

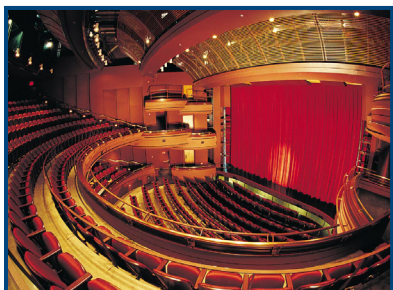
# EMS Case Study

Clarice Smith Performing Arts Center, University of Maryland



## Collaborative Creativity

On the campus of the University of Maryland, the Clarice Smith Performing Arts Center boasts a wide variety of venues that host diverse productions – from plays about the Sumerian King Gilgamesh to the National Orchestral Institute’s one-month festival. Students, faculty, visiting artists and community members create and enjoy 1,000 events each year in seven unique performance venues. At the height of the season, it’s not unusual to have up to 25 performances over one weekend and up to 40 live artistic events in a week.



Behind the scenes, more than 5,000 rehearsals took place last year in preparation for performances by music, dance and theater students.

The 450 unique productions featured 150 student thesis presentations and competed for time and space with nearly 400 events, including engagement activities ranging from lectures to conversations with artists and hosted meetings. To accommodate all these artistic experiences, the Center is located on 17 acres with a total of 318,000 square feet. The sheer numbers can be, well, overwhelming. But that’s where EMS comes in, according to university officials.

“The schedules for all of our theaters are maintained through EMS,” said Nicholas Roberts, the Center’s Facilities Scheduler. “All the rehearsal and classroom schedules are also maintained through EMS.”

With approximately 90 EMS users, the scheduling software and web calendar help avoid double bookings and easily identify available event space, he added.

When Roberts began working at the Center, he immediately realized the potential of EMS Professional’s calendar software. “When I was given EMS, I felt like it was definitely user-friendly and intuitive in a lot of ways. It’s certainly a powerful tool.”

## Fast Facts

- **1,000** events each year
- **Seven** unique performance venues
- **5,000** rehearsals a year
- Approximately **90** EMS users

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## Multiple Venues, Multiple Uses

The university uses EMS in a variety of ways, including taking advantage of the software's reporting capabilities when it comes to creating invoices and consolidating data for grant requests, as well as scheduling auxiliary services for parking and concessions. EMS tracks equipment, including lecterns, audio supplies, grand pianos and even tables throughout the three academic departments that share the Center's resources. Departmental meetings have also become more productive.

**“EMS has become a medium of communication for us.”**

“To see EMS make our meetings become more efficient has been really satisfying. It has streamlined our meetings, allowing us to focus attention on events with unique demands,” Roberts said. “EMS has become a medium of communication for us.”

Customer service has also improved with the use of EMS. The facility scheduling and event management software keeps everyone informed from the school's aspiring artists to box office employees.

“Our ticket office uses EMS when assisting customers inquiring about events,” Roberts said. “EMS allows our staff to access what's happening in the building so they can better serve our patrons.”

And that's one of EMS' major contributions to the Center, which prides itself on the ability to “Engage, Engage, Engage” with students, professionals and the community at large.

“A big focus of our presented series is to not only present performances but to also engage our guest artists in meaningful experiences offstage with the Center, campus, and local communities,” Roberts said.

## Performance and Progress

Over the years, the Clarice Smith Performing Arts Center has also become more engaged with EMS software. It recently partnered with the university's Student Union, School of Business and the College of Arts & Humanities' Technology Services division to upgrade to EMS Campus.

“Really in the past five years I've seen our commitment to using EMS as a tool grow and improve even as (EMS) has improved,” said Roberts, adding that he's excited to further utilize Virtual EMS, which will eventually allow students to request rehearsal space remotely from their dorm rooms or anywhere else they have internet access.

EMS “runs the gamut” of tasks, helping the Clarice Smith Performing Arts Center run the gamut of artistic expression and engagement.

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