Simplifying the Process:
Using Technology to Integrate Event and Program Assessment from Start to Finish
Heather White and Amanda McLellan
East Carolina University
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 made 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 degrees
- 71 master’s degrees
- 13 professional doctoral degrees
- 2 intermediate degrees
- 5 professional doctoral degrees
- 82 departmental certificates

In fall 2016, 43 percent of all degree-seeking students were enrolled in a STEM or health-care program.
“This area was the African-American area. What they call Downtown, Uptown, whatever you want to say. When changes started to moving and ended up getting rid of the church, it started to change.”

Ben Johnson
(Pictured holding a photo of his grandfather, Caroline Floyd Johnson.)
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 ALS internal Calendar

EPC enters event into Campus25LIVE System

EPC meets with Event Coordinator regarding set up

EPC or event coordinator submits building ops set up request form

EPC meets with building ops staff regarding set up

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

EPC Approves Request

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 

Please avoid abbreviations

Briefly describe your event 

1-2 sentences

Coordinator of Event 

Email Address 

Phone 

Room/Area Preferred 

Estimated Attendance 

Target Audience 

Please add this event to the ALS event calendar on the library homepage?

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

Room/Area Start Date 

Room/Area Start Time

12:00 am

Room/Area End Date 

Room/Area End Time

12:00 am

What are the times for the actual event?

Event Start Date 

Event Start Time

12:00 am

Event End Date 

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.

For more information, please visit the library management website.
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.
MAXIMIZE STUDENT SUCCESS
Support excellence, expand opportunity, and celebrate achievement.

- Load textbook affordability initiatives
- Engage effectively with underserved students, including those from low-income families and rural counties, transfer students, and active military and veterans
- Champion student excellence in research, writing, and creative activity
- Foster graduate student success
- Provide physical and online environments that facilitate and inspire learning and knowledge creation

IMPACT RESEARCH
Invest in the people, tools, and facilities needed to conduct mission-driven research.

- Expose, 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 ECU scholarship

SERVE THE PUBLIC
Enhance the quality of life of eastern North Carolinians.

- 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

STEWARDSHIP
Keep our commitments while being good stewards of resources entrusted to us.

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

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 ECU faculty aimed at assessing current satisfaction with library services and resources and identifying areas for improvement and growth.
  - **Measure:** Survey developed, administered, analyzed, and results shared. Survey administered in spring 2018; analysis completed by Aug. 15, 2018 and shared with faculty by Oct. 30, 2018.
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**

![Official Event Title](image)

**Sponsoring Department(s)**

![Sponsoring Department(s)](image)

**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 Date](image)

**Event Start Time**

![Event Start Time](image)

**Event End Date**

![Event End Date](image)

**Event End Time**

![Event End Time](image)

**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

---

East Carolina University
East Fifth Street | Greenville, NC 27858-4353 USA | 252.328.6131 | Contact Webmaster
Why

Event Description *

2 sentences describing your event

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.

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

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>Amanda McLellan</th>
</tr>
</thead>
</table>

**Test Lecture**  
Monday, November 27, 2017, 4:00 PM - 6:00 PM

<table>
<thead>
<tr>
<th>Amanda McLellan</th>
</tr>
</thead>
</table>

**Test Event**  
Monday, November 6, 2017, 1:00 PM - 2:00 PM
• Reject or Approve

• Once approved, shortcuts available
Assessment

Michael Reece

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

Michael Reece

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

Event Feedback

Close Assessment

Michael Reece

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

Close Assessment
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