

## **ANNUAL REPORT LBJ Student Center**

Student Affairs Division  
Texas State University  
2007-2008

### **Major Accomplishments/Retention Initiatives for 2007-2008**

1. Coordinated LBJ Student Center 10<sup>th</sup> Anniversary celebration February 4 – 8, 2008 with receptions for organizations and tenants, spontaneous events around campus, a time capsule and an alumni scholarship dinner that resulted in donations of \$591.50 for the LBJ Student Center Scholarship. Both student and staff alumni attended the dinner. An LBJ Student Center alumni list was developed with the Alumni office and all graduates who were employed with us have been “flagged” for future communications.
2. Added a 10<sup>th</sup> den to PAWS Preview to accommodate the expected increase of the upcoming class and eliminate possible overcrowding. New recruitment efforts resulted in a full staff of 169, including the employment of 12 experienced PALs in the fall semester. Began the implementation of a panel of University Faculty, in which 86% of attendees agreed it was good or excellent at spring PAWS Preview.
3. Texas State Leadership Exchange Conference had 250 students and ran smoothly with 15+ educational breakout sessions and a high profile keynote speaker.
4. Participated in the PASS program and assisted in expanding program to all colleges.
5. Relocated the LBJ Student Center Marketing office to 4-13.1. Established two design workstations, a webmaster workstation and a videography workstation.
6. Advertised 840 column inches in Fall 07 and Spring 08 in the University Star. Received press exposures in various print and web publications such as Campus Guide, Austin Statesman, San Antonio Express, Bobcat Fans and Facebook.
7. Student staff members won regional and international recognition for LBJ Student Center publications.
8. Completed a CMS conversion on the LBJ Student Center website architecture. CMS site was approved and live by September 2007.
9. Developed and executed annual Web site review process.
10. Expanded the “public face” of the LBJ Student Center through multiple collaborative projects including, but not limited to the Women’s Exhibit (UM, History Dept.), Texas Music History Unplugged Concert, and Alumni (10<sup>th</sup> Anniversary).
11. Created CD image archive with over 60 disks of LBJ Student Center events from 2005 to present. Downloaded, edited and prepared over 2000 images for web, print or archiving.
12. Coordinated usher program for Texas State Commencement (10 ceremonies, 250 volunteers)
13. Successfully implemented Student Center cash handling policy and procedures, provided continuous cash handling training for staff and students.
14. The Student Center Parking Garage continues to break its service and revenue records. The YTD income increased by 2.7% over last year.
15. Preventive maintenance and inspections were performed on the surveillance cameras in the parking garage. Digital LCD monitors were installed with the camera system to provide better security for the facility. Worked with UPD to enhance the parking garage security and customer safety programs.
16. Replaced aging equipment for food services operations
17. Carpet was replaced at key areas including the third floor hallways and meeting rooms.
18. Pizza Hut relocated to George’s
19. Successfully hosted Common Experience Speakers and other major events.
20. Staff Development and Training occurred in several intentional ways this year.
21. The introduction of the Event Management System allowed us to quantify attendance and review demographic information about the students attending various campus events.
22. The Greek community reported 40,745.45 hours of community service. Registered Student Organizations logged 47,199 service hours. Texas State students contributed a total of \$125,121 to various charities and philanthropic projects. The Greek community raised and/or donated \$114,614.

23. Successful implementation of Texas Senate Bill 1138 requiring a risk management presentation to high risk organizations specifically targeting alcohol awareness, hazing, and sexual harassment education.
24. Created a risk management and crisis management manual.
25. The IFC/MGC/NPHC/Panhellenic hosted the 1<sup>st</sup> Annual All Executive Dinner.
26. The IFC planned, coordinated and implemented the IFC Summit in fall 2007.
27. MGC voted for Iota Phi Theta Latin Fraternity, Inc. to re-colonize in spring 2008.
28. SVC co-sponsored the River Clean- Up for the first time with the City of San Marcos Parks and Recreation department with 150 participants.
29. The annual Off Campus Housing Fair had 1,094 people attend this year's fair, with about 40 vendors.
30. 10 Commuter Breakfasts had a total of 3,706 students including a record attendance at 701 at the final breakfast. The layout allowed students to sit at tables and work from their laptops. Food was expanded to include not only coffee and donuts but also cereal bars, fruit, hot chocolate, and energy drinks.
31. Fundraising broke all previous records in Bobcat Build's six-year history. Between CASO and Community Relations, \$12,940 from external sources and \$15,000 was committed from internal sources. Many in-kind contributions were also made, with a collective value of over \$20,000.
32. Bobcat Build had 3,200 volunteers and over 220 jobsites, making this year's Bobcat Build the largest yet. The new venue (Bobcat Stadium East Parking) also proved to be a successful location.
33. SACA's River Fest featured a hip-hop genre focus and collaborated with Hip Hop Congress and 98.5, The Beat Radio station at Sewell Park. 11,000 people attended the event.
34. NTSO rebuilt its membership from 58 to 134 this past year, by creating a positive environment in the lounge and making members feel welcomed and comfortable.
35. NTSO introduced, "Feed the Needy" program where they gave 400 meals and non-alcoholic drinks at five Tailgates to offset the effects of alcohol and the heat.
36. Programming in George's saw the expansion of the Battle of the Bands, in the fall to 5 nights, totaling 250+ in participants; also, "Rock the Mic" was used to enhance Poetry Slam events and feature student artists.

### **Progress on 2004-2009 Administrative Support Plan (Strategic 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. *Plans to proceed with planning were approved but have reached a number of road blocks. At this point, Planning, Design and Construction is drawing up plans on specific projects.*

I.B.1 Provide comfortable and appealing seating/lounge areas to promote student interaction. *Two rockers purchased and remaining rockers reupholstered. Furniture on 4<sup>th</sup> floor reupholstered. Chairs for Meeting room 3.12 reupholstered. Chairs in Paseo reupholstered. New seating in Special Meeting Room.*

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 update Lair and Basement Dining Areas to provide a more comfortable and appealing dining experience. *Starbuck's construction due to finish summer 2008*

V.A.3 Promote and support community service and volunteerism through marketing, recognition, SVC office, web page and community wide service programs including Bobcat Build. *Completed*

VI.A.2 Develop and administer activities survey. *Completed*

VI.B. Create a marketing unit for the Student Center with responsibilities for marketing and promoting all Student Center programs, services and facilities. *Student Videographer position created and filled.*

VI.D. Develop and improve web-based services and information for Student Center programs, facilities, and services. *Conversion to CMS complete for LBJ Student Center Architecture. Annual web review process developed.*

### **Assessments for 2007-2008**

1. Evaluation of Fall 2007 and Spring 2008 PAWS Preview Program
  - a. Program continues to be well received. Added Faculty Panel to fall sessions, revamped Computer and Alcohol 101 sessions.
2. Spring 2007 Follow up of Fall 2006 PAWS Preview Students (learning outcomes)

- a. Students find the information valuable beyond the first semester. This information also used to revamp fall programs.
3. Leadership Luncheons: all received high levels of satisfaction.
  - a. Effective Communication- Results indicate overall satisfaction and students gained greater insight into effective communication and leadership.
  - b. Conflict Resolution- Results indicate a greater level usefulness in providing students with a clear method to solving conflict.
  - c. Diversity- Results indicate a high level of satisfaction on how to incorporate & retain diversity in student organizations.
  - d. Elected, Now What- Results indicate a great level of satisfaction with leadership style discovery.
  - e. Teambuilding- Results indicate a high level of satisfaction with effective ways to unify teams.
4. Texas State Leadership Exchange Overall Evaluation Survey.
  - a. Results indicate a great level of satisfaction with this program. Need for increased marketing so that all students are aware of the event and make plans to attend. 91% of attendees agreed the presentations were varied & useful; 82% of attendees agreed they were able to network and meet new people; 91% agreed they learned information and new ideas to use in their organizations; 92% agreed the conference was informational and useful.
  - b. Texas State Leadership Exchange Presenter Evaluations - Results indicate a great level of satisfaction with the variety of presentations (15+) offered.
5. Navigators End of Program Learning Outcomes Assessment
  - a. Survey results indicate a substantial improvement in students' leadership understanding, personal growth, self-confidence, and connection with Texas State University.
6. LBJ Student Center spot traffic count conducted September 26, 2007
  - a. 15,594 total visitors (56% use the building, services and programs)
7. LBJ Student Center Traffic Survey conducted February 18 – 22, 2008
  - a. 83,184 total visitors in one week. Estimated 2.25 million visitors throughout the fiscal year. Key finding: Friday schedule creates a drop of 70% of traffic from the rest of the week. Marketing and programming efforts developed to draw traffic into the building through noon time programs and marketing collaboration with Chartwells in the Lair.
8. ACUI/EBI (Educational Benchmarking Survey) for Student Center conducted April 14 – 18, 2008 (98% return) Results indicate areas that improved were Overall program effectiveness, staff perceptions, enhancing life and leadership, source of entertainment, student oriented, positive environment, publicizing and promoting campus. Areas not meeting goal, but still showing improvement are underlined. Internal branding campaign designed for FY'09 to begin to address these perceptions.
9. Monthly counts tracked an estimated 460,000 personal contacts by Student Center staff.
10. Parking garage contract and debit card holders completed a survey upon cancelling their contracts; survey results indicated that 93% of customers were very satisfied and 7% were satisfied with the parking garage.
11. 19 out of 33 Greek chapters scored 70% or higher for the academic year as mandated by the SOE program.
12. Greek Grade Report: FALL: All Panhellenic GPA was above the All Texas State Women's GPA of 2.89; 21 out of 31 chapters were below the All Texas State GPA or 68%, IFC - 11 of 12 below or 92%, Panhellenic – 0 of 6 below or 0%, NPHC – 4 of 6 below or 67%, MGC – 5 of 7 or 71%. SPRING: All Greek GPA was above the All Texas GPA – 2.75; The All Greek Women's GPA was above the All Texas State Women's GPA 2.93; All Panhellenic GPA was above the All Texas State Women's GPA of 2.96; 19 out of 31 chapters were below the All Texas State GPA or 61%, IFC – 10 of 13 below or 77%, Panhellenic – 0 of 6 below or 0%, NPHC – 5 of 7 below or 71%, MGC – 4 of 6 below or 67%
13. Student Employee Leadership Matrix: 19% view jobs as 'tasks', 31% as having some discretion in decisions, 20% practice management skills, 21% have leadership roles and 9% see themselves as a full fledged member of the team. A more formalized training program will be established and the matrix will be administered in September and April of each year.
14. Student Leader Matrix applied to students advised by staff. 6% of student leaders are entering their role, 16% are moving up in the organization, 25% are cording efforts of the organization, 31% are organizational veterans d 2% are leaders with visionary roles. Increased leadership opportunities will be offered to further develop skills and prepare them for executive officer roles, more collaboration and networking opportunities will be made available and training will be provided for student leaders in the areas of presentation and public speaking skills.

## **Educational Outreach/Presentations by Dept. Staff to Institutions and Communities for 2007-2008**

1. Instructor: Comm 1310 (Furler), US1100 (Legan, Lopez, Chang)
2. PAWS Preview Co-Chair Leadership and Teambuilding training –Wimberley and Tarpley, TX.
3. Spring Training for PALS – student group facilitators – LBJSC
4. PAWS Preview staff training – all student staff for PAWS Preview – LBJSC
5. Time Management Presentation to PASS Students (Twice during the Fall & Spring Semesters), Navigators, & Texas State Leadership Exchange, Texas State University (McCurdy, Furler)
6. Credibility in Leadership Interactive Session at the Texas State Leadership Exchange (Furler, McCurdy)
7. Teambuilding Interactive Session at the Texas State Leadership Exchange (Furler, McCurdy)
8. Diversity in Leadership Interactive Session at the Texas State Leadership Exchange (Furler, McCurdy)
9. Leadership Development at Texas Lutheran University and for Sigma Delta Lambda (Furler)
10. Guest speaker, Texas State Ad Club (Vaught)
11. Presented Marketing procedures to Chartered Student Organization officers. (Vaught)
12. Assisted the Associated Student Government (ASG) with publications for Constitution Day and Division 1A Referendum campaign, photography and marketing/publicity resources and guidelines. (Vaught)
13. Designed print materials for the Center for Texas Music History Unplugged concert. (Marketing staff)
14. Provided support materials and publicity for Texas State students to sign condolence banners for victims at NIU and sent banners to their union.
15. “The SDI and Student Retention, A Success Story” Relationship Awareness Conference , CA (Legan)
16. Academic Success workshops and Strategic Planning Retreat for Pi Kappa Phi (Legan)
17. Judicial Board Training for Panhellenic, IFC, MGC and NPHC each semester (Legan)
18. Strength Deployment workshops for Community Staff Development Team, Non Traditional Student Organization, Women’s Basketball Team, Panhellenic Recruitment Counselors, PAWS Preview co-chairs, Mitte Honors Leadership Conference, GSAC officers (Legan)
19. Developed staff training modules for student staff kickoff event, staff ADVANCE and renewal retreats, provided one on one coaching to new supervisors and student managers. (Legan)
20. History of Student Center during the 10<sup>th</sup> SC anniversary. SA Team presentations and publications. (Lane)
21. Training on cash handling procedures, Quickbooks reporting and P-card policies. (Hohensee)
22. Operations supported the University educational outreach programs by providing, at no cost, the use of the Student Center van for the Mitte Honors Program. The building also accommodates departments, for example, the Physics department’s gravity experiments.
23. Various presentations were made before organizations about upcoming volunteer opportunities, office programs and services, etc. including the All-Greek meetings, University Seminar classes and the SOC Presidents’ Meeting. (Stone)
24. Minority Greek Leadership Conference in Houston, TX. (Parker)
25. IFC Summit in fall 2007. (Lopez, Isaac)
26. Risk management workshop at Hall Director Orientation and Residence Hall Association. (Isaac)
27. Risk management workshops for: Alpha Delta Pi Sorority, Alpha Xi Delta Sorority, Delta Tau Delta Fraternity, Kappa Sigma Fraternity, Phi Beta Sigma Fraternity, Sigma Pi Fraternity, Zeta Tau Alpha Sorority, Phi Kappa Psi Fraternity, & Chi Omega Sorority. (Issaac)
28. Senate Bill 1138 presentation to four executive board officers of all Greek letter organizations and Greek letter organization Chapter Advisors done by the Greek Affairs staff.
29. IFC & Panhellenic VP for Recruitment participated in Bobcat Days to provide perspective students with information about Greek life.
30. PAWS Preview students participated in New Student Orientation to provide information about the program and trained Orientation Leaders on details.
31. “Hollywood Zen: How Stars Can Avoid Hospitalization Due to Exhaustion (self-care, resiliency and relaxation for the over-involved student leader) Texas State Leader Exchange (Stone)
32. Sarah Bloomquist, Kelly Stone, and Ashlea Luker presented at separate transfer student information sessions
33. ACUI Annual Conference in New Orleans, LA session: Latino students and the College Union. (Lopez)

## **Any Diversity Initiatives for 2007-2008**

1. Extended PAL recruitment to University Seminar classes and visiting campus organizations

2. Diversity Luncheon, 20 students, 2 staff, LBJ Student Center
3. Utilized inclusiveness in images on print media whenever available.
4. Use inclusive language and symbols whenever possible.
5. PALM office Recognized by Texas State Diversity Team for efforts in Diversity in Leadership
6. Department hiring efforts resulted in diverse staffs in each office.
7. The Associate Director for Operations serves as the Chair for the Cultural Diversity Committee for the National Association of College Auxiliary Services.
8. NPHC collaborated with Black Student Alliance and Black Women United to host a Black History Program.
9. Alternative Spring Break trip, sponsored by SVC, took Texas State students to the Texas Valley to assist *colonia* residents and promoted Texas State's "culture of care" to a predominantly Hispanic population.
10. Bobcat Build completed over 220 jobsites throughout the community in order to build relationships and reach out to diverse community population. Bobcat Build jobsite request form translated into Spanish to reach non-English speakers in the San Marcos Community.
11. NTSO sponsored a cultural excursion for its members to the Blanton Museum in Austin in Spring 2008.
12. SACA was successful in bringing a hip hop musical focus to River Fest 2008, in collaboration with Hip Hop Congress and the Multicultural Student Affairs office. Attendance at the event was approximately 11,000.
13. SACA co-sponsored and provided t-shirts for Diversity Month's Mama's Kitchen.

### **Major Objectives/Retention Initiatives for 2008-2009**

1. Develop comprehensive leadership and staff development program for Student Center employees.
2. Develop a comprehensive leadership program for PAWS Preview staff.
3. Develop a continued mentor relationship between PALS & new students.
4. Develop "just in time" programs for specific audiences i.e. Emerging Stars.
5. Develop a sophomore focused leadership program, including a leadership focused interest group.
6. Market Leadership Exchange to all students at Texas State. Staff the program with the best facilitators.
7. Pass Workshops to help students regain focus and better manage their time.
8. Navigators to help students get connected to other students while learning necessary leadership skills.
9. Create 'Speakers Bureau' for student organizations programming needs.
10. Leadership Retreat to help students get connected to Texas State student programming, connect to other Texas State students, and learn essential leadership skills.
11. Receive approval for the new Gaillardia Gallery space and resume operations.
12. Increase collaborative marketing projects with Chartwell's through programs and promotions focusing on George's, the LBJ Lair and catering in the LBJ Student Center.
13. Provide "Marketing 101" workshops to student organizations as well as submit collaborative student and staff presentations for local, regional and international conferences.
14. Continue with LBJ Student Center internal branding campaign through development of training videos/manuals and an employee incentive/recognition program.
15. Work to maintain contact with LBJ Student Center alumni and provide one communication annually.
16. The Business Office employees will work at least one year and improve their GPA by end of first year.
17. Continue to develop revenue generating opportunities
18. Renovations: Seek professional support for Building Master Plan, Develop exterior space, Create more meeting space, Renovate Lair and associated dining areas, Renovation of Boko's Living Room
19. Reconfigure Paws Market to provide more quick food options
20. Create two audio/visual computer rooms in Click's Cyber Caf 
21. Make the Information Center more of focal point for service and information
22. Create Needs Assessment for fall administration to provide information for programs and services pertinent and timely to the campus community
23. Provide visual portal for information at specific locations
24. Enhance ability to provide more information for staff by creating an intranet-Sharepoint
25. Upgrade EMS reservations system.
26. Upgrade kitchen equipment in Lair and Basement
27. Improve the academic performance of all Greek organizations though educational programming and resources and decrease the number of chapters placed on academic probation.
28. All registered student organizations receive risk management education.
29. Develop a risk management resource website where students can view risk management policies, access helpful forms, as well as view contact information for presenters.

30. NPHC & MGC Executive Officers co-sponsor the Minority Greek Leadership Conference with Texas A&M University-College Station in spring 2009.
31. Implement Adopt-a-Campus Program through SVC.
32. Work with the Common Experience to sponsor or co-sponsor events.
33. Establish better communication with Auxiliary Services to provide information to students about bus routes, schedules, and ticket prices in addition to directing bus advertising to appropriate entities.
34. Collaborate with San Marcos Police Department for Community Alerts, and work with the city and Attorney for Students to develop Citizenship 101 class for offenders.
35. Utilize technology in program planning, publicity and execution of programs and procedures.
36. Increase the attendance at all major events

### **Major Trends/Obstacles for 2008-2009**

1. Creating an “experience” at every visit to the Student Center-programming and service to meet high expectations from all constituents for more and better programs and services.
2. Increased use of social networking sites (Facebook, MySpace) has provided new opportunities for high-visibility marketing directed to our target market by placing event and group pages (10<sup>th</sup> Anniversary page, alumni page) on sites checked up to six times more often than email accounts.
3. Significant increase by target market in use of cell phone texting has added new method of advertising. New options include mobile downloads, subscriber advertising and text alerts.
4. There has been a rise in the interest of having email accounts and websites for organizations. Also, more types of groups are applying for funding and awards with SOC. Mostly, all organizations have taken more of an interest to be included in our office’s resources and events, instead of acting separately.
5. Wireless technology will create many opportunities including a virtual building
6. Developing multiple uses for available space
7. Sustainability
8. Meeting the needs of First Generation Students, Non Traditional Students and others whose life experiences are not the mainstream.
9. Academics within Greek life are a priority on campus as well as nationally.
10. Faculty/Staff Advisors play an integral role in the development of our student leaders and we must provide adequate training to help them be successful.
11. Focus on community building and development.
12. Increased focus on data and learning outcome applications and response.
13. The lack of Friday classes continues to impact all student organizations in terms of time available to attend events, meetings, and volunteer opportunities and impacts traffic, revenue and programming.
14. It is suggested that the SC parking garage should be operated by the office of Parking Services. The Student Center and the Business Office have made great strides in making the only pay garage on campus a success. Should this garage be converted into a permit only garage, it would mean not only tremendous inconvenience and disappointment to students and visitors, but also a huge monetary loss.
15. Student apathy towards leadership due to lack of awareness and not understanding the concept.
16. Decreasing financial reserves.
17. Scheduling in the LBJ Student continues to be an issue with crowding and traffic flow.
18. Ensuring that Bobcat Build becomes a completely student run program and transitioning operation from River House to LBJ Student Center 4<sup>th</sup> floor Bobcat Build Office. Securing permanent funding for Bobcat Build, addressing the issue of waste removal and recycling after Bobcat Build.
19. With the precedence of bringing “big-named” speakers, artists, and entertainment to campus, the programming board will be challenged in having enough funds to meet the students’ programming desires. Already, collaboration and co-sponsorship with academic and student organizations are more the norm, and sometimes causes unrealistic expectations of SACA as a funding source. Limited funding will drive SACA to look at creative ways (e.g. charging at events) to meet the programming desires of a growing diverse campus in the next couple of years.
20. Unknown status of dedicated space for the Gaillardia Gallery for the past two years has prevented multiple student development opportunities and demand from students, faculty and staff is still present.
21. Lack of facilities master plan
22. Public relations efforts need to be improved in all programmatic areas.
23. Minimum standards - Work to get the fraternities and sororities above 70% within the Standards of Excellence (SOE) program. Chapters must take the SOE seriously or they will fail.