

# Student Affairs Annual Report

## Conference and Event Services

### 2023-2024

#### 1. Mission Statement

- UWSP Conference and Event Services encourages, supports, and coordinates education-focused conferences, camps, and meetings across campus while promoting use of campus reservable space and generating revenue for appropriate UWSP resources.

#### 2. Services and Programs

##### 2(a). Relevance:

- **What is the demand for the unit or program's services?**
  - The demand for Conference and Event Services across campus has grown significantly with the creation of the office. Most significantly the department has been charged with bringing the campus together as one unit with reservable space throughout. This is to help increase auxiliary revenue and assist with efforts from Risk Management with Policy 625, Campus Police, and Facility Services.
- **Service Indicators (# of students served, # programs offered, # average attendance at programs/workshops, # presentations and workshops)**
  - Student organization program hours for FY 24 – 6,104 hours for student organization programs/events. Each event/program includes working with the student organization on setup, a/v technology needs, program specific details, and reviewing any policies related to the event.
  - Total student organization bookings served in FY24 – 1,990.

##### 2(b). Quality:

- **How are quality and effectiveness assessed?**
  - Currently, we are only using feedback from clients, as they send it. We have a Microsoft Forms review link that is sent out after events with their invoice, however it has not been completed by any clients.
  - We receive countless personal messages, emails, and cards from our clients thanking us for our fantastic work.
- **How well are functions executed and services provided?**
  - Every event receives the same level of quality service, from fully internal to high profile external events. Some examples of services provided include:
    - Room reservation and tour of spaces available.
    - Custom room setup diagram.
    - Review of youth on campus and risk management policies as needed.
    - Discussion and request for all audio-visual technology needs.
    - Discussion and request for all catering food and beverage needs.
    - Adjustment to all needs one week prior to event with final headcounts.
    - Day of assistance with making sure that all setup and audio-visual needs are taken care of as requested.
    - Day of assistance with decorating as requested.
    - Timely billing based directly off the estimate provided prior to the event.
- **Evidence demonstrating how well the services meet the needs of students.**
  - Quotes from internal UWSP clients:
    - Lisa Hoffman, UWSP Academic Affairs
      - “I cannot thank you enough for all your help prepping for our event and assisting us on the day. As a new hire, I had many questions, and your responses were gracious and helpful. We also experienced a speedbump with the facilities’ maintenance hindering On-Point catering. Again, thank you for walking me through a work around. On

the day, you and Sam were very helpful and responsive as those last-minute unplanned for “asks/needs” invariably surfaced. Also, thank you for troubleshooting the off-site catering delivery hiccup and correctly guessing it was at the wrong door. I appreciated your calm, resourceful demeanor in that moment. The event space was well organized, aesthetically pleasing, and provided all necessary supplies and equipment. I look forward to working with you in the future!”

- Brandin Helmers, UWSP Advancement
  - “Just wanted to send along a quick note of thanks for all your help with the UWSP Foundation Board Meeting this past Friday. Everything went extremely well, and I couldn’t have done it without your help and support, so thank you! I truly appreciate your foresight and ability to read my mind, it’s a pleasure to work alongside you.”
- Quotes from external clients:
  - Briah and Matt, Wedding Client
    - “Hi there you rockstars! Matt and I are so incredible grateful to you both for helping us make our day magical and smooth sailing. You two are seriously the best; we couldn’t have asked for a better wedding team or venue! I’m sorry we didn’t get a chance to say goodbye and thank you to you both in person, but we’re so happy you guys were on our wedding team.”
  - Matt Peeters, Wi Right for Life Summer Camp
    - “First, I want to say thank you for everything that you and the University have done to make this a great experience for us and our campers this year! Things have gone really well for us, and it is a huge improvement from past venues. With that, we would like to see what dates you have available for next year.”
  - Gabrielle Kizewski, Stevens Point Orthopedics:
    - “We had such a great experience with you and the DUC earlier this October for our Joint Celebration, that I wanted to reach out and touch base with you regarding 2024 events. We’d like to host both our May and October Joint Celebration at UWSP in 2024 as well.”

## 2(c). Productivity and Efficiency:

- **What evidence demonstrates the volume of work performed?**
  - Total booking serviced by Conference and Event Services during FY24 was 6,551.
- **How well does the program perform compared to benchmarks?**
  - Total student organization bookings and program hours increased year over year.
    - FY24 – 1,990 bookings and 6,104 event hours.
    - FY23 – 1,784 bookings and 5,375 event hours.
  - Off campus, external revenue billed by Conference and Event Services increased by 150% year over year and 275% since the inception of Conference and Event Services.
    - FY24 - \$53,419.37
    - FY23 - \$21,375.37
    - FY22 - \$14,240

## 3. Major Unit Achievements (*achievements listed should have impacted the rest of your annual report*)

- Increased year over year event revenue FY23 to FY24 for the full year by 33% and by 58% since the inception of Conference and Event Services.
  - FY24 - \$116,466.85
  - FY23 - \$87,612.62
  - FY22 - \$73,860.40
- Increased year over year summer camp/conference revenue for campus by 34% from FY23 to FY24 and by 111% since the inception of Conference and Event Services.

- FY24 - \$454,546.38
- FY23 - \$339,156.93
- FY22 - \$215,521.10
- Was on two live radio shows to reach a larger capacity of our local target market.
- 110+ hours of external networking during FY24 in the community including PCBC events, Mission Networking Events, Signs of Love Wedding Expo, and Stevens Point Wedding Expo. Up 120% in hours networked from FY23.
- Published in two volumes of Premier Bride magazine, added to the Premier Bride website and posted on multiple occasions on their blog and social media channels.
- Hosted second annual Stevens Point Wedding Expo, which brought 150+ guests to see our venue space and raised gross revenue of \$8,000+
- Attended Expo/Trade Shows – attended trade shows in collaboration with On Point Catering to share our wonderful catering samples, pictures, and information on UWSP's Conference and Event Services.
  - Signs of Love wedding expo in Rothchild, WI is held in September 2023 and February 2024.
  - WI Wedding Showcase attended in January 2024.
  - Mission Networking Business Expo in Plover September 2023
  - UWSP Wedding Expo in January 2024.
- Social Media Marketing
  - Instagram
    - @UWSP.events
    - Posting 3-4 times per week
    - 232 followers (account is 1.5 years old)
    - 702 accounts reached on a rolling 30-day average.
    - Surpassed goals of 200+ followers and increased engagement and reach by 900%.
  - Facebook
    - @UW- Stevens Point Conference and Event Services
    - Posting 3-4 times per week
    - 39 likes and 62 followers
      - Increased from 12 likes and 28 followers at end of FY23
    - Surpassed goal to increase to 50 followers by the end of FY24.

#### **4. Inclusive Excellence (*separate each population discussed*)**

- Assisted with the Student Affairs Inclusive Excellence Conference in October 2023.
- Assistance with the Native American Week through multiple meetings with the Native American Center Coordinator, site visits to verify accurate and timely setup, and reservations for all events.
- Continued support of HaSEAC's Annual Taste of Toj Roob the Mountains with reservations for rehearsals, assistance with event and room setup, and regular meetings to make sure the group's vision comes to life.
- Continued support of the English for College and Upward Bound programs through summer camps and conferences.

#### **5. 2024-2025 Department Goals and Priorities (*focus toward 2(a), 2(b), and 2(c) above*)**

##### **2(a) Goals and Priorities**

- Continue to increase revenue through hiring student marketing staff to support and build our web and social media presence.
- Begin utilizing the new revenue sharing model for all summer camps and conferences across campus and act as a one stop model for external groups.

- Advertising and marketing goals:
  - Email Marketing – Conference and Event Services will be doing direct and campaign style emailing starting in FY25. These emails will go to a variety of funeral directors, corporate event planners and conference administrators.
  - Print Marketing
    - Premier Bride Magazine – will continue to be published in their print magazine twice per year and with a multitude of additional postings on their social media and blogging channels.
    - Stevens Point Convention and Visitors Bureau – will be published in the January 2025 edition of the SPCVB magazine along with multiple postings on their website and social media channels.
  - Social Media Marketing
    - Instagram
      - @UWSP.events
      - Continue posting 3-4 times per week
      - Plans to increase video and reels to a minimum of 1 reel or video per week in addition to the 3 pictures posts per week.
      - Goal to increase following to 300 followers by the end of FY25.
    - Facebook
      - @UW- Stevens Point Conference and Event Services
      - Posting 3-4 times per week
      - Goal to increase to 75 likes and 100 followers by end of FY25.
      - Plans to increase video and reels to a minimum of 1 reel or video per week in addition to the 3 pictures posts per week.
  - Radio Advertising
    - Worked with WAV 100.5 on radio advertising and live morning shows and radio advertisements surrounding the UWSP Wedding Expo.
    - Work with NRG Media on both radio advertisements as well as digital advertising packages throughout FY25 to increase the drive for both weddings and conferences.
  - Event hosting/programming
    - Annual Wedding Expo
      - This event brings in about \$8,500 in day of revenue.
      - Additionally, the event brings in over 150 individuals that are directly related to the event and wedding industry in our local markets.
      - Many attendees bring guests that are older professionals in the area; this is great exposure to potential non-wedding clients.
  - Attending Expo/Trade Shows – continue to attend the following trade shows and expos with plans to add additional expos within our local market as they are available.
    - Signs of Love wedding expo in Rothchild, WI twice a year.
    - WI Wedding Showcase is held in Oshkosh, WI twice a year.
    - Mission Networking Business Expo in Plover, WI annually.
    - UWSP Wedding Expo is held on campus annually.
  - Networking
    - Portage County Business Council – active member and attend monthly Business After Hours, morning Business Exchanges and Sales Net lunches. Will use PCBC support when launching new website.

- Hosting PCBC Business After Hours again January 2026, in the Dreyfus University Center.
- Mission Networking – active members and attend morning networking meetings every Wednesday (Wausau) and Friday (Plover). Plans to attend annual business expo (September) and business card exchange/speed networking (quarterly Thursday evening) events.
- IGNITE Young Professionals - increase my activity within this membership, potentially join a committee within the networking group.
- Considering joining HBBA (Helping Businesses Build Assets) of Wausau, was invited by a current member.
- Collaboration on Campus
  - Worked with Alumni Affairs and UCM to create more marketing opportunities such as this example: [How to add some Falcon fun to your wedding day! \(adobe.com\)](#).
  - The photos have been taken by Tom Charlesworth and will be used by UC Marketing and UCM for social media and website postings.

## **2(b) Goals and Priorities**

- Begin utilizing post-event survey to collect data from clients on what went well, would they recommend us, what we can work on, and if they plan to return.

## **2(c) Goals and Priorities**

- Continue to increase revenue with limited staffing and venues available. To complete this, we will need to improve our efficiency of room flips, email response times, and EMS reservation completions.