

**DELTA STATE UNIVERSITY: NON-ACADEMIC ANNUAL REPORT**  
**Academic Year 2005-06**

**I. Unit Title: Bologna Performing Arts Center (BPAC)**

**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 learner outcomes developed. Those with no student contact may indicate that this section is not applicable.

<b>Learning Outcome</b> <i>What should a graduate in this major know, value, or be able to do at graduation and beyond?</i>	<b>Data Collection and Analysis</b> <i>What assessment tools and/or methods will you use to determine achievement of the learning outcome? Describe how the data from these tools and/or methods will be collected. Explain the procedure to analyze the data.</i>	<b>Results of Evaluation</b> <i>What were the findings of the analysis? List any specific recommendations.</i>	<b>Use of Evaluation Results</b> <i>What changes in curriculum, courses, or procedures were made as a result of the program learning outcome assessment process?</i>
n/a	n/a	n/a	n/a

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

This is a report on progress towards goals for the **current year**. These are operational goals for the unit that are NOT tied directly to student learning outcomes which are reported in the table above. An example might be the implementation of a personnel development plan to enhance the skills of the staff in a unit.

- A. **Goal #1 – Increase Funding through Annual Membership**
- B. **Institutional Goal which was supported by this goal:**  
Goals #9 and #11 as listed on pages 14-15 in the 2004-06 DSU Bulletin.
- C. **Expected Results:**  
Provide more funding in support of the Mainstage Season.
- D. **Evaluation Procedure(s):**

Analysis of Annual Membership returns.

**E. Actual Results of Evaluation:**

There was an increase in funding from Annual membership which enabled us to use annual membership funds to cover a portion of the 05-06 deficit.

**F. Use of Evaluation Results:**

Additional changes are to be made to the benefits package for the annual membership drive in 06-07.

**A. Goal #2 – Increase in contributions and gifts to the Bologna Performing Arts Center.**

**B. Institutional Goal which was supported by this goal:**

Goals #9 and #11 as listed on pages 14-15 in the 2004-06 DSU Bulletin.

**C. Expected Results:**

Provide more funding support for the Main Stage season.

**D. Evaluation Procedure(s):**

Analysis of Endowment gifts and contributions

**E. Actual Results of Evaluation:**

There were no significant contributions to the Endowment during the 05-06 season.

**F. Use of Evaluation Results:**

It was determined that changes be made to the benefits package for the annual membership drive in 05-06 to encourage Endowment giving.

**A. Goal #3 – Encourage more faculty and student participation.**

**B. Institutional Goal which was supported by this goal:**

Goals #9 and #11 as listed on pages 14-15 in the 2004-06 DSU Bulletin.

**C. Expected Results:**

Increase the number of faculty and student purchasing tickets and attending Mainstage events.

**D. Evaluation Procedure(s):**

Analysis of attendance figures and ticket sales.

**E. Actual Results of Evaluation:**

Data was compiled for this year, student and faculty numbers were worse than anticipated making up less than 10% of the totals of most events (when the data for the event was reliable).

**F. Use of Evaluation Results:**

Several projects were initiated to encourage student and faculty involvement, including significantly reduced tickets. More data will be collected in the upcoming years to track patterns of attendance among various groups. In addition, focus groups will be conducted with faculty and staff.

**A. Goal #4 – Identify more diverse, higher quality Main Stage events for 05-06.**

**B. Institutional Goal which was supported by this goal:**

Goals #9 and #11 as listed on pages 14-15 in the 2004-06 DSU Bulletin.

**C. Expected Results:**

Offer a more diverse season in 06-07.

**D. Evaluation Procedure(s):**

Analysis of performance groups at APAP conference and through discussion with both the Advisory Board and Programming Committee.

**E. Actual Results of Evaluation:**

Several shows were identified as providing more diversity, particularly in the matinee series. The Soweto Gospel Choir with help from Delta Pine and Land helped us with outreach to schools in West Bolivar.

**F. Use of Evaluation Results:**

06-07 season provides for a wider variety of programming.

**A. Goal #5– Establish a fair and effective way to generate revenue through rental of both the Mainstage and Recital Hall in order to ensure BPAC can support its budget.**

**B. Institutional Goal which was supported by this goal:**

Goals #9 and #11 as listed on pages 14-15 in the 2004-06 DSU Bulletin.

**C. Expected Results:**

Generate additional revenue in order to cover losses associated with labor costs and facilities usage for non-Main Stage events.

**D. Evaluation Procedure(s):**

Analysis of space usage, invoices and actual receipt of payments.

**E. Actual Results of Evaluation:**

The vast majority of University groups and programs still do not pay rental for use of the space. The loss to the BPAC for this past year was approximately \$50,000.

**F. Use of Evaluation Results:**

This is still an issue that needs to be addressed by the University.

**A. Goal #6– Increase the visibility and highlight the impact of the Janice Wyatt Mississippi Summer Arts Institute.**

**B. Institutional Goal which was supported by this goal:**

Goals #9 and #11 as listed on pages 14-15 in the 2004-06 DSU Bulletin.

**C. Expected Results:**

Increase interest and applications for the Summer Arts programs. Participation must be limited to do space and cost issues.

**D. Evaluation Procedure(s):**

Review of inquiries, applications and final participant numbers.

**E. Actual Results of Evaluation:**

There was a slight decrease in applications for all of our Summer Arts programs in 06.

**F. Use of Evaluation Results:**

It was determined that changes were needed in recruitment strategies. More promotional materials and press was generated about the program.

**IV. Data and information for department:**

**Mission:**

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 artists and audiences to celebrate the arts; to enrich the cultural life of the Delta, to educate and deepen the appreciation of the arts.

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

**Season Data and Information:**

Mainstage season performances	6,230
Arts Education Matinee programs	5,154
Kossman Arts Pass program	58
Summer Arts programs:	220
Creative Artist Theater Series	12
Core Arts Series	85
Broadway Series	32
Summer Arts Plus	91

**V. Personnel:**

Full time employees

- Executive Director
- Administrative Assistant
- Arts Education Assistant
- Marketing Director
- Technical Director

- Box Officer Manager

Part time employees

- Two technical-stage assistants
- Graduate Assistant for public relations/audience services (position terminated 9/1)
- RSE/student workers

Personnel Activity

- Terminated the position of Graduate Assistant
- Terminated Box Office Manager position
- Terminated Marketing Director position
- Combined Box Office Manager and Marketing Director into a new Assistant Director and Audience Service Coordinator position, filled by Jolana Gibbs.
- Terminated Technical Director position.
- Terminated Administrative Assistant position
- Created Senior Secretary position
- Created Production Coordinator position
- Terminated Arts Education Assistant
- Created Arts Education Coordinator position

Justification: to save money

**Noteworthy activities and accomplishments:**

Main Stage average attendance for 2005-06 was 623

Increase in Annual Membership fund from 65,000 in 04-05 to 81,000 in 05-06.

All university sponsored events are offered at no cost for rental of Main Stage or Recital Hall stage. In addition, production cost and support are often waived.

David Dallas attended the APAP conference and PAE conference.

Expanded the number of media sponsors from 5 to 11.

2006 saw a better structured, organized and managed Janice Wyatt Mississippi Summer Arts Institute.

Implemented a new ticketing program to allow better analysis and reporting of audience activity and to allow for online ticketing.

Selected as Best Performing Arts Venue in Mississippi by the readers of Mississippi Magazine for programming during the 05-06 season.

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

This is a statement of goals for the **coming year**. These are operational goals for the unit that are NOT tied directly to student learning outcomes.

### **A. Goal # 1 Increase in number of Annual membership participants and funding**

#### **1. Institutional Goal(s) supported by this goal:**

*SP4 and 5*

#### **2. Expected Results:**

*To bring the number of annual membership plan participants up from 151 to 175. To increase the Annual membership fund to \$90,000.*

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

*Examine membership orders and receipts*

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

*Will provide funds for the BPAC to upgrade facilities, support special 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(s) supported by this goal:**

*SP4 and 5*

#### **2. Expected Results:**

*Increase in overall ticket sales*

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

*Examine total tickets sales to faculty, staff, and students.*

**4. Use of Evaluation Results:**

*Conduct focus groups with select faculty and students to determine the value of the BPAC among the groups.*