



# Discover Event Management












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# Agenda

- » Facility Usage suite overview & Demo
- » Event Essentials Pro
  - » iCal, RSS, DI
  - » Cost Recovery
  - » Managing the process
- » FSA – Automation
- » Event Publisher
- » Q & A

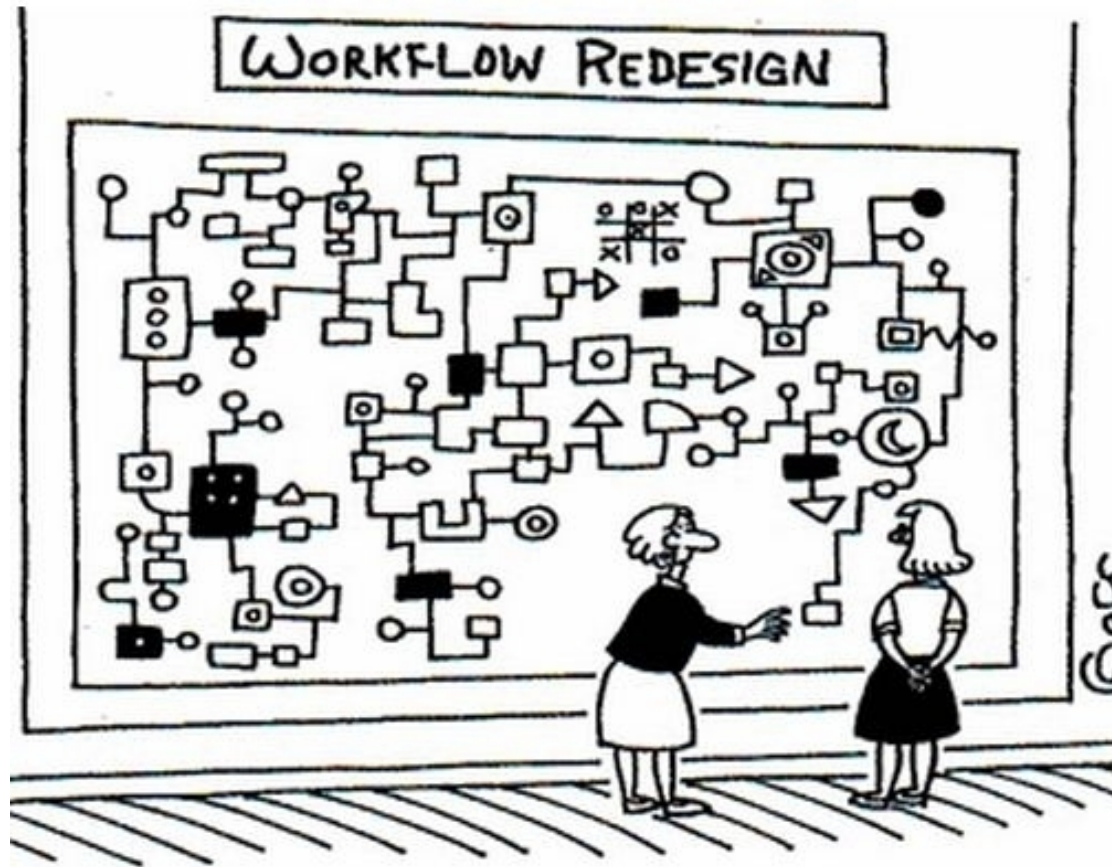
# SchoolDude Solutions

 <b>MAINTENANCE MANAGEMENT</b>	 <b>FACILITY USAGE</b>	 <b>ENERGY MANAGEMENT</b>	 <b>TECHNOLOGY MANAGEMENT</b>	 <b>SAFETY MANAGEMENT</b>
<b>MAINTENANCE ESSENTIALS™</b>  Facility Work Management Preventive Maintenance Schedules	<b>EVENT ESSENTIALS™</b>  Event Scheduling & Public/Community Calendar	<b>ENERGY MANAGER™</b> Utility Usage/Cost Analysis Conservation Programs	<b>HELP DESK™</b>  Ticket Management System	<b>CRISIS MANAGER™</b> Mobile Safety Platform
<b>INVENTORY DIRECT™</b>  Inventory Supply Management	<b>EVENT PUBLISHER™</b> Publish & Promote Event Calendars		<b>INSIGHT™</b> Technology Asset Management	
<b>CAPITALFORECAST DIRECT™</b> Forecast Future Facility Needs	<b>FS AUTOMATION™</b> BAS/BMS Facility Scheduling Integration		<b>MDM™</b> Mobile Device Management	
<b>CRITICAL ALARM AUTOMATION™</b> BAS/BMS Work Order Integration	<b>TRIP DIRECT™</b>  Athletic/Field Trip Management		<b>CONNECT AUTHENTICATE™</b> Single Sign-On	
<b>CONNECTGIS™</b> Publish GIS Information	 <b>MYSCHOOLBUILDING</b> Central Portal for Requests		<div data-bbox="614 1125 1039 1263">  <b>DUDE UNIVERSITY™</b>            Annual Users Conference         </div> <div data-bbox="1054 1125 1490 1263"> <b>MYSCHOOLEDUDE DATA &amp; KPI DASHBOARD™</b>            Benchmarks to Measure Success         </div> <div data-bbox="1495 1125 1931 1263"> <b>SCHOOLEDUDE COMMUNITY™</b>            Connect with 1-million Peers - Free         </div>	

# 2015 Facility Use and Cost Recovery Study

- » Analysis of 1,700+ education institutions
- » 10 years of historical data
- » 43 million events & \$400 million recovered
- » Focused on how education professionals are coping with
  - » Facility scheduling
  - » Demand for community use of schools
  - » Recovery of costs to support community use

# Event Scheduling & Management is Complicated



*"And this is where our ED workflow redesign team went insane."*

## Common Problems

- Time trying to manage event
- Unsure of event cost
- No reporting
- Lack of coordination between event staff
- Overriding BAS or manual



# 5 Tips for Streamlining Event Management

- » Gain support of leadership
- » Automate the process
- » Determine Cost
- » Establish a fee structure
- » Develop a plan for change management



# Cost Recovery Calculator

School District					
Estimated Costs for Facility Rental / Facility Usage / Non Standard Events					
Data Entry Fields					
Researched Estimated Values (can be overwritten with a more accurate value)					
Calculated Estimated Values (can be overwritten with a more accurate value)					
Calculated Values (derived answers should not be overwritten)					
Estimates					
Costs Recovered (Invoiced & Collected) Annually	\$	-			
Number of Students		2,271			
Number of Events per student per year		1.34			
Number of Events per year		3,043			
Administrative Staff Time per event (minutes)		30			
Custodial Time per event (minutes)		60			
Energy Costs per student/per year		\$ 150			
M&O Costs per student/per year		\$ 250			
Energy Increase, related to events		10.0%			
M&O Increase/Wear & Tear, related to events		1.5%			
Staff Time (hours) per year		1,522	hrs @	\$ 25	= \$ 38,039
Custodial Time (hours) per year		3,043	hrs @	\$ 25	= \$ 76,079
Total Energy Cost per year	\$	340,650	@	10.0%	= \$ 34,065
Total M&O per year	\$	567,750	@	1.5%	= \$ 8,516

Results					
Staff Time	\$	38,039			
Custodial	\$	76,079			
Energy	\$	34,065			
M&O / Wear & Tear	\$	8,516			
<b>Estimated Cost of Events</b>	<b>\$</b>	<b>156,699</b>		<b>\$ 69 per student</b>	
<b>Annual Cost Recovery</b>	<b>Per Student</b>	<b>Amount Recovered</b>		<b>Recovery/ (Deficit)</b>	
Estimated Amount Invoiced & Collected	\$	-	\$	-	\$ (156,699)
Average of Schools Sampled	\$	14.09	\$	31,998	\$ (124,701)
Break Even	\$	69.00	\$	156,699	\$ -
Top 10% of Schools Sampled	\$	52.39	\$	118,978	\$ (37,721)

# Facility Scheduling Automation

- » Works with Event Essentials Pro (FSD/CYU)
- » Saves energy
- » More efficient
  - » **Reduce labor time**
  - » **Eliminates manual overrides & last-minute requests**





# Solution Demo

Dude Intelligence  
Event Essentials Pro





FACILITY USAGE

# EVENT PUBLISHER

# Publish, Promote, Engage, Analyze

- » No Single source of information!
  - » Multiple Departments having events
  - » Need to have multiple ways to see them but role these events to one viewable place
- » Works with my Website
  - » We need it to work with my website
  - » We need it to match our Brand
- » Works with Social Media
  - » We need an easy way to share these events
  - » We need an easy way for our community, students and staff to share



SAN DIEGO  
MARCH 18-21  
2018

SAVE THE DATE!

**DON'T FORGET!**

**IN THE APP:**

**SESSION SURVEYS  
& REQUEST MORE INFO**