

To: Interim Chancellor Stokes, in care of Anna Ball, Faculty Fellow for Faculty Development
Attention: Michelle Marsden
Report Submitted by: Brad Desnoyer

Concerts Committee Annual Report 2016-2017

Committee members: Grace Bommel, Douglas Clem, Heather Carver, Brad Desnoyer, June DeWeese, Julia Gaines, Kay Henderson, Illyana Karthas, Pat Lawnick-Ritchie, Kathy Murray, Melissa Old, Stacie Strong, Sue Troutner, Joe Waterman, Robert Wells, William Wills.

The advisory committee for the University of Missouri Concert Series met in October, December, March, and May during the 2016-17 school year.

John Murray served as the Director of the Concert Series until February. John noted the marketing for the Series continued to be an issue, as it has been since the Series broke from KBIA 91.3 FM in April 2015. John also informed the Committee that the Series sold sufficient tickets for shows with external marketing or shows that were traditionally part of the Series. High cost shows, however, lost money, partially due to low ticket sales. The Committee discussed ways of promoting shows to increase ticket sales and whether the Series should focus its efforts on lower cost shows that carry lower risk.

In February, Robert Wells became the Interim Director of the Concert Series. The Committee agreed that the Concert Series had grown too large and that the Series was competing against itself for ticket sales. The Committee further agreed that the Series should pare down the number of shows per semester. Additionally, the Committee discussed placing more emphasis on working with individual donors and providing those donors with a voice and a place at the table. Regarding marketing, Robert informed the Committee he was forming new media relationships to advertise the Series. Kathy Murray, director of Student Life, suggested the Series and the Missouri Students Association should work to better communicate and collaborate.

In its May meeting, the Committee agreed with Gary Ward, Vice Chancellor of Operations, that the Concerts Series must remain financially viable and self-sustaining. To that end, the Committee agreed that the Series should focus its attention on “low-cost” shows, shows covered by promoters, and shows that incorporate concerts organized by internal departments. The Committee also urged, however, that student-organized programming not be affected by the Concert Series’ focus.

In May, the Committee recommended to the Vice Chancellor of Operations that it be provided more data to best advise the Concert Series Director and the Vice Chancellor of Operations. To that end, our charge has been updated to best serve the Concerts Series and the University. The new charge is as follows:

The Concerts Committee is an advisory committee for the Vice Chancellor of Operations and the Concerts Series Director to provide recommendations concerning the University Concert Series. The charge includes (1) reviewing ticket sales, (2) reviewing the Concert Series’ end of the year budget, (3) advising on scheduling shows before the final Concert

Series' schedule be made final and public; and (4) advising on booking of potential shows for the Concert Series.

Additionally, the Committee recommended that the Department of Operations continually revisit reestablishing Event Production Services as separate from the Concert Series, as part of the Department of Operations review of efficient workload policies.

Sincerely,
Brad Desnoyer, Concerts Committee chair