

**WESTERN FIELD UNIVERSITY**



**WILDCATS**

**NEW EMPLOYEE  
HANDBOOK**

**Ticket Operations Department**

**2016-2017**



**WESTERN FIELD UNIVERSITY**  
**WILDCATS**



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*Welcome!*

**WE ARE EXCITED TO HAVE YOU JOIN OUR  
TICKET OPERATIONS TEAM  
AND  
WILDCAT NATION!**

**Wildcat Culture:**

**We strive to provide world class experiences for  
Wildcat student-athletes, staff and community  
members through the organization of NCAA  
Division-II athletic programs.**

Within Ticket Operations, our goals are to:

- Increase ticket retention through season ticket accounts and Follow-Up Service touchpoints
- Improve fan relations with friendly interactions; timely and positive communications; and professional, yet exciting presentation.
- Represent the University and the Wildcat brand in a positive light.

## **SELF-MANAGED TEAMS:**

Upon entering Ticket Operations here at the Western Field University Athletics Department, you will be joining a

### ***Self-Managed Team!***

- What is Self-Managed Teams (SMT)?
  - More inclusive approach
  - Allows for employees to gain more responsibility and be more involved in making decisions
  - Uses a flat structure
    - Having less hierarchical levels diminishes confining boundaries on positions

- Why do we use it?

We choose to use SMT because it flattens the structure of the organization. It allows our employees to have more control in the decision making, and gives them more access to those in top management. Employees will have a greater sense of responsibility and ownership in the organization.

The organization is no longer task oriented, but responsibility oriented. We want to utilize each employee to their maximum potential. With SMT we can allow you, our employees, to be more creative, innovative, and have a larger voice in our organization.

We believe that by using the SMT model, our employees will feel more invested in their work. We strongly believe that the employees will be more motivated to work hard and succeed in the organization.



## HOW YOU CAN BE SUCCESSFUL:

Here at Western Field University, we believe that the Self-Managed Team system can set every employee up for success.

- **Know Your Fit**

- Bring your own set of skills and abilities that will not only lead to increased ticket sales, but satisfy the goals and mission of the organization.
- Looking at the organizational chart, you fall under the sales representative category below the Coordinators, Associate Director, and Director of Ticket Operations.

- **CATS Initiative**

As a new team member to the Western Field University Wildcats, in order to be successful in this organization, you must follow the CATS system - four steps:

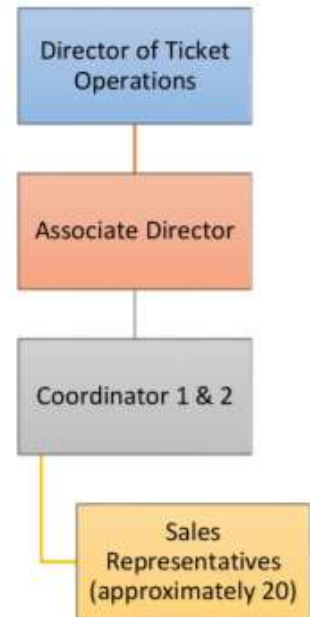
**C** – **Continuously Learn**

**A** – **Adapt**

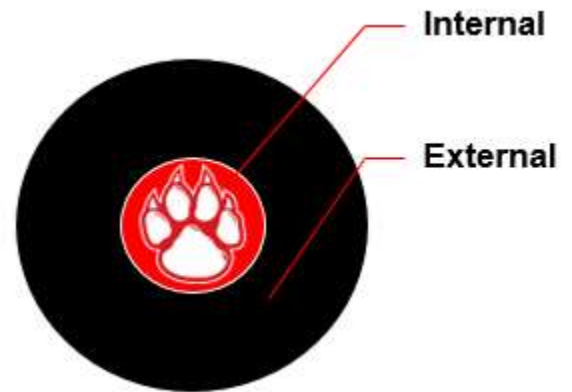
**T** – **Take Initiative**

**S** – **Solve Problems**

- Within our community, we hope to create a developmental culture that urges all team members to utilize their resources to solve problems by taking initiative and being adaptive to complete our mission of providing a world-class experience for all individuals connected with WFU Wildcats Athletics.



## WILD Incentives



- **Internal**

- **Connection**

- Creating a culture and community of people who work well together based off strong connections created
- Weekly Meetings will include time for personal touchpoints with employees, so that the team can connect with each other's lives outside of the workplace

- **Personal Development**

- With the training provided, employees will be able to enhance their personal skills and abilities.
- With the implementation of training and practices, employees will be able to adapt, learn and grow from the opportunities created.
- Personal goals will be set through one-on-one meetings with supervisors

- **Enjoyment**

- We want the created culture and community to be a fun atmosphere. By bringing a positive attitude

- **External**

- **Team Success**

- Team Success will be measured and evaluated by complete fulfilment of objectives set for each term.
- Upon the successful completion of these objectives, team rewards will be given/provided based on group ideas to be approved by the Director.

- **Recognition**

- Individual recognition to be given in-house and externally, to other departments, for achievement of personal goals and cases of exemplary performance

- **Bonuses**

- Competitions will be put in place to drive performance and motivation
- Bonuses will be awarded to winners of competitions in monetary form or through personalized gifts
- Individual performance in accordance to personal and team goals is also subject to receive bonuses, upon the discretion of supervisors

## **EVALUATION**

As a member of the Wildcats Ticket Operations team, you will be evaluated off of both your personal performance and of the performance of the entire team.

- **Personal Performance**

- You will be evaluated quarterly by your direct supervisor and immediate team members
- Performance indicators may include, but not be limited to:
  - Achievement of personal goals
  - Behavior and Attitude
  - Promotion of the CATS Initiative
- Employees will be encouraged to provide their perspective on their level of performance within the quarterly evaluations.
  - Additionally, employees can utilize the one-on-one setting to voice opinions of team performance; rather than in the group setting outlined below

- **Team Performance**

- In order to promote a team effort and to support a connected culture, employees will participate in team evaluations on a quarterly basis.
- Individual employees will voice their opinion on overall team performance within a team setting.
- Performance indicators may include, but not be limited to:
  - Achievement of team goals
  - Projected reputation
  - Promotion of the CATS Initiative

## **CLOSING STATEMENTS**

We greatly look forward to your future here as a Wildcat. Your successes are an important part of our team performance, which translates to the competition field where our student-athletes, staff and community members can enjoy unforgettable experiences.

We urge you to make the most of your opportunities here. If there is more that you want, we will help you get there but you are behind the wheel. Take control of where this journey can take you.

Thank you for your presence! We cannot wait for you to contribute to our team!

Sincerely,

*Derrick Moore*

Director of Ticket Operations

