

WES WATKINS CENTER MEETING SERVICES

Mission

Wes Watkins Center Meeting Services provides office space and meeting facilities to serve the needs of OSU and the Oklahoma community for the furtherance of international education, outreach programs and activities, and economic development,.

Vision

Wes Watkins Center Meeting Services will develop the Wes Watkins Center into the location recognized for international education and outreach programs as well as the leading venue for organizations to conduct training seminars, conferences, and other special events.

Core Values

Excellence – We seek excellence in all our endeavors, and we are committed to continuous improvement.

Intellectual Freedom – We believe in the ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Integrity – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

Service – We believe that serving others is a noble and worthy endeavor.

Diversity – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

Stewardship of Resources – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

Goals, Critical Success Factors, Objectives, and Strategies

Goal One. Host events and house units that have international components and outreach program priorities.

Critical Success Factors:

- Percentage of events annually that are international by nature or are outreach programs.
- All units housed in the Wes Watkins Center should have some international element and/or outreach programming as part of their mission.

Objectives:

Objective 1.1: Increase the number of international-related events held in the Wes Watkins Center.

Strategies:

- Partner with the School of International Studies, assisting with the development, execution, and coordination of their programs.
- Market toward OSU international student organizations.
- Maintain relationship with the Stillwater Sister Cities Council and OSU International Students and Scholars.

Objective 1.2: Increase the number of outreach programs held in the Wes Watkins Center.

Strategies:

- Partner with the college outreach units, assisting with the development, execution, and coordination of their programs.
- Call on each program unit to inform them of changes in the Wes Watkins Center and the services that we can offer them for their events.

Objective 1.3: Ensure that all the units in the Wes Watkins Center comply with the original U.S. Department of Agriculture grant covenants of the facility.

Strategies:

- Perform annual space usage audits.
- Investigate the missions and goals of the internal units.

Goal Two. Market the Wes Watkins Center to the OSU, Stillwater, and other business communities to increase usage of the conference facilities, while developing collaborative relationships with all area hotels and other meeting venues.

Critical Success Factors:

- Increased total number of events
- Production of revenue substantial enough to cover costs incurred
- Increased revenue
- Diversity of groups meeting

Objectives:

Objective 2.1: Work with current meeting planners to increase the number of events they bring to the Wes Watkins Center.

Strategies:

- Call on OSU and other local meeting planners to solicit new business, book repeat business and inform them of changes in the Wes Watkins Center.
- Mail updates to current clients when upgrades are done in the Wes Watkins Center.

Objective 2.2: Maintain connections with the Stillwater business community.

Strategies:

- Call on area businesses in order to solicit new business and inform them of services offered.
- Maintain relationships with Stillwater meeting venues and keep them informed of changes.
- Build and maintain valuable relationships with community leaders.
- Attend the Stillwater Chamber of Commerce Mixer/Business Showcase in the fall and spring as well as other Chamber events.

Objective 2.3: Create a marketing campaign, targeting corporations in Oklahoma City and Tulsa.

Strategies:

- Use direct mail solicitation.
- Make telephone and personal sales calls.
- Utilize contacts from Career Services companies.
- Develop relationships with both the Oklahoma City and Tulsa Convention and Visitors bureaus.

Objective 2.4: Work closely with the Stillwater Convention and Visitors Bureau.

Strategies:

- Keep Convention and Visitors Bureau informed of all of our events and changes as well as delivering Wes Watkins Center fliers and brochures to display in their lobby.
- Attend the Convention and Visitors Bureau radio show at least annually to plug the Wes Watkins Center.
- Promote the Wes Watkins Center on “The Morning Edition” annually.
- Serve on the Stillwater Convention and Visitors Bureau Board of Directors.

Objective 2.5: Prepare materials to advertise the Wes Watkins Center.

Strategies:

- Offer ideas and general layout scheme in overseeing the production of a brochure and Web site.
- Coordinate the development of ads for various publications:
 - O-State Sports Report
 - Convention and Visitors Bureau Visitors Guide
 - Chamber annual publication.

Goal Three. Offer services that improve, support, and enhance the delivery of programs held in the Wes Watkins Center.

Critical Success Factors:

- Results of evaluations from clients.
- Numbers of return clients indicates a high level of satisfaction with services.

Objectives:

Objective 3.1: Solicit feedback from clients to the Wes Watkins Center to determine the types of services they need and to evaluate current services.

Strategies:

- Tally results from evaluations annually and adjust/augment services accordingly.
- Follow-up with planners shortly after conclusion of events to evaluate their experiences.
- Create ad-hoc committees and advisory boards as needed to discuss specific issues.

Objective 3.2: Increase the use of value-added services by clients.

Strategies:

- Make clients more aware of all of the value-added services we offer when they call for reservations and through targeted marketing.
- Expand the type of services offered.
- Offer select services at cost to some clients in order to show them what we can do.
- Create a portfolio of pictures to be able to demonstrate samples of our work to prospective clients.

Objective 3.3: Expand catering options.

Strategies:

- Contact referrals from planners and offer to add them to the Approved Caterers List.
- Mail marketing pieces and Catering Packets to all area caterers.
- Encourage local restaurants to add catering to their business.

Objective 3.4: Train and develop staff to increase quality of services offered.

Strategies:

- Enroll Reservation Scheduling Technician in at least three customer service or other work-related seminars annually.
- Attend Association of Collegiate Conference and Events Directors International conferences (regional and international) for professional development and to benchmark services from other universities.

Goal Four. Improve the aesthetics and functionality of the facility to achieve higher quality events and to harmonize permanent occupants of the building with their office space.

Critical Success Factors:

- Overall appearance of facility
- Globe
- Synergy between building occupants and their space
- Functionality and ease of use for groups meeting in the facility

Objectives:

Objective 4.1: Upgrade the quality of audiovisual equipment and other technology in meeting space.

Strategies:

- Replace the LCD projectors in 108, 109, and 110.
- Upgrade the lighting in the Exhibit Hall and the Auditorium.
- Repair and/or replace audiovisual components as needed.

Objective 4.2: Continually repair and renovate meeting space and common areas to improve aesthetics and to further the international look of the facility.

Strategies:

- Perform monthly repair audits of all of the meeting space.
- Renovate 101/102 Conference Room with a Native American theme.
- Design tubular steel flag racks and contract Physical Plant to build them.
- Furnish the common areas on the first floor and update overall look and appeal.

Objective 4.3: Create office space that complements the needs and operations of the units in the Wes Watkins Center.

Strategies:

- Perform annual space usage audits.
- Keep in constant communication with all of the internal units of the Wes Watkins Center.
- Assist with plans to repair and renovate space for existing units.
- Develop layouts and meet with prospective units to the Wes Watkins Center.
- Complete the new entrance for the School of International Studies Bureaus.

Goal Five. Administer all aspects of the Conference Center, including scheduling, billing, budgeting, and maintaining policy, as well as the overall efficiency of the unit.

Critical Success Factors:

- Increased use of technology in reservations procedures and other processes.
- Reduction of functional duplication.
- Timeliness of billing, confirmations, and other correspondence.

Objective:

Objective 5.1: Develop procedures and policies that support the mission and goals of the Wes Watkins Center Meeting Services.

Strategies:

- Perform annual audit of reservations process.
- Continually revise and update reservation packet with new and current information.
- Purchase a professional software package designed for conference centers to manage the reservations, billing, reports, and all other administrative procedures.