

1. Assessment Plan - Four Column



PIE - Kinesiology, Athletics & Dance: Special Events Unit

Narrative Reporting Year

2017-18

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External Conditions, Trends, or Impacts: More attention than ever outside of our institution is being paid to our Special Events.

Internal Conditions, Trends, or Impacts : There has been a change in the Management of the Special Events structure for the next school year. (2018/2019). The Special Events Director is now a full time, 12 month position. This is a very different plan to running the events than in the previous 70 years of managing the Special Events here at the college. It is a move in the right direction in that the events have grown much larger than ever before and now garner National and International attention. Full time attention and management of our various sport properties is necessary.

Critical Decisions Made by Unit: The management structure mentioned above.

Notable Achievements for Theme D: To Foster an Atmosphere of Cooperation and Collaboration: All events were successful and very well attended. Putting on the Mt. SAC Relays at an off site facility presented some challenges but our staff, students and volunteers did a wonderful job and the event was very well received. Our Cross Country Invitational was not without it's challenges as well this year. Construction on our new stadium presented us with a host of obstacles and logistical issues. The main take away here in regards to this goal is that the students on our team took a strong leadership role in these events. They worked hard and worked well with their peers, the volunteers and the participants. They always do of course but more so this year given the obstacles we faced. They were focused and performed admirably.

Contributors to the Report: Douglas Todd

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
<p>Fund Raise - Raise enough money to put on the Special Events and pay for all costs associated with the events. We are self sufficient and receive no financial assistance from the college.</p> <p>Status: Active</p> <p>Goal Year(s): 2018-19</p> <p>Date Goal Entered (Optional): 09/01/2016</p>	<p>Report directly on Goal</p>	<p>Reporting Year: 2017-18</p> <p>% Completed: 100</p> <p>This is a yearly goal and one in which progress has to, by necessity, be evaluated each and every year. Either we covered our costs at the end of each year or we did not and had to make up the shortfall from our reserves. We did manage to cover all costs this year despite the burden of added expenses and decreased revenue. Both the Cross Country Invitational and the Mt. SAC Relays have had to deal with format changes, location changes and procedural changes because of the ongoing stadium construction. We</p>

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	Report directly on Goal	have lost income in areas like Entry Fees, Parking Revenue, Gate and Vendors Income. In addition to the loss of certain areas of revenue, costs have increased during this time we have been away. Some of these costs have had to do with the necessity to house staff while hosting the event away from campus as well as cutting the number of Cross Country entrants in half because of space restrictions. This cut our Entry Fee Income in half. Increased need for rental trucks, tents, generators security and other things have all added to our bottom line. Despite these issues, both of these events are still managing to cover all costs without pulling from our surplus and are still netting positive. (05/31/2018)
<p>Provide equipment and supplies - These events demand the best equipment and facilities. They also have ever increasing technological needs that require constant updating and software. Status: Active Goal Year(s): 2016-17 Date Goal Entered (Optional): 09/01/2016</p>	Report directly on Goal	<p>Reporting Year: 2017-18 % Completed: 0 This has not been completed as we wait for the new stadium to open. Nothing has changed in regards to our needs however. We are already planning to purchase new technology used to report field event results and share statistical information with the crowd at both the Cross Country Invite and the Mt. SAC Relays. In addition to this need, the newly completed stadium will need all new equipment for various events and competition locations when it comes back on line. Our computers and printers are doing well for now but some aspects of these equipment bundles will need to be replaced in the next few years. Each year begins the annual process of updating software and comparing new software products that have entered the market. Each year we also have to look at all of our equipment and evaluate where each particular piece is in it's functional lifespan. This goal will never be completed .. (05/31/2018)</p>
	<p>Full Funding Requested - With the completion of the new stadium we will need new steeple chase barriers a water jump Lead: Doug Todd One-Time Funding Requested (if applicable): 37500 Planning Unit Priority: High</p>	<p>Reporting Year: 2017-18 % Completed: 0 This is not complete. Only some saved from previous time I was on this program. I need to change but do not know how yet. (05/31/2018)</p>

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
<p>College cooperation - We work very close with a number of areas on campus and need to spend time developing and protecting those relationships.</p> <p>Status: Active</p> <p>Goal Year(s): 2016-17</p> <p>Date Goal Entered (Optional): 09/01/2016</p>	<p>Report directly on Goal</p>	<p>Reporting Year: 2017-18</p> <p>% Completed: 25</p> <p>With the change in my position from a Full Time Professor and Athletic Coach responsible for four sports to Interim Director of Athletics Special Events, I will have more time now to visit with others on campus that either assist us with the Special Events now, work with us on the Special Events or could potentially benefit from an association with the Special Events. There are many areas on campus that we are targeting. Business and Marketing, Graphic Design, Music, Speech, Athletic Training, Broadcasting, Fire Science and Law Enforcement to name just a few. We have always believed that there are wonderful opportunities to involve on-campus groups with many aspects of our Special Events. They offer real world experience for our students.</p> <p>(05/31/2018)</p>
	<p>Full Funding Requested - Special Events Director position switched to manager position.</p> <p>Lead: Doug Todd</p> <p>Planning Unit Priority: High</p>	<p>Reporting Year: 2017-18</p> <p>% Completed: 100</p> <p>Completed. April, 2018. This new position will be responsible for the successful presentation of the Mt. SAC Cross Country Invitational and the Mt. SAC Relays. This position will work under the direction of the Dean of Kinesiology, Athletics and Dance and support the successful presentation of any and all CCCAA Post Season Championship Events assigned to the college by the CCCAA.</p> <p>(05/31/2018)</p>
	<p>No Funding Requested - Design work and advice / assistance with advertising from the college Marketing Office.</p> <p>Lead: Doug Todd</p> <p>Planning Unit Priority: High</p>	<p>Reporting Year: 2017-18</p> <p>% Completed: 0</p> <p>Advice from the College Marketing Office has been available and they are available to us for consultation and direction. However, it became very clear during the early stages of our Olympic Trials preparation that we were not going to be able to rely on them for actual design work. The work load of the college design team office is just too great. Meeting the needs of the college demands their full attention. This goal will be modified to eliminate the possibility of our College Marketing Office actually generating specific projects for us and will reflect their more realistic role as that of someone we can go to for advice and consultation.</p>

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Full Funding Requested - College supported Office assistance/secretarial help.
Lead: Doug Todd
Planning Unit Priority: Medium

(06/01/2018)
Reporting Year: 2017-18
% Completed: 0
 As the Mt. SAC Special Events Office grows the number of sport properties in it's current portfolio and assumes the responsibility for post season CCCAA Athletic Competitions the need for full time office support becomes more apparent. Our current portfolio includes the Mt. SAC Relays, the Mt. SAC Cross Country Invitational, the Foot Locker Western Regional Cross Country Invitational, the LA84 Youth Days Track and Field Event, LA84 Foundation Clinic Series for Elementary and Jr. High Students and the LA84 Coaches Educational Clinic Series. We are planning to add an Elite Athlete Track and Field Meet at the end of summer when our new stadium comes on line as well as taking on hosting responsibilities of a very successful meet held each March called the Meet of Champions. Once the stadium opens again in the Spring of 2020 the California Interscholastic Federation post season championship events will return to us as well. Our events run year round and are year round in planning and organization. They bring National and in some cases International attention to our college. The amount of money the college would have to spend to garner the amount of positive branding for the college that these events accomplish each year was estimated to be just over one million dollars. (Clarence Brown -former Director of Marketing and Communication). There are four other Universities across the country that host major a major athletic event like we do each year that are of the same caliber. (University of Pennsylvania, University of Oregon, Drake University and the University of Texas)
 The people tasked with putting those events on at the institutions just mentioned have the support of full time office assistance and a full time staff of individuals working year round on the presentation of their yearly event. What the Special Events office has been able to do over the decades with people who, have been managing and developing these events part time while still teaching and coaching is basically unheard of. Hosting just one event of

<i>Unit Goals</i>	<i>Resources Needed</i>	<i>Where We Make an Impact: Closing the Loop on Goals and Plans</i>
	<p>Full Funding Requested - Budget set aside for re stripping of track every 3 years. Lead: Doug Todd One-Time Funding Requested (if applicable): 8400 Planning Unit Priority: High</p> <hr/> <p>Full Funding Requested - Allow conference and travel expense budget from school to be used for travel associated with Special Events each year. Lead: Doug Todd One-Time Funding Requested (if applicable): 2500 Planning Unit Priority: High</p>	<p>the magnitude of our events without a full time director and full time office staff support runs contrary to every other business model currently in existence. College support of one full time office support person would be very helpful and seems that the return on that investment would be very high. (06/01/2018)</p> <p>Reporting Year: 2017-18 % Completed: 0</p> <p>No progress has been made as yet because the stadium has not been completed at this time. We need to think of 're-stripping' the track in the same way that we see re-varnishing the gym floor or working on the grass of a soccer field, football field or baseball/softball outfield. Over the years, a sports 'surface' needs some attention and setting aside budget dollars for regular upkeep and maintenance seems to be a worthwhile investment in the long term upkeep of that facility. (06/01/2018)</p> <hr/> <p>Reporting Year: 2017-18 % Completed: 100</p> <p>It appears at this time that this goal has been met. I have access to Conference and Travel funds for college related travel. (06/01/2018)</p>
<p>Community Outreach / Brand Development / College Name Recognition - Place the Name of the Special Events and the College in front of as many people as possible, as many times as possible all throughout the year. Status: Active Goal Year(s): 2016-17 Date Goal Entered (Optional): 09/01/2016</p>	<p>Report directly on Goal</p>	<p>Reporting Year: 2017-18 % Completed: 0</p> <p>This is an ongoing process or goal. It will never be completed but it can be evaluated each year. This year certainly got our name in front of people and in the news across the nation. We were awarded the United States Olympic Trials and we had them taken away. Both stories earned the college news coverage and attention. In addition, we had an amazing list of performances at the Mt. SAC Relays and the Mt. SAC Cross Country Invite. (Relays - 3 meet records, 3 world leading marks, 3 HS meet records, 1 Masters World Record, 84 World Top 20 marks, 5 National HS Leading marks and 12 State HS Leading marks) The Cross</p>

Unit Goals

Resources Needed

Where We Make an Impact: Closing the Loop on Goals and Plans

Report directly on Goal

Country Invite continued to attract top talent from across the State and the top HS runner in the Nation, Claudia Lane from Malibu High set a new meet record as well. Both events cast a very large broadcast net on the internet and the Relays was webcast on USTF.TV this year. That brought us a step closer to becoming a part of their NBC broadcast in the future. (06/01/2018)