

<b>SUBJECT</b>	CRCREP METRICS SUBMISSION UPDATE
<b>MEETING DATE</b>	JANUARY 22 <sup>ND</sup> , 2020
<b>MOTION</b>	FOR INFORMATION SUBMISSION
<b>PREPARED BY</b>	Cole Evans – Vice President Administration Justin Zheng – Clubs Resource Centre Manager Stephanie Lo – Assistant Clubs Resource Centre Manager
<b>DOCUMENTS</b>	1. Metrics Submission

**DESCRIPTION & RATIONALE**

As per Council mandate, the Office of the Vice President Administration is submitting metrics recorded from the The Commons + Clubs Resource Centre first months of being open.

Directors will notice that all general targets have been met or exceeded, with some room for improvement to the CRC Service.

**BENEFITS**

Reputational,  
Financial,  
Sustainable, Social

N/A

**RISKS**

Financial,  
Operational,  
Reputational

N/A

**COSTS**

Financial,  
Resources, Lifecycle

N/A

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**TIMELINE** Immediate  
Implementation  
Timeline

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**CONSULTATION** N/A  
Internal & External  
Groups

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**Office of the  
Vice President Administration**

**Metrics and Statistical Project Performance Tracking  
January 2020 Report to Council**

**Clubs Resource Centre Renovation and Enhancement Project (CRCREP)**

Prepared by

Cole Evans, Vice President Administration

Justin Zheng, Clubs Resource Centre Manager

Stephanie Lo, Clubs Resource Centre Assistant Manager

January 22, 2020

## The Commons Lounge

### Update

Since the last report to Council, what was proposed as the “AMS Student Lounge” has seen a name change to be “The Commons Lounge,” while all other components have remained the same. For context, below is an excerpt from our November Metrics submission:

The primary focus of the AMS Student Lounge is to provide a space for UBC students to use during the day, as well as provide AMS Clubs, Constituencies and Services with a bookable, versatile lounge space. A large amount of student feedback demonstrated a lack in space that met the criteria of being casual yet professional, as many of the current bookable spaces in the AMS ecosystem are multi-purpose in nature and do not create a hospitable environment for clubs to host speakers and events in. This lounge will provide organizations with a novel space where they can host unique events in a space like no other in the Nest. Students have also demonstrated a need for more common spaces in the Nest for people to socialize and meet with peers. Keeping the Lounge open to the public when it is not booked will address this demand for more space.

Renovating and re-opening this space to the community has resulted in a far greater amount of traffic, thereby revitalizing what was previously an underutilized mixed space. The Commons Lounge has emerged as a choice for students who are looking for a new place that differs from the rest of the Nest to relax and spend time in.

Upon entry into The Commons Lounge, most students have remarked at their pleasure of seeing a modern and cozy environment for them to use, in addition to noting that the space is something that they are excited to have in their array of options for the future.

Furthermore, this space has distinctly become home to groups of students who frequently use the space as their destination for spending time on campus. These students are in the Commons Lounge at approximately the same times each day, indicating that our constituents have found this place to be their “home away from home” for the day.

## Quantitative Measures

### Lounge Traffic

Daily traffic in and out of The Commons Lounge has been tracked by a door sensor installed by UBC Secure Access. The Lounge's soft opening date was October 22nd, 2019, with the sensor tracking movement until a malfunction on January 7th, 2020. Unfortunately, statistics following the grand opening of the lounge on January 8th, 2020 are unavailable as a result.

### Lounge Bookings

Lounge bookings will be trackable online via the booking system and monitored by CRC Managers.

### Conference Room Bookings

Conference room bookings will all be trackable online via the booking system and monitored by CRC Managers.

## Methodology

As shown in our previous submission to Council, this calculation was used for measurement of project success.

$$\frac{\sum \left[ \left( \frac{\text{Actual Value}(x_i)}{\text{Target Value}(x_i)} \right) (\text{Weighting Value}) \right]_i}{\sum [(\text{Target Value})_i (\text{Weighting Value})_i]}$$

*Where  $x$  is the conversion factor used to obtain a common denominator of 10 in order to ensure that deviations in averages are weighted equally.*

*Where  $i$  relates to the specific measurable that is being considered for the equation.*

The data used for the calculation below was collected between October 22nd, the soft opening date, and January 7th, the date of the device malfunction. To prevent data improprieties, the examination period has been removed as traffic would have been significantly decreased.

<b>Space (AMS Student Lounge) Specific Measurables (Target)</b>			
<b>Measurable</b>	<b>Target (average per week)</b>	<b>Weighting Value</b>	<b>Final Value</b>
Traffic in Space	100	x1.5	15.0
Lounge Bookings	2	x1.0	10.0
Conference Room Bookings	4	x1.0	10.0
<b>TOTAL</b>			<b>25.0</b>

<b>Space (AMS Student Lounge) Specific Measurables (Actual)</b>			
<b>Measurable</b>	<b>Actual (average per week)</b>	<b>Weighting Value</b>	<b>Final Value</b>
Traffic in Space	225	x1.5	33.75
Lounge Bookings	1	x1.0	5.0
Conference Room Bookings	2	x1.0	5.0
<b>TOTAL</b>			<b>43.75</b>

<b>Success Ranges (Space Specific)</b>			
<b>Underachieving</b>	<b>Below Targets</b>	<b>Targets Achieved</b>	<b>Targets Exceeded</b>
<b>&lt;70% (17.5 or lower)</b>	<b>70% to 85% (17.5 to 21.25)</b>	<b>85% to 110% (21.5 to 27.5)</b>	<b>&gt;110% (27.5 or higher)</b>

## Qualitative Data

### Average Student Dwell Time

Students have been spending anywhere from ten minutes to over four hours within The Commons Lounge. As noted previously, this space has become home to two groups of students, who regularly come at the opening hours of The Commons Lounge and stay beyond the closing time.

### Average Occupancy

Based on staff and volunteer observation, there is on average between 0 and 26 (full capacity) students at any given time. During the first semester, occupancy of the space was noticeably less, however towards the end of November, the space was consistently hosting approximately 10 students at any time.

### Satisfaction

The Commons Lounge has overall been very positively received by students who have accessed it. Staff and volunteers have commonly heard students say that they

- Are happy to see the inclusion of a new conference room
- Love the modern design of the space compared to the old Student Life and Sustainability Centre
- Are excited that they have something new in the Nest

## Clubs Resource Centre

### Update

The Clubs Resource Centre has continued its services this year in providing equipment rentals to clubs. This remains a popular options for groups that host events, as they usually do not possess the funds to acquire expensive audio and visual equipment.

Below is an excerpt of our objective from the November 2019 submission:

The primary focus of the Clubs Resource Centre is to provide AMS Clubs, Constituencies and Services with a variety of services. These include free equipment rentals, discounted apparel and merchandise orders, discounted compostable foodware and a bookable conference room. A large amount of student feedback demonstrated a demand for all these services, since organizations often lack funds needed to finance these services from external businesses.

In addition to facilitating equipment rentals, the Centre has also been providing support to clubs wishing to order merchandise and compostable foodware. The merchandise ordering has been especially popular among clubs as they seek to raise the overall awareness of the brand, and attract attention to their group.

Throughout the academic year to date, the Clubs Resource Centre has been helping clubs attain their goals, and will continue to grow and provide services in the future.

### Quantitative Measures

#### Active Interactions

From the soft opening until today, active interactions with CRC staff have been minimal. Guests have typically inquired about the services that we offer, and the purpose of The Commons Lounge. Typical questions that staff and volunteers have been asked include:

- What is this space?
- Can I use this space to study/eat?
- Are we allowed to be in here?
- Can we book this space?

#### Equipment Rentals

Equipment rentals have been tracked digitally through our online Clubhouse form, and through email to the CRC managers.



### Locker Pilot Interactions

Due to the cost of procuring an after-hours locker, the installation of an after-hours locker has been postponed pending a reevaluation of the demand for such a service. Our current equipment rental operations have been operating with clubs picking up equipment in advance of their event.

### Methodology

Values that indicate project success will be calculated using the following formula:

$$\frac{\sum \left[ \left( \frac{\text{Actual Value}(x_i)}{\text{Target Value}(x_i)} \right) (\text{Weighting Value}) \right]_i}{\sum [(\text{Target Value})_i (\text{Weighting Value})_i]}$$

Where  $x$  is the conversion factor used to obtain a common denominator of 10 in order to ensure that deviations in averages are weighted equally.

Where  $i$  relates to the specific measurable that is being considered for the equation.

Clubs Resource Centre Specific Measurables (Target)			
Measurable	Team Target (average per week)	Weighting Value	Final Value
Active Interactions with CRC Team	10	x1.0	10.0
Equipment Rentals	10	x2.0	20.0
Locker Pilot Interactions	5	x1.0	10.0
<b>TOTAL</b>			<b>40.0 30.0</b>

<b>Clubs Resource Centre Specific Measurables (Actual)</b>			
<b>Measurable</b>	<b>Actual (average per week)</b>	<b>Weighting Value</b>	<b>Final Value</b>
Active Interactions with CRC Team	17	x1.0	<b>17.0</b>
Equipment Rentals	7.5	x2.0	<b>15.0</b>
Locker Pilot Interactions	5	x1.0	<b>10.0</b>
<b>TOTAL</b>			<b>32.0</b>

<b>Success Ranges</b>			
<b>Underachieving</b>	<b>Below Targets</b>	<b>Targets Achieved</b>	<b>Targets Exceeded</b>
<b>&lt;70%</b> <b>(22.4 or lower)</b>	<b>70% to 85%</b> <b>(22.4-27.2)</b>	<b>85% to 110%</b> <b>(27.2-35.2)</b>	<b>&gt;110%</b> <b>(35.2 or higher)</b>

## Qualitative Data

### Satisfaction

Students have expressed interest and satisfaction with the space. Students who enter the space for the first time show interest by asking questions about the space and the services that the CRC provides. Additionally, traffic has increased over the past few months. Students enjoy utilizing the space with their friends. The peak hours tend to be during lunch hours, in the afternoon. Members of the student body and different club members have approached CRC staff with various questions.

Students have found the CRC team and volunteers to be helpful and welcoming to the space. The CRC team has had regular interactions with students pertaining to club and AMS resources. Students generally show satisfaction with the services and answers that staff members provide. Overall, students have been enthusiastic and interested in the space and the facilities offered.

### Equipment Rental Process

The CRC has had 60 rentals, beginning early September to January 17th. Equipment rental numbers have averaged about 5 rental requests per week. Clubs that have made rental requests have mainly been contacted through Clubhouse and email. Communication through email has been relatively consistent. The CRC has seen a number of clubs continuously contact the Centre for regular rentals. Rentals are regularly followed up and updated through email to ensure all students are satisfied with the service.

Students have shown satisfaction towards rentals and the range of equipment that the CRC has. Many students are interested in the equipment that the CRC offers, frequently asking questions not only about what they can rent, but other resources provided as well. Generally, the CRC has seen enjoyment from students in terms of the services and the help that the team has provided.

### Blended Project Measurables (CRC & AMS Student Lounge)

As the main point of metric evaluation for the project in its entirety, this blended table uses weighting to evaluate the performance of various aspects of CRCREP relative to intended importance.

While the budgetary split in project focus is quite drastic (Space Specific, 83% vs. CRC Specific 17%), our weighting gives a weight of  $\frac{2}{3}$  to Space, and  $\frac{1}{3}$  to the CRC (67% and 33% respectively).

<b>Blended Project Scope Measurables (Target)</b>			
<b>Measurable</b>	<b>Team Target (average per week)</b>	<b>Weighting Value</b>	<b>Final Value</b>
Traffic in Space	100	x2.5	25.0
Active Interactions with CRC Team	10	x1.0	10.0
Lounge Bookings	2	x1.5	15.0
Conference Room Bookings	4	x1.5	15.0
Equipment Rentals	10	x1.2	12.0
Locker Pilot Interactions	5	x1.0	10.0
<b>TOTAL</b>			<b>87.0-77.0</b>

<b>Blended Project Scope Measurables (Actual)</b>			
<b>Measurable</b>	<b>Actual</b>	<b>Weighting Value</b>	<b>Final Value</b>
Traffic in Space	225	x2.5	56.25
Active Interactions with CRC Team	17	x1.0	17.0
Lounge Bookings	1	x1.5	3.75

Conference Room Bookings	2	x1.5	7.5
Equipment Rentals	7.5	x1.2	9.6
<b>TOTAL</b>			<b>94.1</b>

<b>Success Ranges</b>			
<b>Underachieving</b>	<b>Below Targets</b>	<b>Targets Achieved</b>	<b>Targets Exceeded</b>
<b>&lt;70%</b> <b>(53.9 or lower)</b>	<b>70% to 85%</b> <b>(53.9 to 65.45)</b>	<b>85% to 110%</b> <b>(65.45 to 84.7)</b>	<b>&gt;110%</b> <b>(84.7 or higher)</b>