

**DELTA STATE UNIVERSITY: NON-ACADEMIC ANNUAL REPORT**  
**Academic Year 2006-07**

**I. Unit Title: Bologna Performing Arts Center**

**Unit Administrator: David Dallas**

**II. Educational Program Learning Outcome Assessment Plan**

*(These are Learner Outcomes identified for the **current** year. Contents of the table should be very brief. Footnotes may be included for items needing explanation or documentation. Not all units have direct student impact. Those that do should have clear learning outcomes developed. Those with no student contact may indicate that this section is not applicable.)*

<b>A. Learning Outcome</b> <i>What should a student impacted by this program / unit / function know, value, or be able to do at graduation and beyond?</i>	<b>B. Data Collection and Analysis</b> <i>1. What assessment tools and/or methods will you use to determine achievement of the learning outcome?                  2. Describe how the data from these tools and/or methods will be/have been collected.                  3. Explain the procedure to analyze the data.</i>	<b>C. Results of Evaluation</b> <i>What were the findings of the analysis?</i>	<b>D. Use of Evaluation Results</b> <i>1. List any specific recommendations.                  2. Describe changes in curriculum, courses, or procedures that are proposed or were made/ are being made as a result of the program learning outcome assessment process.</i>
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a
n/a	n/a	n/a	n/a

### **III. Division/Department/Unit Goals for the Current Year**

#### **A. Goal # 1: Increase Annual Membership and funding**

##### **1. Institutional Goal which was supported by this goal:**

Goals 9 and 11 as listed in the 2004-2006 DSU Bulletin

##### **2. Evaluation Procedure(s):**

Analysis of Annual Membership returns, phone and in-person interviews with both active and in-active patrons.

##### **3. Actual Results of Evaluation:**

Slight increase in Annual Membership funding and no increase in the number of patrons. Season offering considered the main factor in determining participation in the Annual Membership program.

##### **4. Use of Evaluation Results:**

Additional changes to benefits package for Annual Members. Expanded the Programming Committee in order to increase community involvement in the show selection process.

#### **B. Goal #2: More faculty, staff, and student participation in BPAC events**

##### **1. Institutional Goal which was supported by this goal:**

SP 4 and 5

##### **2. Evaluation Procedure(s):**

Examine total ticket sales to faculty, staff, and students. Conduct focus groups to determine the value of the BPAC among groups.

##### **3. Actual Results of Evaluation:**

Low attendance figures among faculty and students. Not as low among DSU staff. Groups pay significantly less per ticket than regular patrons and Annual Members. Focus groups and surveys show a disconnect between the BPAC and student and faculty population on campus.

##### **4. Use of Evaluation Results:**

Involve faculty, staff and students in programming selection. Continue to reduce ticket rate to encourage participation.

### **IV. Data and information for department: *(include narrative of programmatic scope; data)***

To serve as a regional performing arts center presenting cultural activities to people of all ages in the Delta State University community and the Mississippi Delta region; and to bring together artist and audiences to celebrate the arts; to enrich the cultural life of the Delta to educate and deepen the appreciation of the arts among all groups.

The BPAC is the regions most visible and dynamic arts institution and an integral part of Delta State University's efforts to support arts through the preservation and enhancement of the arts throughout the region.

## Season Data and information:

Mainstage Season attendance	4,476
Arts Education Matinee attendance	5,000
Kossman Arts Pass programs	68
Mississippi Summer Arts Institute	127

## V. **Personnel:** (*note staff positions and functions*)

### Full time employees

- Executive Director
- Assistant Director and Audience Development Coordinator
- Arts Education Coordinator
- Technical Coordinator
- Senior Secretary

### Part time employees

- Two technical stage assistants
- RSE/student workers

## Noteworthy activities and accomplishments:

- Paula Lindsey and Jolana Gibbs attended the International Association for Arts Management Conference in San Antonio
- David Dallas and Jolana Gibbs attended the Southeastern Arts Exchange Conference in Baltimore, MD
- David Dallas attended the 2007 Association of Professional Arts Presenters (APAP) Conference in New York, NY
- David Dallas was asked to serve as an adjudicator for Artists Showcases for the 2008 APAP Conference.
- Tennie Lester developed and coordinated a state-wide audition process for the MSAI Broadway Program, which included stops Brookhaven, Tupelo, Laurel, and Ocean Springs.
- Nearly 5,000 attended eight BPAC Mainstage productions.
- Jolana Gibbs created a BPAC Newsletter for our patrons.
- 2007 saw continued improvement in the operation of the Janice Wyatt Mississippi Summer Arts Institute with the involvement of 130 secondary School students and 100 primary school students.
- In the fall of 2006, the BPAC was named the Best Performing Arts Venue in Mississippi by *Mississippi Magazine*.

## Recommended change of status:

The BPAC is still seeking funds to fill the position of Technical Assistant and a Senior Secretary position for Arts Education. These positions are needed to address support needs in the Technical Production and Arts Education areas.

## **VI. Division/Department Goals for Coming Year**

### **A. Goal # 1: Sustain or increase the number of Annual Memberships participants and funding**

#### **1. Institutional Goal which is supported by this goal:**

SP Goal # 4 or QEP Goal # 5

#### **2. Evaluation Procedure(s):**

Examine membership and orders receipts

#### **3. Expected Results of Evaluation:**

Build the number of annual membership plan participants up to 200. To increase the Annual Membership fund to \$90,000.

#### **4. Use of Evaluation Results:**

Support and funding will enable BPAC to support outreach initiatives for the community and BPAC volunteer staff and to be used towards the end of year deficit.

### **B. Goal #2: More faculty, staff, and student participation in BPAC events**

#### **1. Institutional Goal which is supported by this goal:**

SP Goal # 4 or QEP Goal # 5

#### **2. Evaluation Procedure(s):**

Examine total ticket sales to faculty, staff, and students

#### **3. Expected Results of Evaluation:**

Increase in attendance.

#### **4. Use of Evaluation Results:**

Determine the value of the BPAC programming among various University groups in order to build a sustainable audience.