



El Camino College

Program Review

Events

Planning of Goals

Goal Description

Goal Title

Optimize Rental Revenue through Service Delivery of Facility Rentals

Goal Description

To provide accessible campus facilities for community use by streamlining booking processes, enhancing customer service, and fostering partnerships that increase campus engagement and public outreach while increasing revenue to the general funds to support students need.

Goal Status

In Progress

Goal Cycle(s)

July 2025 - June 2029

Goal Description

Goal Title

Rate & Fee Evaluation

Goal Description

To maximize rental revenue by ensuring full compliance with Board Policy, Administrative Procedure 6700, other regulatory requirements accurately categorizing all users as For-Profit, Non-Profit, or In-District, and implementing a fair market rate structure for external users.

Goal Status

Not Started

Goal Cycle(s)

July 2025 - June 2029

Goal Description

Goal Title

Identify & Secure Facility Rental Department Approve User Spaces

Goal Description

To compile and maintain a comprehensive inventory of campus facility usage in order to accurately identify spaces available for external rentals, while effectively communicating potential impacts to internal stakeholders.

Goal Status

Not Started

Goal Cycle(s)

July 2025 - June 2029

Goal Description

Goal Title

Enhance Customer service

Goal Description

To ensure all facility rental events are provided on campus support to enhance customer relations while increasing volume of event renters on campus, generating higher general fund deposits.

Planning of Goals

Goal Status

Not Started

Goal Cycle(s)

July 2025 - June 2029

Planning of Outcomes

Outcome Description

Outcome Title

Enhance Facilities for External Renters

Outcome Description

The clients receives better maintained facilities in regards to restrooms, lighting, hvac and basic amenities. The process in which the client receives availability to application, cost proposals and contract booking is expedited due to enhanced technology or administrative support.

Outcome Status

Not Started

Outcome Cycle(s)

July 2024 - June 2028

Actions needed to achieve outcome

Conduct focus groups with campus departments to understand current pain points in event planning.

Performance indicator/accomplishment

ECC Event partnership events and elco hosted events receive more support

Target

Increased Year over Year revenue from external users and decreased expenditures for campus departments.

Actions, Performance Indicators, Targets

Action Status

In Progress

Action needed to achieve outcome

Summer 2025: Create Guideline for Planning events at El Camino College
Complete by August 30, 2025

Performance indicator/target

Guideline to host events at ECC is completed

Target

Successful Guideline to hosting events et El Camino

Outcome Description

Outcome Title

Expedited booking process. Increased revenue.

Outcome Description

The clients receives better maintained facilities in regards to restrooms, lighting, hvac and basic amenities. The process in which the client receives availability to application, cost proposals and contract booking is expedited due to enhanced technology or administrative support.

Outcome Status

Not Started

Outcome Cycle(s)

July 2025 - June 2029

Actions needed to achieve outcome

Administrative support. Site Representative at events.

Performance indicator/accomplishment

Revenue increase from 24-25 to 25-26 by 15%

Target

100% of Facility rental applications are responded to within 24 hours. 75% of Facility Rental applications receive a cost proposal within 72 hours.

Planning of Outcomes

Outcome Description

Outcome Title

Board Approved rental rates

Outcome Description

A strong network of community college counter parts actively communicating together, ensuring our practices and our rates are current. This network assists in confirming the Annual Competitive market analysis research.

Outcome Status

Not Started

Outcome Cycle(s)

July 2025 - June 2029

Actions needed to achieve outcome

Network group established within the CMA group and add in for profit competitors to align rental rates.

Performance indicator/accomplishment

Increased board approved rental rates by June 1 2026

Target

Increased all athletic facility rental rates by \$30/hour to improve facility maintenance overall.

Outcome Description

Outcome Title

Master Calendar effectively in use

Outcome Description

All departments correctly and actively input actual usage of room spaces into the 25Live calendar. Calendar is sent weekly and monthly to campus police, facilities and marcomm for maximum communication effort.

Outcome Status

In Progress

Outcome Cycle(s)

July 2025 - June 2029

Actions needed to achieve outcome

Training for all campus departments on updating class, practice, game schedules to reflect accurate calendar.

Performance indicator/accomplishment

Administrative calendar easily identifies not available space

Target

100% of all classes are correctly input into 25live.

Outcome Description

Outcome Title

Site Representative and Administrative support

Outcome Description

Each external event renter was assigned an El Camino College site representative to trouble shoot work orders, assist in customer service expectations and ensure a happy return to our campus.

Outcome Status

Not Started

Outcome Cycle(s)

July 2025 - June 2029

3/18/2026

Planning of Outcomes

Actions needed to achieve outcome

Part Time & TNC support hiring to increase customer support

Performance indicator/accomplishment

98% customer satisfaction.

Target

85% of customers return for repeat rental events.

Facilities & Equipment Assessment

What resources does the office/program currently have? Attach any documents in the next field.

Our office has access to conference rooms, media services equipment and efficient meeting and work spaces. Our office has access to conference rooms, media services equipment and efficient meeting and work spaces.

What resources does the office/program need to better support the goals and outcomes? How will it help achieve office/program goals and outcomes? Attach any documents in the next field.

Our office could benefit with increased technology (lap top for client use), better tour guides (cart pick up and tablet maps) and floor plan programs (cad drawings?) for events.

Technology & Software Assessment

What resources does the office/program currently have? Attach any documents in the next field.

Our office has computers, radios and Microsoft surface. Our software system is 25Live and the Work Order ECC Assess.

What resources does the office/program need to better support the goals and outcomes? How will it help achieve office/program goals and outcomes? Attach any documents in the next field.

Software program for floor plans. Program_____

Staffing Assessment

What resources does the office/program currently have? Attach any documents in the next field.

One Director. One Specialist.

What resources does the office/program need to better support the goals and outcomes? How will it help achieve office/program goals and outcomes? Attach any documents in the next field.

The Facility rental department has determined that it would be a more efficient department if a staff member would be solely assigned to supporting the El Camino College Event Operations events so the director and program specialist could focus on facility rentals and enhance revenue.