DELTA STATE UNIVERSITY: NON-ACADEMIC ANNUAL REPORT  
for Calendar Year 2004  
or FY 2004-05

I. Unit Title: Bologna Performing Arts Center (BPAC)  
Unit Administrator: David Dallas

II. 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 region's 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 8,139

Arts Education Matinee programs 3,854

Kossman Arts Pass program 58

Summer Arts programs:  
Creative Artist Theater Series 16  
Core Arts Series 141  
Broadway Series 26  
Summer Arts Plus 98

III. Personnel:  
Full time employees  
○ Executive Director  
○ Administrative Assistant  
○ Arts Education Director (position terminated)  
○ Arts Education Assistant  
○ Arts Education Assistant to the Director (position changed)  
○ Marketing Director  
○ Technical Director  
○ Assistant Technical Director (position changed)  
Part time employees  
○ Two technical-stage assistants  
○ Box Office Manager  
○ Graduate Assistant for public relations/audience services  
○ RSE/student workers
Personnel Activity

- Terminated the position of Arts Education Coordinator and combined the position with that of the Executive Director
- Changed the title of Assistant to Arts Education Coordinator to Assistant Box Office Manager and Summer Arts Director
- Sandra Morton, the Administrative Assistant for Arts Education passed away. The position was filled by Tennie Lester
- Brian McClure resigned as Marketing Director
- Donovan Philips resigned as Assistant Technical Director, position changed to secretary to the Technical Director
- Hired Amanda Dixon as secretary to the Technical Director
- Part time Employee and Box Office Manager Ted Solomon resigned.
- Amanda Dixon resigned as secretary to the Technical Director.

Noteworthy activities and accomplishments:

Main Stage average attendance for 2004-05 was 615. (2003-04 average attendance was 600.)

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.

The Public Relations Office developed more uniform trade agreements with media sponsors.

2005 saw an increase in the enrollment for the Janice Wyatt Mississippi Summer Arts Institute.

IV. Department Goals for 2004 or 2004-05

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 a slight increase in funding from Annual membership from 03-04 to the 04-05 season. 64,500 in 03-04 to 67,750 in 04-05.

F. **Use of Evaluation Results:**
It was determined that changes be made to the benefits package for the annual membership drive in 05-06.

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 04-05 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.

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, but there is no data for breakdowns in previous years.

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.

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 05-06.

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.

F. **Use of Evaluation Results:**
05-06 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 $55,000.

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 participation in the Summer Arts programs

D. **Evaluation Procedure(s):**
Review of inquiries, applications and final participant numbers.
E. Actual Results of Evaluation:
There was an increase among the various Summer Arts programs.

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.

V. Learning Outcome Assessment Plan

A. Learning Outcome #1: Show a variety of well-attended Performance Arts programs for the campus and community.

Distinguish technical requirements necessary for a Main stage performance.
Generate a love of the arts among young people throughout the community and the Delta.

B. Assessment Tools and Methods
What assessment tools and/or methods will you use to determine achievement of the learning outcome? Limit measures to three.

Measure One: Okra card data

Measure Two: Annual Membership contributions

Measure Three: publicity generated

C. Data Collection and Analysis
Describe how the data from the assessment tools and methods will be collected. Explain the procedure to analyze the data.

Data Collection Procedure:
Work with Foundation and Institutional Research and Planning and our Audience Services and Public Relations office.

Analysis Procedure:
Audience Services and Public Relations director will work with Executive Director to analyze information

D. Results of Evaluation
What were the findings of the Analysis Team? List any specific recommendations.

Findings:
Recommendation 1: To be determined
Recommendation 2: To be determined
Recommendation 3: To be determined

E. Use of Evaluation Results
What changes in curriculum, courses, or procedures were made as a result of the program learning outcome assessment process?
Response: To be determined

F. Assessment Team Members
List members of the Assessment Team.

Members: David Dallas and Yancy Cooper

V. Learning Outcome Assessment Plan

A. Learning Outcome #2: Distinguish production and technical requirements necessary for a Main stage performance among work-study students.

B. Assessment Tools and Methods
What assessment tools and/or methods will you use to determine achievement of the learning outcome? Limit measures to three.

Measure One: skills sheet from technical department

Measure Two: skills sheet from production department

Measure Three: supervisory reports

C. Data Collection and Analysis
Describe how the data from the assessment tools and methods will be collected. Explain the procedure to analyze the data.

Data Collection Procedure:
Collect skill sheets and supervisory reports as well as interview student workers for a self assessment.

Analysis Procedure:
Technical and front office will analyze data to determine student understanding and grasp of responsibilities.

D. Results of Evaluation
What were the findings of the Analysis Team? List any specific recommendations.

Findings:
Recommendation 1: To be determined
Recommendation 2: To be determined
Recommendation 3: To be determined

E. Use of Evaluation Results
What changes in curriculum, courses, or procedures were made as a result of the program learning outcome assessment process?
Response: To be determined
F. Assessment Team Members
List members of the Assessment Team.

Members: David Dallas, Bill Horton, Paula Lindsey and Yancy Cooper

V. Learning Outcome Assessment Plan

A. Learning Outcome #3: Generate a love of the arts among young people throughout the community.

B. Assessment Tools and Methods
What assessment tools and/or methods will you use to determine achievement of the learning outcome? Limit measures to three.

Measure One: Applications for various Arts Education programs

Measure Two: Survey of selected participants

Measure Three: Survey of participants' parents.

C. Data Collection and Analysis
Describe how the data from the assessment tools and methods will be collected. Explain the procedure to analyze the data.

Data Collection Procedure:
Work with Foundation and Institutional Research and Planning, the Arts Education Administrative Assistant and programming staff for Arts Education programs.

Analysis Procedure:
Arts Education Administrative Assistant and the Coordinator will work with programming staff to determine changes in attitudes among participants.

D. Results of Evaluation
What were the findings of the Analysis Team? List any specific recommendations.

Findings:
Recommendation 1: To be determined
Recommendation 2: To be determined
Recommendation 3: To be determined

E. Use of Evaluation Results
What changes in curriculum, courses, or procedures were made as a result of the program learning outcome assessment process?
Response: To be determined

F. Assessment Team Members
List members of the Assessment Team.

Members: David Dallas, Tennie Lester, and other programming personnel.