

# University Events & Licensing

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## *Unit Mission Statement*

### **Educational Support or Administrative Unit Mission Statement**

To plan and administer all major University events, conferences and public functions in a manner that enhances the image of Old Dominion University to its many constituents. The licensing program administers the University's trademark to promote the application, to enhance the University's image and to help generate revenue for scholarships.

## *Expanded Statement of Institutional Purpose*

### **Institutional Mission Reference**

Institutional Advancement promotes the academic purpose and strategic initiatives of Old Dominion University among its many constituents by communicating the University's accomplishments, sharing its vision for the future and engaging these publics in partnerships to achieve its goals. The office of University Events supports this effort through coordination of all major internal and external events and functions relative to the University community and all the University's constituents. Licensing programs supports the mission of Institutional Advancement by monitoring the use of the University's names and insignias through the enforcement of a formal trademark licensing program.

### **Institutional Goal(s) Supported**

To support Old Dominion University's mission, the office of University Events and Licensing provides comprehensive outreach services to University constituents toward the goal of enhancing the University's institutional reputation, community involvement and commitment, and through the formation of strategic partnerships and collaboration.

*Intended Objectives for your unit, Methods for Assessment, and Criteria for Success for each Intended Objective*

### **Intended Objective 1**

To partner with other departments in the development of University-wide events to ensure more efficient use of manpower and resources and to better target University constituencies for attendance and involvement.

Method for Assessing Objective 1 and Criterion for Success: Use of established methods of evaluating the effectiveness of the partnerships with internal and external entities. Specific methods include, but not limited to, focus group meetings, submission of written documents and interviews with participants.

### **Intended Objective 2**

Enhanced use of the University Web site to provide notice of upcoming University events and functions and to provide the mechanism for master scheduling of all University related activities.

Method for Assessing Objective 2 and Criterion for Success: Consistent maintenance of the Web site providing up-to-date and accurate communication and notification of future events.

**Intended Objective 3**

**Continue to establish a sense of tradition and continuity in event activities within the University community and its constituents and to encourage a sense of teamwork to build and expand participation in university events and functions.**

**Method for Assessing Objective 3 and Criterion for Success: Assess through attendance and evaluation of annual events. Methods of assessments include interviews with participants, focus group meetings and submission of written comments.**

**Intended Objective 4**

**Encourage the use of official licensees for all University purchases bearing the name and insignia of Old Dominion University to ensure that the University maintains its current licensees pool.**

**Method for Assessing Objective 4 and Criterion for Success: Accessed through the monitoring and approval/and or denial of requests for the use of the University name and insignias.**

**Intended Objective 5**

**Provide licensing guidelines to the University community.**

**Method for Assessing Objective 5 and Criterion for Success: Information provided via the University Web page.**