Leach Theatre Assessment Plan  2013-2014

**Tier 1: Collection of Participation Data and Sustainability**

- Tickets sold and attendance tracked through Wintix program and ticket counting after each event
- Evaluation of two or three pre show events focusing on faculty or student engagement per year monitored and assessed through attendance figures
- Online booking program implemented by summer of 2014 tracking usage of theatre and campus/community involvement
- Event cost vs revenue tracked and analyzed
- Outside participation and revenue increase tracked through goal of 10% increase in sponsorships for next year
- Scheduled meeting with Vice Chancellor of Development and Ted Ruth, Director of Design Construction Management, for spring of 2014 to discuss renovation plans.
- Scheduled meeting with Vice Chancellor of Development for spring of 2014 to discuss different funding opportunities for various individual series

**Tier 2: Collection of Satisfaction Data**

- Evaluation of two or three pre show events focusing on faculty or student engagement per year monitored and assessed through surveyed responses

  - Evaluation of attendance and survey data collected from one collaborative event per year with outside community.

**Tier 1: Learning Outcomes Data**

- One or more collaborative efforts with other departments for educational components to be included in touring events with student participation, discussion and survey evaluation

- Student’s participation in a NYC conference trip each year reporting on experiences and opportunities achieved