

The University of Virginia's College at Wise  
Planning and Institutional Effectiveness

<b>Unit/Department or Functional Area:</b> Special Events / Development	<b>Name and Title of Person Completing Form</b> <i>Debra Wharton, Director</i>
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<b>Mission of Department or Functional Area</b>
<p>The mission of the Office of Special Events is to create meaningful and memorable events that support and strengthen the college and its relationships with many constituencies – donors, alumni, students, community, government leaders, faculty and staff – thus contributing to the accomplishment of objectives in academics, alumni relations, fund raising, student recruitment and image building.</p>

2004-2005				2005-2006		
Expected Outcomes	How Outcomes Will Be Achieved	Method (s) of Assessment and/or Measurement	Results, Evaluation, Use	Expected Outcomes	How Outcomes Will Be Achieved	Method(s) of Assessment and/or Achievement
<p>1. Supported the College's 50<sup>th</sup> Anniversary by working with other offices to create meaningful events that celebrate the past and re-connect the college with people from the first 50 years.</p>	<p>Worked with the Chancellor's office to plan and execute events for former College Board members.</p> <p>Worked with the Alumni Office to plan and execute events centered around homecoming weekend as well as other identified dates.</p>	<p>Evaluated response and number of participants.</p> <p>Used evaluation sheets for each event to assess individual elements and overall success/failure. (Filed in specific event folders).</p>	<p>The Special Events Office was primarily or supportively involved with planning and executing 11 different 50<sup>th</sup> Anniversary events.</p> <p>50<sup>th</sup> Anniversary Events held for former and current College Board members were well attended with 88 people at the dinner and 100 at the Tailgate the following day. Several of the former members were on campus for the first time since their board service to attend these events.</p> <p>The Homecoming Luau, Pioneer Class Luncheon, Alumni Leaders Breakfast, Appalachian Music Festival, Wise Fall Fling Historical Presentation were all very successful in bringing alums from the first 50 years back to campus, many for the first time since graduating. Attendance by alums and community members was excellent at all events. Programs and printed materials were well done and well received, while extensive media coverage brought positive attention to the college.</p>	<p>1. Supported the planning of the upcoming Campaign by working with other offices to create meaningful events that will lead to the Campaign Kick-off in fall 2006.</p>	<p>Worked with the Vice Chancellor and other development staff to plan, create and support upcoming Campaign Cabinet events and meetings both on campus and throughout the region as needed.</p> <p>Identified possible dates for Campaign Kick-off event on campus in September or October, 2006 that is not a home football game weekend.</p> <p>Worked with the Foundation Stewardship Committee to plan Campaign Kick-off event.</p>	<p>Evaluated schedule of events and level of participation at various locations.</p> <p>Used evaluation sheets for each event to assess individual elements and overall success/failure.</p>

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<p>2. Planned and executed appropriate donor recognition and cultivation events.</p>	<p>Worked with other offices within the development unit to identify donor groups to be recognized and invited to specific events.</p>	<p>Evaluated the number and type of events and their intended purpose.</p> <p>Evaluated response and number of participants.</p> <p>Used evaluation sheets for each event to assess individual elements and overall success/failure. (Filed in specific event folders).</p>	<p>The Special Events Office planned and executed 16 different donor recognition and cultivation events. Some were small dinners with specific donors, such as Nancy Smith of the Slemg Foundation, others were tailored for specific groups of donors such as the Richmond Tailgate for athletic donors, the Twinleaf events for retired faculty and staff, the Scholarship Luncheon for Scholarship donors, and the Ladies Spring Luncheon for female donors. The broader base of donors were invited to events such as the Benefactors Celebration, Holiday Open House, and the University Fellow's reception.</p> <p>After analysis of the response and number of participants at these 16 events, at least 2 will probably be discontinued (Graduates Reception and 2<sup>nd</sup> Twinleaf Event) while others will continue as annual or semi-annual events.</p>	<p>2. Planned and executed appropriate donor recognition and cultivation events.</p>	<p>Worked with other offices within the development unit to identify donor groups to be recognized and invited to specific events.</p>	<p>Evaluated the number and type of events and their intended purpose.</p> <p>Evaluated response and number of participants.</p> <p>Used evaluation sheets for each event to assess individual elements and overall success/failure. (Filed in specific event folders).</p>
<p>3. Created events to bring specific external groups to campus and provide a meaningful experience in an effort to build long lasting connections.</p>	<p>Worked with other offices within the development unit, the Chancellor's office, and other campus offices to identify specific groups to be cultivated, recognized and invited to specific events.</p>	<p>Evaluated the number and type of events and their intended purpose.</p> <p>Evaluated response and number of participants.</p> <p>Used evaluation sheets for each event to assess individual elements and overall success/failure. (Filed in specific event folders).</p>	<p>The Special Events Office was involved with planning and executing 8 events for specific external community groups for the purpose of recognition and cultivation such as the Wise Ministers Group Breakfast, the Retired Teachers Luncheon, the Norton Press Dinner, 2 Garden Club events, the Wise Kiwanis Club Dinner and the Texas Club Luncheon.</p> <p>After analysis by the Development staff, several of these events will continue as annual events, such as Norton Press Dinner, Wise Kiwanis and other civic club events. Based on positive feedback from participants, the Retired Teachers Luncheon will be expanded to include teachers from Lee, Scott and Buchanan Counties.</p>	<p>3. Created events to bring specific external groups to campus and provide a meaningful experience in an effort to build long lasting connections.</p>	<p>Worked with other offices within the development unit, the Chancellor's office, and other campus offices to identify specific groups to be cultivated, recognized and invited to specific events. These groups include retired teachers from 5 surrounding counties, newspaper and electoral boards, and other civic clubs as Kiwanis, Lions, Garden, etc.</p> <p>Worked with Chancellor's office to identify specific events in fall semester to introduce the new chancellor.</p>	<p>Evaluated the number and type of events and their intended purpose.</p> <p>Evaluated response and number of participants.</p> <p>Used evaluation sheets for each event to assess individual elements and overall success/failure. (Filed in specific event folders).</p>

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<p>4. Worked with high-profile external agencies to coordinate successful meetings and events on campus.</p>	<p>Worked with agency contact to determine feasibility, needs, and resources.</p> <p>Worked with other offices on campus to coordinate all details related to the event or meeting including facility needs, transportation, sound, catering, set-up, etc.</p>	<p>Evaluated the number and type of events and their target audience.</p> <p>Evaluated the event/meeting in terms of demands on college resources vs. benefits of positive exposure (if any) hosting the meeting might have brought to the college.</p> <p>Used evaluation sheets for each event to assess individual elements and overall success/failure. (Filed in specific event folders).</p>	<p>The Special Events Office worked with 10 different events for high-profile external groups. Four of those events were college initiated such as the dinner for local legislators and the Napoleon Hill Day events with guest speakers' Truett Cathy, Founder and President of Chick-Fil-A, and NASCAR President Mike Helton. The College was asked to host the other six events/meetings including the Governor's Red Carpet Tour Breakfast and the VCEDA coordinated site visits by IBM and Northrup Grummon.</p> <p>Evaluations indicate that all of these events resulted in positive exposure for the college with constituent groups that are not typically on the campus as well as additional media coverage. The demand on college resources was manageable and well supported, including the Governor's visit and use of the Slemp Center Workout facilities.</p>	<p>4. Worked with high-profile external agencies to coordinate successful meetings and events on campus.</p>	<p>Worked with the Chancellor and Vice Chancellor for Finance and Government Relations to identify specific agencies such as LENOWISCO, VCEDA and the Virginia Tobacco Commission to invite on campus for their annual or quarterly meetings.</p> <p>Worked with agency contact to determine feasibility, needs, and resources.</p> <p>Worked with other offices on campus to coordinate event details including facility needs, sound, transportation, catering, set-up, etc.</p>	<p>Evaluated the number and type of events and their target audience.</p> <p>Evaluated the event/meeting in terms of demands on college resources vs. benefits of positive exposure (if any) hosting the meeting might have brought to the college.</p> <p>Used evaluation sheets for each event to assess individual elements and overall success/failure. (Filed in specific event folders).</p>
<p>5. Created memorable events centered around new facility groundbreaking or building dedications.</p>	<p>Planned ceremonies in consultation with the development office, the Chancellor's office, the unit that will operate the facility, and other offices as needed.</p>	<p>Evaluated the number and type of events and their intended purpose.</p> <p>Evaluated response and number of participants.</p> <p>Used evaluation sheets for each event to assess individual elements and overall success/failure. (Filed in specific event folders).</p>	<p>The Office of Special Events worked with other offices to plan and execute three facility dedications during the year – the Stallard Baseball Field, the McGlothlin Hospitality Suite at Carl Smith Stadium and the Betty J. Gilliam Sculpture Garden.</p> <p>In all three cases, the donors attended the event and were pleased with the meaningful programs and presentations. Events were well attended.</p>	<p>5. Created memorable events centered around new facility groundbreaking or building dedications</p>	<p>Planned ceremonies in consultation with the development office, the Chancellor's office, the unit that will operate the facility, and other offices as needed.</p>	<p>Evaluated the number and type of events and their intended purpose.</p> <p>Evaluated response and number of participants.</p> <p>Used evaluation sheets for each event to assess individual elements and overall success/failure. (Filed in specific event folders).</p>
				<p>6. Created memorable events for recognition and acknowledgement of various on-campus constituencies.</p>	<p>Worked with the Chancellor's office to plan and execute meaningful events for students, faculty &amp; staff.</p>	<p>Evaluated the number and type of events, intended purpose as well as the number of participants. Used evaluation sheets for each event to assess individual elements and overall success/failure.</p>

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