

## **UCD Arts & Lectures Administrative Advisory Committee 2015-2016 Annual Report**

During the 2015-2016 Mondavi Center Season the Arts and Lectures Administrative Advisory Committee (“A&L”) supported the work of the Mondavi Center and its staff in three critical ways—evaluation of the total Mondavi Center experience, identifying emerging customer service issues, and fostering deeper relationships with faculty, staff and students.

The primary and most critical role of the committee is to serve as the Mondavi Center’s “secret shoppers,” surveying and evaluating not only our presentations but also the total experience of visiting the Mondavi Center, from arriving and departing the parking structure, to the performance itself, to concessions, bathrooms, and interactions with Mondavi Center ticket office, front of house, and administrative staff. The committee met quarterly, and each of those meetings included an open discussion about the online member feedback, with special emphasis on any significant positives or negatives identified by the committee members.

During the Mondavi Center’s 2015-2016 Season A&L members utilized 388 tickets across 63 performances, meaning 85% of total Mondavi Center presentations were attended and reviewed by A&L members. This is an excellent coverage rate as compared to prior years, but we are working toward identifying ways to ensure 100% coverage of our performances.

Committee performance reviews reflected particular interest in exploring ways for the Mondavi Center to do more marketing targeted at and tailored for UC Davis students--to increase awareness of our performances, but also to highlight the variety of discounts and special offers available to UC Davis students. Mondavi Center Director of Marketing Rob Tocalino has begun engaging directly with committee members and other UC Davis students on this issue, and the Aggie Arts Student Advisory Board has also joined the discussion.

The Mondavi Center’s connection to the First Year Seminar program, which was initiated by A&L members and began in the 14-15 Season continued. Seminars connected to the Mondavi Center were taught by Music Lecturer Sam Nichols, Electrical Engineering Professor Charles Hunt, and Mondavi Center Executive Director Don Roth.

Finally, 15-16 was a transitional year for the A&L Committee, but a smooth one. A&L Chair Sharon Knox completed her final term as a member and as chair. Sharon helped identify new chair Yevgeniy Gnedash and did excellent work to ensure a smooth transition from her term to his.