

Pathway Goal: Community Partnerships

Action Item

4

Report:

Mid-Year: December 2016

Year-End: April 2017

Action Item Description:

Engage with partners to help build intellectual and cultural vitality in the community (excluding the area of K-12 education, which is being addressed by a separate group).

1. Increase community attendance at intellectual/cultural events and venues.
2. Increase community appreciation of UNLV intellectual and cultural programs.
3. Increase financial support for intellectual and cultural programs.
4. Increase number of UNLV/community partnerships that build/support intellectual and cultural programs.
5. Increase number of UNLV experts that speak/contribute to intellectual events hosted throughout the community.
6. Bring more diverse community members to university events by scheduling more programming to attract diverse audiences.

All of these action items refer to “increasing” or “more,” assuming that baselines are collected. However, the first step for all of these actions items is to collect baseline data against which subsequent metrics can be compared. Therefore, the subcommittee:

- Identified the relevant events and venues, and
- Created a Data Framework identifying data elements for units to collect and report going forward.

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Provide a written overview of the year-long process for your working group.

During the past year, this subcommittee completed the following tasks:

- Drafted a spreadsheet of a list of venues and events organized by university administrative unit with point people who could serve as data providers;
- Discussed and reached consensus on the data to collect, including: #attendees; #tickets sold; % or # ticket holders (or attendees) that contribute as donors; any breakdown on community members (non UNLV); any feedback from collected comments.
- Identified and recommend qualitative data collection on community appreciation for events. This data is recommended to be included in a broader community survey. Similar to the item above, there is no way to judge the current level of community appreciation of UNLV programs; thus, there is no easy way to suggest increasing appreciation.
- Drafted a “Data Framework” with each data element (quantitative and qualitative) that exists as well as name of data provider to report to OCE on an ongoing basis. Having reliable data on attendees to campus events, particularly on whether attendees are UNLV affiliates or community members, is the first step in establishing a baseline by which event attendance and appreciation can be measured and compared.
- Asked the Foundation to query development officers for any information about funds raised from attendees at events and to make it an ongoing element for the data framework. Again, this is a case where increasing support is difficult to judge without first obtaining baseline data.
- Suggested additional questions on partnership involvement be added to a campus-wide survey in order to better track UNLV/community partnerships. Again, this was a case where it is difficult to increase activity without first gathering data on the baseline.
- In order to increase the number of UNLV experts that contribute to events throughout the community, we have two recommendations. First, we recommend that a section on expert presentations to the community is added to the FAAR completed annually by faculty. Second, we recommend that questions are added to the faculty/campus survey to identify UNLV expert activities in the community.
- Engaged in a robust discussion about what is meant by strategy 4f, “bring more diverse community members to university events,” and rewrote it as follows:

Existing: Bring more diverse community members to university events by scheduling more programming to attract diverse audiences; Exploration of definitions and tracking of events of interest to diverse communities, reported annually; Exploration of tracking number of partnerships with diverse segments of Southern Nevada community, reported by 7-1-17

Proposed: Identify existing and propose expanded strategies for inclusive programming for all members of our Southern Nevada community; Identify community organizations that are hubs for community activity and conduct focus groups with them about existing and desired partnerships and programming.

2016-17 Accomplishments

1. Drafted a “Data Framework” that includes columns for data definitions as well as data elements collected and proposed for each venue/event, with data provider and frequency of data collection. This Data Framework is designed to enable data providers to funnel data into OCE on an ongoing basis.
2. Related to the first item, drafted a spreadsheet of events/venues organized by university administrative unit, with contact person identified for the collection of existing data.

Recommendations

1. We recommend that each UNLV unit that holds events or has a venue used for events regularly reports the following data elements to OCE:
 - a. Number of events in a fiscal year
 - b. Number of people attending each event
 - c. Break down attendees by community members vs. UNLV affiliates
 - d. Attendee value or appreciation regarding the event/venue
 - e. First-time attendee?
 - f. Is attendee a UNLV donor?
2. We recommend that community members who attend events/venues are:
 - a. Entered into Razor’s Edge (RE) as a contact (perhaps segmented as event attendees)
 - b. Added to mailing lists (perhaps target messages for this RE segmentation)
3. We recommend creating a survey for the broader Southern Nevada community about their attendance and experience with UNLV events/venues, with qualitative questions asking about satisfaction and enjoyment, to better understand UNLV’s impact on the community. We recommend further that these questions are specifically tied to each administrative unit’s events/venues to produce usable data for each area. For instance, list each venue/event on the left and provide a Likert-ranked scale of satisfaction on the right for each. This data should be provided back to each unit, giving them actionable data for continuous improvement.
4. We recommend surveying campus centers, schools, departments, programs, and other organizational units about their institutionalized or formalized community partnerships. We further recommend identification and collection of all existing Memoranda of Understanding (MOUs) and further recommend that future partnerships require MOUs, per NSHE guidelines on interinstitutional collaboration.
5. We recommend that questions about individual activities performed as a “UNLV expert” in the Southern Nevada community be added to a campus-wide survey on community involvement (with a focus on participation in intellectual events). Questions should include name of the sponsoring/requesting group, organization, or venue; if these activities were paid or not; if they have listed themselves on the UNLV Experts directory; method by which the expert was contacted about the activity/event (through the Experts directory, by direct email, etc.).

Recommendations *(continued)*

- | | |
|----|---|
| 6. | We recommend contacting the UNLV Experts as a group (either via a survey or focus groups) to determine if they have been contacted by the community through the UNLV Experts directory, and if so, how often. |
| 7. | We recommend that a section on UNLV experts' activities be added to the Digital Measures form for Faculty Annual Achievement Reports (FAAR). |

2017-18 Next steps

- **What should the goals / activities be for the subcommittee?**
- **Who should be responsible?**

This data collection should be centralized and transferred to the Office of Community Engagement.

Please review the list below and “X” the appropriate box(es).

- | |
|--|
| <input type="checkbox"/> Potential resources required
<input type="checkbox"/> Any reports generated by this working group
<input checked="" type="checkbox"/> Metrics to be used
<input type="checkbox"/> No additional reference material |
|--|

Any additional information you wish to share.

<p>The subcommittee struggled with action 6; we changed the language because the action was not originally drafted by the subcommittee and the members felt it was not framed correctly. Members of the subcommittee struggled with the concept of identifying attendees based on race. The subcommittee feels it is more important to provide inclusive programming for the entire community and to strengthen relationships between the university and all segments of the community. It was further suggested that the university engage community members in conversations about programmatic directions, rather than to presume.</p>

School, Dept, or Office	Venues or Event Names	Contact person	Data point	Frequency	Granularity	Notes
PAC (Performing Arts Center)	Judy Bayley Theatre and Artemus W. Ham Concert Hall (includes: Nevada Conservatory Theatre, School of Music performances)	Lori James, Director of Finance & Guest Relations	Event name	per fiscal year	per event	
PAC (Performing Arts Center)	Judy Bayley Theatre and Artemus W. Ham Concert Hall (includes: Nevada Conservatory Theatre, School of Music performances)	Lori James, Director of Finance & Guest Relations	Renter name for event (may be dept., series, etc.)	per fiscal year	per event	
PAC (Performing Arts Center)	Judy Bayley Theatre and Artemus W. Ham Concert Hall (includes: Nevada Conservatory Theatre, School of Music performances)	Lori James, Director of Finance & Guest Relations	Date of event	per fiscal year	per event	
PAC (Performing Arts Center)	Judy Bayley Theatre and Artemus W. Ham Concert Hall (includes: Nevada Conservatory Theatre, School of Music performances)	Lori James, Director of Finance & Guest Relations	# attendees (total)	per fiscal year	per event	PAC doesn't staff all events; non-staffed events do not have attendance recorded
PAC (Performing Arts Center)	Judy Bayley Theatre and Artemus W. Ham Concert Hall (includes: Nevada Conservatory Theatre, School of Music performances)	Lori James, Director of Finance & Guest Relations	# of tickets	per fiscal year	per event	Some events are free: there are no ticket numbers for these events
PAC (Performing Arts Center)	Judy Bayley Theatre and Artemus W. Ham Concert Hall (includes: Nevada Conservatory Theatre, School of Music performances)	Lori James, Director of Finance & Guest Relations	# of UNLV tickets	per fiscal year	per event	Free events, or ticketed events without a discounted price for UNLV attendees, do not have this category
PAC (Performing Arts Center)	Judy Bayley Theatre and Artemus W. Ham Concert Hall (includes: Nevada Conservatory Theatre, School of Music performances)	Lori James, Director of Finance & Guest Relations	# of community tickets	per fiscal year	per event	Free events, or ticketed events without a discounted price for UNLV attendees, do not have this category
UNLV Galleries	Donna Beam Gallery	Jerry Schefcik, Director, UNLV Galleries	# of attendees per age group (senior, adult, teen, child)	per fiscal year	aggregated across all events	
UNLV Galleries	Donna Beam Gallery	Jerry Schefcik, Director, UNLV Galleries	# of attendees per UNLV status (faculty/staff, student, alumni, other)	per fiscal year	aggregated across all events	
UNLV Galleries	Donna Beam Gallery	Jerry Schefcik, Director, UNLV Galleries	# of attendees per residency (resident or tourist)	per fiscal year	aggregated across all events	
UNLV Galleries	Marjorie Barrick Museum Exhibits	Alisha Kerlin, alisha.kerlin@unlv.edu	# exhibits	per fiscal year	aggregated across all exhibits	
UNLV Galleries	Marjorie Barrick Museum Exhibits	Alisha Kerlin, alisha.kerlin@unlv.edu	# attendees	per fiscal year	aggregated across all exhibits	People counter at gallery entrance, so no tracking of community vs. UNLV participants.
UNLV Galleries	Marjorie Barrick Museum Auditorium (as Venue)	Alisha Kerlin, alisha.kerlin@unlv.edu	# events held at this venue	per fiscal year		Includes receptions, competitions, and Foundation and Alumni events. Also designate specific events as "public cultural events" such as Artist Talks.
UNLV Galleries	Marjorie Barrick Museum Auditorium (as Venue)	Alisha Kerlin, alisha.kerlin@unlv.edu	# lectures held at this venue (related data: lecture title, lecturer name, date)	per fiscal year		Includes UNLV Forum Lecture series and Visiting Artist Lecture series.
UNLV Galleries	Marjorie Barrick Museum Auditorium (as Venue)	Alisha Kerlin, alisha.kerlin@unlv.edu	# tours for community groups	per fiscal year		Includes tours for CCSD students, YMCA, Upward Bound, etc.

UNLV Galleries Marjorie Barrick Museum (as Organizer) Alisha Kerlin, alisha.kerlin@unlv.edu # off-campus organization events per fiscal year Includes National Strength & Conditioning Association, Doctors Without Borders, PBS, and Southern NV Writing Project.

UNLV Galleries Marjorie Barrick Museum Alisha Kerlin, alisha.kerlin@unlv.edu # press stories (and citations, titles, and links to stories in the media about the museum) per fiscal year

School, Dept, or Office	Venues or Event Names	Contact person	Data point	Frequency	Granularity	Notes
UNLV Galleries	Doc Rando Recital Hall Gallery	Jerry Schefcik, Director, UNLV Galleries	NO DATA			
UNLV Galleries	Fischer Gallery	Jerry Schefcik, Director, UNLV Galleries	NO DATA			
UNLV Galleries	Grant Hall Gallery	UNKNOWN	UNKNOWN			
UNLV Galleries	Healy and Hayes Gallery	Jerry Schefcik, Director, UNLV Galleries	NO DATA			
UNLV Galleries	Metcalf Gallery	Jerry Schefcik, Director, UNLV Galleries	NO DATA			
UNLV Galleries	Student Union Art Gallery	Jerry Schefcik, Director, UNLV Galleries	NO DATA (Attendance is not monitored, but are believed to be primarily students)			
Allied Health	School of Community Health Global Public	UNKNOWN	UNKNOWN			
Brookings Mountain West	Lecture Series	William Brown; wbrown3317@gmail.com	# attendees (rough estimate / average)	per academic year	total / per event (just e	Don't track status or affiliation of attendees, though they know that community members regularly attend.
Brookings Mountain West	Colloquia, conferences, etc	William Brown; wbrown3317@gmail.com	# attendees (based on RSVPs)	per academic year	per event	
Brookings Mountain West	Lecture Series / other events	William Brown; wbrown3317@gmail.com	%/# of attendees that are donors		(total?)	
Brookings Mountain West	Lecture Series / other events	William Brown; wbrown3317@gmail.com	downloads from IR (for intellectual content including recorded lectures, papers, etc.)		total	Our intellectual content including printed publications, policy briefs, and other documents as well as recorded lectures, conferences, and other gatherings are placed within the University Libraries' Institutional Repository (IR). This is one important mechanism that allows us track a portion of the use our materials receive. As of this date, the IR reports that we hold 188 "papers" in the database, with 8,381 downloads. Visitors downloaded 170 "papers" in the past 30 days.
Brookings Mountain West	Lecture Series / other events	William Brown; wbrown3317@gmail.com	satisfaction data from the Las Vegas Metro Chamber for "Preview Las Vegas" (regarding Rob Lang's presentation)	per year (?)		We do not have formal surveys or collected comments. The Las Vegas Metro Chamber, hosts of Preview Las Vegas, an economic forecast event held each year that attracts @ 2,000 business and community leaders, reports that Rob Lang's presentation at this event is regularly rated as the most popular.
Lincy Institute	Lectures/Conferences	Caitlin Saladino; caitlin.saladino@unlv.edu	UNKNOWN			
Business	Center for Business and Economic research	John Osborn -- john.osborn@unlv.edu	UNKNOWN			
Business	Lied Real Estate Symposia	John Osborn -- john.osborn@unlv.edu	UNKNOWN			
Business	Lied Real Estate Nevada Housing Forum	John Osborn -- john.osborn@unlv.edu	UNKNOWN			
Education	Summit on Nevada Education	UNKNOWN	UNKNOWN			
Engineering	Conversation with Pioneers Lecture Series	Mohamed Trabia - mohamed.trabia@unlv.edu; data gathered by Molly Marks, molly.marks@unlv.edu	RSVP list of potential attendees	per year (?)	per event (?)	

Engineering	Fred and Harriet Cox Senior Design Competition	Mohamed Trabia - mohamed.trabia@unlv.edu; data gathered by Molly Marks, molly.marks@unlv.edu	attendee names (some include businesses) per year (?)
Fine Arts	Architecture Klai Juba Lecture Series	Alfredo Fernandez-Gonzalez	UNKNOWN
Hotel	UNLVino	Dan McLean, daniel.mclean@unlv.edu	UNKNOWN
Liberal Arts	Black Mountain Institute	???	NO DATA (No formal data gathering happening for their events. They are interested in developing some.)
Liberal Arts	University Forum Lecture Series	???	NO DATA (No formal data gathering happening for their events. They are interested in developing some.)
Liberal Arts	Dept of Anthropology Lecture Series	???	NO DATA (No formal data gathering happening for their events. They are interested in developing some.)
Law	Saltman Lectures	Jeanne Price -- jeanne.price@unlv.edu	UNKNOWN
Law	Gaming Regulation	Jeanne Price -- jeanne.price@unlv.edu	UNKNOWN

School, Dept, or Office	Venues or Event Names	Contact person	Data point	Frequency	Granularity	Notes
Law	Health Law Program Speaker Series	Jeanne Price -- jeanne.price@unlv.edu	UNKNOWN			
Law	Saltman Center for Conflict Resolution	Jeanne Price -- jeanne.price@unlv.edu	UNKNOWN			
Sciences	Geosciences Seminars	Javier Rodriguez, javier.rodriguez@unlv.edu; Terry	# attendees (includes students)	per year		
Sciences	Geosciences Seminars	Javier Rodriguez, javier.rodriguez@unlv.edu; Terry	# donors (including sponsors)	per year		
Sciences	Geosciences Seminars	Javier Rodriguez, javier.rodriguez@unlv.edu; Terry	# alumni attendees	per year		
Sciences	Physics and Astronomy Colloquium	George Rhee, grhee@physics.unlv.edu	# attendees	per year (?)		
Sciences	Symposia (?) Mount Charleston Science S	Javier Rodriguez, javier.rodriguez@unlv.edu	UNKNOWN			
University	Barrick Lecture Series	Alisha Kerlin, Interim Director	UNKNOWN			
University	Foundation Annual Dinner	UNKNOWN	UNKNOWN			
University Alumni Relations	Rebel Business Network	UNKNOWN	UNKNOWN			
University Libraries	Exhibits	Starr Hoffman / Exhibits Committee	Exhibit title	fiscal year	per exhibit	
University Libraries	Exhibits	Starr Hoffman / Exhibits Committee	Total number of exhibits	fiscal year		
University Libraries	Exhibit Opening Events	Starr Hoffman / Lonnie Marshall	Event title, date, start time	gathered monthly / re	per event	
University Libraries	Exhibit Opening Events	Starr Hoffman / Lonnie Marshall	type of event (panel, lecture, etc.)	gathered monthly / re	per event	
University Libraries	Exhibit Opening Events	Starr Hoffman / Lonnie Marshall	Event format (activity, author event,	gathered monthly / re	per event	
University Libraries	Exhibit Opening Events	Starr Hoffman / Lonnie Marshall	location	gathered monthly / re	per event	
University Libraries	Exhibit Opening Events	Starr Hoffman / Lonnie Marshall	partners or collaborators (if relevant)	gathered monthly / re	per event	reported only if there was a partner or collaborating organiz
University Libraries	Exhibit Opening Events	Starr Hoffman / Lonnie Marshall	# total attendees	gathered monthly / re	per event	
University Libraries	Exhibit Opening Events	Starr Hoffman / Lonnie Marshall	# of community/public attendees	gathered monthly / re	per event	reported for most events, but not all
University Libraries	Exhibit Opening Events	Starr Hoffman / Lonnie Marshall	# of attendees per UNLV status (faculty/staff, student, alumni, other)	gathered monthly / re	per event	reported for most events, but not all
University Libraries	Exhibit Opening Events	Starr Hoffman / Lonnie Marshall	# of attendees that are UNLV Libraries donors	gathered monthly / re	per event	reported for most events, but not all
University Libraries	Exhibit Opening Events	Starr Hoffman / Lonnie Marshall	target audience (alumni, community, UNLV group, etc.)	gathered monthly / re	per event	reported for most events, but not all
University Libraries	Exhibit Opening Events	Starr Hoffman / Lonnie Marshall	other attendees characteristics (first time attendees to Libraries event, K12 school teachers, international visitors, guest researchers)	gathered monthly / re	per event	reported for most events, but not all
University Libraries	Business by the Book Workshop Series	Starr Hoffman / Patrick Griffis	# total attendees	reported every six mc	per workshop	
University Libraries	Business by the Book Workshop Series	Starr Hoffman / Patrick Griffis	attendee satisfaction data (survey)	reported every six mc	aggregated per month	
University Libraries	Business by the Book Workshop Series	Starr Hoffman / Patrick Griffis	# community attendees	reported every six mc	per workshop	
University Libraries	Business by the Book Workshop Series	Starr Hoffman / Patrick Griffis	event co-sponsor or partner (if relev	reported every six mc	per workshop	reported only if there was a partner or collaborating organiz
University Libraries	Eadington Fellows Colloquium Series	Starr Hoffman	# total attendees	fiscal year	per event	
University Libraries	Eadington Fellows Colloquium Series	Starr Hoffman	type of event (panel, lecture, etc.)	fiscal year	per event	
Urban Affairs	Scholar Series	Tara Emmers-Sommer, AD for Research & Gradua	UNKNOWN			
Urban Affairs	KUNV	Tara Emmers-Sommer, AD for Research & Gradua	UNKNOWN			
UNLV Dining	Lunch events (e.g., Dine with a Dietician)	Anna Brandenberger, brandenberger-anna@aramc	UNKNOWN			

Events	Renter	Date	Attendance	# of Tickets	UNLV tickets	Community tick
MD Souse Foundation Concert	UNLV School of Music	July 12, 2015	367			
NCT Ace	Nevada Conservatory Theatre	August 23, 2015	482	548		
CM La Belle Epoque	UNLV Chamber Music Series	September 16, 2015		148	63	85
State of University Address	Office of the President	September 17, 2015	502			
MD Jazz Ensemble Concert - 09/20	UNLV School of Music	September 20, 2015	191	427	41	386
MD UNLV Symphony Orchestra 1	UNLV School of Music	September 21, 2015	145	157	70	87
NCT Water By The Spoonful	Nevada Conservatory Theatre	September 27, 2015		833	364	469
MD Wind Orchestra 1 - Raise The Roof	UNLV School of Music	October 1, 2015	532	795	53	742
PAC National Circue & Acrobats of China	UNLV Performing Arts Center	October 2, 2015	210	227	20	207
NCT Much Ado About Nothing	Nevada Conservatory Theatre	October 11, 2015	1,188	1,265	508	757
MD Jazz Ensemble Concert - 10/13	UNLV School of Music	October 13, 2015	113	294	68	226
UD High School Dance Day	UNLV Department of Dance	October 16, 2015	403			
UD In Orchestra 2	UNLV Department of Dance	October 17, 2015	1,438	1,603	559	1,044
MD Great Spirit of Love	UNLV School of Music	October 20, 2015	232	262	100	162
CM Pacifica Quartet	UNLV Chamber Music Series	October 22, 2015	99	106	40	66
MD Band of La Croix Valmer	UNLV School of Music	October 22, 2015	247			
MS Well-Strung	Charles Vanda Master Series	October 24, 2015	142	157	12	145
MD Community Band Concert 1	UNLV School of Music	November 4, 2015	100	112	26	86
Rebel Variety Show	Office of Civic Engagement & Diversity	November 5, 2015	1,067		1,067	
NCT The Hound of the Baskervilles	Nevada Conservatory Theatre	November 8, 2015		1,312	373	939
Majorie Speer Memorial	Office of Senior Vice-Provost	November 12, 2015	60			
MD Trial by Jury	UNLV School of Music	November 13, 2015		295	153	142
MD Jazz Ensemble Concert - 11/16	UNLV School of Music	November 16, 2015	106	146	41	105
MD Jazz Ensemble Concert - 11/17	UNLV School of Music	November 17, 2015	93	140	60	80
MD Jazz Ensemble Concert - 11/18	UNLV School of Music	November 18, 2015	87	121	39	82
MD Wind Orchestra 2 - President's	UNLV School of Music	November 19, 2015	569	921	76	845
MD What Sweeter Music	UNLV School of Music	November 20, 2015		176	78	98
CG Classical Gas	Allegro Guitar Series at UNLV	November 21, 2015	166	176	91	85
MD NATS Recital	UNLV School of Music	November 21, 2015	110			
UD Choreographies	UNLV Department of Dance	November 21, 2015		648	352	296
MD Suzanne Stone Recital	UNLV School of Music	November 24, 2015	64			
MD Viva Italia	UNLV School of Music	December 3, 2015		135	71	64
PAC Rockapella's Holiday Concert	UNLV Performing Arts Center	December 5, 2015	335	392	15	377
NCT A Christmas Carol	Nevada Conservatory Theatre	December 13, 2015	2,110	2,268	492	1,776
CM Amernet String Quartet	UNLV Chamber Music Series	January 28, 2016	90	98	28	70
MD Jazz Ensemble Concert - 02/02	UNLV School of Music	February 2, 2016	118	151	63	88
MS Sarah Chang	Charles Vanda Master Series	February 6, 2016	286	317	75	242
BL Fareed Zakaria	Barrick Lecture Series	February 9, 2016	1,205			
MD UNLV Symphony Orchestra 2	UNLV School of Music	February 17, 2016	101	110	51	59
CG Andrew York	Allegro Guitar Series at UNLV	February 20, 2016	230	245	132	113
MATHCounts	UNLV College of Engineering	February 20, 2016	225			
NCT To Kill A Mockingbird	Nevada Conservatory Theatre	February 28, 2016	2,788	2,502	688	1,814
MD Symphonic Winds Concert 1	UNLV School of Music	March 1, 2016	120	258	27	231
MD Something for Everyone	UNLV School of Music	March 5, 2016		136	23	113
UD Cycles of Motion	UNLV Department of Dance	March 5, 2016	1,050	1,215	538	677
MD Paul Coladarci Scholarship Concert	UNLV School of Music	March 6, 2016	136	281	2	279
MD Wind Orchestra 3 - 3 Steps	UNLV School of Music	March 10, 2016	402	799	69	730
NCT subUrbia	Nevada Conservatory Theatre	March 13, 2016		847	454	393
MS Polish Baltic Philharmonic	Charles Vanda Master Series	March 17, 2016	219	248	28	220
MD La Boheme	UNLV School of Music	March 19, 2016	514	534	159	375
MD Carl Fontana Tribute	UNLV School of Music	March 20, 2016	106	111	6	105
PAC The Soul of Klezmer	UNLV Performing Arts Center	April 2, 2016	127	138	0	138
TEDxUNLV	UNLV Alumni Association	April 8, 2016	150	175	0	175
CG Duo Deloro	Allegro Guitar Series at UNLV	April 13, 2016	137	154	90	64
MD Home Concert	UNLV School of Music	April 15, 2016		79	23	56
MD Symphonic Winds Concert 2	UNLV School of Music	April 19, 2016	322	465	51	414
MD Crossing Over	UNLV School of Music	April 22, 2016		142	56	86
MD Crown of Thorns	UNLV School of Music	April 23, 2016	175	225	106	119
BL Doris Kearns Goodwin	Barrick Lecture Series	April 25, 2016	1,357			
MD Community Band Concert 2	UNLV School of Music	April 27, 2016	209	309	24	285
MD Masterworks	UNLV School of Music	April 30, 2016	296	332	116	216
UD Trajectories	UNLV Department of Dance	May 1, 2016		778	488	290
MD Jazz Ensemble Concert - 05/02	UNLV School of Music	May 2, 2016	43	85	19	66
MD Elementary Choral Festival	UNLV School of Music	May 3, 2016	357			
MD Jazz Ensemble Concert - 05/03	UNLV School of Music	May 3, 2016	116	145	39	106
MD Jazz Ensemble Concert - 05/04	UNLV School of Music	May 4, 2016	71	112	15	97
NCT Kiss Me Kate	Nevada Conservatory Theatre	May 8, 2016	1,821	2,078	683	1,395
Nursing Recognition Ceremony 3	UNLV School of Nursing	May 12, 2016	405			
MD Inspire the World	UNLV School of Music	May 22, 2016	130	1,273	1	1,272
TOTALS			24,464	28,006	8,886	19,639

TOTAL FY16 ATTENDEES PER AGE GROUP

Seniors	5%	462
Adults	77%	7115
Teens	15%	1386
Children	3%	277
		9240

TOTAL FY16 ATTENDEES PER UNLV STATUS

UNLV Faculty/Staff	10%	924
UNLV Students	78%	7207
UNLV Alumni	7%	647
Other	5%	462

TOTAL FY16 ATTENDEES PER RESIDENT/TOURIST

Residents	95%	8778
Tourists	5%	462

The Donna Beam Gallery does not require tickets for exhibitions or events. There is a people counter installed at the entrance to the gallery. The following breakdown is based on observations of guests coming into the gallery. Estimates are given for three different metrics for Donna Beam Gallery.

The other galleries that are part of UNLV Galleries are not equipped with counters. They are the Jessie Metcalf Gallery in the Tam Alumni Center, Student Union Art Gallery, Healy and Hayes Gallery in the Ham Concert Hall lobby*, the Fis

*Please note that the figures for tickets to Ham Concert Hall events will reflect attendance to the Healy and Hayes Gallery, because the ga

y. For FY 15-16 there were 9240 counted visitors to the gallery.
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cher Gallery in the Judy Bayley Theater lobby, and the Doc Rando Recital Hall Lobby Gallery.

allery is in the lobby of the concert hall and all attendees have to pass through the gallery to enter the concert hall.

Id	Start Date	Start Time	Entered by	Notes	Date of Event	Start Time of Event	Event Title:	Event Type	Event Format	Location	Co-sponsored?	Partners/Collaborators:	Target Audience	Total # attendees	# of first time p	# attendees - Al	# attendees - Dr	# attendees - Cr	# attendees - K	# attendees - In	# attendees - Gi	# attendees - U1	# attendees - U2	# attendees - U3	# attendees - O1
34259049	2/27/2017	15:19	Lonnie Marshall		2/16/2017	3:00	The African American Experience in La	Development & Fundraising;Spe	Other(Documentary Viewing and Other)	Historic Westside St	Yes	Vegas PBS, City of Las Vegas	Alumni;Community/Public;Donor/Invi	82	51	1	6	41				1		4	7
33986471	2/27/2017	15:16	Lonnie Marshall		2/2/2017	5:30	Imagining Las Vegas: An Evening with	Development & Fundraising;Spe	exhibit opening	Goldfield	No		Alumni;Donor/Invited Guest	55	12	12	15	20				4		7	4
33666646	10/24/2016	17:30	Arch Studies Library	Eric Logan - Western Housing			KJW Lecture	Hosting for Campus Entity	lecture	ASL Gallery	Yes	UNLV School of Architecture	Community/Public;UNLV Faculty/Staff	123				0	23			16	18	65	1
33665830	10/10/2016	17:30	Arch Studies Library	Hadrian Predock - UCLA			KJW Lecture	Hosting for Campus Entity	lecture	ASL Gallery	Yes	UNLV School of Architecture	Community/Public;UNLV Faculty/Staff	159				0	26			19	21	92	1
33666744	9/30/2016	16:30	Arch Studies Library				AIA Menotring Program Kick-off	Hosting for Campus Entity;Hostir	lecture	ASL Gallery	No	UNLV School of Architecture	Community/Public;UNLV Faculty/Staff	56				0	16			8	12	20	
33665806	9/16/2016	16:00	Arch Studies Library	Alan Hess - Mid Century Architecture			KJW Lecture	Hosting for Campus Entity	lecture	ASL Gallery	Yes	UNLV School of Architecture	Community/Public;UNLV Faculty/Staff	203				0	37			26	28	111	1
33665770	9/16/2016	14:30	Arch Studies Library	Reed Kroloff - Construction Practices			KJW Lecture	Hosting for Campus Entity	lecture	ASL Gallery	Yes	UNLV School of Architecture	Community/Public;UNLV Faculty/Staff	165				0	25			19	28	92	1
33665696	9/16/2016	13:00	Arch Studies Library	Jose Galarza - Desert Construction			KJW Lecture	Hosting for Campus Entity	lecture	ASL Gallery	Yes	UNLV School of Architecture	Community/Public;UNLV Faculty/Staff	154				0	16			16	27	94	1
33665662	9/15/2016	17:30	Arch Studies Library	Wendell Burnett - Desert Houses			KJW Lecture -	Hosting for Campus Entity	lecture	ASL Gallery	Yes	UNLV School of Architecture	Community/Public;UNLV Faculty/Staff	154				0	21			13	27	95	1
33665513	9/5/2016	17:30	Arch Studies Library	Elizabeth Smith - Case Study Houses			KJW Lecture -	Hosting for Campus Entity	lecture	ASL Gallery	Yes	UNLV School of Architecture	Community/Public;UNLV Faculty/Staff	176				0	30			20	30	95	1
33665158	8/31/2016	13:00	Arch Studies Library				All School Meeting	Hosting for Campus Entity	meeting	ASL Gallery	No	UNLV School of Architecture	UNLV Faculty/Staff;UNLV Graduate/Pr	134				0	0			15	25	93	1

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NOTE: The Libraries has recently changed what data it gathers on events, so this data is for FY17 to date, as it is more representative of the data we now collect.

Lib-Biz By Book - 2016

Id	Start Date	Start Time	End Date	Entered by	Notes	Event Name	Event/Activity D	Involvement	Library	Event Type	Library Departm	Non-Library Co-	List Co-Sponsor(Event Format(s)	Location	"Other" Locatio	Primary Audien	# of Primary Au	Additional Audi	# of All Addition	Total # (all audie
33622715	10/5/2016	16:00	3/30/2017	Patrick Griffis		Business by the 90 Minutes				Non-Course Inst Liaisons		Yes	Rebel Business I Workshop	Lied	Lied Pioche	Other		15	Other		16
31906258	8/17/2016	18:00	9/2/2016	Patrick Griffis		Business by the Book	Patrick Griffis			Outreach & Eng Liaisons		No	Workshop	Lied: Amargosa		Community/Put		16	UNLV Faculty/St	1	17
33622694	8/17/2016	16:00	9/2/2016	Patrick Griffis		Business by the 90 Minutes				Non-Course Inst Liaisons		Yes	Rebel Business I Workshop	Lied	Lied Pioche	Other		15	Other		16
33622693	6/15/2016	16:00	9/2/2016	Patrick Griffis		Business by the 90 Minutes				Non-Course Inst Liaisons		Yes	Rebel Business I Workshop	Lied	Lied Pioche	Other		15	Other		18
33622684	4/20/2016	16:00	9/2/2016	Patrick Griffis		Business by the 90 Minutes				Non-Course Inst Liaisons		Yes	Rebel Business I Workshop	Lied	Lied Pioche	Other		15	Other		15

Brookings 2009-16

98 visits from Brookings scholars.

55 different scholars

85 public lectures

72 KNPR interviews

426 local and national media stories

14 colloquia/events/conferences

188 "papers" deposited in DigitalScholarship@UNLV (institutional repository)

8,381 downloads of "papers" in DigitalScholarship@UNLV (institutional repository)

Citations for press coverage of Barrick Museum events/exhibits

- "Best of Las Vegas." Las Vegas Review Journal. 06 Nov. 2016
- "Ellsworth Kelly's Famed Abstract Prints Bring Color to Vegas." Vegas Magazine. 25 Apr. 2016
- Baude, Dawn-Michelle. "Artistic Styles and Messages Collide in the Sharply Cohesive 'FIVE'." Las Vegas Weekly. 25 May 2016
- Baude, Dawn-Michelle. "Best of 2016: Fine Art." Las Vegas Weekly. 22 Dec. 2016
- Baude, Dawn-Michelle. "Edward Burtynsky Considers a Petroleum-Drunk World in 'OIL'." Las Vegas Weekly. 07 Dec. 2016
- Baude, Dawn-Michelle. "Ellsworth Kelly's Masterful Abstraction Vibrates the Eyes and the Mind." Las Vegas Weekly. 04 May 2016
- Cling, Carol. "Ellsworth Kelly's deceptively simple works on display at Barrick Museum." Las Vegas Review Journal. 10 March 2016
- Cling, Carol. "Photographer turns lens to impact of oil on the world." Las Vegas Review Journal. 29 Sep. 2016
- Cling, Carol. "Works of former UNLV artists-in-residence on display in 'Five'." Las Vegas Review Journal. 02 June 2016
- Craddock, Jan. "UNLV Marjorie Barrick Museum Presents Edward Burtynsky: OIL." BLVDS LV. 28 Oct. 2016
- Davis, Buford. "Crude Language."Luxury Las Vegas. Dec-Jan. 2017 issue
- Dickensheets, Scott. "Petroleum gothic: Edward Burtynsky's 'Oil' at the Barrick Museum." Nevada Public Radio. 30 Nov. 2016
- Kerlin, Kveck, Sole. "5 for FIVE: Ash Ferlito." Settlers and Nomads. 2016
- Kerlin, Kveck, Sole. "5 for FIVE: David Gilbert." Settlers and Nomads. 2016
- Kerlin, Kveck, Sole. "5 for FIVE: Deborah Aschheim." Settlers and Nomads. 2016
- Kerlin, Kveck, Sole. "5 for FIVE: Erin Cosgrove." Settlers and Nomads. 2016
- Kerlin, Kveck, Sole. "5 for FIVE: Lucky DeBellevue." Settlers and Nomads. 2016
- Monlocha, Danaï. "Cultural Escapes In The City of Sin, The 10 Best Artistic Attractions In Las Vegas." Culture Trip. 06 Dec. 2016
- Moretti, Matthew. "50 States Series: Museums Worth Traveling For (2016 Edition!)." Flipkey. 30 March, 2016
- Peterson, Kristen. "A-Bombs, Showgirls and African Masks: A Museum Rhapsody in Las Vegas." Las Vegas Weekly. 3 Mar. 2016
- Peterson, Kristen. "Barrick Museum Director Aurore Giguet is leaving Las Vegas." Las Vegas Weekly. 25 May 2016
- Peterson, Kristen. "Make Art at the Barrick: Visitor Made has Guests Responding to Exhibits." Las Vegas Weekly. 24 Feb. 2016
- Peterson, Kristen. "This Week in Arts: Ellsworth Kelly, Mozart and Artprize in Vegas." Las Vegas Weekly. 09 Feb. 2016
- Peterson, Kristen. "The Barrick Museum Teaching Gallery UNLV Faculty taping into the Collections." Las Vegas Weekly. 27 Jan. 2016
- Ranan, Ashley. "Ellsworth Kelly Exhibition at UNLV." Youtube. 10 Mar. 2016
- Sole, D.K. "Lecture Preview: Photographer Edward Burtynsky on Oil." UNLV News Center. 25 Oct. 2016
- Spear, Rosalie. "Local Artist Mikayla Whitmore gets Glittery 'This Time Around'." Las Vegas Weekly. 15 Sep. 2016
- Wasser, Fred. "What Makes A Museum Successful?" Nevada Public Radio. 14 Jan. 2016

- 29,981 people counter for gallery entrance
- 45 total campus events (includes community events and campus-only events)
- 21 total public cultural events (specific category of events)
- 20 tours (both internal campus groups and community groups)
 - 6 large off-campus organization events
 - 8 exhibitions
- 22 museum lectures
- 16 cosponsored university forum lectures
- 15 events (museum-specific/produced, not just hosting events)
- 2 screenings

Exhibitions

Edward Burtynsky: Oil
Ellsworth Kelly
Five
In Transition
Showing the Need for Connection
Staff Picks in the Teaching Gallery
This Time Around: Mikayla Whitmore
Unseen Selections
Fifty Years

Museum Lectures

Lecture by Dr. Ajay Kapur titled "Innovative Platforms"
 Visiting Artist: Daniel Bozhkov
 Visiting Artist: Zarouhi Abdalian
 Visiting Artist: Hannah Greely
 Land Art Conversation with the Nevada Museum of Art
 Arty Tea Party II discussion on Public Art with Bob
 University Forum lecture with Edward Burtynsky
 Artist talk with Mike Callway Fagen
 Visiting Artist Corin Hewitt
 Visiting Artist: Jim Lee
 Visiting Artist: Mads Lynnerup
 Visiting Artist: Jim Shaw (reception)
 Visiting Artist: Emily Mast
 Visiting Artist: Jenny Odell
 Visiting Artist: Margaret Honda
 Visiting Artist Hernan Bas
 Shoji Satake: Visiting Artist Lecture
 Arty Tea Party with Angela Brommel and Kristen
 Neon Playground: Neon Museum Parent AIR
 Talk: Printmaking with Erik Bean
 Barrick Talks: Justin Favela
 Barrick Talks: Wendy Kveck and JK Russ artist talk.

Cosponsored University Forum Lectures

Originalism After Scalia Wednesday, September 07,
 Conserving America's National Parks During An Era
 Risky Business on the Campaign Trail: Why
 American Indians and U.S. Presidents: Building
 Thomas Hobbes and Public Order Wednesday,
 Gender Watch in the 2016 Presidential Campaign
 Territory's Continuing Allure (Coping With A Fast-
 Photographer Edward Burtynsky on Oil Wednesday,
 Women At Risk: HIV and Women of Color Friday,
 The King of Spades in an Age of Revolution: French
 Peopling the Americas: Ancient Genomes,
 Leveraging A Liberal Arts Degree for Financial
 America's Most Famous Indian: The Cultural and
 Wave Phenomena and the Mechanisms of Creativity
 US-China Relations: Coping with the Three "Nots"
 School's Out: Gay and Lesbian Teachers in the

Events

Visitor-Made: Drawing from Oil
 Visitor-Made with Neon Museum AIR Mikayla
 Opening Reception for Mikayla Whitmore: This Time
 Visitor Made: In Transition
 Visitor-Made: David Gilbert
 Visitor-Made, Ash Ferlito
 Visitor-Made: Lucky Debellvue
 Opening Reception: Five
 Visitor Made: Found Rock/ Found Object
 Study Break: Stained Glass Summer
 Visitor-Made: Big Kid/ Little Kid Collaboration
 Slow Art Day
 Visitor Made: Sticker Stories
 Exhibition Ellsworth Kelly

Screenings

Ellsworth Kelly:
 Lucy Raven

GeoSymposium 2016:

Total # of attendees that registered (including students): 108

that donated: 42, including sponsors (i.e. Newmont, Barrick, etc)

of alumni that attended: 10

We can expect similar numbers this year. So far,

Year to date (04.20.2017), GeoSymposium 2017:

Total # attendees registered: 124

that donated: 12 (keep in mind most of this comes from the silent auction during the event)

of alumni attending: 7