ANNUAL ASSESSMENT Health Indicator Summary

Career and Community Education
Paliku Theater
for Fiscal Year 2011-2012

Overall Program Status

<table>
<thead>
<tr>
<th>Healthy</th>
<th>Cautionary</th>
<th>Unhealthy</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
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Overall Program Demand

<table>
<thead>
<tr>
<th>Healthy</th>
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<tbody>
<tr>
<td>X</td>
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Overall Program Efficiency

<table>
<thead>
<tr>
<th>Healthy</th>
<th>Cautionary</th>
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</tr>
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<tbody>
<tr>
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Overall Program Outcome

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</table>
Part I. Executive Summary of Program Status – Paliku Theatre (PT)

Review of the program rating

For FY 2012 the theatre is healthy in all areas.

Response to previous annual program assessment recommendations

There was no response to the previous annual program assessment reports.

Part II. Program Description - Paliku Theatre (PT)

Description and history of Paliku Theatre

Palikū Theatre has been in operation since 2002 and provides a unique, flexible and affordable performance venue for community groups on Windward O’ahu. It has been made available to many community groups ranging from rural elementary schools to local ballet companies.

Palikū Theatre is also home to an in-house production company which has successfully staged 16 community theatre productions, including Fiddler on the Roof, My Fair Lady, South Pacific, Miss Saigon, West Side Story and The Phantom of the Opera. All were critically acclaimed, as well as thoroughly enjoyed by large audiences. Paliku has won numerous Po’okela Awards from the Hawaii State Theatre Council for excellence in theatrical productions, Hawaii’s version of the Tony Awards. The Phantom of the Opera won 13 Po’okela Awards, the most ever won by any Hawaii theatre for any theatrical production in history.

Since its first production in July of 2002, Palikū Theatre has gained a growing reputation as one of the most comfortable, accessible and desirable mid-sized performance venues in Hawai‘i.

The PT staff has established a reputation for providing excellent customer service. Responsibilities include:

- Coordinating in-house theatrical productions, including community theatre and student showcases
- Management of rental operations, making Palikū Theatre available for use by both WCC and community organizations
- Box Office in Paliku Theatre: ticketing system deposits, reporting requirements and selling tickets under the computerized UH Ticketing system (Paliku and outside rentals)
- Production management of in-house productions, including budgetary operations
- Paliku Theatre: sell tickets for Theatre events
Paliku Theatre goals

- Customer Service – to provide excellent service to campus, community, and customers
- Learning and Teaching – to provide and maintain a professional-caliber facility for WCC students to use and learn in.
- Community Development – to support our community through availability of a professional performance space for community performing arts groups.
- Access and Diversity – to provide performance opportunities to our diverse population, which includes seniors 55 and older and Native Hawaiians.

PT User requirements

Facilities use is open to internal and external users. There are established forms, rates, policies and procedures for internal and external users.

Paliku Theatre Faculty and staff

1.0 FTE  Theatre Manager (G-fund)
1.0 FTE  Technical Director (.5 FTE: G-fund, .5 FTE S-fund)
1.0 FTE  Technical Assistant (Special fund)
0.5 FTE  Assistant Theatre Manager (Special fund)

PT Articulation agreements

There are no articulation agreements with this program within the University of Hawaii system.

PT Community connections, advisory committees, internships, coops, DOE connections

The program had an Advisory Committee, known as Kokua Palikū, which met on a monthly basis. The committee was comprised of the Theatre Manager, Theatre Professor, the UH Foundation representative and 8 community members interested in supporting the work of Palikū Theatre; however, the committee was recently phased out due to lack of community support.
Part III. Quantitative Indicators for Program Review - PT

Status/Demand/Efficiency

<table>
<thead>
<tr>
<th></th>
<th>FY 2012</th>
<th>No. of In House Productions</th>
<th>No of Attendees</th>
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</thead>
<tbody>
<tr>
<td>Fall 2011</td>
<td>1</td>
<td></td>
<td>8093</td>
</tr>
<tr>
<td>Spring 2012</td>
<td>1</td>
<td></td>
<td>2807</td>
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<table>
<thead>
<tr>
<th></th>
<th>FY 2012</th>
<th>No. of External Productions</th>
<th>No of Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>All semesters</td>
<td>142</td>
<td></td>
<td>37,225</td>
</tr>
</tbody>
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Summary of Income and Expenses

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Rev</th>
<th>Exp</th>
<th>Net Income/(Loss)</th>
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</thead>
<tbody>
<tr>
<td>2012</td>
<td>$333,930.07</td>
<td>$122,357.97</td>
<td>$211,572.10</td>
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<tr>
<td>2011</td>
<td>$197,591.09</td>
<td>$69,820.42</td>
<td>$127,770.67</td>
</tr>
<tr>
<td>2010</td>
<td>$183,397.00</td>
<td>$208,423.00</td>
<td>($25,026.00)</td>
</tr>
<tr>
<td>2009</td>
<td>$224,537.00</td>
<td>$161,856.00</td>
<td>$62,681.00</td>
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<tr>
<td>2008</td>
<td>$134,044.00</td>
<td>$118,725.00</td>
<td>$15,319.00</td>
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<tr>
<td>Totals</td>
<td>$1,073,499.16</td>
<td>$681,182.39</td>
<td>$392,316.77</td>
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Determination of Health Based on Outcomes

Paliku Theatre is committed to producing two live shows a year (fall and spring). In fall 2011, the in-house production company staged Phantom of the Opera. The show was extended to 26 performances and grossed over $300,000 which is a record in the UH system. In the spring 2012 semester, the in-house production company produced Pirates. In general, the spring production is selected to entertain young people and families, and especially, introduce them to the unique role the theatre plays in the educational development of a community. The theatre is rented to external groups at other times during the years. Because of the increasing activity in the theatre, the unit hired an assistant manager to help oversee operations.

Part V. Curriculum Revision and Services Review - PT

The Palikū Theatre manager oversees usage of
- Palikū Theatre auditorium
- Additional space in Hale Palanakila as needed

Management includes coordination of confirmation, media usage, room set up, billing, and custodial service.
Facilities use forms for external users are available on the Web at: http://www.wcc.hawaii.edu/paliku/Paliku_Renting.html as well as in the Theatre Office. The forms have been revised to expedite the completion and processing of the requests.

Part VI. Survey Results - PT

Part VII. Analysis of the Program - PT

Alignment with the mission statement

Palikū Theatre is closely aligned with the mission statement of providing theatrical opportunities to Windward Community College students and the community; to offering the general public opportunities to enjoy and experience theatrical entertainment and cultural events; and striving to offer such opportunities in an affordable manner while remaining fiscally responsible.

Strengths and weaknesses based on analysis of data

Strengths

- Commitment to offering a variety of live performances throughout the year; live theatre plays a unique role in the educational, social, and cultural development of the Windward and Oahu community.

Weaknesses

- Not fully staffed
- Did not survey customers and theatre patrons in 2011-2012.

Evidence of quality

The Phantom of the Opera (the fall 2011 production) won 13 Po’okela Awards, the most ever won by any Hawaii theatre for any theatrical production in history.

Evidence of student learning

NA

Resource sufficiency

The program is supported by funds generated from course offerings, facilities rental, and general funded positions:

1.0 FTE Theatre Manager: General funded
1.0 FTE Technical Director: (.5 FTE G-Fund, .5 FTE S-Fund)
1.0 FTE Technical Assistant: Theatre special account
   (facility client reimbursed)
0.5 FTE Assistant Manager: Theatre special account
   (facility client reimbursed)
Recommendations for improving outcomes

- Increase gross revenue
  - Expand rental income (increase fees)
  - Market to more performing arts groups

- Decrease personnel expenses
  - Get full G-funding for 1.0 Technical Director
  - Change 1.0 FTE Technical Assistant position to 1.0 APT A General funded

- Conduct surveys to assess and community interest and needs

Part VIII. Action Plan - PT

The program shall develop the following action plan:

- Increase gross revenue
  - Expand promotion to performing arts community
  - Increase resources for print media, Web, press releases, etc.

- Conduct surveys to assess customer satisfaction

- Increase rental fees for facilities use

- Partner with WCC faculty to expand educational programming

Part IX. Budget Implications - PT

In order to carry out the action plan, Palikū Theatre is requesting that the Assistant Manager and Facilities Technical Director be converted to g-funds, and that the position of Technical Director be upgraded from half-time to full-time (1.0 FTE), and funded through general funds. The current theatre staff is not adequate for maintaining theatre operations. Additionally, by converting the special funded positions to general funded positions, the Paliku staff can partner with WCC faculty to develop educational programming and live performance to WCC students. Currently, the rental fees help to pay the salaries of the Paliku staff, but prevent the WCC theatre faculty from using the Paliku Theatre.