Streamlining scheduling & improving accountability in on-campus event management [CASE STUDY]

University of Kentucky's Sports Video department produces live sporting events on-campus and crews both students and freelancers for their shows. They struggled with their previous scheduling software along with disconnected, manual processes. They were searching for a scheduling solution that would save time, streamline processes, and improve accountability.

Here is University of Kentucky's success story.

Meet
Clifton Matekovich

Operations Producer at
the University of Kentucky

"Both our students and freelancers really like LASSO. As soon as I start sending out crew shifts and rosters, I'll start getting confirmations back almost immediately. The feedback we have gotten from everyone has been great."

BACKGROUND

University of Kentucky's Sports Video department produces live events on-campus and crews both students and freelancers for their shows. They produce all of the SEC network broadcasts as well as any one-off events such as Pro Day, Signing Day, various award ceremonies, and all video board events. All-in-all, they produce close to 300 on-campus events every year.

Prior to LASSO, the University of Kentucky (UK) used another scheduling solution along with excel spreadsheets, Google docs, and manual processes such as calling and emailing to book students and freelancers for their shows. The usability of their previous solutions was lacking, making it very difficult to duplicate events, update schedule details in bulk, and even determine availability for shows. They were looking for a solution to streamline their processes and save their team time.

"Prior to LASSO, we were using another software platform, but the **usability just wasn't there**. It was almost easier to just use excel spreadsheets, make phone calls, and share Google docs, which is what we ended up doing."

~ Clifton Matekovich, Operations Producer

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CHALLENGES

- Their previous scheduling software was difficult to use and required the team to perform repetitive manual work to schedule students & freelancers, duplicate events, and make bulk schedule updates
- Students & freelancers did not have the ability to confirm shifts, causing confusion and a lack of accountability
- Managing both student schedules and freelancer availability was disjointed and unorganized
- Communication of important event details was a constant struggle

"When it comes to college athletics, conferences like to keep the same schedule and **the ability to duplicate events is critical**. Before LASSO, we had to create a new event schedule every time which was **just so time consuming**. That played a huge factor into us looking for a new solution. We needed to easily duplicate events and adjust schedule times in bulk so that we could focus on other, more important tasks."

~ Clifton Matekovich, Operations Producer

"We needed a solution that was **more streamlined** and had **better usability**."

~ Clifton Matekovich, Operations Producer

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THE RESULTS

The University of Kentucky implemented LASSO. By doing so, they are able to:

- Quickly and easily duplicate events and update schedule details in bulk, saving the team a tremendous amount of time
- Allow students & freelancers to confirm shifts, improving overall accountability and reducing no-shows
- Streamline the management of both student schedules and freelancer availability, ensuring the entire team in sync
- Get a big picture view of all events and easily see what needs to be prioritized, what is complete, and what is coming up
- Easily communicate important event details and show schedules

"I know the students **have voiced how much they like LASSO** because they can set up all of the alerts necessary to ensure that they never miss out on what is going on and what is coming up. It also keeps everyone more accountable."

~ Clifton Matekovich, Operations Producer

"I love that at a glance, we can see **who is confirmed** and who is not, so we know exactly **who needs to be followed up with**, and when. Everything is **consolidated** and in one place."

~ Clifton Matekovich, Operations Producer

CONCLUSION

"LASSO's customer service has been top notch. Everyone has been super helpful and we are really excited about the new things LASSO has on the horizon that could really benefit us."

"The implementation process with LASSO was great. They kept us honest and laid out specific goals and dates, which was huge."

"My advice for a new LASSO customer would be to just dive in and don't get intimidated. You aren't going to break anything and it's very intuitive once you get in."

~ Clifton Matekovich, Operations Producer

Would you like to learn how to streamline scheduling and improve accountability for your on-campus events?

Request a demo today at **www.LASSO.io**.