

BERGEN COMMUNITY COLLEGE

**Assessment Report for (Department or Unit):
Community & Cultural Affairs**

**Unit Leader:
Deborah Sousa**

Assessment Period: (2011-2012)

**Submitted by:
Peter A. LeDonne**

1. Intended Outcome (Goal):

The number of tickets purchased on-line will increase.

2. General Education Requirement(s) to which the intended outcome relates:

N/A

3. Section(s) of the Strategic Plan to which the intended outcomes relates:

5.1 Increase efficiency in our use of fiscal resources and implement expense control measures ensure affordability for our students.

4.3 Expand the campus sustainability initiatives to reduce use of resources and make Bergen a model “green school.”

4. Means of assessment, sources of data, and desired result:

Track & compare current phone and walk-up box office sales to on-line sales going forward. This will require expanded use of our current software system, *Show-ware*, that allows tickets to be purchased online or a may require a change to a different software provider.

Over the time period of this assessment, on-line sales will increase by 25%.

5. Summary of Results:

Research into and presentations from the companies that provide online ticket purchase software were completed in July 2012. As a result of these presentations and evaluations of the quality of services the software can provide, the decision was made to change our service to the Vendini Company. Vendini is second only to Ticketmaster in number of entertainment facilities they represent... and for good reason. This system allows us very detailed information on who is

buying tickets and why. Their services perfectly complement all the set-up work we have done to more efficiently sell and track ticket transactions. The key element to this decision is the ease with which purchasers of tickets can navigate the site and finalize transaction.

6. Recommendations for improvement:

In order to have successful on-line sales a revamped website is required. A dedicated Ciccone Theatre website is now being built – as per plans submitted in our Annual Plan. The website will provide the most valuable form of marketing and dissemination of information. Our new website will drive users to the final step at Vendini for transaction. With the Ciccone Theatre's 2012-2013 season in place, the original intended outcome of this report, "The number of tickets purchased on-line will increase," can now be properly assessed. This assessment will take place during the coming assessment cycle, September 2012 through June 2013. We will be able to track and compare phone and walk-up sales to on-line sales for the coming season, and compare on-line sales for the last season with those of the coming season. We will expect on-line sales to increase by 25%.