



Section 1 : Strategic Outcomes

Outcomes-Based Statement of Purpose	Office Outcomes	Tactics, Methods & Activities
<i>"Current Mission Statement"</i>	<i>"What do staff and students hope to get from your office?"</i>	<i>"How to"</i>
<p>"The Underground Coffeehouse programs free weekly events in VU 350, including live music showcasing local/regional talent and a variety of special events in order to entertain students and strengthen their connection to the Western community. The Coffeehouse also serves as a venue for creative expression and appreciation, as well as social engagement."</p>	Consistently providing variety of free weekly events four days a week.	Involving communities on campus and keeping all parties involved accountable.
	Entertain and engage the student body and community at large.	Through inclusive language, programming, and consideration for community interests.
	Provide a safe space that cultivates community through performing arts	By providing a variety of art forms/mediums with audience involvement and appreciation.
	Give students the opportunity to discover new interests and expose students to different perspectives	Offering a diverse range of entertainment which includes topical themes

[Click here for Instructions](#)



Section 2 - Previous Recommendations

How have the Recommendations been completed? How does this "look" like now? Please explain.

1. The mission statement was updated to accurately reflect the programming for the UGCH during the last SPAC process. Since then, we have decided to update the current mission statement again. This will look like the following:

"The Underground Coffeehouse programs free weekly events in VU 350, including live music showcasing local/regional talent and a variety of special events in order to entertain students and strengthen their connection to the Western community. The Coffeehouse also serves as a venue for creative expression and appreciation, as well as social engagement."

2. Improving assessment has been a goal for the office and is currently being implemented through concise student surveys, which reflect the needs of the UGCH. The practice of these assessment goals involve event debrief meetings to evaluate the quality and standard of the event. Attendance trackers further pushes assessment goals for UGCH.

3. In response to a lack of attendance in previous years the office has fulfilled the UGCH recommendations while keeping community involvement and inclusivity in mind. Clubs/AS offices are associated with each Trivia Night and the themes are determined through the variety of outreach to different spaces on campus. Due to the proactive efforts of previous years, attendance has not been an issue since the recommendations have been fulfilled.

Have the Recommendations not been completed? If so, why not?

Recommendations have been completed for the year they were implemented. We have updated the mission statement for this current year as well.

Section 3 - Programs /Services

Overview:

Essentially the UGCH provides a community and safe space for students to share their passions and interests with each other without judgement or scrutiny. Consistently putting on events nearly every day of the week, the UGCH has been providing the student body with weekly events such as the Wednesday Night Concert Series, Open Mie Night, Trivia nights, Jazz Jams and so on. In order to further push our involvement with the student body, the UGCH has been collaborating with a variety of clubs to bring relevant topics and great music to the UGCH.

The following is a complete list of all events and programs being put on by the UGCH.

Day	Date	Time	Event	Sound	Security
Friday	25-Sep	8pm-11pm	VU Late night: Seaside Tryst w/ Scruff ager	Yamaha	yes, 2
Monday	28-Sep	7pm-9pm	JazzJams	No	No
Tuesday	29-Sep	7pm-9pm	Open Mie Night	Yamaha	Ye 5,2
Wednesday	30-Sep	7pm-9pm	Wednesday Night Concert Series: The Home Team w/ Hooves and Bleak	Yamaha	
Thursday	1-Oct	7pm-9pm	Comedy Open Mie	PA + Mie	No
Monday	5-Oct	7pm-9pm	Poetry + Lyric Open Mie	PA + Mie	No
Tuesday	6-Oct	7pm-9pm	Open Mie Night	Yamaha	Ye 5,2
Wednesday	7-Oct	7pm-9pm	Wednesday Night Concert Series: The Co Founder w/ Drew Perrin	Yamaha	
Thursday	8-Oct	7pm-9pm	Karaoke Night	TV, Laptop,PA	No
Monday	12-Oct	7pm-9pm	JazzJams	No	No
Tuesday	13-Oct	7pm-9pm	Open Mie Night	Yamaha	Ye 5,2
Wednesday	14-Oct	7pm-9pm	Wednesday Night Concertseries: Vervex w/ Paris the Songwriter Williams	Yamaha	
Thursday	15-Oct	7pm-9pm	Comedy Open Mie	PA + Mie	No
Monday	19-Oct	7pm-9pm	Poetry + Lyric Open Mie	PA + Mie	No
Tuesday	20-Oct	7pm-9pm	Open Mie Night	Yamaha	Ye 5,2
Wednesday	21-Oct	7pm-9pm	Wednesday Night Concert Series: Traveler Of Home w/ Adventure Dirt Team	Yamaha	
Thursday	22-Oct	7pm-9pm	Trivia Game Night: Game Of Thrones	TBA	No
Monday	26-Oct	7pm-9pm	JazzJams	No	No
Tuesday	27-Oct	7pm-9pm	Open Mie Night	Yamaha	Yes
Wednesday	28-Oct	7pm-9pm	Wednesday Night Concert Series: Mike Edel w/Tyson Motsenbocker	Yamaha	
Thursday	29-Oct	7pm-9pm	Comedy Open Mie	PA + Mie	No
Monday	2-Nov	7pm-9pm	Poetry + Lyric Open Mie	PA + Mie	No
Tuesday	3-Nov	7pm-9pm	Open Mie Night	Yamaha	Ye 5,2
Wednesday	4-Nov	7pm-9pm	Wednesday Night Concert Series: The Katie Gray w/ Maddy and the Templates	Yamaha	
Thursday	5-Nov	7pm-9pm	Karaoke Night	TBA	No
Monday	9-Nov	7pm-9pm	JazzJams	No	No
Tuesday	10-Nov	7pm-9pm	Open Mie Night	Yamaha	Ye 5,2
Wednesday	11-Nov	7pm-9pm	HOLIDAY		
Thursday	12-Nov	7pm-9pm	Comedy Open Mie	PA + Mie	No
Monday	16-Nov	7pm-9pm	Poetry + Lyric Open Mie	PA + Mie	No
Tuesday	17-Nov	7pm-9pm	Open Mie Night	Yamaha	Ye 5,2
Wednesday	18-Nov	7pm-9pm	Wednesday Night Concert Series: CON w/ Bob Fossil	Yamaha	
Thursday	19-Nov	7pm-9pm	Trivia Game Night	TBA	No



Section 4 - Event and/or Service Evaluations

Overview: The UGCH currently has two survey being used forreoccurring weekly events, the Wednesday Night Concert Series and Open Mie Night. Optimistically, we're looking towards adding an additional survey for Trivia Nights as well.

The following are the questions on the survey (the only difference in surveys is where instead of open mie night, it says Wednesday Night Concert series).

ASP UGCH Audience Feedback Survey

Audience Feedback Survey

Thank you for taking the time to do this survey! The objective of this survey is to find out what we can do better so it you r needs as an audience member. As a part of AS Productions, the Underground Coffeehouse is constantly evolving and we would love to hear any and all constructive feedback you have to offer. Thank you again for taking this survey !

1. What is your current class standing

Freshmen (1st year)

Sophomore (2nd year)

Junior (3rd year)

Senior (4+ years)

2. How did you hear about the Underground Coffeehouse?

Word of Mouth

Social Media

Other (please specify)

3. How would you rate the following?

	Very Negative	Somewhat Negative	Neutral	Somewhat Positive	Very Positive
Industry	<input type="radio"/>				
Atmosphere	<input type="radio"/>				
Organization	<input type="radio"/>				
Overall experience	<input type="radio"/>				

4. How likely is it that you would recommend Open Mie Night to a friend or colleague?

Not at all likely Extremely likely

<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5	<input type="radio"/> 6	<input type="radio"/> 7	<input type="radio"/> 8	<input type="radio"/> 9	<input type="radio"/> 10
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5. Is there anything else you would like to add about your experience in the UGCH?

Done

Results (for both surveys):

-Nearly 47.73% of audience members were freshmen

-About 90% heard of the UGCH by **Word of Mouth**

-On a scale of 1 -5 there was a range of 4.30-4.83 weighted average for Inclusivity, atmosphere, organization and overall experience.

-Wednesday Night concert series was recommended more so than Open Mic Nights (77 vs 44 net promoter score)

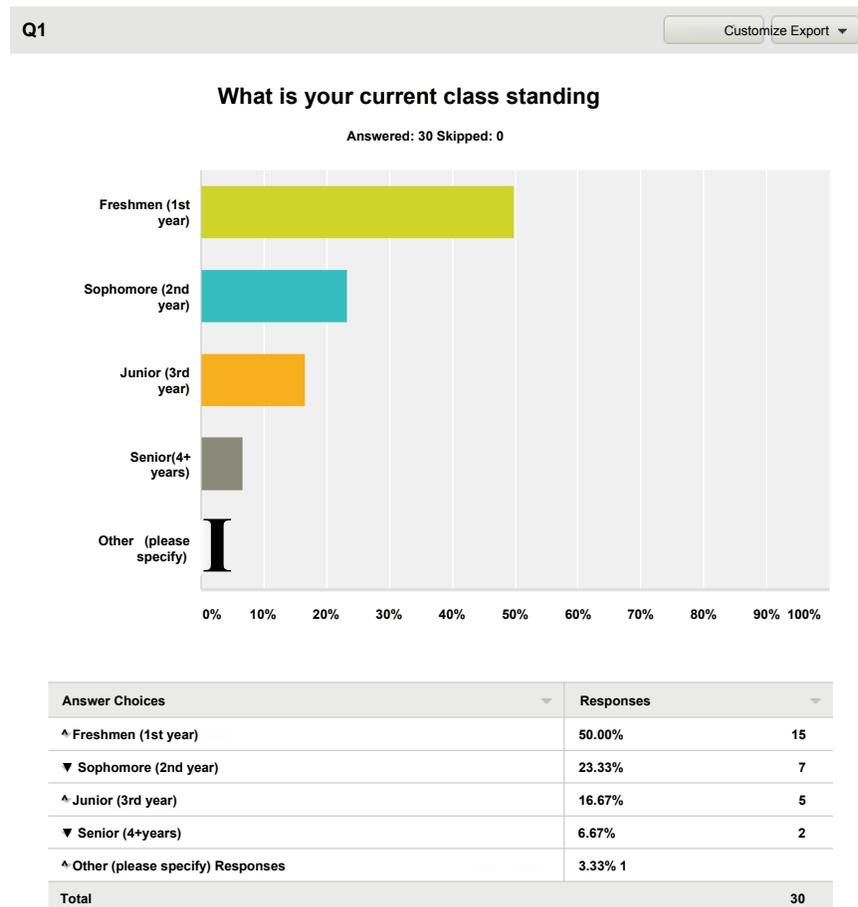
Additional Notes:

For the open ended comments section at the end of the survey, we found that people requested more seating and free food/samples.

Section 5 - Demographic Information

The information below will represent the demographic of attendees at our events for the current academic school year. This is based off of surveys taken throughout the past fall quarter at the Underground Coffeehouse. We gathered a total of 500 respondents during this quarter however the depth of the demographic data is limited. The purpose of gathering demographic data is to understand trends in event attendance and what appeals to which age groups. I felt that by asking about sexual orientation, racial/ethnic background and specific areas where students (or non-students lived) would be not only invasive but also lengthy and take away from the experience at our events.

Included is a snapshot of the results from one of our surveys (Wednesday Night Concert Series)



PERSONAL INFORMATION

N/A

RESIDENTIAL INFORMATION

Based on a January 2014 Survey (16 Respondents total)

On Campus - 50%

North Campus - 12.5%

Fairhaven - 37.5%

Ridgeway - 37.5%

Buchanan Towers - 0%

Birnam Wood - 12.5%

Off Campus - 50%

North Campus - 37.5%

South Campus - 37.5%

Lincoln Creek Park & Ride 25%

Other - 0%

ACADEMIC INFORMATION

The following percentages are averages of each class at different events so the total may surpass 100%

Data pulled from surveys taken in the UGCH during 2015 and 2014

-ASP Underground Coffeehouse

o Freshmen 1st Year **44.9%**

o Sophomore 2nd Year **17.4%**

o Junior 3rd Year **21.4%**

o Senior 4+ Years **15.4%**

o Other **3.3%**

EMPLOYMENT INFORMATION

N/A

Compiled by Alan Leung
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Section 6 - Inclusion Worksheet

- **Strategy: Become proactively aware of all types of people**
 - In regards to being inclusive, ASP employs tactics such as ensuring there are Gender Neutral Restrooms at all events, venues and ASP affiliated gatherings
 - The UGCH have permanent gender neutral restrooms adjacent to the café.
 - In-office discussions about race and ethnic relations on campus, how that affects our office, and what we can do to be more inclusive, and putting on events that reflect these beliefs.
 - The UGCH programming reflects this by introducing events such as hip-hop weeks, providing an eclectic collection of genres in musical acts, and collaborating with a variety of clubs on campus to ensure stronger representation of the student body.

- **Strategy: Build Trust between ASP and students**
 - We want to build trust between ASP and students through transparency in our roles, budget and approach to our events. We exhibit this by answering questions posed by students on social media (and in general) in a professional and prompt manner. Furthermore, being clear in language on where and how the events ASP is producing and sponsoring helps build that relationship and trust.
 - Through the AS Production's UGCH Facebook page, employees of ASP maintained a typical response time of 20 min (100% based off of Facebook algorithm)



Section 7 - SCOT Questions:

- **Strengths:**
 - What advantages does the program office have?
 - Are there structural benefits?
 - What resources (people, money, facilities, equipment, etc.) are available?
 - What is a unique aspect of the organization?
 - What do others view as our strength?

- **Challenges:**
 - What don't we do well?
 - What could be improved?
 - Where have we struggled in the past?
 - What should we avoid?
 - What do others see as our biggest challenges?

- **Opportunities:**
 - What are good opportunities?
 - What trends have a positive impact?
 - What could we be doing that we are not currently?
 - Does our current logo reflect our desired image? If not, would the office be better served by a new logo?
 - Does our budget fit the scope/need of our mission?

- **Threats:**
 - What changes in the (University/Student Body/AS organization) may negatively impact the program office?
 - What resources are missing or will become less useful?
 - What future trends are potentially damaging for the program office?
 - Are there enough resources for the future?
 - Could anything seriously threaten our program office's ability to function?



Section 7: SCOT Analysis

		Helpful	Harmful
		(S) Strengths	(C) Challenges
Internal		Collaborative w/entire ASP Staff	Budget limits on contracting performers
		Diversity In programming	Decibel limit, constricts the scale and genre of performers
		Accesibility to programming through free admission	Size of stage is small, places constraints on type of performance eg dance
		Consistent programming 4 days a week	
		(O) Opportunities	(T) Threats
External		Collaboration w/Makeshift Art Space	Conflicting programming with other offices
		Increased club collaboration	Event services cost increase (decision package needed)

