

Conference Services FY17 Objectives

- 1) Aggressively pursue new business internally by teaming up with the Convention and Visitors Bureau for a campus-wide sales blitz, and externally by partnering with Illinois Wesleyan Conference Department for a campaign on their campus.
(Conference Services: Continually pursue routes for new business and to showcase our services to departments we have not worked with in the past.)
- 2) Continue the pursuit of a new registration software that best fits our needs and that provides the best customer service possible.
(Conference Services: Continuing to enhance services to stay on the cutting edge in our industry to remain competitive.)
- 3) Continue our partnership and brainstorming with the College of Education and Golden Apple in launching the new youth program, Mission to Mars.
(Educating Illinois: To extend the resources of the University to the public through youth class enrichment.)
- 4) Continue to revise and edit the Strategic Plan for the department for the next few years.
(Conference Services: To continue to evaluate our goals and service to best fit the needs of the unit and our clients.)
- 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.)