

**ANNUAL REPORT  
OFFICE NAME**

**Student Affairs Division  
Texas State University  
2009-2010**

**Major Accomplishments/Retention Initiatives for 2009-2010**

**Program Packets:** The implementation of a new system used to plan all LBJ Student Center programs, along with tools to evaluate and budget for events was an added accountability measure utilized by student leaders and staff.

**Homecoming:** Events this year that were well attended.. The Talent Show was also touted as one of the best shows in recent past, with attendance so large, that people were turned away from Evans.

**Service Hours & Funds:** SVC logged over 56,905 service hours and \$123,000 of funds raised by Texas State student organizations and individual students.

**Bobcat Build:** Planned and executed entirely by the Bobcat Build Student Planning Organization for the second year in a row, hosted about 3800 volunteers at approximately 170 jobsites.

**Bobcat Build “Greenest” Event:** The Bobcat Build Student Planning Committee took efforts to be more environmentally conscious this year.

**Bobcat Build Post Event Cook-Out:** Lunch in the parking lot for volunteers upon completion of the community service allowed for a great exchange of stories of the work performed throughout the day at various jobsites. It was a true statement to the community-building fostered through Bobcat Build.

**Student Organization Council:** SOC created new procedure for use of cubicle space to implement in Fall 2010

**Student Organization Database:** Terminated the use of “excel sheets” for registered student organizations and using the Student Organizations database as a primary resource.

**Student Organization Recognition:** Reorganized the student organization and service awards to include Greek awards and renamed it BOKO Awards

**Greek Affairs:** Faculty Appreciate Day sponsored by Panhellenic Council was a success (notes to faculty); NPHC Officers will be attending UIFI (Undergraduate Interfraternity Institute) July 2010  
IFC recolonized Sigma Alpha Epsilon – Fall 2009

Pi Kappa Alpha officially recognized as a full member of IFC, Spring 2010

A formal committee was formed to examine the Greek Affairs Policies and Procedures Statement, forwarding recommendations to Greek Affairs staff for consideration during the summer 2010 revisions  
Greek organizations completed the following service hours and raised the following amounts this year –  
Fall 2009- 21,057 service hours and \$115,495.61 raised for charity  
Spring 2010 -21,638 service hours and \$55,419.00 raised for charity

**Non-Traditional Student Association:** The NTSO has experienced some transition of officers and an advisor throughout the year, but has continued to serve as a resource and place of comfort for non-traditional students at Texas State.

**Off Campus Student Services:** The area of Off Campus Student Services blossomed this year, as the ACT (Achieving Community Together) campaign continued to increase its effectiveness and collaboration with the city of San Marcos. The ACT Ally program was instituted and those members received a discount from the Off Campus Housing Fair. The Commuter Breakfast program also incorporated a new location in the Quad to provide breakfast snacks for students in different areas of campus.

**PAWS Preview** –Reworked schedule to accommodate larger freshman class. There are now three sessions that are one day only. Convocation has been moved to Monday. Created an additional Troubleshooting Team to assist with traffic and logistics outside of computer and technology areas. Reinstated UPD involvement in presentations. Replaced Dr. Augustin upon his retirement as the College Note Taking facilitator with THREE professors. His were big shoes to fill. Successfully transitioned Associate Director into principle advisor and coordinator of student staff upon departmental reorganization.

**Marketing & Promotions:** Significantly increased the exposure of the LBJ Student Center programs and services through a wide range of social media and online communities. Facebook groups associated/maintained by the department have approximately 2000 friends/followers. Established multiple Twitter accounts to advertise programs and services daily to over 450 followers with an expanded presence (through “re-tweets”) of over 2,500 followers. Created a YouTube Channel for the LBJ Student Center with over 3,800 uploads.

Streamlined our traffic-flow through the implementation of an on-line request, review and approval process, decreasing the average length of time to review, edit and approve from approximately 5 to 7 working days down to 2 to 3 working days. The new online format allows requests to be tracked and prioritized and allows users to upload documents that will attach to the request form. Over 175 requests completed since the process was initiated on October 1, 2009.

Completed 24 videos featuring 13 different LBJ Student Center programs and including a five part video series on our Core Values.

Continued to expand our design services by creating print and promotional materials for Common Experience, Texas Music History, Graduate Student Affairs Council, Emerging Stars, and many others. Strengthened our relationship with ASG by creating almost all of their printed materials for the year. Coordinated with ASG to establish a regularly scheduled program of the Alma Mater to increase school pride.

Expanded the "A Week in the Life Photo Competition" through the addition of an on-line Homecoming themed competition held November 6, 2009. The spring competition was held April 9, 2010 with over 50 submissions. AWITL Web site was expanded and now includes photo albums from each year.

Printed over 100 photographs that are displayed in various locations throughout the LBJ Student Center.

Established Facebook photo album to tweet and message photos of events as they are occurring.

Placed two large format digital photo frames placed at the CASO and second floor Information Desks.

Frames are utilized to promote programs and services through the placement of digital flyers and photos of events.

**Leadership** – Hosted Texas Leadership Exchange, and presented over 30 workshops to student organizations and university components.

**Operations** –. Introduced Student Center programming

Spearheaded Bobcat Blend initiative that extended recycling efforts for paper, plastic and cardboard

Supported Finance and Support Services Diversity Committee with speaker and other associated activities

Participated in aggressive H1N1 prevention campaign, including all manual hand towel dispensers

converted to automatic dispensers. Added hand sanitizers to restrooms

Continue to provide Audio/Visual support for non-LBJ Student Center Events such as Board of Regents and Presidential events.

**Facilities** - Secured off-site storage at West Warehouse; Completed 257 unique work orders. Purchased flatbed trailer

**Equipment**-Secured support for Video Information Display system; Equipment upgrade and repair included Teaching Theater equipment upgraded, Lighting panel in the Teaching Theatre was been replaced, upgrade to sound system in Ballroom, Quad sign repairs completed, began work on the lighting system in the Ballroom that includes lighting control panels being replaced;Secured computer upgrade, 19 computers, for Click’s Cyber Cafe Purchased new and updated equipment (new Piano)

**Renovations**- Installed windows in all the doors in the Dean of Students Offices. Converted Quiet Study into a meeting room, removed study carrels and replaced them with conference tables and chairs. The walls were painted and blinds have been ordered to put on the windows. Attorney for Students Offices were moved across the hall into remodeled conference rooms.

Leadership offices were moved into the old Attorney for Students offices

**Retail-** Brought in various organic and “green” food options to the Market

Converted Styrofoam coffee cups to paper, converted plastic stir straws to wood to be more eco-friendly  
Expanded and rebranded coffee line (Old Main, Nutty Professor, Gaillardia, etc.) Brought in more products meeting customer demand, providing wider variety and more hot options resulting in increased sales and profit. Improved product displays for easier access and higher sales. Introduced holiday and special event promotions.

**Progress on 2004-2010 Administrative Support Plan**

- I.A.2 *Develop a Facility Master Plan to realize, justify, identify and guide planning, design and construction for the Student Center that will also compliment the University's Mater Plan*  
Chartwells infusion of money has changed the planning and priority of projects.
- I.B.1 *Provide comfortable and appealing seating/lounge areas to promote student interaction*  
Reassignment of Quiet Study room has created opportunity to redistribute seating in lounges and hallways on Third floor. Boko's Living Room is acquiring comfortable seating.
- I.B.4 *Research and secure additional off-site storage for the Student Center and Tenants*  
Space was assigned to Student Center in West Warehouse. Looking into more allocation and development of space at the West Warehouse.
- I.B. 6. *Provide a stress relieve program in the student center at the conclusion of each semester for students during dead day.*  
Program successfully implemented, including massage on the go, crafts and snacks.
- I.D.2 *Repair and update technical equipment inventory*  
Ballroom sound system upgraded and speakers replaced. George's sound system rewired.
- I.D.3 *Upgrade Theater in Boko's Living Room, enhancing audio visual capabilities, seating flooring, décor and lighting*  
Shift in planning as Gallery will be integrated into one of the viewing space. BLR Counter will be remodeled and relocated. Small Theater is ready for use with good audio/visual system, looking into seating for room.
- I.D.5 *Install interactive digital signage system to enhance customer service and visitor experience in the building.*  
Vendors submitted proposals and idea has been expanded to accommodate newer and more useful needs. ASG and Student Center Board were informed of the proposal, receiving support for project. Pending.
- II.A.4 *Implement a safe ride program in collaboration with SWAT and cab companies from surrounding cities.*  
SWAT eliminated, program was abandoned
- II.B.4 *Create a collaborative effort with the Art Department, art-related student organizations and the Gaillardia Gallery that will spotlight art and will provide space for traveling exhibits and consignment sales.*  
Planning continues for the creation of an Art Gallery in BLR.
- II.B.8 *Develop and create an endowed leadership center that focuses on campus wide leadership training, programming, scholarship, conferences and student development for all students.*  
Department was reorganized in fall 2010, this initiative was moved to the Dean of Students office.
- III.B.1 *Increase revenues for expansion of income generating operations*  
Still looking into possible kiosk vendor options in Paseo especially with loss of space in recent reallocation for food service operations. Video rental machine business is moving slowly. Wells Fargo rents retail space. Wonder World Wireless is temporarily displaced, but we hope to move them to a permanent kiosk space in the Paseo. Bobcat Video rents a small area in Paseo for movie and game rental. Looking into possible options to expand rental areas (for instance, enclosing Info Desk, self-serve vending kiosk in Atrium, etc.)
  
- IV.B.14 *Design, plan and implement a phased renovation of meeting rooms and Student Center ballroom to include carpeting, chairs and tables, wall treatments, meeting services*  
Completed
- IV.B.15 *Redesign Campus Activities office entrance, provide more open space and redesign office to*

*accommodate staffing changes and promote efficiency*

Completed

IV.B.19 *Renovate and Lair and Basement Dining Areas to provide a more comfortable and appealing dining experience*

Progress continues with the replacement of the floor in the Basement. Relocation of franchise locations and development of Lyndon's Uclub will create much needed improvement.

VI.D. *Develop and improve web-based services and information for Student Center Programs, facilities, and services.*

Expanded web and social media presence

### **Assessments for 2009-2010**

Spot Traffic Count September 23, 2009 showed 11,093 users and 15,724 visitors

Annual Traffic Count held February 22 – 26, 2010 showed that while gross visitors to the building were down, total number of users have trended up over the past 2 years . 2010 count showed 38,196 users and 67,216 visitors, for a 57% user measure.

ACUI EBI Paper Surveys April 2010 Campus Life and Leadership received a significant increase in satisfaction for the first time in several years.

Greek Life EBI Survey April 2010 Students continue to be highly satisfied with their developmental experience in Greek life

Learning outcome Rubric used to measure growth of Student Employees and Student Leaders in leadership areas fall and spring semester.

Annual one day, fall traffic count was completed in Fall and a full traffic count in the

### **Presentations presented by Department Staff**

Brenda Rodriguez, Assistant Director, Keynote Speaker, Non-Traditional Students at NTSO Spring Banquet

Michelle López, Associate Director, Keynote Speaker, Latina students and their mothers, Latinas Unidas Mother-Daughter Spring Retreat; presented *Program Planning*, to Dr. Cooper's graduate class in student affairs and served as a co-facilitator for Allies Training Session at Texas State

Kelly Stone, SVC Advisor, spoke to a variety of University Seminar classes to talk about the value of community service and to facilitate ideas for contributions toward Hunger and Homelessness Awareness Week.

Pete Isaac, Coordinator for Greek Affairs, & Brenda Rodriguez, Assistant Director, facilitated the New Member Orientation (Fall & Spring)

Juan Rodriguez, Jessica Salinas, Patricia Rodriguez and Lynn Wehr, presented the PAWS Preview overview at all New Student Orientation throughout summer 2010

Dusty Vaught "The Evolution of College Union Marketing Initiatives" at the Association of College Unions International Annual Conference; New York, NY.

Lanita Legan, "EBI Users Panel" at the Association of College Unions International Annual Conference; New York, NY.

Patricia Rodriguez, facilitated eight workshop presentations on a variety of leadership topics to student organizations

Patricia Rodriguez and Jessa McKinnis "About PAWS Preview", Orientation Leaders

Patricia Rodriguez and Jessa McKinnis "Preparing All- Star Leaders", PAWS Preview Training

Lanita Legan, Associate Director, planned and facilitated five major student organization retreats, eight judicial board training workshops, two Strengths Quests workshops, four Strength Deployment Inventory workshops, 15 student organization leadership and teambuilding workshops, presented in “Advising Adult Groups” graduate class on ‘Training for Leadership Trainers’ and ‘Conflict Resolution’ and the SDI, facilitated a teambuilding workshop for the University College advisors and facilitated portions of the the annual departmental Renewal and the annual summer Advance.

### **Special Recognitions for Department and/or Staff**

Student Employee appreciation week honored the hard work of the entire student center student employee team in April.

#### *Departmental Organizations*

Bobcat Build Student Organization – Organization Program of the Year

Bobcat Build Student Organization – Service Organization of the Year

Bobcat Build Student Organization –3<sup>rd</sup> highest number of Service Hours—2,682 hours

Mayor’s Proclamation—Bobcat Build Day in San Marcos March 27, 2010

ACT (Achieving Community Together) recognized by the Texas Municipal League for the Municipal Excellence Award for Management Innovations in 2009.

#### *Student Leaders*

Drew Shelton—Highest Number of Service Hours—282 hours

#### *Departmental Staff*

Michelle M. López – Member of the Quality Enhancement Plan Team named as Texas State Team of the Year

Kelly Stone – Paws Preview 2010 Name Sake

Rachel Griffey – 2010 Outstanding Graduate Research Assistant for Division of Student Affairs at Texas State

Chloe Carson – 2009 Angelika L. Wahl Staff Diversity Award sponsored by Staff Council

Pete Isaac – 2010 IMPACT Leadership Coach for Alpha Delta Pi Summer Leadership Institute

Five different LBJ Student Center publications and two LBJ Student Center videos received regional, national and INTERNATIONAL recognition this year. Texas State is the first US school to have an accepted Lipdub video in the world-wide project (Video#21) with almost 7,000 views. Accepted Video in the Campus “Chill Out” competition 2010 for “Bobcat Blend” program with over 3,000 views.

Charlie Salas recognized for organization, development and implementation of annual conference for the National Association of College Auxiliary Services, Honolulu, Hawaii

### **Major Objectives for 2010-2011**

The travel office will go online with travel applications. Travelers will fill out their own applications. This is a positive move because travelers will be updated along the travel process and be more involved with their own travel.

#### *Campus Activities and Student Organizations (CASO)*

Updated policies, related to student organizations and their operations, will be updated and available for fall 2010. This includes a revised Student Organizations Handbook, updated student organizations website and revised UPPS and SA/PPS policies related to solicitation, campus expression Greek Affairs and student organizations.

#### *Student Association for Campus Activities (SACA)*

Implement a comprehensive membership development program for SACA members to gain leadership skills from all aspects of program planning

### *Bobcat Build*

Streamline waste removal the day of Bobcat Build  
Build awareness and understanding among Bobcat Build jobsite recipients to have realistic expectations of the abilities of student volunteers  
Increase student participation to at least 4000 volunteers  
Increase number of meaningful jobsites to 220  
Make the tool distribution system run safely and efficiently  
Handling misconceptions about the mission/purpose of the event

### *Changing Student Organization Emphasis for volunteer services*

With the decline in interested student leaders in the administration of volunteer services, the decision was made during the past year to place the Student Volunteer Connection (SVC) on hiatus for a year or two, and hire a Student Manager to oversee the administration and planning of volunteer hours and volunteer programs. The previous officers were more interested in participating in volunteer projects, and not in the coordination and administration of planning and implementing volunteer opportunities for the student community.

### *Student Organization Council (SOC)*

Improve outreach to student organizations by attending their meetings and events (elected an additional Outreach Coordinator to meet this need)  
Increase visibility of SOC – student organizations do not know it exists  
Increase the attendance and participation in all major events (i.e. Student Organizations Fair, BOKO Awards, Presidents Meetings, and Educational Programs)  
Provide more programming throughout the year to support student organization development  
Recognize faculty/staff advisors through an intentional recognition program  
Provide training and resources to advisors  
Increase training and effectiveness of each individual officer and encourage officers to make their officer position their own  
Stronger advising and organization by the SOC GRA  
Consistency with the Student Leader and Student Organization of the Month recognition program  
Provide training/presentations during weekly meetings to the officers for leadership development  
5 officers attending ACUI Region 12 Conference at UTSA

### *Greek Affairs*

Increase registration for Fall Sorority Recruitment to 425 PNMs (potential new members)  
Increase registration for Fall IFC Formal Recruitment to 350 men  
Extension Open Forum planned in the fall to facilitate dialogue regarding the addition of an additional NPC sorority  
Create an Extension Exploratory Committee for Panhellenic Council  
Increase collaborations between all four councils  
Development of Faculty/Staff Appreciation Week, October 10-15

Increase involvement with local and national alumni through IFC Alumni Board  
Review NPHC Constitution and Bylaws for revisions to create more effective council operations  
Organize a strong NPHC Convocation experience to recruit members to consider/join the NPHC member organizations  
Development of Hazing Prevention Week plans

*Off Campus Student Services and ACT*

The Off Campus Student Services area will continue to find ways to provide more programs and services to this student population. The ACT program will be receiving a work-study student to assist with the increasing administrative demands for this program.

*Non-Traditional Student Organization (NTSO)*

NTSO will be represented more often at Transfer Student Orientation Browse sessions this coming year

NTSO will implement a comprehensive membership development program for its members to gain leadership skills related to their needs. A needs assessment will be conducted each semester to determine the membership's development needs.

Develop and implement a core-value based staff development program initiative.

Design and implement a new employee orientation for all new employees, including students and graduate assistants.

Receive approval for a new space for the Gaillardia Gallery and resume operations. Continue looking for grant opportunities to use for the Gaillardia Gallery upon the re-opening of the gallery.

Develop an online survey to be used for LBJ Student Center sponsored events including Social Committee events, ADVANCE, RENEWAL, etc.

Create and maintain a seven month "just in time" first year experience with PAWS Preview student staff that links each student staff member with a University Seminar course and instructor.

Fulfill the Administrative Support plan by adjusting the reporting lines for all student designers employed by the LBJ Student Center to report to the Marketing Office.

Work with students and colleagues across campus to develop targeted marketing to mobile device users.

Market and facilitate more creative leadership workshops for student organizations.

Design and implement a campus wide needs assessment for Student Center programs and services.

Secure additional off-site storage space at West Warehouse

Continue to develop revenue generating opportunities

Create and develop partnering opportunities

Improve customer service and training, change the structure and aim of current programs

More visibility for staff, specifically attire

Renovations: Continue to develop exterior space, Create more meeting space, Renovate Lair and associated dining areas, Renovation of Boko's Living Room

Reconfigure Paws Market to provide more quick food options

Continue to upgrade media capabilities in meeting rooms, improve audio quality for rooms  
Create two audio/visual computer rooms in Click's Cyber Café  
Provide portals for information at specific locations, work with partners to create venues for information  
Upgrade EMS reservations system.  
Upgrade kitchen equipment in Lair and Basement  
Create "Student Center" programming options  
Investigate cover options for Amphitheater  
Work with Grounds to provide better look and feel for Amphitheater  
Create an art gallery in Boko's Living Room  
Create Training Center for PALM in Boko's Living Room  
Introduce laptop rental for customer use  
Multimedia upgrades to Ballroom  
Implementation of Video Information Display System: Way finding, digital signage and information services  
Create effective evacuation protocols and training  
Facilitate cross promotion of programming and activities  
Finalize overnight cleaning contract for facility  
Repair of fountain  
Repair of roof  
Replacement/upgrade of automatic doors and Atrium lights, internal and external  
Purchase of mobile lift  
Communications with staff after hours and weekends  
Fire panel move from Bookstore to Bldg Ops Office  
Improving water quality  
Upgrade décor and amenities for Ballroom including dance floor and lighting.  
"White" walls for meeting rooms  
Reconfigure Paws Market to provide more quick food options and more efficient operation.

## **Major Trends/Challenges for 2010-2011**

### **Trends**

The ability to effectively market our programs and services on social networks, on-line communities, and mobile devices requires constant professional development and significant, detailed knowledge of technology.

Audio and visual technology for marketing and customer use

Exploit availability of wireless technology

Developing multiple uses for available space

Development of sustainability program

Creating an "experience" at every visit to the Student Center-programming, activities and service

More creative use of the internet to assist in daily operations

Use of marketing and marketing research to aggressively sell services

Sustainability-green options

"no-touch" restrooms



Write on/easy maintenance walls for meeting rooms  
Demand for mid size events  
Energy drinks/snacks continue to rise in popularity as do quick grab items  
Increasing technological requests from presenters  
More options for coffee drinks

### **Challenges**

The economy's impact on the University.

Staff raises are an issue.

Providing ample opportunities to earn 72 hours of energy conservation comp time.

#### *Increased Resources Required*

We continue to need permanent funding for two of our student programs, Bobcat Build and Cat Camp. The budget for Bobcat Build is allocated at \$10,000 annually, however the operating budget is well over that amount, and must be fundraised each year.

Additionally, Cat Camp has a graduate research assistant position that lacks permanent funding as of September 1, 2010.

#### *Increased Human Resources Required*

As the student population continues to increase, and efforts to address on- and off-campus student behaviors increase through the ACT program and off campus student services, we will need to consider at least a full-time staff member and/or graduate research assistant to help coordinate the university's efforts. Programs are minimal and really should be expanded, but current staffing levels have prevented any growth in this area.

Other areas that require additional staffing are the areas of Greek Affairs and Campus Activities. An additional full-time staff member, Student Development Specialist I, would be utilized to offer additional advising and programming efforts within Greek Affairs. Additionally, it would be helpful to create one more Assistant Director position within the office to oversee the non-student organization and Greek Affairs positions, but rather the large campus activities of the office, such as Homecoming, Welcome Week, Bobcat Build, and Cat Camp.

#### *Student Organizations*

Reaching student organizations and helping them understand the function and validity of SOC

Creating a workroom that will be helpful to ALL student organizations

Making the process for annual registration for students run smoother

#### *Greek Affairs*

Need to restructure social policy to address emerging trends (i.e. Party Bus issues) and definition of a social activity

Need more effective and comprehensive Greek leader and organization development plan – Greek Affairs creating a new Organizational Development Series and need to implement properly

Academic Success continues to be an area of focus for all Greek chapters and individual members

How to combat apathy in older members, and lack of commitment from some organizations to their council

The annual Homecoming Step Show continues to be a challenge as the council attempts to meet the needs of a variety of constituencies (alumni, council members and the university)

### *Town Gown Relations*

The ACT program has garnered much support from both the university and the city leaders to continue its efforts. With the increased collaborative approach that has been taken with the committee composed of students, university staff, city staff and non-student residents, this initiative will continue to become a major influence on student behavior. Additional resources (financial and human) will soon be requested to support these efforts.

Providing Graduate Research Assistants with comprehensive experiences in areas such as Marketing, Operations and Assessment.

Tight student wage budgets have presented challenges in providing a more "accessible" staff and request for collaborations/assistance outside of the department continues to increase.

Identifying effective outreach for an ever expanding student body, and for the student organizations not housed in the student center.

Continuing to promote timely and effective use of programming packets to provide assessment and budgeting information in a timely manner.

Reduced visibility of facility from Sessoms Street

Nurturing of relationships with tenants and vendor, specifically food service operator

Better assessment of services and customers

Expected cost support for activities

Increasing cost to provide appropriate service, especially for major events

Growing demand to providing service to events that take place outside of the Student Center

Continuing decision making from ill-informed external sources

Communications with Staff after hours

Lack of facilities master plan

Availability and access to storage space, increasing demand

Parking and access to building