

Delta State

Finance and Administration/VPF

Finance and Administration/Assoc. VP

Bologna Performing Arts Center

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.

BPAC 01: UO Student Awareness and Participation

Start: 7/1/2011

End: 6/30/2012

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

In the 2011-2012 Season, we had 502 DSU students attend the Main Stage performances. Of those students, 283 attended by purchasing tickets. Additionally, 219 students attended performances due to the SGA and Special Programs Committee sponsoring tickets. We also had a few students volunteer their time by either serving as a Bologna Ambassador or by writing press releases about the performances the night of an event.

Use of Results and Recommendations

In the 2012-2013 season, we will continue to increase our outreach efforts towards the DSU student community through targeted marketing and working with student organizations. The most popular Main Stage event for students was BLAST! We will analyze student trends and interest to try to bring in programming that is desirable to students.

Related Items

  [SP1.Ind05: Diversity -- access to diverse ideas/programs](#)

  [SP5.Ind04: Cultural offerings](#)

  [SP5.Ind06: Community Outreach](#)

  [SP5.Ind07: Economic Development](#)

BPAC 02: UO Overall Visibility & Knowledge

Start: 7/1/2011

End: 6/30/2012

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

Patron surveys indicate level of interest in future programming-- patrons give feedback on what types of programming they would or would not enjoy attending at the center. Surveys also offer opportunities for other patron feedback.

The BPAC regularly receives thank you letters from outside organizations that use the facility thanking the staff for their hard work and help on their event. For example, Teach For America send thank-you goody bags to the production staff for their help with Teach For America Institute 2011.

The BPAC benefits from having and providing representatives to various groups on campus and in the community. Ticket buyers often cite community members or the DSU marquis in learning about upcoming performances at the BPAC. BPAC Staff members visited local civic groups to provide updates on programming and an overview of the Center's activities.


Use of Results and Recommendations

The BPAC is looking to increase patron feedback and participation in the center for 2012-2013. The BPAC will continue to employ new methods to keep the community informed about events through director's visits to communities, an increased presence on social media, training on completing the "BPAC User Agreement" form, and utilizing the University Department of Marketing and Communications.

Related Items

  [SP3.Ind06: Diversity](#)

  [SP4.Ind07: Website](#)

  [SP5.Ind04: Cultural offerings](#)

  [SP5.Ind06: Community Outreach](#)

  [SP5.Ind07: Economic Development](#)

BPAC 03: UO Faculty & Staff Awareness and Participation

Start: 7/1/2011

End: 6/30/2012

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


In 2011-2012, 471 DSU faculty and staff tickets were sold for Main Stage performances. The BPAC was used by DSU faculty and staff approximately 125-130 times. The faculty from the Music Department also holds classes and rehearsals in the Recital Hall.

Use of Results and Recommendations

We will continue to promote BPAC events to the DSU faculty and staff through season brochure distribution at Convocation; campus e-mails reminding about upcoming events and offering specials; and representatives from Faculty Senate and Staff Council. BPAC staff works with faculty and staff in scheduling campus events in the facility.

Related Items

  [SP5.Ind03: Campus facilities and space for use by external constituents](#)

  [SP5.Ind04: Cultural offerings](#)

 [SP5.Ind06: Community Outreach](#)

 [SP5.Ind07: Economic Development](#)

BPAC 04: UO Targeted Marketing

Start: 7/1/2011

End: 6/30/2012

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


Ticket buyers must answer "How did you learn about the show?" when purchasing tickets. Patrons provide the BPAC with a list of TV channels, radio stations, and newspapers that they use. Our ticket software systems allows us to track email marketing to determine whether emails are opened, clicked through, and if ticket transactions occur as a result of marketing.

Use of Results and Recommendations

At 41%, our season brochure is the #1 reason ticket buyers cite for their purchase, we will continue to increase our brochure distribution to include broader income levels and geographic areas. Friends and the second highest and e-blast messages are the #3 reason our patrons site in their decision to purchase tickets. We are refining our email marketing to fewer, but more well-crafted messages. We are increasing our marketing through social media to maintain a more ongoing awareness of upcoming events.

Related Items

 [SP4.Ind07: Website](#)

 [SP5.Ind04: Cultural offerings](#)

 [SP5.Ind06: Community Outreach](#)

 [SP5.Ind07: Economic Development](#)

BPAC 05: UO Customer Satisfaction

Start: 7/1/2011

End: 6/30/2012

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 have received mostly "excellent" and a few "good" ratings for overall customer satisfaction. The Ticket Office was reorganized to allow for two workers to process orders at the same time while being face-to-face with patrons. Credit card swipe machines were added to the Ticket Office to expedite credit card and debit card processing, which was formerly done manually. This especially expedited the ticket buying process the night of a show.

Use of Results and Recommendations

The BPAC will continue to strive to offer the highest level of customer satisfaction. We will continue to offer surveys to our patrons so that we can continue to improve our customer service.

Related Items

There are no related items.

BPAC 2012_01: Increased Attendance Through Variable Pricing

Start: 7/1/2011

End: 6/30/2012

Unit Goal

Increasing attendance by offering variable pricing for 3 different sections on the BPAC.

Evaluation Procedures

!. Box Office sales

Actual Results of Evaluation

Ticket sales in 2011-2012 decreased compared to 2010-2011.

Use of Evaluation Results

We will continue to offer variable pricing, as it:

-is standard for most theaters across the country to offer different prices based on seat location

-allows for patrons to purchase tickets at a level that fits their budget

Related Items

There are no related items.

BPAC 2012_02: Greater Marketing Area

Start: 7/1/2011

End: 6/30/2012

Unit Goal

Increase attendance at the BPAC by marketing to a greater geographic area.

Evaluation Procedures

1. Box office reports (zip codes of ticket buyers)

Actual Results of Evaluation

Looking at zip codes for the 2011-2012 season, we found:

-8 tickets sold to patrons in greater Memphis area

-35 tickets sold to patrons in the greater Jackson area

Use of Evaluation Results

In 2011-2012, ticket sales were down despite the purchasing of additional mailing lists and increasing advertising efforts through state-wide outlets such as Mississippi Public Broadcasting and The Clarion Ledger. For 2012-2013, the BPAC will examine to see how we can better target our Delta patrons, the majority of our ticket buyers. We will look into expanding our marketing in the Delta region.

Related Items

There are no related items.

BPAC 2012_03: Physical Improvements

Start: 7/1/2011

End: 6/30/2012

Unit Goal

Physical improvements to the building including a marquee.

Evaluation Procedures

Staff recommendations

External consultants

Actual Results of Evaluation

The rope lock installation was completed in September 2011. In March 2012, the lobby area was repainted, and the stage floor was repainted and finished. The sound board was also repaired. We received quotes for a marquee but we did not move forward as the lighting and sound systems took greater precedence and are scheduled to be updated in FY 2013.

Use of Evaluation Results

We will continue to look into adding a marquee to the highway. We would also like to update the lighting and sound systems.

Related Items

There are no related items.

BPAC 2012_04: Increased Attendance from New Patrons

Start: 7/1/2011

End: 6/30/2012

Unit Goal

Increased ticket revenue from new patrons. A marketing plan via MPB and increased season brochure circulation was expected to have a slight increase of new patrons.

Evaluation Procedures

Box Office reports

Actual Results of Evaluation

Ticket revenue decreased 10% in 2011-2012. Increased brochure circulation did not appear to bring in new patrons from the greater Memphis or Jackson areas.

Use of Evaluation Results

We always want to expand our patron database, however based on 2011-2012 reports it appears that an expanded geographic area does not bring in more ticket buyers. The BPAC will increase and refine its efforts in the Delta area especially.

Related Items

There are no related items.

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 Recital Hall (135 seats). The two theaters 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 18 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 2011-2012 season, the BPAC had:

272% increase in ticket sales to DSU Students
85% increase in ticket sales to DSU Faculty and Staff members
10% overall decrease in ticket revenue
5% decrease in tickets processed
34% decrease in marketing spending
7% decrease in total show expenses

as compared to the 2010-2011 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, main 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.

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 FY 12 for the Janice Wyatt Mississippi Summer Arts Institute:

Mississippi Arts Commission (\$3,900)

King's Daughters and Sons Circle Number Two (\$2,800)

AT&T (\$10,000)

Entergy (\$2,500)

Crosstie Arts Council (\$1,500)

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 FY 12. The BPAC reapplied for this grant in the spring of 2012 and received word in June 2012 that we received funding for FY13.

Partnerships

The BPAC partnered with the West Bolivar School District (WBSD) to apply to the Partners in Education program, sponsored by the John F. Kennedy Center for the Performing Arts. The partnership was one of twelve teams selected nationwide to be a part of this prestigious program. Through the partnership, the BPAC and WBSD will create a program of professional development in the arts for teachers.

The BPAC partnered with New Stage Theater in Jackson, MS to present a free performance of Harriet Tubman and the Underground Railroad in April 2012. The performance was sponsored by Entergy and was free and open to the public.

Other Accomplishments

The BPAC hosted over 120 events in 2011-2012. In August 2011 we welcomed the newest sculptures to the Sculpture Garden and celebrated their new website. Our email database grew to 1,120 emails by the end of FY12. The Box Office acquired credit card swipes to allow for faster purchasing for patrons, especially the night of a performance. The BPAC hosted PLUS Camp in July 2011, and 95 children attended the day camp with the theme of "Broadway Goes Green!" The Arts Education department expanded Arts Camp to a two-week session in June 2012 that had 40 campers.

The 2011-2012 Main Stage Series had 9 shows for a total of 5,560 tickets sold. The 2011-2012 School-Time Matinee Series had 5 shows for a total of 10 performances. 7,190 tickets were sold and the matinees made a profit of over \$20,000.

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 engage 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

N/A

Section V.b

Staff (Accomplishments)

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Laura Howell attended the Performing Arts Exchange Conference (SouthArts), Baton Rouge, LA in September 2011. She also applied to the Kennedy Center's Partners in Education program and was able to attend the Partners in Education Institute in Washington, D.C. in April 2012 on behalf of the BPAC. She applied for and received \$20,700 in grants for the Janice Wyatt Mississippi Summer Arts Institute. She also applied for and received a \$3,000 grant from the Community Foundation of Northwest Mississippi to give scholarship tickets to students from Coahoma, Quitman, Tallahatchie, and Tunica Counties.

Paula Lindsey attended Performing Arts Exchange Conference (SouthArts), Baton Rouge, LA in September 2011 where she attended several professional development sessions.

Erica Link attended Performing Arts Exchange Conference (SouthArts), Baton Rouge, LA in September 2011 where she attended several professional development sessions.

Loyd McDowell joined the Mississippi Army National Guard as a 91J (Juliet). A 91J is a quartermaster/chemical equipment repairer. He finished his BCT (basic combat training) and AIT (advanced individual training) this summer. He was away at training May 8 – October 9, 2012.

Section V.c

Administrators (accomplishments)

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Dr. Myrtis Tabb assisted with the BPAC's application to the Kennedy Center's Partners in Education program in fall 2011. She attended the Partners in Education Institute in April 2012 with the BPAC arts education coordinator Laura Howell and a West Bolivar School District representative.

Section V.d

Position(s) requested/replaced with justification

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The position of administrative assistant, held by Erica Link, was replaced by Corley Mullins on 6/25/2012 due to Erica Link moving away.

The leadership role of the BPAC changed. Roseann Buck left the BPAC in May 2012 and the Interim Director will be named July 1, 2012.

Section V.e

Recommended Change(s) of Status

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

N/A

Section VI.a

Changes Made in the Past Year

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The BPAC Ticket Office added credit card swipe machines and rearranged operating procedures to maximize efficiencies. The Arts Education Department expanded Arts Camp from a one-week camp to a two-week residential camp.

Section VI.b

Recommended Changes for the Coming Year

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Increase the amount of events for Annual Members and the community. Also, consider upgrading Ticket Office software to include ticket scanning capabilities.