Simplifying the Process:
Using Technology to Integrate Event and Program Assessment from Start to Finish
Heather White and Amanda McLellan
East Carolina University
**ECU Fast Facts**

- Nearly **29,000** students
- More than **5,800** faculty and staff
- More than **165,000** living alumni
- Typical student-to-faculty ratio: **18 to One**
- Ethnic minorities make up **26 percent** of undergraduate students, **20 percent** of graduate students, **32 percent** of medical students, and **33 percent** of dental students.
- The average final high-school GPA of 2017 incoming Honors College freshmen is **3.8**.
- Home to **12** colleges and schools including an Honors College and the Graduate School.
- **Economic Impact**
  - Fiscal Year 2012-2013
  - **$2.8 BILLION** in added state income, or the equivalent of **42,798** jobs.
  - 84 bachelor’s, 71 master’s, 2 intermediate, 5 professional doctoral, 13 research doctoral degrees, and 82 departmental certificates.
- In fall 2016, **43 percent** of all degree-seeking students were enrolled in a STEM or health-care program.
Over 100 Events
IMPACT RESEARCH
Invest in the people, tools, and facilities needed to conduct mission-driven research.
SERVE THE PUBLIC
Enhance the quality of life of eastern North Carolinians.
STEWARDSHIP

Keep our commitments while being good stewards of resources entrusted to us.
Event coordinator fills out Event request form

Request is sent to Events & Programs Coordinator (EPC)

EPC enters event into University Events Calendar

EPC enters event into Campus25LIVE System

EPC Approves Request

Approval email is drafted & sent to Event Coordinator and ALS-Events Listserv

EPC meets with Event Coordinator regarding set up

Event coordinator fills out Marketing request form

EPC or event coordinator submits building ops set up request form

EPC meets with building ops staff regarding set up

EPC enters event into ALS internal Calendar

Event is scheduled
Joyner Library Event Request Form (for ALS Employees)

This form notifies library administration of your desire to hold an event in the building. Please allow 48 hours for a staff member to follow up regarding your request.

If you are not an ALS employee, please use this form to submit an event request.

**Official Event Title (required)**

**Briefly describe your event (required)**

1-2 sentences

**Coordinator of Event (required)**

**Email Address (required)**

**Phone (required)**

**Room/Area Preferred (required)**

**Estimated Attendance (required)**

**Target Audience (required)**

**Add this event be added to the ALS event calendar on the library homepage?**

**When does the preferred Room/Area need to be reserved?**

**Room/Area Start Date (required)**

**Room/Area Start Time**

12:00 am

**Room/Area End Date (required)**

**Room/Area End Time**

12:00 am

**What are the times for the actual event?**

**Event Start Date (required)**

**Event Start Time**

12:00 am

**Event End Date (required)**

**Event End Time**

12:00 am

Please indicate your funding requirements by entering a dollar amount for each.

**Food**

**Alcohol**

**Parking**

**Speaker fee**

**Other**

**Please explain 'Other' funding requirements:**

To arrange for meter hoods or more than 25 parking passes for this event, contact Heather White and/or Lou Rook.
Our Commitments

East Carolina University is resolute in honoring the values that have propelled its success over more than a century. As we consider our future, we focus on three commitments that we have identified as critical to our continued growth.

We pledge that ECU will be a national model for Student Success, Public Service, and Regional Transformation. These three tenets are detailed below, outlined by specific goals within each of their parameters.
Administrative Services FY2018 Objectives
July 1, 2017 - June 30, 2018

Create dept./committee objectives with associated measures and timelines

Click on an ALS objective to create and/or edit dept./committee objectives, timelines, and measures.

- **(ALS 1) MAXIMIZE STUDENT SUCCESS: Support excellence, expand opportunity, and celebrate achievement.**
  In conjunction with other ALS departments, recognize student excellence through the administration and promotion of five award programs (Sparrow, Rhem/Schwarzmann, Bassman, Thompson, FOL Purchase Award).
  - Measure: Documentation of Admin Services activities.
  - Timeline: May 2018
  - Outcome:

  Increase student awareness about support services that ALS employees can provide.
  - Measure: Information about ALS employees who offer Safe Zone and/or Green Zone support is visible to students.
  - Timeline: November 2017
  - Outcome:

  - **(ALS 2) IMPACT RESEARCH: Invest in the people, tools, and facilities needed to conduct mission-driven research.**
  In order to better support teaching and research at ECU, conduct a survey of ECJ faculty aimed at assessing current satisfaction with library services and resources and identifying areas for improvement and growth.

- Exposure, manage and track the impact of research produced at ECU to the world
- Collaboratively address the challenges of creating, collecting, publishing, and curating new types of information and scholarly output
- Promote the potential of open research, access, and systems to spur innovation and enhance economic impact
- Catalyze cross-disciplinary work and provide presentation platforms for EUCI scholarship

- Acquire, preserve and make publicly available unique collections that document regional history and culture
- Deliver library resources, services, and programming that facilitate leadership, continuing professional development, and lifelong learning
- Provide diverse cultural experiences that improve quality of life
- Offer guidance to help ECU students and community members become engaged digital citizens

- Embrace a diverse and inclusive university community
- Reward innovation and continuous improvement
- Control costs and diversify revenue streams through grants, partnerships and fundraising
- Reach targets set in the ECU Comprehensive Campaign
Development Process
Brainstorm

- What is broken?
- What do we NEED to assess?
- What COULD this application do to help streamline process?
“Sneak Attack” assessment
Tech Wizards
Beta url: http://150.216.68.251:98/

Request Event

Contact info for non-ECU affiliates. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

You have existing, unsubmitted requests:

Unsubmitted Meeting

Make a New Request  View/Clone Submitted Requests
What & When

Fields marked with an asterisk (*) are mandatory.

Official Event Title *

Sponsoring Department(s) *

Coordinator of Event *

Amanda McLellan

Email Address *

mclellan15@ecu.edu

Phone Number *

737-2780

Are you Academic Library Faculty/Staff? *

Yes  □  No  □

Event Start Date *

Event Start Time *

Event End Date *

Event End Time *

Setup Time Needed? *

□ None  □ 30 minutes  □ 1 hour

Cleanup Time Needed? *

□ None  □ 30 minutes  □ 1 hour

Save & Continue
Who

Estimated Attendance *

10

Who is your target audience? (select as many as apply)

- Undergraduate Students
- Graduate Students
- Faculty/Staff
- Community Members
- K-12
- Area Educators
- Other (describe below)

Are you planning for this event to be a Passport Event? *  
*Yes  ○ No  ○ Unsure

http://www.ecu.edu/cs-studentaffairs/crw/Passport-App.cfm

Save & Continue  Cancel Request
Why

Event Description *
1-2 sentences describing your event
mb1huguyio

What are your goals for this event? *

Which strategic priority does this event best support? (choose one) *

- Maximize Student Success
  Support excellence, expand opportunity, and celebrate achievement

- Impact Research
  Invest in the people, tools, and facilities needed to conduct mission-driven research

- Serve the Public
  Enhance the quality of life of eastern North Carolinians

- Stewardship
  Keep our commitments while being good stewards of resources entrusted to us

How does this event support the chosen strategic priority? *

If additional strategic priorities will be supported, please describe which ones and how.

giowor

Given the goals above, how will you know if this event has been successful? *

ciojawoot243

Save & Continue  Cancel Request
How

Setup (choose one) *
- Lecture/Presentation
- Reception
- Luncheon/Dinner
- Meeting
- Other

Will you be serving food/beverages? *  
- Yes
- No

Logistical Needs (choose all that apply)
- Welcome table
- Food/drink tables
- Microphone
- Powerpoint/other presentation
- Movie/film
- Other (specify below)

Additional Setup Needs

Save & Continue  Cancel Request
Marketing

As an ALS sponsored program, your event will be listed on the University Calendar, and if applicable, a Facebook event will be linked to that calendar posting.

Have you scheduled consultation with our marketing department? *
- Yes
- No

Do you need assistance with:
- Digital marketing materials designed *
  - Yes
  - No
- Print marketing materials designed *
  - Yes
  - No

Other assistance needed

[Submit Request] [Cancel Request]
Manage Events

New/Upcoming Events

New Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test Lecture</td>
<td>Monday, November 27, 2017, 4:00 PM - 6:00 PM</td>
</tr>
<tr>
<td>Test Event</td>
<td>Monday, November 6, 2017, 1:00 PM - 2:00 PM</td>
</tr>
</tbody>
</table>
- Reject or Approve
- Once approved, shortcuts available

<table>
<thead>
<tr>
<th>Event Title</th>
<th>Official Event Title</th>
<th>Sponsoring Department(s)</th>
<th>Coordinator of Event</th>
<th>Email Address</th>
<th>Phone Number</th>
<th>Are you Academic Library Faculty/Staff?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text Lecture</td>
<td>Test Lecture</td>
<td>History</td>
<td>Amanda McLean</td>
<td><a href="mailto:mclellanan15@ecu.edu">mclellanan15@ecu.edu</a></td>
<td>737-2780</td>
<td>Yes</td>
</tr>
<tr>
<td>Starting at</td>
<td>Test Lecture</td>
<td>History</td>
<td>Amanda McLean</td>
<td><a href="mailto:mclellanan15@ecu.edu">mclellanan15@ecu.edu</a></td>
<td>737-2780</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Room Reservation | 25Live | Building Ops Request**
Assessment

Approval Meeting
Monday, October 23, 2017, 6:00 AM - 6:00 PM - Event Details
No feedback received

Upcoming Meeting
Friday, October 20, 2017, 2:00 PM - 3:00 PM - Event Details

Assess Meeting
Friday, October 13, 2017, 1:00 PM - 2:00 AM - Event Details
No feedback received

Submit
Future Plans

• Put it in use
• Get more feedback, iterate
• UX
• Incorporate feedback from other institutions using the software
  • https://gitlab.com/ECU-Libraries/EventAssessment.git
Any questions?
Contact Us

Heather White
whiteh@ecu.edu

Amanda McLellan
mclellana15@ecu.edu