

Conference Services FY18 Objectives

- 1) Continue to utilize the new registration software to its potential and learn skills to tailor it to our needs.
(Conference Services: Continuing to enhance services to stay on the cutting edge in our industry to remain competitive.)
- 2) Aggressively pursue new business internally by teaming up with the Convention and Visitors Bureau for a campus-wide sales blitz, and externally by collaborating with Illinois Wesleyan University Conference Department for a campaign on their campus.
(Conference Services: Continually pursue routes for new business and to highlight our services to departments and entities we have not worked with in the past.)
- 3) Continue to revise and edit the Strategic Plan for the department over the next few years.
(Conference Services: To continue to evaluate our goals and services to best fit the needs of the unit and our clients.)
- 4) Pursue alternate avenues to replace or revise Mission to Mars, our youth program.
(Educating Illinois: To extend the resources of the University to the public through youth class enrichment.)
- 5) Explore new ways to generate funds for the user fee account through non-academic scheduling to generate funds for the lab schools and Facilities Management.
(Educating Illinois: Continue to collect general revenue user fees to contribute funds to both the lab schools and Facilities Management for facility upgrades and overall campus projects through this public service.)
- 6) Senior Professionals will continue to support the University and community with existing programs while pursuing new opportunities.
(Educating Illinois: Senior Professionals program continues to mentor conduct mock interviews and interact with students. Membership is high and attendance for classes has increased supporting life-long learning at Illinois State.)
- 7) Continue our excellent customer service with existing programs while continuing the pursuit of new business.
(Educating Illinois: Our repeat programs account for over half of our annual conferences and to continue to pursue new and outside business through public outreach.)