



**Facilities Rental Coordinator
Educational Resources & College Operations
Program Review
December 2008**

- A. **Mission** The mission of the Facilities Coordinator is to schedule facilities for all non-academic use, through coordination and quality customer service.
- B. **Number of FTE** One Classified employee (.5)
- C. **Responsibilities** The Facilities Rental Coordinator rents out facilities to profit and non-profit groups and thus provides necessary income to pay for the salary and benefits to this (.5) position and that of the other (.5) position, Evening Campus Coordinator.
- D. **Budget Summary** The Facilities Rental budget is in the Fund 15 category and it is a revenue generating operation.
- E. **Strengths**
1. Continued support by clients to use our facilities. Some groups have been using our facilities for years.
 2. Have reliable staff that support the rentals operation which includes, custodial, campus security and plant services.
 3. Rental rates are competitive and sometime better than other facilities.
 4. De Anza College offers good location and easy transportation.
- F. **Weaknesses**
1. Most income rentals are limited to weekend use of facilities.
 2. Some clients that want to use facilities during the weekday and particularly in the evening, are turned away for lack of facilities available because of class use.
 3. Need more computer labs that can be rented out by clients during weekend or evening when not being used by instruction.
 4. Some clients ask for WIFI access as part of their rental needs but at the time we are limited to that availability.

G. Trends

- **Positive** A client base that continues to use facilities every year and good work of mouth and publicity through rentals website and brochure.
- **Negative** Lack of available space during the weekday and evening for clients that wish to rent during these days and times.

Quantitative Workload Measurements

1. **Entering all events into R25 and onto the Master Calendar.**
2. **Accounts receivable have remained good despite economic downturn.**
3. **Rentals web site featuring pictures of rental facilities, rates and contact information has drawn in more rentals by continuing and new clients.**
4. **Developing long-term lease agreements with private and public organizations.**

Rental Income

Rentals FY	05/06	06/07	07/08	08/09	09/10
Income Rentals	56	43	57	60	60
Net income	(\$37,000.)	\$40,000.	\$40,000.	\$50,000.(est.)	\$50,000. (est)

H. Qualitative Measurements

1. **Maintained facility rental information by surveying neighboring college's rental fees and adjusting rates when necessary.**
2. **Working with Marketing Department in rentals brochure and updating rental information on a web site which includes; facility application, fees and photos of facilities available for rent.**
3. **After events, groups are provided with an Event Evaluation form. (See attached) The evaluations were sent out to the groups renting. For the 2006-2007 13 surveys were returned for a percentage of 30%. For 2007-2008 8 surveys were returned for a percentage of 14%. For 2008-2009 8 surveys have been returned for a percentage of 13%.**
4. **Currently there are several renters that have been renewing their agreements yearly. These groups can be categorized in the following:**

- **Cultural & language groups:** California Tamil Academy-East Indian cultural classes and language classes (Rent 20 classrooms each Sunday, approximately 400 children and adults, beginning in September from May, serves residents of Santa Clara County- Gross income FY 08/09 \$38,000); and Silicon Andhra-cultural and language classes Art of Living Foundation-yoga, meditation and stress relief sessions (Rent 1 classroom on as needed basis and approximately 20 participants, serves local residents and students from De Anza- Gross income FY 08/09 \$4660).
- **Athletics and Field Training:** Silicon Valley Kids Triathlon-annual event (Rent track, pool and perimeter road for annual event and approximately 600 – 700 participants, occurs first weekend in June, serves residents of Santa Clara County- Gross income FY 07/08 \$3,200); Leukemia and Lymphoma Society-triathlon and event training (Rent track weekly and approximately 30 participants, scheduled year round, serves residents of Santa Clara County- Gross income FY 07/08 \$3,300); Taiwanese Chinese American Athletic Tournament-annual event (Rent track, gym and play fields and parking lots for annual event and approximately 200 participants, scheduled in Summer, serves residents of Santa Clara County- Gross income FY 08/09 \$8700); Silicon Valley Triathlon Club-triathlon training (Rent track weekly and approximately 30 participants, scheduled year round, serves residents of Cupertino and other surrounding cities- Gross income FY - 8/09 \$3,200); De Anza Cupertino Aquatics-classes and swim lessons (Long term use of pool, locker rooms and approximately 300 children, serves residents of Cupertino and other cities-Gross income FY 08/09 \$51,000); Special Games-disabled students from valley compete at these games (Event held at track and field in conjunction with Adaptive PE department and held annually, approximately 400 children and adults participating, scheduled in May, serves residents of Santa Clara County); Delta Gamma Fraternity of Santa Clara University-Anchor Splash Celebration event (Rental of pool for annual event for students from SCU to attend and enjoy the pool, event held in April yearly- Gross income FY/ 07/08 \$430); Kelly Simons Tennis- (Rental of Tennis court for individual tennis lessons Gross income FY 08/09 \$5,400)
- **Computer training:** Giant Campus/Cyber Camp-Summer computer camp for kids (Rent lab in ATC building then is outfitted with computers by renter for students to use, approximately 30 – 40 children and staff participate, serves

residents of Santa Clara County- Gross income FY 08/09 \$8,800).

- **Educational rentals:** Fremont Union High School District LYNCS-program (Rent for office and 1 staff member, scheduled year round, serves local students-Gross income FY 07/08 \$6,000); Kaplan SAT Test Preparation-classes (Rent classrooms for test prep seasonally and approximately 15 – 20 participants, scheduled on as needed basis Gross income FY 07/08 \$15,100).
- **Health awareness events:** American Heart Association- 5 k walk-raise awareness about heart disease and stroke prevention (Rental of Sunken Garden, classrooms and use of perimeter road for event and approximately 5,000 – 6,000 participants, scheduled in September, serves residents of Northern California- Gross income FY 08/09 \$3,030); American Cancer Society-Relay for Life and celebration (Rental of track for annual event and approximately 300 participants, scheduled in July or August, serves residents of Cupertino and other cities- Gross income FY 08/09 \$3,100); Wu Hao Tai Chi-Tai Chi practice (Rental of small PE gym for approximately 30 participants weekly, scheduled year round, serves residents of Cupertino and other cities- Gross Income FY 08/09 \$4,800).
- **Religious group rentals:** San Jose Central Church-Religious service (Rental of large classroom for religious service and approximately 200 participants, scheduled from October to June, serves residents of Cupertino and other cities- Gross income FY 07/08 \$6,500); Abounding Grace Christian Church-religious services (Rental of classroom and pool for baptism services and approximately 100 participants, scheduled on as needed basis, serves residents of Cupertino and other cities – Gross income FY 08/09 \$400).
- **Other:** Association of Silicon Valley Amateur Radio Organizations ASVARO -Electronic Flea Market (Rental of parking A lot for monthly flea market event and approximately 100 vendors and 1,000 participants, scheduled March to October, serves residents of Santa Clara County- Gross income FY 07/08 \$8,300); Santa Clara County Office of Environmental Health- Community drop off of hazardous materials- (Rental of Parking Lot B and approximately 500 participants, scheduled in August, serves Cupertino residents – Gross income FY 08/09 \$400); Fremont Union High School

Foundation Crab Feed-(Use of Main Gym for event which is held in April annually, approximately 700 – 800 in attendance for event, serves parents and staff of the high school district and staff of the college district- Gross income FY 07/08 \$2,500)

EVENT EVALUATION MATRIX

	Yes.	No.	N/A		
Question 1.	25	1	2		
Question 2.	27				
Question 3.	27				
Question 4.	16		12		
	1.	2.	3.	4.	5.
Question 5.	20	1		2	3
Question 6.	28				

I. Planning Agenda

- 1. Currently the Facility Rentals Department is updating its Facility Rentals Policy and introducing a paper less application process by where the rental client can see the facilities they want to rent, apply for a rental and make payments, all on-line.**

J. Comments

Strategic Planning

- 1. How does your program or service respond /address the College’s strategic initiatives?**

The college benefits greatly by having a variety of organizations that utilize the many facilities that the college has to offer. The college is widely recognized throughout the community for hosting many large events that bring a wide variety of cultural diversity to the Cupertino area.

2. Which initiatives does your program, or service respond to and in what ways can the response be measured or evaluated?

The main initiative that addresses this area is Outreach. I have made inroads with the Iranian, Chinese, Korean and Latino communities in the area who have consistently rented from the college classrooms for religious, cultural and educational events.

3. How does the work of your program, or service respond to increased access, growth, retention and/or student equity?

On Saturdays and Sundays the college has had been renting classrooms for cultural classes by the East Indian community. On Sunday mornings the Chinese- American community has been offering Tai Chi classes to the community for exercise. Once a month the college offers an Electronic Flea Market. Summer computer camp for young pre high school age kids. The Hispanic Foundation of Silicon Valley has their annual retreat meetings here at the California History Center. These are but a few of the many activities that bring people from the community to the college and can be seen as a way to recruit people and extend a good will gesture to people that may want to take a class at or college.

4. What other programs/services are you working with to accomplish your proposed goals/outcomes?

I have been working with the Institute of Community and Civic Engagement (ICCE), Student Activities, and educational divisions on campus to provide an opportunity for collaboration with college and community organizations that foster a positive experience to the participant. In addition, I have been working with the Marketing Department to make renting facilities on this campus an easy experience by providing an on-line facility application, and payment method.

5. What is important to understand about your program, or service and the consequences to the college if it was discontinued or reduced?

To begin with, this the Facilities Rental department receives all of it's funding to pay for salaries and benefits from the rental income. Most of the renters on a yearly basis are long standing customers that have been loyal to the college and several have, through voice-of-mouth, brought in new clients to us. With the addition of new facilities such as the Kirsch Center and Science Center, a wider range of clients have taken advantage of our state of the art facilities. The goal of this department would be to continue to pay for itself, and also provide funding for other necessary college services.