

LBJSC ANNUAL REPORT

2016

ANNUAL REPORT

ANNUAL REPORT LBJ STUDENT CENTER

**Student Affairs Division
Texas State University
2015-2016**

Major Accomplishments/Retention Initiatives for 2015-2016

Overall Departmental Accomplishments:

The LBJ Student Center has embarked on a renovation/expansion project that will upgrade all MEP systems as well as add much needed square footage to accommodate student programming and lounge space, additional ballroom and meeting rooms as well as a reconfigured main entrance. A referendum to increase the student center fee was proposed by Student Government and passed by a 68% positive margin to fund the project. MEP renovations are underway.

Furniture and carpet replacements and upgrades have been completed in several offices and meeting rooms. The Teaching Theater underwent a full renovation and reopened for Fall Semester 2015.

Building Operations:

1. Building Operations and Conference Services Suites were renovated and refurbished
2. Building Operations created maintenance storage space
3. Completed work in Boko's Theater.
4. Cultivating partnership with IT Services and Student Affairs IT
5. Key personnel positions filled - Head Custodian; Night and Weekend Managers and Conference Services Administrative Assistant
6. Improving Technical support for computers and Conference Services
7. Preliminary work on Phase One for LBJSC-MEP, infrastructure repairs
8. Red Mango operation was completed and opened for business
9. Reinitiated LBJSC Fountain
10. Renovation work completed in Teaching Theater
11. Student Referendum successful for renovation and construction

Director's Office & Business Office:

1. Student Referendum passed by 68% in favor of a fee increase for a Student Center Expansion. Fees will increase \$18 Fall 2017 and \$18 Fall 2018.
2. Architectural and Construction Management firms are under contract for renovation.
3. LBJ Student Center Renovation underway
4. Social Justice Speaker Series Implemented. First speaker, Opal Tometi, founder of Black Lives Matter, spoke to over 700 participants
5. Furniture, Fixtures and Finishes Upgrades - GA office suite furniture, Boko's Teaching Theatre, George's, Conference Services office suite, Computer Lab.

Student Involvement:

Bobcat Build

1. Bobcat Build members (35) collaborated with the St. Bernard Project to coordinate a one-day service project following the October 30th flooding completing a total of 175 service hours.
2. Bobcat Build aided AmeriCorps volunteers in cleaning and preparing housing for rebuilding on behalf of families that lost their homes due to major destruction. **Six** homes were completed.
3. Now in the fourteenth year, Bobcat Build had 3560 participants, almost 10% of the student population, at 274 jobsites.
4. Volunteer participation increased by 6% and job sites increased by 14% from 2015 (new record).
5. Bobcat Build received \$24,043.99 in material sponsorships. Of that amount, \$15,401.43 of material donations included assorted food and beverages for participants on the day of the event, which cut expected costs for Bobcat Build by 52%.

Cat Camp

1. Both 2015 Cat Camp/New Student Orientation sessions sold out. Each session had 200 students sign up. Additionally, the first Cat Camp/NSO session of the summer had an additional 100 students registered from the High Ability New Student Orientation held in April.
2. Both 2016 Cat Camp/New Student Orientation sessions have sold out. Each session has 300 students signed up.
3. Cat Camp saw an increase of participants in 2015 (676) in comparison to 2014 (643).

George's

1. Oversight for George's staffing and programming transitioned to Student Involvement from Student Center Operations in the fall. This change resulted in restructuring student staff positions to include programming responsibilities, programming retreats, bi-weekly meetings, and additional training and development components for staff
2. George's established the inaugural Late Night and Weekend series at the LBJ Student Center, offering a lineup of 16 programs throughout the academic year, serving a total of 1,365 students.
3. Developed a recognizable logo and marketing campaign for the Late Night and Weekend series.
4. Successful collaborations with three campus organizations: Ritmo Latino, Bobcat Billiards League of Texas State and Table Tennis Association at Texas State University

Non-Traditional Student Organization (NTSO)

1. NTSO Graduation Celebration was very successful. Attendance for both the fall and spring celebrations increased from the previous year by over 5% each semester.
2. This year, NTSO participated in Bobcat Build and continued building relationships within the organization with a monthly event of bowling. NTSO also collaborated with VATS (Veterans Alliance of Texas State) on social events.
3. Six \$500 scholarships were provided to non-traditional students from the endowed scholarship fund.

SACA

1. The Homecoming talent show was dubbed “most diverse talent show” by the University Star.
2. SACA engaged the local community by introducing the Bobcat Spirit Business Competition during Homecoming, a contest in which 12 local partners decorated their storefronts to showcase their best Bobcat pride.
3. The Soap Box Derby, the longest traditional event at Texas State, returned to SACA and included 200 participants. Two derby cars were purchased for use by student organizations. A drawing was held and 2.42 (registered student organization) and RHA (chartered student organization) used the cars in the event.
4. Riverfest was moved from Sewell Park into Strahan Coliseum due to inclement weather, which allowed the opportunity to host 1,600 students in the venue. This year served as a pilot year to potentially continue to host the event in this venue in order to create a more established concert experience.
5. SACA successfully coordinated a number of purposeful programs this year, including Dinner in the Dark and two separate events focusing on LGBT issues; these events allowed SACA to collaborate with other departments on campus, such as Office for Disability Services and Transcend.
6. This year, SACA hosted a total of 48 programs, with a total event attendance of 7,380, and an average cost per person of \$13.85.

Student Organizations Council (SOC)

1. There has been continued collaboration throughout the past three years in the partnership with Retention Management and Planning and Student Volunteer Connection (SVC) for the Fall Student Involvement Fair. This fall, students were exposed to 158 student organizations, 25 community partners, and 23 on and off campus resources.
2. This year an online annual registration process was rolled out for student organizations. Through the MAKO system, organizations were able to complete their annual registration and sign all necessary documents (Hazing and Diversity agreement statements).
3. Organizations from different categories were well represented at both Involvement Fairs held in the fall and spring semesters. The inaugural Academic and on Campus Resource Fair in collaboration with Retention Management and Planning was also hosted in the spring. 158 organizations in the Fall and 124 in the Spring participated in the Student Involvement Fair
4. SOC held the Student Organizations Conference on September 27, 2015 with 385 students in attendance. Additionally, the state mandated Risk Management training was presented in two new formats – one for new attendees and one for returning presidents. This allowed returning presidents to undergo a refresher of the seven components, but also the opportunity to go further in-depth about risk management concepts that affect their organizations.
5. In efforts of continuously increase SOC’s social media presence, SOC created a social media contest encouraging organizations to promote themselves through Twitter and Instagram. There were approximately 20 organizations that participated in this new initiative to engage organizations through social media.
6. With the changes in the SOC officer structure, SOC increased their communication and visibility with organizations. With the addition of the Outreach Coordinator –

Recognition Programs, there was a 35% increase in the amount of Bobcat Leader/Organization of the Month recognition submissions.

7. SOC saw a need for an open forum for Presidents to discuss relevant issues pertaining to student organizations. SOC hosted 2 sessions in the Fall semester and 2 sessions in the Spring semester.
8. This year, SOC had an outstanding number of Boko Awards for student organizations, individuals, and advisor nominations. SOC received 127 award applications from 65 organizations for the 16 Boko Awards categories awarded. Over 200 people in attendance with guest performances by students who participated in the 2015 Homecoming Talent Show. SOC collaborated with areas within the LBJ Student Center in efforts to develop a more comprehensive award program for organization leaders and advisors.

Student Involvement

1. Our department has increased its outreach efforts this last academic year. Presentations were held for departmental trainings and academic classes both in the LBJ Student Center as well as throughout campus. As a listed US 1100 faculty resource, Student Involvement was able to facilitate 38 presentations and provide useful information regarding service, organizations, activities and events.
2. 38 Involvement presentations were made to an estimated 727 attendees. Thirteen of these presentations were hosted in the LBJ Student Involvement Lounge. By department, 20 presentations were made to Academic Affairs area, 2 to Athletics, 1 to the Center for P-16 Initiatives, 2 to Finance and Support Services and 13 to Student Affairs
3. With the addition of the Coordinator for Organization Conduct position, conduct files have been updated and organized in an internal database allowing us to be more collaborative with the national bodies of organizations regarding conduct cases. Approximately 57% of investigations were conducted in partnership with national organization representatives. The Organization Conduct Review committee receives training each year which includes an in depth informational session with the general counsel.
4. In addition to annual training, Dr. Gentry McCreary, a consultant with the National Center for Higher Education Risk Management (The NCHERM Group, LLC). Dr. McCreary facilitated a one-day training which focused on our current processes for investigation and adjudication of major and minor allegations within organizations. From this training, the organization conduct process has been reassessed and proposed changes have been submitted.

Student Volunteer Connection (SVC)

1. SVC programming provided awareness surrounding various social issues (e.g. hunger and homelessness and environmental or sustainability initiatives), area agencies, and of the organization in itself. Programming opportunities from SVC has led to the completion of 10,242 service hours by individuals and a working relationship with various community partners and agencies.
2. Through the Student Involvement Fair, SVC hosted 32 community partners and provide them with the opportunity to recruit volunteers, share information regarding their resources, and discuss ways we can best serve them.

3. As a response to the Memorial Day and All Saints Day Floods in the Hays County area, SVC and Student Involvement hosted two Flood Relief Days of Service in collaboration with Serve San Marcos. During flood days, 170 students assisted in Wimberley, Martindale, and throughout the San Marcos area.
4. The service newsletter reaches 2223 readers. The newsletter features various one-time and on-going opportunities available for students, staff, and faculty to get involved with. 351 readers were added.

Planning, Assessment, Leadership and Marketing

The PALM area addresses a variety of departmental objectives and has been in need of a mission statement for unit. This was created and implemented this year. We have completed a full year with a complete staff and have seen a great deal of success with this continuity.

Leadership

1. Increased number of leadership workshops presented from previous year by 20%.
2. Coordinator, Leadership & New Student Programs assumed primary role in providing leadership resources/workshops.
3. Increased focus on collecting evaluations of leadership workshops.

Bobcat Preview

1. Developed and implemented an online application and interview sign-up process for Peer Assistance Leaders (PALs) and Program Operations Leaders (Pro-Ops).
2. Increased staff applications from 150 applicants to 250 applicants. (66% increase)
3. Launched the TXST Events app, a University branded Guidebook application.
4. Utilized the Guidebook application to pilot a session-by-session assessment strategy for the Spring 2016 program
5. Implemented a 6th PAL Den to accommodate for the growing new student population.
6. Rearranged schedule of 'We are Academically Successful' day to meet facility needs as well as allowing for more engagement opportunities
7. Implemented the Bobcats CARE (Connect, Advocate, Relate, Engage) program with Campus Recreation to increase student engagement. This program is a resource fair that works with a variety of faith organizations, campus organizations and resources, and employment opportunities.
8. Revamped the 'Bobcats are Proud' session from three sessions to one large spirit program in Bobcat Stadium. Contracted Playfair to facilitate teambuilding activities during the program.
9. Created an opportunity to take an all-class photo

Marketing

1. Print: The new Graphic Design II position helped to increase both production and completion of marketing requests for the LBJ Student Center.
 - a. Over 430 requests were processed; an increase of 23% over the previous two years.
 - b. The design staff completed several major campaigns and designed identities for new programs, which included: SACA late night programs, George's and the LBJ Student Center Referendum campaign. In addition, our team collaborated with SACA to create the first Homecoming Press Kit.

2. Web: The LBJ Student Center web architecture was a focus this past year as we optimized our sites to engage with mobile users and completed a University-wide template conversion.
 - a. 41,175 unique users visited the LBJSC home page with 70,742 sessions. Of those sessions, 48.5 percent were on mobile devices.
 - b. A major website conversion was completed for all pages on the architecture, including streamlining pages and forms by 20%. A site map was developed and content and images were updated.
3. Digital Signage: Digital Signage was a new component area for Marketing this past year.
 - a. Policies and procedures for advertising on the digital signage in the LBJ Student Center were developed and the advertising program began in August 2015.
 - b. 150 advertising requests were accommodated.
 - c. A successful digital campaign of daily postings for the Weeks of Welcome events was implemented.
4. Media: The student media team continues to meet the demands of a 24/7/365 operation, while still providing quality and engaging content to students and the LBJ Student Center community.
 - a. Instagram videos were utilized with success this year and shared on our other social channels as well. Of the 12 videos created, the two most popular clips were the [“Star Wars-Happy Holidays”](#) video and the [“LBJ Birthday”](#) video; each with several hundred views and high engagement numbers.
 - b. In addition, a series of informational videos about the referendum to renovate and expand the LBJ Student Center were created and shared with students to encourage dialogue. The video and rendering of the possible renovation were the top tweet for the month on Twitter with over 31,000 impressions, 532 link clicks and 133 retweets.
 - c. @LBJSC social media has increased in followers and engagement levels across all channels. Specifically, our media team was able to assist in emergency weather issues experienced this past year. During the May and October floods, they were particularly responsive with accurate and appropriate information.
 - d. The photography archive was organized; students and staff can now search more efficiently for images.
5. Recognition Programs: The Dean’s List Receptions expanded in participation and streamlined logistics to provide a better experience for the recipients and their families.
 - a. The fall 2015 and spring 2016 Dean’s List Receptions exceeded previous years in participation (see chart). Major logistical changes were implemented to increase efficiencies.
 - b. The departmental staff-development programs added better-defined learning outcomes and the Who’s Who Program was removed to create a new recognition based on civic leadership and will be based on the Lyndon Baines Johnson’s legacy of civic engagement.
6. Arts Program: The inaugural year for the LBJ Student Center visual arts program has been a success.
 - a. A Student Curator was added June 2015. The Visual Arts Advisory Board (VAAB) was created and developed an exhibition timeline, created a visual arts

- [website](#), and began outreach to students, faculty and staff in the Texas State arts community.
- b. During the early fall, the Student Curator completed a building-wide art inventory, identified suitable archive space and developed procedures for moving or removing art/wall pieces in the building.
 - c. Utilizing a small gallery space on the third floor of the LBJ Student Center, the VAAB curated one student exhibition each semester. The fall exhibition, GaillARTdia, showcased works inspired by the school flower and was displayed during Homecoming to encourage art as a means of school spirit. The VAAB curated a spring exhibit to compliment the Social Justice speaker series. The exhibition, called Carrying the Banner, showed increased submissions over the previous exhibition and 75 people attended the opening.
 - d. A Week in the Life AWITL photo competition was incorporated into the arts program schedule. The student photographer and curator made several positive changes to the program, including increasing the photo size to 11x14.

Progress on 2012-2017 Administrative Support Plan

Goal I: Provide a state of the art student center for the university community that will contribute to a comfortable, welcoming and contemporary environment that enhances the educational mission of the university

- Preliminary work on Phase One involving infrastructure repairs and upgrades is in progress. Design and Planning firm and General contractor were hired. Project planning and schedule in progress. With passage of Student Referendum, Phase Two under discussion to include hiring of architectural and design firm and general contractor.
- Teaching Theater furnishings and equipment upgraded, Lilly's Lounge, 4th Floor offices and student organization space furnishings refreshed and replaced.
- MEP upgrades and renovations underway.
- Referendum conducted with support and sponsorship of Student Government. Passed with a 68% positive response. Student Center Fee will increase by \$18 in Fall 2017 and Fall 2018, making the total fee \$100, the maximum allowed.
- Digital signage program monitors installed. Working with IT policies to implement wayfinding and information services within security protocols.
- Created Arts Advisory Board and hired Student Curator to implement strategies. Art inventory completed, arts exhibits scheduled and implemented, collaborative programs established.
- Social media presence established and improved with technology trends in mind. Website updated and brand identity in place.

Goal II: Provide diverse programs that engage students in co-curricular activities, leadership experiences and community building that model civic responsibility, social justice, and professional growth.

- Student Organization support programs in place, including training workshops, Student Organization Leadership Conference, advisor brown bag luncheons and recognition programs, and more attention given to policies and procedures education. Addition of Conduct and Risk Management Coordinator critical to this success.
- Bobcat Break included four sites, included site leaders from the division and resulted in highly acclaimed partnerships with the host site staff.
- Social justice program was implemented in collaboration with Student Diversity and Inclusion. A national speaker, art exhibit and webinars were part of the inaugural semester's program.
- George's late night and weekend program schedule was implemented with positive results.
- Weeks of Welcome program implemented, including 'Wowapalooza', a campus wide calendar and a Guidebook guide for all events. Event was well marketing with consistent branding and the clearing house of programs was well a comprehensive calendar of events across campus.

Goal III: Provide a comprehensive employee development program and efficient staffing structure that provides LBJ Student Center employees with skills training, professional growth opportunities, effective evaluation and recognition opportunities.

- LBJ 101 onboarding program developed and piloted for new employees.
- Supervisor Boot Camp designed and piloted with new supervisors.
- Common handbook with unit specific information created.
- Employee recognition program successfully implemented, including 'Stars of the Month', GA of the Semester and senior/graduation recognition.

Goal IV: Develop and implement a comprehensive financial plan to strengthen the position of the LBJ Student Center by effectively utilizing allocated funds, creating efficient reporting mechanisms and maintaining adequate reserves for future LBJ Student Center needs.

- Rate structure proposal created for support of university department use of Student Center to meet cost of providing services.
- Cost analysis conducted for food service vendor support.

Assessments for 2015-2016

The LBJ Student Center participated in an annual benchmarking survey through Skyfactor (formerly EBI) and ACUI to assess satisfaction with programs, staff and services. This was a web-based survey and part of a long term assessment project. A random sampling of 3500 undergraduates on the San Marcos campus were surveyed. We had an amazing response of 24.7%.

- The survey measured 12 factors and provides opportunity for institution specific questions. The questions are on a 7-point scale, with a minimal goal of 5.5. (78%). Of the 12 factors, eight relate specifically to the Student Center. The other four cover Bookstore and Dining Services. The information for those areas are shared with Auxiliary Services.
 - Factors and their ratings:
 - Publicizes the Student Center and Promotes Campus – 5.2
 - Student Center has a Positive Environment – 5.67
 - Student Center is Student Oriented – 5.77
 - Student Center is a Source of Entertainment – 5.41
 - Student Center Enhances Life and Leadership – 4.24
 - Student Center Cleanliness – 5.92
 - Student Center Staff – 5.50
 - Overall Program Effectiveness – 4.60
- The past three years we have surveyed building users with pen and paper surveys, so this year's results were a welcome reflection of the general campus population. The areas below 5.5 are the focus of our goals and objectives for the coming year.

Student Employee evaluations were tied to merit increases this year. Students exceeding expectations after one long semester receive an increase. This began in Spring 2016 and six students received the raise.

- The employee evaluation rates attitude, respectfulness, job knowledge, professionalism, competency, safety/work environment and supervisory skills (if applicable). They are rated on a Scale of 1-3, with 1 = needs improvement, 2 = meets expectations and 3 = exceeds expectations. N= 54
 - 11% improved from 2 to 3
 - 48% exceeded expectations
 - 52% met expectations
 - 0% needed improvement

The Student Employee Leadership Rubric was used again this year to measure learning and leadership development through their employment. The rubric measures job variables and the level of participation by the employee.

- Staff scores improved 10.28% from Fall to Spring. Student Employees are most likely to be considered Managers or Leaders within the department by their second semester. This rubric continues to support and guide our student employee development program.

The Student Leader Rubric measures how student leaders who are advised by members of the LBJ Student Center staff are growing in their leadership skills. Variables and experiences are measured for each leader.

- Student Leader scores increased 8% from Fall to Spring. Student leaders are most likely to be at the Coordinator/Organizational Veteran level by the end of their term.

Building Operations:

Student Center tenants were surveyed in the Spring to determine satisfaction with their experience relating to Building Operations and Services. N=12

- Cleanliness of the building was rated at 100% ‘satisfied’ or ‘very satisfied’
- Cleanliness of the restrooms was rated at 95% ‘satisfied’ or ‘very satisfied’
- Custodial services to the offices was rated at 100% ‘satisfied’ or ‘very satisfied’
- Custodial Staff helpfulness and courtesy was rated 100% ‘Very Satisfied’
- Repair and maintenance satisfaction was rated 75% ‘satisfied’ or ‘very satisfied’
- Response time to repairs and maintenance satisfaction was rated 84% ‘satisfied’ or ‘very satisfied’
- Overall service satisfaction was rated 100% ‘satisfied’ or ‘very satisfied’

Student Involvement:

Bobcat Build

Bobcat Build collaborated with an exploratory mixed methods Ph.D. study research study to determine what motivates student to participate in service and what servant leadership skills are developed. Through participation in Bobcat Build, students experience face-to-face interactions with local residents, non-profit organizations, and businesses which raises awareness about social issues and problems that are currently impacting the community

When describing personal or academic change, respondents most frequently described helping/having an impact in the community and building relationships.

- The top ten phrases in 807 of preliminary responses used to describe the upcoming event included: “fun” (n=235), “helping the community” (n=154), “rewarding” (n=77), “hard work” (n=57, “meeting new people” (n=33) and “amazing” (n=24).
- When asked what they expected to gain personally or academically, 787 respondents stated: “helping the community”, “friendships”, “learning”, “resume”, “sense of accomplishment” and/or “leadership skills”.
- At the conclusion of Bobcat Build, 630 respondents cited that “very often” and “often” that: “I talked with people different from me” (n=526), “I felt appreciated” (n=515), “I accepted important responsibilities” (n=490), “I made decisions to help complete service tasks” (n=486), “I completed challenging tasks” (n=465), and “I found what I did interesting” (n=460).
- The theme of helping in the community remained strong and 70% or more of respondents indicated that they “strongly agree” to the following statements as reasons for participating: “helping make my community better,” “helping someone in need,” “making a difference in the lives of others,” and “satisfied when I know I have done something worthwhile.”
- For survey items related to personal skills and competencies, the following items increased from pre- to post- in the “much better than most” responses: “thinking critically,” “identifying social concerns and issues,” “thinking about the future,” “ability

to make ethical judgments,” “ability to create and innovate,” “knowing where to find information,” and “being flexible.”

Cat Camp

Cat Camp participants were given the opportunity to provide feedback on their experience.

- The survey indicated that 89% of the participants who responded rated either a “Strongly Agree” or “Agree” in the following areas: getting to know other students personally; using Group Leaders as a future resource; learning about Texas State Traditions; the program positively impacted their transition to Texas State; their satisfaction with the program; knowing how to get involved; and a positive attitude about their potential for success.
- In addition, participants were given the opportunity to provide feedback via the open-ended question “What impacted you most at Cat Camp?” Highlights included counselor interaction, making connections, connecting to Texas State, developing school spirit, and making friends.

George’s

Attendance numbers were tracked throughout the semester. Thursday and Saturday programs had the highest average for attendance-per-program, with a turnout mean of 82 and 91, respectively.

Student Organizations Council (SOC)

There were 386 active organizations at the close of the 2015-2016 academic year.

Student Involvement Fair

N (fall) = ~5,000

N (spring) = 969

Student Organizations Conference

N (fall) = 368

N (fall, makeup sessions) = 203

N (spring) = 63

SOC received 63 funding requests throughout the year, a 43% increase from 2014-2015, and reimbursed \$18,400, which is a 48% increase from the amount of funds reimbursed last year.

Planning, Assessment, Leadership & Marketing

- PALM held workshops for a total of 706 participants including students, staff, and faculty.
- Out of 25 Leadership workshops: 18 organizations returned completed evaluations, 5 organizations collected their own evaluations in which our workshops were included, and the remaining six workshops were not evaluated for a variety of reasons. These reasons included but were not limited to: workshop was part of a hiring process, evaluations were not returned to our office, and/or the workshop space was not conducive to collecting an evaluation.
- Overall, workshop participants were satisfied with PALM Leadership Workshops throughout the year. Out of a total of 145 responses: 97-99% of participants Agreed or

Strongly Agreed that the experience met their expectations, gave them the opportunity to practice applying the concepts presented, that the workshops benefitted the organization. They were equally as satisfied with the presenters and their method of facilitating their experience.

- We had four organizations request multiple workshops: Bobcat Preview (2), LBJ Student Center (2), Greek Life (2), and Cat Camp (3).
- Areas participants indicated learning the most about were: dealing with different personalities, communication styles, utilizing strengths to create better working environments, group dynamics, public presence and speaking, learning about and embracing diversity.

Bobcat Preview

Assessment data is provided to the Bobcat Preview Committee so session presenters can use it to make changes within their presentation. We utilize assessment to better train our student staff.

Student Assessment:

- Of the 6,003 students who met the requirements for attending Bobcat Preview, over 85% completed 6 out of the 7 required sessions that took place during the course of the Bobcat Preview program.
- Positive agreement (Somewhat Agree or Strongly Agree) with learning outcome statements is reflected for the sessions below:
 - *We Are Academically Successful*
 - Alkek Library Orientation - 99%
 - College Note Taking - 97%
 - Computers...Time to Get Online! - 99%
 - *We Are Healthy & Responsible*
 - Alcohol 101 - 98%
 - Diversity Experience - 99%
 - Protecting & Serving Our Rising Stars - 99%
 - You Got This! Healthy Minds, Healthy Students - 98%
- Additionally, the Campus Clarity module, which was opened to students in the summer before Bobcat Preview was completed at a notable level. By September 21st, 5,179 (86%) of students had completed the module.
- Only 7.2% of students did not attend any sessions and were required to make up the program.

Staff Assessment:

- Positive ratings (Great or Excellent) by the staff on content in the sessions is reflected below:
 - *We Are Academically Successful*
 - Alkek Library Orientation - 95%
 - College Note-Taking - 92%
 - Computers...Time to Get Online - 95%
 - *We Are Healthy & Responsible*
 - Alcohol 101 - 84%
 - Diversity Experience - 97%

- Protecting & Serving Our Rising Stars - 90%
- You Got This! Healthy Minds, Healthy Students - 87%
- *Friday Programs*
 - Bobcats CARE - 91%
 - Bobcats Are Proud - 95%

Changes to be implemented from these assessments:

- We are revamping the assessment questions asked to Bobcat Preview Staff to better reflect their own experience in the program.
- Large scale assessment will shift focus from staff responses to student responses in hopes to provide more relevant information to our presenters.
- In an effort to collect more qualitative data, we will be introducing several small assessments throughout the program and will utilize electronic formats.

Presentations Presented by Department Staff

- Buxton, M., & Williams, T. (2016). Disability Etiquette: I'm a Person First, Did You Know That? *National Association of Student Personnel Administrators (NASPA) Conference*, Indianapolis, IN.
- Crain, B & Ducote, M. (2016) *Brand Development for LBJ Expansion*. San Marcos, TX
- Ghinelli, T. (2015) Intro to Strengths, *Bobcat Preview*, San Marcos, Texas
- Ghinelli, T. (2015) Intro to Strengths, *Cat Camp*, San Marcos, Texas
- Ghinelli, T. (2015) Intro to Strengths, *LBJ Student Center Leadership Team*, San Marcos, Texas
- Ghinelli, T. (2015) Team Building and Intro to Strengths, *Academic Advisors: College of Health Professions*, San Marcos, Texas
- Ghinelli, T. (2015) Team Building and Intro to Strengths, *University College Advising Center*, San Marcos, Texas
- Ghinelli, T. (2015) Team Building, *Students in International Business*, San Marcos, Texas
- Ghinelli, T. (2016) Communication, *HEAT*, San Marcos, Texas
- Ghinelli, T. (2016) Intro to Strengths, *Texas State Leadership Capstone Program*, San Marcos, Texas
- Ghinelli, T. (2016) Public Speaking, *Student Volunteer Connection*, San Marcos, Texas
- Ghinelli, T. (2016) True Colors, *Cat Camp*, San Marcos, Texas
- Ghinelli, T., Severt, A., & Legan, L. (2015). Fall Co-Chair Retreat, *Bobcat Preview*, Wimberley, TX.
- Ghinelli, T., Severt, A., & Legan, L. (2016). Spring Co-Chair Retreat, *Bobcat Preview*, Burnet, TX.
- Gutierrez, R. C., & Vogel, K. (2015). Gender and sexuality in programming. *NACA Regional Conference 2016*, Tulsa, OK.
- Gutierrez, R. C. (2015). Creating a learner-centered environment. *NACA Regional Conference 2016*, Tulsa, OK.
- Gutierrez, R. C. (2015). A guide to student organization event planning. *Student Organization Conference*, San Marcos, TX.

- Gutierrez, R. C. (2015). Creating successful relationships with advisors. *Student Organization Conference*, San Marcos, TX.
- Gutierrez, R. & Williams, T. (2016). Getting to Know You: Breaking the Ice. *Achieving Community Together (ACT) Ally Workshop*, San Marcos, TX
- Hillegeist, M. (2015). Get Connected: Student Involvement @ LBJSC, *US 1100 Classes*, San Marcos, TX.
- Hillegeist, M. (2015). Leadership Skills Workshop, *Student Organization Conference*, San Marcos, TX.
- Lee, D. (2015). Diverse Student Organizations. *Student Organizations Conference*. San Marcos, TX.
- Lee, D. (2015). Path to Colleges and Careers. *Youth Leadership Summit*. San Marcos, TX.
- Lee, D., & Hillegeist, M. (2015). Risk Management in Student Organizations, *Student Organization Conference*, San Marcos, TX.
- Meeks, M. (2015). Student Involvement presentation, *various US1100 classes, Texas State University*, San Marcos, TX.
- Legan, L. & Ghinelli, T. (2016) Leadership 101, *RA Interviews (Housing and Residence Life)*, San Marcos, Texas
- Legan, L. & Ghinelli, T. (2016) SDI & Leadership, *Student Organization Council*, San Marcos, Texas
- Legan, L. (2015) Ethics, *Greek Life*, San Marcos, Texas
- Legan, L. (2015) Leadership Skills, *Bilingual Education Student Center*, San Marcos, Texas
- Legan, L. (2016) Leadership Skills/Style, *Emerging Leaders/Greek Life*, San Marcos, Texas
- Legan, L. (2016) Leadership Skills/Style, *Women in Leadership*, San Marcos, Texas
- Legan, L. (2016) SDI, *Bobcat Preview*, Burnet, Texas
- Legan, L. (2016) SDI, *Cat Camp*, San Marcos, Texas
- Legan, L. (2016) SDI, *LeaderShape Student Cluster Facilitators*, San Marcos, Texas
- Legan, L. (2016) SDI/Leadership Training, *Pi Kappa Phi Exec Council*, San Marcos, Texas
- Legan, L. (2016) Supervisor Boot Camp/SDI, *Building Operations (LBJSC)*, San Marcos, Texas
- Legan, L. (2016) Teambuilding, *McCoy College Advising Staff*, San Marcos, Texas
- Legan L. (2105). Leadership Gumbo. *ACUI Region II Conference*. Lawrence, KS
- Legan, L. (2106) Guidebook Uses. *ACUI Conference*. New Orleans, LA
- Legan L. & Davidson, M. (2106). Synergy>Silos. *ACUI Conference*. New Orleans, LA
- Legan L. & Davidson, M. (2106). Leadership Gumbo. *ACUI Conference*. New Orleans, LA
- Noon, A., Williams, T. (2016). Hazing Education & Prevention, *Phi Kappa Tau Fraternity*, San Marcos, TX.
- Pereira, P. (2016). Applying NACA Student Core Competencies. *National Association of Campus Activities, National Conference*, Louisville, KY.

- Pereira, P. (2016). Discussion on Comedy on College Campuses. *National Association of Campus Activities, National Conference*, Louisville, KY.
- Pereira, P. (2016). Student Involvement presentation, *various US1100 classes*, Texas State University, San Marcos, TX.
- Pérez, G. & Hillegeist, M. (2015). Mentorship. *Bobcat Preview Training*. San Marcos, TX.
- Pérez, G. (2015). Advocating for Change. *Austin Community College Leadership Conference*. Austin, TX.
- Pérez, G. (2015). Breast Cancer Philanthropy. *Sigma Lambda Gamma National Sorority-Xi Alpha Chapter*. San Marcos, TX
- Pérez, G. (2015). Making Time for Time. *Student Organizations Conference*. San Marcos, TX.
- Pérez, G. (2015). Stress Relief. *Student Organizations Conference*. San Marcos, TX.
- Perez, G., & Hillegeist, M. (2015). Mentoring, *Bobcat Preview Staff Training*, San Marcos, TX.
- Perez, G., Williams, T., Lee, D., Hillegeist, M. (2016). Equipping Your Tool Belt, *The Queer Collegiate Summit*, San Marcos, TX.
- Pérez, G. (2016). Conflict Transformation. *Student Organizations Conference*. San Marcos, TX.
- Pérez, G. (2016). Defining Leadership. *Leadership Institute Pathfinders*. San Marcos, TX.
- Rodriguez, B. (2016). Risk Management. *Student Organizations Conference*. San Marcos, TX.
- Williams, T. (2016). New Student Orientation Browse Session, *Parent & Family Relations*, San Marcos, TX
- Pilson, N. (2015). Active Citizenship. *Student Organizations Conference*. San Marcos, TX.
- Rahmann, J. (2016) Performance Management Training Workshop. *All Staff Training*. San Marcos, TX
- Rahmann, J. (2016) Referendum Town Hall Meetings. *Student Forums*. San Marcos, TX
- Salas, C. (2016). Educator in Residence. *NACAS, Institute for Managers*, Louisville, KY
- Salas, C. (2016). Educator in Residence. *NACAS, Advance Managers Institute*, Cincinnati, OH
- Severt, A. (2015) Leadership Opportunities Outside of Greek Life, *Greek Life*, San Marcos, Texas
- Severt, A. (2016) Value of Involvement, *University Ambassadors*, San Marcos, Texas
- Vaught, D. (2015) *Social Media for Student Organizations*. Student Org Conference, San Marcos, TX
- Vogel, K. (2015). Women in leadership. *Student Organization Conference*, San Marcos, TX.
- Vogel, K. & Dean, S. (2015). Understanding Student Affairs Graduate Students' Self-perception of Professional Competence. *National Association of Student Personnel Administrators (NASPA) Conference*, Indianapolis, IN.

- Vogel, K., Dean, S., & Lee, D., (2016). Utilizing a Competency Assessment Tool to Inspire Graduate Students Professional Development. *National Association of Student Personnel Administrators (NASPA) Conference*, Indianapolis, IN.
- Williams, T. (2016). Emerging Leaders: Inclusivity, *Leadership Institute Pathfinders*, San Marcos, TX.
- Williams, T. (2016). Enhancing Group & Team Communication Skills, *Communication Studies Department*, San Marcos, TX.
- Williams, T., (2016). Finding Your Purpose: New Officer Training, *Chartered Student Organization (CSO) Retreat*, New Braunfels, TX.
- Williams, T., (2016). Get Connected: Student Involvement @ LBJSC, *US 1100 Classes*, San Marcos, TX.
- Williams, T., (2016). Get Ready Bobcats: Energizer, *Chartered Student Organization (CSO) Retreat*, New Braunfels, TX.

Special Recognitions for Department Staff

- Alex Puryear, Bobcat Leader of the Month, October 2015
- Alex Puryear, LBJSC Student Star of the Month, December 2015
- Ashley Shoemake (Director), and Bekah Araujo (Co-Chair) – LeaderShape Student Family Cluster Facilitator May 2016
- Charlie Salas and Katie Marshall Texas State Quarterly Team Award, Higher Education Act Celebration Team
- Charlie Salas NACAS Conference in San Antonio, Conference Chair, Fall 2015
- Charlie Salas serving on the Educational Council for ACUI.
- Derek Rodriguez (Director), Trevor LaBrie, Cynthia Jacabo Sandoval, Moses Rodriguez, and Jose Palacios (Co-Chairs) – LeaderShape 2016 student participants
- Diana Lee, Graduate Assistant Star of the Month, April 2016
- Dusty Vaught - Promotion to Assistant Director, Marketing
- Kayla Edelman, LBJSC Staff Star of the Month, November 2015
- Lanita Legan– Namesake for the *Lanita Legan RLT Service Award*, to be given to all outgoing members of the ACUI Region II Leadership Team
- Megan Foster – Star of the Month, March 2016
- Jack Rahmann serves on Staff Council
- Rigo Gutierrez, held national and regional positions within the National Association for Campus Activities (NACA), serving as a staff member for Huge Leadership Weekend and as the Diversity Initiatives Coordinator on the Regional Conference Planning Committee.
- Tabitha Williams, National Association of Student Personnel Administrators (NASPA) Mentor, 2016
- Tabitha Williams, Texas Association of Black Personnel in Higher Education (TABPHE) Fellow, 2015-2016
- Tony Ghinelli – Champions of Success Award, Texas State University Division of Student Affairs
- Veronica Gonzalez, LBJSC Student Star of the Month, April 2016

Major Objectives for 2016-2017

Director's Office & Business Office:

1. Provide a state-of-the-art student center for the university community that will contribute to a comfortable, welcoming and contemporary environment that enhances the educational mission of the university.
2. Provide diverse programs that engage students in co-curricular activities, leadership experiences and community building that model civic responsibility, social justice, and professional growth.
3. Provide a comprehensive employee development program and efficient staffing structure that provides LBJ Student Center employees with skills training, professional growth opportunities, and effective evaluation & recognition opportunities.
4. Develop and implement a comprehensive financial plan to strengthen the position of the LBJ Student Center by effectively utilizing allocated funds, creating efficient reporting mechanisms and maintaining adequate reserves for future LBJ Student Center needs.

Building Operations:

1. Benchmark operations expenditures to support data driven decision making
2. Continue to address facility expansion and renovation planning, Phase One and Phase Two
3. Positively affect and address continuing infrastructure issues
4. Review options for Digital Signage and wayfinding for building
5. Enhance and upgrade technology in Ballroom and meeting rooms, George's and in Clicks Cyber Café.
6. Improve customer services for Conference Services
 - a. Initiate EMS Upgrade and inclusive improvements in reservations
 - b. Initiate Conference Services assessment surveys
 - c. Replace tables and chairs on Conference level
 - d. Review of all cost and fees for Conference Services
7. Complete staff additions to meet increasing need and to fill open positions, including a second Administrative II position for Conference Services, a part-time custodial position and an Assistant Director for Operations
8. Initiate food service options for George's
9. Complete SA Tech Operations Office

Student Involvement:

Bobcat Build

1. Volunteer retention rate will be 80% (5% increase from 2015).
2. Therefore, a marketing campaign will be focused on students identifying as males and graduate student for a 5% increase in participation of Bobcat Build.
3. Continue green initiative by providing community members and students with information regarding how to dispose of waste responsibly and how to recycle appropriately during Bobcat Build and throughout the year.
4. Evaluate and revise the jobsite matching system to increase efficiency and effectiveness to be completed during Spring Break 2017. Additionally, Bobcat Build will assess and improve the efficiency of day-of matching process for volunteers registered past the deadline to minimize a long wait for community members and student volunteers.

Cat Camp

1. For the 2016 summer, Cat Camp is experimenting with the addition of two programs at our off-campus session. Students will go through a low-ropes teambuilding activity as well as have the opportunity to sit down with faculty members for a pre-college conversation.
2. Create and administer a survey to determine how involved students become after participating in Cat Camp. iCat will also be analyzed to determine involvement.
3. 2016 Cat Camp participants who are in attendance during the entire session will be given the opportunity to assess their overall experience. The data collected will be used to further enhance the students' experience and looks for areas of growth and strength.
4. Further increase the promotion of Cat Camp to incoming students through additional marketing strategies, such as Bobcat Days, NSO Parent Dinners, website updates, and social media.

George's

1. A training program will be developed for new student staff including learning to balance running the facility and coordinating programs simultaneously.
2. Identify the unique niche this venue provides in the overall programming agenda of the LBJ Student Center.

NTSO

1. Expand the outreach and promotion for Graduation Celebration program to increase both awareness and attendance of the event.
2. Determine member interest in community-building events as well as amenities that they would like to see in the lounge.

SACA

1. The structure of the executive board will be modified to include an Executive Coordinator, which will consolidate administrative duties into one position; this allows other members of the executive board to have a stronger focus on enhancing programming.
2. Offer programs that cater to a broader diversity of students, including males, transfer students, upperclassmen, and students with children.
3. Develop training components to strengthen designing and marketing competencies for two graphic design & promotion coordinators. Continue to develop SACA marketing initiatives and branding through utilizing assessment data and building a stronger working relationship with the LBJSC Marketing Office.
4. Revamp the membership system by implementing stronger recruitment, training, and retention practices.
5. Increase promotion for events that highlight issues of social justice, diversity, and multiculturalism.
6. Implement a formal event proposal and evaluation system for executive board members.

Student Involvement

1. Critically assess budget expenditures, cost per head analysis, and M&O percentages to meet financial goals set each semester.
2. Develop and implement comprehensive iCAT programming calendar, to include promotion and education to the campus community.
3. Develop a social media outreach plan to create more interaction with the university community via social media, including driving more traffic to the website.

4. Create and develop criteria for signature CSO programs, marketing material, and presentations for the campus community to build a “get involved” brand in partnership with the LBJSC brand.
5. Update organization conduct policies and procedures utilizing recommendations provided by Dr. Gentry McCreary, a consultant with the National Center for Higher Education Risk Management (The NCHERM Group, LLC).
6. Create training and educational components for student organizations who recruit and host a new member process without a national body’s accountability measures.
7. Launch Involvement Presentation evaluations to assess learning outcomes and motivation for involvement.

Student Organizations Council (SOC)

1. Three major goals for the upcoming year are to provide more information and developmental opportunities for student involvement, to encourage faculty and staff members to take on supportive advisory roles, and to educate student leaders regarding policies and procedures.
2. Create a committee to choose curriculum for the student organizations conference. Additionally, Title IX training will be incorporated into the Student Organization conference to remain in compliance with state legislation and provide pertinent information to student leaders.
3. SOC will reach out to advisors by hosting three meet-and-greet sessions each semester to provide education, training, and support.

Student Volunteer Connection (SVC)

1. Increase outreach within the Texas State and San Marcos communities to promote SVC as the hub for service on campus. This will be done via social media, programming at Texas State, and volunteering within the community.
2. An Active Citizens Conference will be created to provide students with the opportunity to learn about the Active Citizenship Continuum and ways they can progress to become active citizens. Additional programs will be developed to help students move along the continuum. All programs will be assessed for effectiveness and learning.
3. Create training, promotional material, and increased outreach with students and student organizations regarding iCAT and of reporting service hours to better capture data.

Planning, Assessment Leadership and Marketing:

Leadership

1. Streamline workshop requests through one individual so as to keep accurate records. Collect evaluations after every presentation.
2. Collaborate with SOC to help establish the role PALM staff in developing student organizations at Texas State. Create partnership with SOC/Student Involvement to better expand our leadership resources to students.
3. Organize and expand electronic leadership materials available to student organizations.

Bobcat Preview

1. Utilize the Guidebook application to execute a session-by-session assessment program for the Fall 2016 program.
2. Develop and implement summer leadership workshops to engage PALs and Pro-Ops between the time they are hired and when the program takes place.

3. Implement a Gato form that allows the Co-Chairs to type PAL and Pro-Op applicants' answers to interview questions.
4. Revamp the Namesake Luncheon to a Namesake Reception that takes place after the program. This closing reception will allow us to recognize our namesakes and student staff and provide closure for everyone involved.

Marketing

1. Develop and implement an LBJ Student Center Graphic and Editorial Style Guide
2. Create and implement a Dean's List Reception program assessment
3. Complete criteria for the civic leadership award and incorporate into the Boko Awards Program
4. Create content for and maintain an active Expansion & Renovation website
5. Develop and implement yearly publication calendar and media plan
6. Work with VAAB and stakeholders to modernize the Distinguished Alumni exhibit and remove/relocate the Texas State Women's exhibit
7. Support student development in Design and Media through design and media competitions, leadership opportunities and relevant workshops and conferences

Major Trends and Challenges for 2016-2017

Trends

- Art Galleries and cultural experiences
- Commercialization
- Continued increase in enrollment/size of freshmen class
- Flexible meeting space
- Greater desire of students to participate in volunteer service
- Greater support and interaction with service providers, Chartwells and SCC
- Green initiatives
- Higher degree of leadership and managerial skills expected by potential employers
- Improving digital information/wayfinding systems
- Increasing energy cost
- Increasing need of assessment and evaluation of all services
- In-house customer services programs
- Mobile technology
- Movies, open mic nights, and participatory programs (laser tag & game shows) continue to be most well attended events.
- Online reservations and services
- Protests/demonstrations continue to increase.
- Risk and safety management: emergency preparedness and business continuity
- Space management
- Sustainability
- Virtual Meetings

Challenges

- Age and status of infrastructure (HVAC, plumbing, electricity)
- Appropriate guidelines in support services and guidelines for large and challenging programs
- Bobcat Build site locations are expanding in the Hays-Caldwell area, increasing travel time for staff and volunteers.
- Challenges when inputting volunteer hours into iCAT through MAKO and having them saved correctly.
- Changing presentation technology: audio/visual
- Commissions vs. Operating costs of Contracted Food Services
- Cost to Operate Conference Services
- Creating a more diverse set of programs to increase diversity in attendance, resulting in increasing student attendance at these event.
- Departmental organizational changes
- Differentiating PALM resources and workshops from other leadership programs on campus.
- Difficulty in securing a facility that can cater to size yet enable us to schedule Cat Camp dates well in advance of campus move-in. Currently, there are no options within an hour radius that can provide a more flexible schedule.
- Engaging non-traditional students
- Food Service Healthy and Diverse Options
- FSLA Rule Implementation
- Full-time and part-time staff compensation entry level positions
- Funding for Cat Camp due to a growing staff and larger numbers and desire to keep camp fees affordable
- Fundraising and Sponsorships for Bobcat Build is becoming a year round effort.
- Growing intervention with projects from Administration, Facilities: reducing independence and creativity
- Growth of Bobcat Preview with limited space available on campus.
- Hazing education and prevention – there was a high number of hazing allegations (7) and organizations being found in violation (4).
- Hyper quick improvements in computer technology
- Inability to deal effectively with service providers
- Inability to find inexpensive and effective seating and tables
 - Inability to provide a competitive wage for students and staff, shallow pool
- Increased funding requests from student organizations, primarily in the spring semester (62%).
- Increasing cost of labor, supplies and equipment
- Increasing demands on facility and staff on services and facility
- Lack of customer service and personnel training program
- Lack of facilities space and infrastructure to support current demand for meetings and events.
- Lack of maintenance upkeep training for Chartwells
- Lack of meeting space to meet increasing demand, specifically mid-size rooms

- Lack of storage space and inability to secure additional offsite storage
- Late Night and Weekend Programs
- Marketing the PALM workshops/resources to student organizations in a variety of channels.
- Marketing to organization officers without saturating them with information has been a challenge.
- Mental Health Services for students and staff
- Mitigating risk management
- Need for education and training regarding organization member development.
- Parking and access to building
- Pending renovation and construction project
- Physical separation of the design team from the full-time Marketing staff continues to present challenges in workflow efficiency
- Probable increases in energy cost
- Procrastination by those freshmen needing to complete Bobcat Preview requirements
- Purchasing or developing, with Student Affairs Technology, a database and record keeping software system to help maintain the case management of conduct files and organizational correspondence.
- Purchasing policy and procedures
- SACA designers under different supervision than the rest of the design team often causes extra communication which slows down the review process.
- Size and access to loading dock
- Storage Space for Bobcat Build tools and equipment
- The current Digital signage software has regular and consistent network issues, prohibiting the ability to use many aspects of the system and often taking signs off-line for extended periods of time
- University IT policy and procedures
- Video Surveillance
- Workforce demographics and composition