Title:
Balancing the Need to Enhance Safety & Security and the Impact on Our Fan Experience, a Multi-year Journey

Abstract:
In response to tragic, critical incidents occurring at large scale events throughout the United States and abroad, Northwestern Athletics and Northwestern Police invited the Department of Homeland Security (DHS) to conduct an infrastructure assessment of Ryan Field to determine whether there were vulnerabilities to address. Upon receipt of the final DHS report, Northwestern Athletics and Police worked collectively with various stakeholders across the campus and larger Evanston community to enhance safety and security practices at Ryan Field. The enhancements caused major changes to game-day operations and were undoubtedly going to impact fans attending Northwestern events. A multi-year plan was created to balance the need to implement necessary changes while balancing our desire to maintain a high level of satisfaction with the fan experience. This workshop will provide attendees with perspective regarding collaboration with multiple-stakeholders, the value of remaining nimble and diplomatic, and the importance of maintaining a focus on service delivery when working toward goals related to change.

Learning Outcomes:
1. Create a multi-year change management plan including having the leadership courage to change long-standing practices if necessary.
2. Understand the importance of enlisting stakeholders from any area that will be impacted by the change, to maintain or enhance service delivery throughout the implementation of the plan.
3. Implement metrics to assess the impact of changes.