### 2009-2010 ANNUAL REPORT

Department: **Conference Planning & Operations**

1. Please document results of strategies from your 2009-2010 Planning Document using the following template:

<table>
<thead>
<tr>
<th>Goal</th>
<th>Strategies</th>
<th>Intended outcomes (those listed in the Planning Document)</th>
<th>Unintended/ Other outcomes (not listed in the Planning Document)</th>
<th>Evidence of whether or not outcomes were achieved*</th>
<th>How will your assessment data shape this strategy in the future?</th>
<th>How did this strategy support the Strategic Plan? The Vision for Students?</th>
<th>If you did not undertake the strategy please explain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop the “How Can I Help Attitude?” across Campus</td>
<td>Present to Department heads to discuss our services and how we can help faculty, staff and even students plan/coordinate conferences, events and activities</td>
<td>More Academic Conferences on Campus and Creating a more pleasant view of CPO across campus</td>
<td>More positive feedback from Faculty and Staff regarding CPO; More CPO assisted conferences across campus; i.e. 2010 MIMSAC, New Faculty Orientation, UC Preview Event and 2010 Society for Women Engineers</td>
<td>Working/worked with several departments to hosts upcoming academic/educational conferences on campus; 2010 TN Collegiate Honors Council Conference (first year hosted by the University and</td>
<td>Help us determine what business we need to continue to seek, what tradeshows we need to continue to attend, what new</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1) Become a Nationally Recognized Student Development Center</td>
<td>1) Partner w/ Academic Dept. to host National Conferences and Target/Market to Academic Professional Organizations, and continue to try to work with D&amp;D’s to bring more Student Affairs associations/conferences to campus 2) Continue</td>
<td>Host more National Conferences, Keep current clients satisfied, grow referrals and grow business.</td>
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<tr>
<td>2) One-Stop Shop and 3) Increase Revenue</td>
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</tr>
</tbody>
</table>

* Please provide evidence of whether or not outcomes were achieved.
to excel in our full-service, offer excellent customer service, become more helpful and minimize number of contacts client has to make to various departments to host event. 3) Attend local and national tradeshows to try to open the door to bid on more business, attend more conferences to network and for professional growth.

was a huge success), 2011 StarRez Conference (working with Residence Life) and the 2011 Southeastern Chief Student Affairs Officers Conference. Attended Several Tradeshows - Fraternity Executives Association, Memphis Meets Minneapolis, TN Society of Association Executives, HSMAI Mid-South Chapter and the 2010 ACCED-I Conference and Increased External Client Revenue and Overall Total Revenue conferences we need to attend and help us better communicate and work with Academic groups.

*Evidence should include results from the assessment plan from your 2009-2010 Planning Document, along with any other data you would like to present - qualitative or quantitative (participation numbers, income generated, etc). If you did not complete the assessment plan outlined in your Planning Document, please explain. You should also include participant quotes here.

1. Please include results from programs/services not included in your 2009-2010 Planning Document below:

<table>
<thead>
<tr>
<th>Program/Service</th>
<th>Intended Outcomes</th>
<th>Evidence of whether or not outcomes were achieved</th>
<th>How will your assessment data shape this program/service in the future?</th>
</tr>
</thead>
</table>
2. Report any additional data that demonstrates how your department supports the persistence and graduation of students. Tables or charts are appreciated. N/A

3. What is your BHAG? List evidence that supports that you are making progress toward it. The department will develop a BHAG this August during a retreat.

4. List any awards or other notable accomplishments by the department, individual staff or students: N/A

5. Photos suitable for publication should be placed in YOUR O Drive and notify Pat of the location.

Below is one form of assessment that CPO currently does; helps us assess if we are continuing to excel in our full-service, offering excellent customer service and becoming more helpful:

Conference Planning & Operations
Survey Results

Survey Description

The Conference Planning and Operations surveys were sent via mail and email in an attempt to generate greater response. Mailed surveys were sent with a return addressed stamped envelope. Clients are also sent a survey via email. Both mailed and electronic responses go directly to an excel spreadsheet in order for CPO to analyze the results. This survey is a customer satisfaction survey that asks clients to rate their level of satisfaction from a scale of 1, being very dissatisfied, to 4, being very satisfied. The questions are grouped together covering certain topics. I have included the CPO staff portion of the results as an example. This is where I focus was mainly this year to make sure we were providing high level of customer service.

- Conference Planning and Operations staff
  - CPO staff knowledge
  - CPO staff efficiency
  - CPO staff on-site
  - CPO staff met your expectations?
  - Comments or suggestions

Additionally, clients are asked about their overall experience, three open-ended questions to gather more information, and another question in order to use their comments in marketing material.
• **Overall rating**
  - Overall conference experience
  - Will you consider us for future events?
  - Comments or suggestions

• **Additional questions**
  - Please tell us about other contacts, departments, or organizations that may be interested in our services
  - What can we do to improve your conference and meeting experience?
  - How did you hear about us?
  - May we use your comments in our marketing material?

This data is continuing to be collected. The department continues to experience a low return rate. The results are too low to report at this time.

**Conference Planning & Operations Staff**
Comments from evaluations and feedback provided through written correspondence.

**Strengths:**

- *I wish there was something better than "very satisfied" because that is what I would rate all of the above.* – Hilton Hotels Corp.

- *All CPO staff was very helpful.* – Ernie Nichols - FedEx Center for SCM, U of M

- *Everyone was great!* - Methodist LeBonheur Healthcare

- *Staff was very professional and very quick to respond to all inquiries.* - FedEx

- *This year was so much easier than last year. Courtney made things run so smoothly.* – Memphis City Schools (First year CPO assisted with Memphis City Schools Camps).

- *The program was well received by the participants. CPO staff helped to make it a success.* - FedEx SCM

- *Maintain the extremely high level of professional, courteous, friendly staff and you will certainly have repeat customer --- including me.* - Hilton Hotels Corp

- *I just want to take a second to express my appreciation for your hospitality, friendliness and support in making yesterday’s event come off so smoothly.* - Corporation for National and Community Service

- *You did such an incredible job. I don’t know how you did it, but YOU DID IT. It was amazing. Everyone had a great time. Thanks for such a wonderful evening.* - Sandra Barksdale, U of M
Last week we co-hosted a conference on our campus with the Institute for Trade and Transportation Studies at the FedEx Institute on Technology. Real quickly I wanted to let you know what a wonderful job the staff of CPO did. The entire team has worked extremely well together to make sure that each of our events is perfect. Our conference included guest from the Department of Transportation of almost every state in the southeast. There were also a number of representatives from national organizations located in Washington DC. So many people commented on how wonderful and surprised they were with the University of Memphis. Conference planning is so much more than just reserving rooms, and Monique and her staff are exceptional in making sure that every detail is covered. The University of Memphis has many “front doors”, and I believe the FIT is one of our best. It is not just the building, but also the staff of CPO that gave our attendees such a wonderful impression of the University of Memphis. I just wanted each of you to be as proud of our CPO team as I am. – Sean Ellis U of M (e-mail to Dr. Raines/Dr. Bingham and Danny Armitage)

CPO assigned me a very friendly, responsive, engaged and knowledgeable coordinator, Lauren Shelley, who was very accommodating. Thanks!- FedEx Services

Courtney, Thanks again for all your help during and after our event your efforts are truly appreciated - Kwabena Anafi, U of M

The best camp experience we have ever had! – National Christian Center

Weaknesses:

Parking garage issues: Constant changes in parking procedures makes it difficult and confusing when exiting garage.

Courtney Shelton was great at fixing our problems that we ran across, but the problems could have been avoided if communication between Michael and Courtney were a little better when the information about our program went from Sales to Operations?

Additional Questions
What can we do to improve your conference and meeting experience overall?

Maintain the employees that you have.

Maybe re-evaluate the chairs? (some participants complained that meeting room chairs were uncomfortable)

I was impressed with everything and everyone!

Maintain the staff that you have, they are extremely professional and friendly.
Total Number of Events:

Total Number of Events for FY10 is 159 Events.

CPO Assisted University Conferences and Events:

1. 2010 MISAC – Provided On-line Registration Assistance, Name Badge Creation and On-Site Assistance
2. New Faculty Orientation – On-Site Assistance, Catering and Name Badge Creation
3. 2010 TN Collegiate Honors Council Conference for the U of M Honors Program – First time hosted by University of Memphis; committee said it was the best one yet! - Assisted with On-line registration, Hotel Accommodations, Evening Event, Catering and On-site Assistance
4. 2010 MidSouth Psychology Conference – Catering, Event Setup and On-site Assistance
5. UC Preview Event – On-line Registration, Catering, Decorations, Invitations, On-site logistics, etc.
6. 2010 STEP Workshop – On-line Registration, Hotel Accommodations, Shuttle Service, Name Badge creation, Conference Give-away item, Catering, On-site Coordination and Assistance
7. The 2010 Federal Bar Association Conference /Downtown Law School – On-site Coordination

CPO Full-Service and/or On-line Registration Projects:

1. TACUHO 2009 Conference – On-line Registration
2. Asentinel 2010 User Conference – Full Service Planning and organizing on and off site from Entertainment, Conference Theme, Hotel Accommodations, Off-site excursions, Transportation, Catering, etc.
3. Institute for Trade and Transportation 2010 Conference – On-line registration and some conference planning and consulting for off-site portion
4. Memphis City Schools Principal Academy – On-line Registration for over 1,000 Registrants! (our largest registration thus far
5. 2010 Cotton Institute Program – CPO manages the entire budget, roughly $500,000 for an 8-week program which brings participants to our campus from all over the world! This year we have 12 different countries represented for a total of 20 participants. Coordination includes, processing and submitting acceptance letters (so that participants can use as proof to obtain travel visas) on-line registration, processing payments, work-orders, travel arrangements, hotel accommodations, text books, classrooms, welcome items, off-site excursions, dinners, over-night trips, participant orientation, graduation, etc.
CPO continues to work closely with the UC staff, Downtown Law School, Public Service, Aramark and the Wilson Center Conference Group and Holiday Inn to make sure each experience at the University of Memphis is a pleasant one.

Revenue Information from Event Software (EMS) for FY10

<table>
<thead>
<tr>
<th>Client Type</th>
<th>Net Sales</th>
<th>(this is up by over $37,000 from last fiscal year)</th>
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</thead>
<tbody>
<tr>
<td>Academic</td>
<td>$51,554.05</td>
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<tr>
<td>Association</td>
<td>$206,783.05</td>
<td></td>
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<tr>
<td>Corporate</td>
<td>$247,145.05</td>
<td></td>
</tr>
<tr>
<td>FIT - Internal Meeting</td>
<td>$51,661.45</td>
<td></td>
</tr>
<tr>
<td>FIT Corporate Partners</td>
<td>$40,209.20</td>
<td></td>
</tr>
<tr>
<td>Government</td>
<td>$37,858.50</td>
<td></td>
</tr>
<tr>
<td>Non-Profit</td>
<td>$37,350.35</td>
<td></td>
</tr>
<tr>
<td>Student Organization</td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Religious Organization</td>
<td>$9,034.00</td>
<td></td>
</tr>
<tr>
<td>U of M</td>
<td>$125,512.78</td>
<td>(this is down by $67,000 from last year; I expect largely due to new UC and budget cuts)</td>
</tr>
</tbody>
</table>

**Total:** $807,108.43