Community Relations/Events & Scheduling Department

2018 Assessment & Goals

Mission Statement

The office of Events & Scheduling at Bakersfield College brings the Greater Bakersfield community to the college and takes the college to the community by building cultural, social, and economic development bridges between academia and the public. Acting as a clearinghouse for all college events -- faculty, staff, administration and community -- these varied services become seamless. It also maintains and publishes the central scheduling calendar along with a complete list of all classrooms and meeting spaces. Department personnel are available to coordinate all event needs such as site selection, catering, scheduling policies and procedures, pricing, contract administration and risk management compliance. The staff works in conjunction with classroom scheduling to assure that all needs are met for both academic and non-academic events.

BC in the community

Community Relations has become a vital component building reciprocal dynamism between the college and the community. Consequently, local leaders throughout Bakersfield are returning to the Bakersfield College campus as a center for expanded business activity. This has been a full three year initiative of hard work, visibility at events throughout the community, social media, and weekend events attended by staff to advance the level of visibility. Through participation in nonacademic events there is a new desire for the community to take another look at the campus. BC is open for business! We could not be more thrilled.

Making the most of our campus

Events & Scheduling continues to prove itself as an added source of revenue: Over the past three years we have had an 90% return of customers to the campus. We have developed a series of best practices for all events scheduled. These are reviewed with all prospective users of BC’s various facilities. Historically this has been done by hand. Efficiency in this area will improve as soon as we are able to implement the new software capable of accommodating the volume of events that we currently book.

While our position on the campus is vital, we are not hands-on with several of the strategic directions. We are however part of facilities management as we utilize many of the areas and have a keen understanding of the areas available and suitable for our Bakersfield College family.
Teaching leadership

The leadership we show to members of our community and encourages them to spend more time on our campus. To that end the use of our student workers is indeed an asset. We train them in understanding our guests, advise them on proper dress and count on them to assist us with events throughout the campus. They obtain a well-rounded view of customer service.

The “Four Pillars of Pathways” include community service to work for our student workforce to help them understand what it takes to successfully complete their college degree within a short timeframe. Students involved in our area work with, and properly interact with, the public. BC should take great pride seeing how well they do! Repeatedly, throughout the campus, students stop and indicate that they want to be part of our next big event.

Noteworthy updates

The Events office activities from 2017-2018 include:

- 1,800 events booked and managed; 5,000 events requested internally
- Average of 275 events monthly -- currently the majority are inhouse
- Prepared flex day training for over 100 classified staff on use of events scheduling
- Ongoing work on Fundraising with Athletics/Drum Corp and Sterling Silver Dinner
- Secured and worked a successful Recycle Fundraiser for the Drum Corp.
- Three successful events with Veterans and Library of Congress (Congressman Kevin McCarthy’s staff)
- Produced clear accurate scheduling procedures
- Three high school graduations with over 7,000 guests at Memorial Stadium for each
- Updated Events portion of the FAS website to correctly reflect our department
- Worked with catering to update website for catering requests & booking numbers
- Updated complete Events website including alcohol permit requests
- Bakersfield City Schools track meet re-booked for 2018 (3,000 runners and 2,500 spectators)
- Worked with Fine Arts Department to develop a form now used by Vallitix to upon settlement of event money. All checks going to District Office have immediately been allocated to the correct Fine Arts account
- Physics Olympics booked for fourth straight year-1800 students from KHSD
- SAT testing reviewed, updated with their headquarters and contract signed for 2017-2018. Am currently in negotiations with them for 2018-2019
- Recycling event with Kern Schools to be held Fall 2018
- Hired a full time scheduler
• Added Outreach years activities to our events schedule
• Added Athletics daily schedule of training to our events schedule
• Will host the US Air Force Band of the West in June 2018 – Indoor Theater
• Bakersfield City Schools has expanded its use of the BC campus both in the Fine Arts areas and Memorial Stadium. In the past three months over 4800 students from our City and HS District have spent at least one full day on the campus.
• Work with Levan Center for its yearly Distinguished Speaker Series. This year it was Anita Hill. I handle all of the contracts and from arrival to departure handled it for Levan Center.
• Spearheaded the First Ag Event co-sponsored by BC and the Kern County Farm Bureau and Kern HS District. 500 Ag students visited the campus for a day!

Looking forward....

• Implementation of new software
• Signed contract to bring Jim Ryun to State Track meet at BC in May. This will include a “Meet and Greet” event and book signing. I’ve secured some of the funding to cover his costs.
• Working with Project BEST and the Kern HS District for a Chevron sponsored event in late April 2018. It has moved from Cal State here.
• Working with Reggie Williams on our 2018-2019 Distinguished Speaker
• Member of BC Safety Committee
• Sit on the Marketing Committee which meets weekly
• Working with Tim Heasley for International Drum Corp event in mid-July 2018
• Preparing for an Ag Event co-sponsored by Kern County Farm Bureau and Kern HS District in February 2019-I have secured this event again.
• Hosting the Herb Albert Concert at BC in late May. All bar/water/sodas go directly to the Drumline.
• Have spent undetermined number of hours counting and recounting room sizes for the upcoming closure of many rooms. Met with Scheduling and M&O to review these changes prior to the correct numbers being but into Banner.
• Found the old Vallitix contract and will need to get it prepared/reviewed and signed prior to July 1.
• Currently preparing pool contracts for 2018-2019.
My ongoing goals are to continue to make Bakersfield College a center of learning for student at all of the locations that are services by Events Scheduling. I endeavor to coordinate with class scheduling to ensure that our students have the rooms necessary to meet their needs both for classes and other activities. Our expanding campuses throughout the Valley bring additional challenges for space. The next 18 months on the main campus will be painful but I believe that if each of us give a little the result will be amazing.

In additional to the work as stated above I am involved in the Breakfast Rotary Club and chair one of the largest community events. My commitment it to raise the necessary funds to place a wreath on each grave at the Bakersfield National Cemetery as part of Wreaths Across America. Last year I raised the $75,000 necessary.

Additionally I am the Chair of the Junior League of Bakersfield Sustainers. I will be serving the next year on this Board. Sustainers have raised over 5 Million dollars for the Bakersfield Community the past 20 years and have at least 25 community outreach programs that we brought to Bakersfield. These include CASA and Kids on the Block to name a few. We are responsible for the Lori Brock Children's Museum at the KC Museum and the Community House was another project.

I sit on the Regional Occupational Center Board of Directors which meets four times a year. I am involved in their ongoing projects as well.

All my community involvement is another way for me to touch the community leaders and encourage them to partner with BC. I would like to continue these commitments.