**Pathway Goal:** Community Partnerships     **Report:** Year-End: May 2018
**Action Item #**   4

**Action Item Description:**

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| Goal: Engage with partners to help build intellectual and cultural vitality in the community.<br><br> Actions:<br>1.  Increase community attendance at intellectual/cultural events and venues.<br>2.  Increase community appreciation of UNLV intellectual and cultural programs.<br>3.  Increase financial support for intellectual and cultural programs.<br>4.  Increase number of UNLV experts that speak/contribute to intellectual events hosted throughout the community.<br>5.  Bring more diverse community members to university events by removing barriers, involving diverse communities in events planning, and scheduling programming that reflects diverse communities. |

**Submitted By:**

| Name | Department |
|---|---|
| Staff Hoffman | Planning and Assessment, University Libraries |

**Working Group Members:**

| Name | Department |
|---|---|
| Staff Hoffman | Planning and Assessment, University Libraries |
| Jennifer Keene | Liberal Arts |
| Chad Warren | UNLV Philanthropy and Alumni Engagement |
| Todd Robinson | History |
| Larry Henley | Fine Arts |
| Maggie Farrell | Library |
| Michelle Light | Special Collections, University Libraries |
| | |

**Process and Timeline: Provide a brief summary of the year-long process for your working group.**

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| 1. a) Attendance at events and in gallery venues as identified through ticket sales and other local data collection, tracked by various venues, reported annually. (Libraries)<br>    b) Explore collaborating with Athletics on their tracking of community attendance. (Libraries) |

**Process and Timeline (con't):**

2. a) Data and open-ended responses gathered through surveys, conducted by venues, reported annually. Will develop and pilot this process in 2017-2018. (Libraries)
3. a) Amount of funding raised for units/venues identified above, tracked by the UNLV Foundation. (Foundation)
   b) Exploration of the UNLV Libraries' data on first time attendees at UNLV events as an indication later propensity to donate to UNLV. (Libraries / Scott Roberts)
4. a) Exploration of ways to track the number of experts who present at non-UNLV public events, reported annually by University Libraries. (Libraries)
   b) Exploration of research expertise of interest to diverse communities in the region. (Libraries)
5. a) Data and open-ended responses gathered through surveys or interviews, to identify barriers to diverse audiences attending UNLV public events. (Libraries)
   b) Exploration of ways to 1) involve diverse communities in event planning and 2) encourage campus event planners to reflect diverse communities in their programming. (Libraries)
   c) Exploration of how to ethically track/substantiate a potential increase in event attendance by diverse communities. (Libraries)
   d) Exploration of tracking number of partnerships with diverse segments of Southern Nevada community. Collaborate with Facilitating Community Engagement on information gathered on community partnerships through Community Engagement Survey. (Libraries)

**Describe what has been accomplished so far this year.**

Committee members have met and discussed issues and goals around encouraging greater community engagement with UNLV intellectual and cultural events. Members have identified UNLV staff with expertise in event coordination and related areas.

**Identify next steps.**

Committee members are currently exploring a discussion between various events coordinators across UNLV to address barriers to community attendance at campus events, and related issues. Members are also communicating with the Office of Community Engagement to determine existing and future avenues for community feedback on UNLV events. Members are talking to several UNLV staff involved with the UNLV Experts directory to determine how to best use it as a source of information on events in the community, as well as how to use it as a tool to promote UNLV speaker availability for community events.

**What will your final product be at the end of the year? Such as, what metrics which will be used to assess your progress/achievement, will a report be generated, etc?**

The final report at the end of the year will indicate the outcomes of these various communications and compile any best practices for encouraging community engagement in UNLV events.

**You may have reference material to attach to this report. Select from the list.**

☐ No additional reference material

**OR**

☐ Any material generated by this working group (if completed at this time)

**Additional information to include (optional).**

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──────────  **End of Mid-Year Report**  ──────────
**Remainder of the report will be completed in May.**

**Year-End**
**This portion is to be completed in May.**

**2017-18 Accomplishments.**

- Committee members analyzed results of the Community Partners Survey and discussed barriers and issues around encouraging greater community engagement with UNLV events. Community responded generally positively (but not overwhelmingly so) to events at UNLV.
- Analysis of the Faculty/Staff Survey of Community Engagement showed that 39.5% of respondents were invited to speak at a community event.
- Members identified UNLV staff with expertise in event coordination and related areas, who can help identify solutions to these barriers and issues.
- Committee members began outlining round-table discussion across UNLV with events coordinators to discuss barriers and share best practices. Members will progress on planning this event over the summer, to be held next fall.
- Members discussed options for sourcing a UNLV-wide events calendar to make events more centralized and easily findable (compared to the current solution). Interest centered around using new technology (NXT) from the Foundation to do this.
- Explored tying donor event attendance to giving, to see if certain events are more successful for fundraising than others. Some difficulty operationalizing this; will continue to explore (Libraries and Foundation).
- In July 2018, the year's data for community events will be gathered and reported.

**SWOT Analysis: Determine the strengths, weakness, opportunities, and threats presented in the data.**

| Strength(s) | • Many events at UNLV are open to the public. <br> • Many UNLV faculty/staff members speak externally, in the community. |
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| Weakness(es) | • It is difficult to gather information on community member attendance (versus UNLV affiliate attendance) at events, particularly those that are non-ticketed. <br> • There is currently no single method to gather attendance data. The data is gathered by many methods in different colleges/schools and other campus organizations, and is only centralized by this committee's efforts. <br> • Determining community satisfaction with UNLV events is difficult. The results from the related question on the 2017 UNLV Community Partners Survey was vague and non-actionable. <br> • Barriers to community participation include infrastructure/parking and lack of awareness. |
| Opportunity(ies) | • More coordination and information sharing across UNLV could improve awareness of events as well as data gathering. |
| Threat(s) | |

**2018-19 recommendations and next steps**

- **What does the SWOT analysis reveal?**
- **What should the goals / activities be for the subcommittee?**
- **Who should be responsible?**

The SWOT analysis reveals that gathering information on community engagement with cultural and intellectual activities, whether attendance or satisfaction, is difficult to do. Parking and lack of awareness are significant barriers to community involvement in these events, and centralized effort around these (as well as data-gathering) could be helpful.

Because the actions were originally written toward the Top Tier goals, rather than the Carnegie CE goals (which are more student-oriented), they don't match well. These should be adjusted for the 2018-19 year with committee feedback.

Responsibility for various actions will be distributed among the committee, and will be decided by the committee during their regular meetings.

**You may have reference material to attach to this report. Select from the list.**

☐ No additional reference material

**OR**

Any material generated by this working group

**Additional information to include (optional).**

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**━━━ End of Report ━━━**