Section 1. Goals and Accomplishments

Goal 1: Access and Diversity: Ensure that the United Spirit Arena is fully accessible for all patrons, guests, staff and participants, and to provide a range of special events that will appeal to a diverse group of patrons.

Goal 2: Academic Excellence: To provide students with opportunities to learn and help manage a public event facility by utilizing the resources and event mix of the United Spirit Arena.

Goal 3: Engagement: Take advantage of the resources of the Student Affairs Division and investigate partnering opportunities to provide individual and group experiences with the events of the arena.

Goal 4: Technology. To keep up with the latest technology trends in both the facility management industry and within the university, and to utilize this technology when possible and practical in order to be more proficient in our work and service to our customers.

Goal 5: Partnerships. Continue to work and build a strong relationship with the City of Lubbock facility management department and Market Lubbock to bring concerts, conventions and other special events to the community.

Goal 6: Human Resources. Continuous monitoring of job duties and tasks and ensure all staff are properly classified and compensated.

Goal 7: Tradition. Showcase campus traditions and create new traditions within the new arena.

Goal 8: Financial Stability. Market and manage the resources of the United Spirit Arena in a fiscally responsible manner so that the facility provides a positive income source for the operations while keeping the venue in top shape and meeting the expectations of the department, Division of Student Affairs, Texas Tech University, and the community.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
# UNITED SPIRIT ARENA

## Area/Unit Specific Information

### Section 3a. Quantitative Information

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</table>
There is No Area Specific Data in Fiscal Year Section.
Section 3b. Qualitative Information.

- Increased student employee diversity by 5%
- Provided student managers the opportunity to oversee and manage two arena programs (UIL games).
- Hired new event coordinator to work with stadium and meeting room events.
- Implemented new student staffing system via the web, giving students easier access to sign up for arena and stadium events.
Section 4. Strategic Planning Update.

There is no strategic plan update for the current year.

Commentary:
The United Spirit Arena continues to be the best operated arena by providing outstanding customer service, a clean & safe venue, and a well trained staff.

Implementation Plan:
Most items are now out of warranty, and operational costs are increasing due to repairs and replacement of equipment and operating systems. The most vital need in terms of personnel is to add an Operations Manager to oversee and handle repair of equipment and specific systems in-house to help keep cost down and to ensure equipment and systems are being maintained properly. Going into the sixth year of operation, many areas of the facility are now in need of repainting.