, 2015- Patriotic performance for the Delta Council Annual Meeting

The BPAC hosted the Janice Wyatt Mississippi Summer Arts Institute's PLUS Camp in July 2014, and 108 children ages 5-12 attended the day camp. The BPAC also hosted MSAI Core Arts program which had 50 campers ages 12-18 attend a two-week session of Core Arts in June 2015.

**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 currently 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**

The BPAC does not currently employ any faculty members.

**Section V.b**

**Staff (Accomplishments)**

**Judgment**

Meets Standards Does Not Meet Standards Not Applicable

**Narrative**

Whitney Cummins, Arts Education Coordinator, continued to serve on the Mississippi Alliance for Arts Education board. She attended the Partners in Education Annual Meeting through the John F. Kennedy Center for the Performing Arts in February 2015 in Arlington, VA. Whitney's family relocated in July 2015, and her last day at the BPAC was Friday, June 26, 2015.

Jay Griffing, part of the part-time technical crew, was hired full-time to serve as the Technical Assistant as of August 1, 2014.

Laura Howell, Executive Director, attended the Association of Performing Arts Presenters conference in NYC in January 2015. She also attended the Backstage Pass conference, sponsored in part by the Mississippi Arts Commission, in Hattiesburg, MS in January 2015. She serves on the Crosstie Arts Council and GRAMMY Museum Mississippi boards as a BPAC representative.

Paula Lindsey, Associate Director of Production, served on the planning committee for DSU's Winning the Race conference.

Joannah Taylor was hired as the new Arts Education Coordinator on June 22, 2015. She comes to the BPAC with four years of experience in the Tupelo School District, serving as an art and gifted and talented teacher.

**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 announced her retirement from Delta State University in October 2015.

**Section V.d**

**Position(s) requested/replaced with justification**

**Judgment**

Meets Standards Does Not Meet Standards Not Applicable

**Narrative**

**Section V.e**

**Recommended Change(s) of Status**

**Judgment**

Meets Standards Does Not Meet Standards Not Applicable

**Narrative**

There were no recommended changes in status.

**Section VI.a**

**Changes Made in the Past Year**

**Judgment**

Meets Standards Does Not Meet Standards Not Applicable

**Narrative**

BPAC Staff Changes: Jay Griffing was hired to be the Technical Assistant on August 1, 2014. Whitney Cummins's last day as the BPAC Arts Education Coordinator was Friday, June 26, 2015. Joannah Taylor was hired on June 22, 2015 as the new Arts Education Coordinator.

Ticket package discounts were reevaluated based on recommendations from other performing arts venues to not be as steep a discount in order to help cover performance costs. DSU student tickets were further discounted from the 2013-2014 season to continue to make tickets accessible to students.

**Section VI.b**

**Recommended Changes for the Coming Year**

**Judgment**

Meets Standards Does Not Meet Standards Not Applicable

**Narrative**

The BPAC should build a digital sign in front of the building like most other theaters have in order to increase visibility of its programming. The MSAI continues to grow its strength of students selected to participate.

How did you hear about the show? 2014-2015



**Results**

Season Brochure	681 (40.3%)
Newspaper	89 (5.3%)
TV	47 (2.8%)
Radio	27 (1.6%)
Bologna Center Website	112 (6.6%)
Email	235 (13.9%)
Poster	50 (3.0%)
Ambassador	25 (1.5%)
Facebook	66 (3.9%)
Twitter	1 (0.1%)
Annual Membership Brochure	18 (1.1%)
Delta State University Website	34 (2.0%)
Visiting the Bologna Center or DSU campus	38 (2.2%)
Bologna Center Staff	187 (11.1%)
From a friend or relative	49 (2.9%)
Wedding Appreciation Gift for parents of the Bride	1 (0.1%)
Annual Member Brochure	7 (0.4%)
Dr. Tabb Requested them for him	1 (0.1%)
Foundation Tickets	1 (0.1%)
Season Brochure	1 (0.1%)
Past Director	1 (0.1%)
Annual Member and Board Member	1 (0.1%)
Annual Member	2 (0.1%)
BPAC Staff	1 (0.1%)
Corporate Sponsor	9 (0.5%)
Laura sold him tickets at a Civic Club engagement	1 (0.1%)
BPAC Staff Memeber	1 (0.1%)
Artist website	1 (0.1%)
Rotary Meetying director came to.	1 (0.1%)
friend	1 (0.1%)
Staff at BPAC	1 (0.1%)

[Hide "Other" Responses](#)

**Total: 1690**

**2011-2012 Survey Results: How did you hear**

Adopt a Student	1 (0.0%)
Gift Certificate	2 (0.1%)
Announcement at Church or Club etc.	7 (0.3%)
Facebook	10 (0.4%)
Director's Announcement	11 (0.4%)
Magazine	13 (0.5%)
Grant Comp Tickets	15 (0.5%)
Radio	36 (1.3%)
Newspaper Story	38 (1.4%)
Trade Agreement	42 (1.5%)
Posters Around Town	42 (1.5%)
Website	63 (2.3%)
Ambassador	77 (2.8%)
Television	81 (2.9%)
DSU Foundation	125 (4.6%)
Newspaper Advertisement	144 (5.2%)
E-Blast	180 (6.6%)
Friend	259 (9.4%)
Other	449 (16.4%)
Season Brochure	1151 (41.9%)

**Total: 2746**