Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

O/O 1: Maintain #1 status in nation
Maintain our #1 status in the nation among hospitality and tourism research centers

Related Measures

M 1: Tally clients
State, regional and city reports, events, festivals, etc.
Source of Evidence: Administrative measure - other
Target:
Clients consist of 3 State, 3 City, 5 Events/Festivals and 2 Association organizations - 13 reports produced

O/O 2: Increase revenues to fund expansion
Increase revenues to fund expansion of the Hospitality Research Center

Related Measures

M 2: Increase dollar volume of contracts
Increase dollar volume of contracts
Source of Evidence: Administrative measure - other
Target:
Increase by 3%.

O/O 3: Function as the source of information for the hospitality and tourism industry
Be the source of information for the hospitality and tourism industry

Related Measures

M 3: Maintain data series
Maintain data series and supply clarification for clients as needed with back-up data
Source of Evidence: Administrative measure - other
Target:
Achieving new information

O/O 4: Service to community
Service to community

Related Measures

M 4: Participation on committees, boards, task forces
Examples of most prestige committees, boards and task forces, dollar value of reports in this category, approximate contribution by HRC
Source of Evidence: Administrative measure - other
Target:
Increase by 1%