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Program Effectiveness Report

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**Program/
Unit:** Davis Theatre

Location: Montgomery

Date: January 20, 2009

Division: Division of Academics (Provost)

Person Completing Report: [Dannie Tennimon](#) **Title:** Coordinator

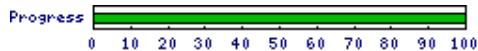
The mission of Troy University's Davis Theatre for the Performing Arts is:

- to serve the Greater Montgomery area by offering a variety of affordable, high-quality family-friendly arts programming;
- to welcome and serve as the artistic home for Montgomery's cultural, civic, and social organizations by making the theatre available as a venue;
- to work collaboratively with local businesses and arts, civic, and social organizations for the betterment of the Montgomery community;
- to promote the financial health and long-term viability of the theatre by educating current and potential patrons of the arts;
- to preserve the theatre facility as an important landmark for the community of Montgomery;
- to provide an entertainment and cultural venue for Troy University students.

This mission relates to the University Mission specifically in the areas of academic programs that are supported by a variety of student services that promote the welfare of the individual student, and the promotion of the discovery and exploration of knowledge and its application to life-long success through effective teaching, service, creative partnerships, scholarship, and research.

Mission and Relation to University Mission:

Achieved:



| Edit | Worklog | (1) Expected Outcomes/ Student Learning Outcomes with Assessment Measures | (2) Actual Assessment of Expected Outcomes/Student Learning Outcomes with Improvements Noted | (3) Outcome Achieved Yes/No | (4) If No, Plans for Improvement (PFI) (If outcomes were not met) | (5) Projected Cost to Implement PFI |
|-------------------------|---------|---|--|------------------------------------|--|--|
| Edit | | The Davis Theatre will expand its program to its subscription patrons by forming creative partnerships with University and community performing art (ists) or groups. | In 2005 - 2006, the University Series debuted as a new Series of programming and was added on the professional touring Subscriptio Series offerings. In 2007 - 2008, the Community Series debuted as a new Series of programming and was added to the professional touring series. Patron satisfaction surveys (N = 240) indicated that 58% of the respondents attended and enjoyed the new programming. | Yes | Move to Plan for Improvement | |
| Delete | Worklog | | | | | |
| History | | This will be measured by whether additional programming is instituted or not and whether new partnerships have been formed. | | | | |
| Edit | | The Davis Theatre will conduct outreach efforts to serve current and potential students of Troy University. | By working with the Montgomery Arts Council, the Davis Theatre now brings over 2,700 students to performances each year. Students receive a 50% discount on ticket prices for Broadway productions, such as CATS. Lecture and master classes were provided for theatre students and faculty by Carol Channing and Debbie Reynolds. | Yes | Move to Plan for Improvement | \$0.00 |
| Delete | Worklog | This will be measured by the number of participants in outreach efforts and the benefits being provided to students. | | | | |
| History | | | | | | |

| | | | | | | |
|-------------------------|---------|--|--|-----|--|--------|
| Edit | | Promote the preservation of the structure and technical facilities of the theatre. This will be measured by specific facility improvements being made each year. | 2004: Lighting and rigging system was overhauled. 2005-2006: Building facade was renovated. 2007: New stage housing - fly space above stage completed. New sound system in progress for 2008-09. Very positive response from patrons to survey questions on facilities (97% good or excellent) | Yes | | |
| Delete | Worklog | | | | Move to Plan for Improvement | \$0.00 |
| History | | | | | | |

Information (800)551-9716