

**ANNUAL REPORT
LBJ STUDENT CENTER**

**Student Affairs Division
Texas State University
2008-2009**

Major Accomplishments/Retention Initiatives

1. Successfully proposed, marketed and received approval on a student referendum for a \$4 fee increase.
2. Successfully completed a P-card audit and cash audit. We are commended for having a mandatory annual P-card training for all SC staff and GRA's. Auditors noted that we have very effective cash handling policies and procedures in place.
3. The operations and management of the SC parking garage was successfully transitioned to the Parking Services department in April 2009. The garage finance was in an excellent position with over one million dollars in its reserve.
4. Bobcat Build was planned and executed entirely by the Bobcat Build Student Planning Organization on April 4, 2009. This event was exceptional: there were no waste management issues, traffic control, or incomplete jobsites as had occurred each year prior to 2009. The students restructured the organization to include an executive board of 10 officers which divided up the areas of Bobcat Build into 4 areas (Programs, Recruitment, Operations, and Outreach). As of the 2008-2009 academic year, Bobcat Build resides with the Campus Activities and Student Organizations office of the LBJ Student Center and all funds have been transferred from the VPUA reporting line to the VPSA reporting line. Bobcat Build held a silent auction in the fall as well as solicited monetary and in-kind donations from campus and community donors. This year more than \$30,000 was raised to support the event, the largest budget to date.
5. The initiation of the ACT Campaign, Achieving Community Together, began and the first event held was the Community Welcome in August 2008. ACT is a collaborative effort between the City of San Marcos and Texas State University-San Marcos to bring student and non-student residents together through education and outreach.
6. The Texas State Community performed 50,320 hours of community service and raised \$152,721 for various local and national charities. As a subset, the Greek community contributed 41,253 hours and \$137,997 to the overall totals.
7. SACA implemented a Membership Development and Retention Plan for SACA members. This initiative resulted in a marked increase in membership meeting attendance. SACA consistently had 40-45 student volunteers attend SACA bi-monthly membership meetings.
8. Various units of the Student Center collaborated and co-sponsored the Common Experience Speaker program, bringing Ambassador Andrew Young and Lynda Robb and Luci Baines to campus.
9. SACA's River Fest featured a reggae/rock genre at Sewell Park with 5,000 people attending.
10. Annual Ice Cream Day in June served 60 gallons of ice cream to 975 faculty, staff, students, parents and prospective students.
11. The 2009 CSO retreat, "From Leadership to Legacy." continues to be a unique opportunity for team building among the nine CSOs advised directly by the CASO office staff. The keynote speaker was Associate Vice President and Dean of Students, Dr. Margarita Arellano. Collaboration and calendaring were the main focus and purpose, which was achieved.
12. The 2009 Off Campus Housing Guide was improved. Multiple apartment touring, budgeting and roommate contract worksheets were added, as well as an expanded community directory with websites.
13. Brown Bag workshops for faculty/staff student organization advisors were provided 2 in the fall and 1 in the spring semesters this academic year.
14. Advisor Appreciation activities were initiated with the awarding of student organization advisor plaques at an advisor appreciation luncheon after personally delivering boutonnières to their office; April 29 was the official Advisor Appreciation Day.
15. Student Organization Registration for fall: 292; spring: 290.
16. Greek Academic Performance excelled: The fall 2008 & spring 2009 GPA for all Greek Students was 2.82 as compared to all Texas State Students who had an average GPA of 2.74.
17. The Standards of Excellence (SOE) indicate that 29 out of 31 Social Greek Organizations met the Standards of Excellence Requirement for the year with an average of 86% of total points.

18. Retention statistics for fall and spring for new members becoming initiated members of Social Greek Organizations was 90%. MGC granted Lambda Theta Phi Latin Fraternity, Inc. full active membership in spring 2009.
19. MGC sponsored a Showcase in fall 2008 and spring 2009 to introduce the campus to the fraternities and sororities of this council. This event is a precursor to the recruitment activities conducted by the member organizations of this council.
20. NPHC held Convocation in both fall 2008 and spring 2009 to introduce the campus to the fraternities and sororities of this council. This event is also a precursor to the recruitment activities conducted by the member organizations of this council.
21. Spring 2009 Four Square tournament generated \$4,640 for St. Jude Children's Research Hospital.
22. The Co-Curricular Transcript was launched and collaborations with staff in the Residential College began so that the program can also be targeted to this specific population in 2009-2010.
23. Who's Who reception and Bobcat Leader recognition programs also were popular among students. Of the 431 nominations received, 116 students received Who's Who recognition.
24. Over 347 work orders were completed by building operations staff.
25. Kitchen exhaust hood filters were replaced and hoods cleaned.
26. Fountain has been repaired and kept operational.
27. New Motorola radios were purchased for better security and communication between Student Center Operations, Building Operations and Student Center Services.
28. Facilitated construction and renovation for full Starbuck's operation on level one and worked collaboratively with Chartwells in the promotion of the Starbuck's Grand Opening with live entertainment, sampling and promotions. Renovated area for Parking Services Office. Blimpie's area renovated to provide a second serving line.
29. Equipment replacement and updating continues. Purchased entertainment equipment in George's enhanced entertainment activities. Purchased new sound equipment including microphones. Equipment in the Teaching Theatre has been upgraded and our relationship with Instructional Technologies continues to strengthen each semester. In an ongoing effort to maintain our food service areas the food service equipment has been routinely upgraded and replaced. Furniture throughout the building has been re-upholstered and refinished.
30. 10 Laptops for student use in Boko's Living Room were purchased through a Technology grant.
31. Retail Operations are profitable and providing good services for customers
32. Continued to expand the quantity, improve the quality of and provide consistency for all publications representing the LBJ Student Center with 10 different LBJ Student Center publications receiving regional and national recognition this year.
33. Continued to use the building to provide art exhibits. Coordinated all aspects of the David Drymala art exhibition and lecture; a joint sponsored event which included Counseling Center, ADRC, School of Psychology and EAPS.
34. Completed the Chartered Student Organization project for fourth floor hallway. All CSO's now have large posters with photos of the officers and a description/mission of their organization.
35. Advertised over 950 column inches in the *University Star*, while streamlining the process by coordinating smaller ads into a large one and two page spreads in larger issues, increasing exposure for all.
36. Restructured the "A Week in the Life Photo Competition" to include two student program chairs. The competition, in Spring 2009, saw more than double the number of entrants from the previous year. Three professional photographers were recruited as judges (two of which are Texas State faculty), increasing the prestige of being selected.
37. Increased services for website. Provided resources and additional training for those areas who have received CMS access to their pages. Added "Staff Resources" page to provide easy access to many common request forms and restructured the Marketing Request form with editable fields. Added photo galleries for the 10th Anniversary and AWITL. Conducted first annual site review of the entire architecture.
38. Photography and videography expanded in variety and quantity of services. Documented most LBJ Student Center programs as well as many other events such as Common Experience, Celebration of the People, ASG swearing-in ceremony.
39. Completed a 30 second commercial for George's, a short documentary of the LBJ Student Center Traffic Count, a virtual tour of the LBJ Student Center, and in the completion phase of "Why do you come to the LBJ Student Center?" and a customer service training video for student staff.

40. Executed all printing for the “Bobcat Leaders” and “Student Organizations” walls which cut cost, allowed for quick response and helped to celebrate our student successes.
41. SVC sponsored the annual Volunteer Fair on September 17, 2008. Approximately 30 agencies participated with 338 students partaking in the opportunity to meet with nonprofits and learn about ways to get involved in the local community
42. New College Note Taking professor for January 2009 PAWS Preview, Debra Feakes, 85% approval rating.
43. Implemented a Bobcat Speakers Bureau, serving as a centralized location for on campus leadership speakers.
44. Offered the Texas State Leadership Exchange.
45. Wrote a grant proposal to assist in the re-opening of the Gaillardia Gallery.
46. The leadership office facilitated leadership training to a variety of organizations and included: Over 30 workshops presented in the fall and more than 45 in the spring. Attendance averaged 15 for each, with a total of over 1125 students served.
47. Texas State Homecoming 2008 was, again, a success. Student involvement was heightened, tailgating was expanded, and a major Texas Country band was featured at the Tailgate concert.
48. The Off Campus Student Services office created an entire campaign for the 2009 Off Campus Housing Fair. The “Off Campus Living, Texas State Style” Mardi gras themed event was a tremendous success which allowed 45 local apartments and a great many of our students the opportunity to meet.
49. The Bobcat Weekly received a new look this year.
50. This year the 2009 CSO retreat was themed, “From Leadership to Legacy.” This continues to be a unique opportunity for team building among the nine CSOs advised directly by the CASO office staff. The keynote speaker was Associate Vice President and Dean of Students, Dr. Margarita Arellano. She engaged the students on the topic of Leadership. Officers from ASG, RHA, HBSA, Paws Preview, University Ambassadors and Student Foundation were invited to the Leadership presentation and to network with all officers present at lunch. The opportunity for collaboration and calendaring was the main focus and purpose, which was achieved.
51. IFC and Texas State approved and supported the re-colonization of Pi Kappa Alpha in spring 2009. The Sigma Chi colony earned charter status in spring 2009.
52. The Dean’s List Receptions for fall and spring continued as popular events among Texas State students. The fall reception attendance was 349 and the spring reception attendance was 487. Students achieving a 4.0 received a newly designed 4.0 t-shirt.
53. Who’s Who reception and Bobcat Leader recognition programs also were popular among students. Of the nominations received (431) 116 students received Who’s Who recognition.

Progress on 2004-2012 Administrative Support Plan

- II.A.1. Develop and implement Greek Life leadership program for members to learn and apply effective leadership practices in chapter operations. **COMPLETED.** *With the institution of the Standards of Excellence Program (SOE), the Greek Leadership Team has seen an overall increase in the quality of programs and experiences, along with consistently high retention percentages and academic performance.*
- II.B.6. Collaborate with Music Department to establish the Student Center as a venue for student musical performances. **COMPLETED.** *Ongoing performances by several student groups at receptions and activities through the Music Department, along with the large concerts that are held throughout the year, such as the Texas Music unplugged event, to which financial assistance is provided from both the CASO office, PALM and SACA, this strategy has been met.*
- VI.A.2. Develop and administer activities survey. **COMPLETED.** *The ongoing assessment of Greek Leaders and Student Organization Leaders through the respective EBI Benchmarking surveys has institutionalized this practice.*
- V.C.1. Implement programs that emphasize civic responsibility. **COMPLETED.** *With the institution of the ACT Campaign (Achieving Community Together), this department strategy has been met. The emphasis of this initiative is to prepare student residents to become engaged, involved citizens of the greater San Marcos community, in addition to becoming engaged in the communities to where they may eventually move.*
- I.D.2 Repair and update technical equipment inventory. **IMPLEMENTED/ONGOING.** *Equipment upgraded in Teaching Theater, Georges and for meeting/conference use.*
- VI.D. Develop and improve web-based services and information for Student Center Programs, facilities, and services. **(IN PROGRESS/ONGOING)** *First annual web review conducted.*
- VI.E. Assess the efficiency and effectiveness of Student Center programs, services and staff development.

(IN PROGRESS/ONGOING) *Conducted and completed data for annual building traffic count. Conducted and completed data for annual spot count. Conducted and completed data for EBI survey for student Center and for Student Organization Leaders.*

V.E.1 Create resource materials to promote expertise and skills that will assist student organizations in programming, training and development. PROGRESS *Comprehensive program planning and budgeting process initiated for use in fall 09.*

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. REVISED. *Fee increase and potential budget shortfalls have placed this project on a lower priority.*

I.B.5 Develop a dedicated combined workspace in the LBJ Student Center that houses the entire area of the Planning, Assessment, Leadership and Marketing unit; providing for a Marketing Design Center, training facilities, storage and reasonable expansion opportunities. ONGOING. *Exploring the possibility of creating a training center with audio and visual equipment and storage for training materials.*

I.C.4 Enhance customer service with 'concierge' type services at the Student Center Information Desk. ONGOING. *Working on several options to create intranet to enhance information gathering and availability for staff. Focusing communications through Info Center. Gathering information on additional services at info desk.*

I.D.3 Upgrade Theater in Boko's Living Room, enhancing audio visual capabilities, seating flooring, décor and lighting. PROGRESS *Works continues as BLR plans are developed. Working possible options as other ideas possibly influencing work are being researched.*

I.D.4 Build two computer (PC and MAC) audio visual rooms in click's Cyber Cafe. ONGOING. *Plans are being laid out to work in the proposed computer rooms.*

I.D.5 Install interactive digital signage system to enhance customer service and visitor experience in the building. PROGRESS. *Product demonstrations continue. Proposal is to be finalized soon.*

III.B.1 Increase revenues for expansion of income generating operations PROGRESS *Investigating possible Kiosk vendor options in Paseo. Artist was brought in a trial basis. Third vendor was place on contract and the retail space in the Basement was contracted. A vendor was also contracted for video rental.*

III.B.2 Identify sources of grant funds, successfully write and receive grants to enhance program. PROGRESS *First grant written and submitted, unsuccessful in funding, but increased learning for next successful endeavor.*

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. ONGOING. *Planning continues with the intent of creating the Gallery in BLR area.*

IV.B.2 Create an appealing water feature that enhances the building's architecture in an appropriate location. PROGRESS. *Existing water fountain is maintained, filled and functioning.*

IV.B.4 Renovate the Patio and Amphitheater to provide more shade, flooring, options for enclosure and new furniture. PROGRESS *More tables and umbrellas were purchased and installed.*

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. *Full service Starbucks was built out, Blimpie's area added second serving line.*

Assessments

Building Spot and Annual Traffic Counts on September 24, 2008 and February 22-27, 2009. The Spot count showed 18,383 visitors to the building, with 9,753 users (using internal entrances). This is a 53% user count, consistent with previous years. This was a gross reduction of visitors by 2,789. The week long count was affected by the change in bus drop offs when the main bus loop moved to the Quad area's new space. This count showed 7,190 total visitors, with an average of 14,438 per day. Internal users numbered 46,698, or 9,340 per day. This showed 65% users. We also added an entrance (near Auxiliary Services on the 3rd floor) and added the users in the Bookstore, ID Services and Teaching Theater, as these had been omitted before. Even

though the Friday class schedule had added more classes, and the bus loop change had taken away the flow through traffic, we have more deliberate visitors and users to the building.

The Student Center EBI satisfaction and benchmarking survey was administered in spring 2009. It provided the following results, scaled from 1 (low) to 7 (high) with 5.5 and above considered an acceptable rating. The factors measured as follows: Publicizes the student center and promotes campus-4.88; Positive environment-5.61; Student Oriented-5.45; Source of entertainment-5.24; Enhances life and leadership-4.18; Student Center Cleanliness- 6.00; Student Center staff- 5.22; and Overall program effectiveness -4.38. This survey is sent to a random sample of students in the odd-numbered years, giving us a look at non users as well as users. Even numbered years users are surveyed. Cleanliness is consistently the highest ranking factor, with positive environment, being student oriented, and student center staff also increasing in their scores. Enhancing life and leadership is the hardest factor to track and one nation-wide for which universities receive lower marks. However, the other EBI benchmarking surveys we conduct indicate that students do find leadership and life enhancing experiences in the Student Center. Bridging the branding gap is the full time challenge of the Marketing unit.

The Greek Life EBI Survey, administered in spring 2008, provided the following results on a scale of 1 low to 7 high with 5.5 being considered an acceptable rating. Of the learning outcomes section, principled dissent-5.39; healthy behaviors-5.56; collaboration-5.58; effective chapter leadership-5.65; leadership skills-5.76; personal development skills-5.77 ; interpersonal competence -5.93; diverse interactions-5.94; learning evaluation-5.95; intrapersonal competence-6.03; self-worth-6.11; sense of belonging-6.20; interpersonal relationships -6.27. Overall program evaluation-5.95; Overall satisfaction with Greek experience-5.96. Greek Leadership Team is exploring ways to create opportunities for students to participate in activities that would foster a better understanding of principled dissent including the fall 2009 Greek Summit, for example, when discussion will occur about the state of Greek life at Texas State. In the remaining areas, the Greek programs continue to be developed that foster leadership development, effective leadership and personal development. The overall program evaluation (5.95) and satisfaction with the Greek experience (5.96) are credited to the number of trainings, the effectiveness of the Greek council executive officers and the Greek Leadership Team's commitment to excellence through forging relationships with students and holding student leaders accountable.

The Student Organizations EBI Survey, administered in spring 2009, provided the following results (scale of 1 low to 7 high with a score of 5.5 being considered acceptable.) The following general factors received these scores: Leadership training- 4.12; Organization advisor-4.67; Effective leadership-5.12. The Practical competencies' results were: contracts and budgets- 5.13; Collaboration among members-5.59; Principled dissent-5.60; Outcome-5.63; Collaboration among leaders-5.79; management-5.91; Interpersonal competence-5.93; Cognitive complexity-5.94; Diverse populations-5.94; Intrapersonal competence-6.03; Self-knowledge-6.06. The overall program effectiveness scored a 6.14. The areas of leadership training and organization advising are two of the lowest rated areas from student organization leaders. The CASO staff is exploring ways to create more leadership training opportunities. The moving of the Texas State Leadership Exchange (a requirement for all student organizations to attend) to the fall semester is an initial step in addressing the need for leadership training at times in the year that students need it. The LBJ Student Center staff is committed to providing opportunities for success for student organization leaders. The area of organization advising has been addressed through Brown Bag sessions in the fall and spring semesters of the 2008-2009 academic year for faculty/staff advisors. Additionally, a professional development workshop through the Texas State department of Professional Development will be facilitated by staffs of the LBJ Student Center. This will be an additional method to help train faculty and staff members who are serving as advisors. The overall program effectiveness did rate fairly well at 6.14. This can be attributed to the value staffs place on relationships, the access to various forms of communication and technology that both student leaders and staffs utilize to share information and the commitment to a "culture of care" that each staff member possesses.

Bobcat Build placed evaluation forms in all jobsite and volunteer folders for assessment purposes. Overwhelmingly, the responses from both students and community members were very positive. One hundred percent of the students surveyed stated that they would participate in Bobcat Build again. This year, students were also asked how many times they had participated in Bobcat Build in order to assess the building of tradition at Texas State, and many had participated multiple times (with some students indicating as many as 4

years of participation). Jobsite leaders expressed that they appreciate having their matched information and jobsite packets with directions to the site and contact information provided to them in advance. The new parking structure (with permits) and tool distribution methods were successful and overall effective.

Alternative Spring Break (Bobcat Break): The trip was overall a great success. The students were challenged to apply the idea of “service learning” to the project and were able to reflect on this post-trip. Eleven Texas State students traveled to Alamogordo, NM to work with Habitat for Humanity’s Collegiate Challenge program. They were exposed not only to cultures and experiences outside of Texas, but to the richly diverse population of South Eastern New Mexico.

PAWS Preview Evaluation of fall 2008 and Spring Program

Training Evaluations for PAWS Preview Staff from both fall and spring retreats– Resultant Actions: Continued the new Alcohol 101 session to make it more student-friendly. Altered co-chair and PAL training to address staff needs. Satisfaction ranged from low (computer/library) of 54% satisfied to high (diversity) of 85% satisfied. Doc Augustine retired from his role in fall, 2008.

Leadership Luncheons:

- Effective Communication- overall satisfaction with the luncheon and students gained greater insight into effective communication and leadership.
- Conflict Resolution Survey Results indicate a great level of satisfaction and usefulness with the luncheon and the luncheon provided students with a clear method to solving conflict.
- Diversity- Survey Results indicate a high level of satisfaction with the luncheon and how to incorporate & retain diversity in student organizations.
- Elected, Now What- Survey Results indicate a great level of satisfaction with the luncheon and leadership style discovery.
- Teambuilding- survey results indicate a high level of satisfaction with the luncheon and effective ways to unify teams.

Texas State Leadership Exchange Overall Evaluation – Results indicate a great level of satisfaction with this program and need for increased marketing. Texas State Leadership Exchange Presenter Evaluations Survey Results indicate a great level of satisfaction with the variety of presentations offered. Students indicate they learned a great deal and hope to see the variety and quality of breakout sessions continue. Student organization leaders will be better served by moving the conference to the fall semester, thereby providing more timely information and training for new as well as experienced leaders.

Navigators End of Program Learning Outcomes Assessment results indicate a substantial improvement in students’ leadership understanding, personal growth, self-confidence, and connection with Texas State University.

Presentations presented by Department Staff

1. Instructor: COMM 1310 (Furler), US1100 (Legan, Stone, Issac, Lopez, Cheng)
2. “Marketing for Campus Life Programming and Facilities”, Association of College Unions International Annual Conference; Anaheim, CA. (Salas, Vaught)
3. “Through the Looking Glass: the other side of assessment” Association of College Unions International Annual Conference; Anaheim, CA. (Legan, Vaught)
4. Co-Chair Leadership and Teambuilding training – student leaders of PAWS Preview – John Knox Ranch, Fischer, TX and 7 Canyons Ranch, Tarpley, TX. (Furler, Legan, Amason)
5. Spring Training for PALS – student group facilitators – LBJSC
6. Teambuilding and Icebreakers Session, Leadership Exchange, (student leaders of PAWS Preview)-LBJSC
7. Be a Hero: Be a Leader- Texas Leadership Exchange, LBJSC (Legan)
8. President & Vice President Round Table Leadership Exchange (Legan)
9. MGC Leadership Retreat (Furler)
10. Pi Kappa Phi Strategic Planning Workshops (Fall and Spring), San Marcos, TX (Legan)
11. St. Gabriel’s School Faculty workshop and Student Leadership workshop, Austin, TX (Furler, Legan, Amason)
12. International Student Welcome Icebreakers (Fall and Spring) San Marcos, TX (Legan)
13. Women’s Basketball Team Leadership Retreat, San Marcos TX (Furler, Legan)

14. Honors Leadership Retreat, San Marcos, TX (Amason)
15. Judicial Training Workshops for IFC, PC, MGC, NPHC, San Marcos, TX (Legan)
16. Leadership Presentation (2), GNST 1150 Class, San Marcos, TX (Legan)
17. Creating Leaders, Panhellenic Leadership Series, San Marcos, TX (Legan)
18. Strength Deployment Inventory, University Ambassadors, 7A Ranch, Wimberley, TX (Legan)
19. Strength Deployment Inventory, NTSO officers training, San Marcos, TX (Legan)
20. Sustainable Leadership, GSAC Retreat, Freeman Ranch (Legan)
21. EBI Benchmarking presentations, LBJ Advisory Board, LBJ Staff, San Marcos, TX (Legan)
22. Strength Deployment Inventory, Leadership and Conflict, PAWS Preview Co Chair Retreat, Tarpley, TX (Legan)
23. Mock Interview Workshop, GSAC, San Marcos, TX (Legan)
24. Strength Deployment Inventory, RHA delegate and officer training, San Marcos, TX (Legan)
25. FISH! Philosophy, Leander High School Faculty In-service, San Marcos, TX (Furler, Legan, Amason)
26. "New Professional Network Panel", Association of College Unions International Annual Conference; Anaheim, CA. (Legan)
27. EBI Benchmarking and Campus Applications Pre Conference Seminar, Association of College Unions International, Anaheim, CA (Legan)
28. "Reducing Stress" presented to staff and students at ACUI Region 12 Fall Conference at Texas Tech University (Stone)
29. "Today's Traditions, Tomorrow's Legacy: Personal Mission Statements" presented to staff and students at ACUI Region 12 Fall Conference at Texas Tech University and to staff and students at ACUI Annual Conference in Anaheim, CA and to professional staff at NACA Huge Leadership Weekend in New Braunfels, TX (Lopez)
30. "The Graduate Track: Student Affairs Colleagues Discuss Graduate School" presented to students at African American Leadership Conference (Stone, Isaac)
29. "Civic Responsibility, Finding Your Voice: Elected Officials Share Their Stories" presented to students at African American Leadership Conference (Lopez, Moseley)
30. "The Graduate Track: Student Affairs Colleagues Discuss Graduate School" presented to students at African American Leadership Conference (Stone, Moseley)
31. "Student Involvement at Texas State" presented to students at University Seminar Class taught by James Matthews (Moseley)

Special Recognitions for Department and/or Staff

1. Texas State students were recognized for their work with Bobcat Break in the Alamogordo daily news, receiving a front page photo and article.
2. Michelle López named Texas State University Employee of the Month for May 2009
3. Lisa Furler and Michelle López named recipients of the Student Foundation's Foundations of Excellence program
4. Debbie Hohensee and Earl Moseley were elected to serve on the Staff Council in spring, 2009.
5. "Best of the Best" presenters recognition at the ACUI Region 12 fall conference were given to Kelly Stone and Michelle Lopez.
6. Bobcat Build Student Organization – Organization Program of the Year
7. PAWS Preview-Student Organization of the Year
8. Kelly Stone – Organizational Advisor of the Year
9. A Distinguished Service Award from San Marcos Police Department was presented to the ACT team for their outstanding work and service to the community.
10. Trenton Boyd received 1st place LBJ STUDENT CENTER FALL 2008 CALENDAR , ACUI "Steal this Idea Competition" and 1st place IFC RECRUITMENT BOOK, ACUI region 12 conference graphic design competition.
11. Steven Skadal received 3rd place FALL 2008 STUDENT ORGANIZATION FAIR POSTER ACUI "Steal this Idea Competition" and 3rd place NTSO BARBEQUE POSTER ACUI region 12 conference graphic design competition.
12. Akaimi Davis received 1st place LBJ STUDENT CENTER CORE VALUES CAMPAIGN ACUI Region 12 graphic design competition; 2nd place PANHELLENIC RECRUITMENT BOOK ACUI Region 12 graphic design competition; 2nd place LBJ STUDENT CENTER 10TH ANNIVERSARY ALUMNI GALA INVITATION ACUI Region 12 graphic design competition

13. Lindsay Braun received 1st place ACHIEVING COMMUNITY TOGETHER (ACT) PRINT AD, ACUI Region 12 graphic design competition; 1st place TEXAS STATE SHOWDOWN BANNER, ACUI Region 12 graphic design competition; 2nd place TEXAS STATE SHOWDOWN TSHIRT, ACUI Region 12 graphic design competition; 3rd place TEXAS STATE SHOWDOWN LOGO, ACUI Region 12 graphic design competition; 3rd place TEXAS STATE SHOWDOWN CAMPAIGN, ACUI Region 12 graphic design competition; and finally, GD Magazine In-House Design Award OFF CAMPUS HOUSING GUIDE
14. Lanita Legan: Appointed Benchmarking Team chair, for ACUI/EBI
15. Charlie Salas has distinguished himself as a nationally recognized leader in the National Association for Campus Auxiliary Services (NACAS) organization where he served as the host for the national convention held in Chicago last fall and will serve as the Chairperson for 2009 Annual Conference Program Committee.

Major Objectives for 2009-2010

1. Revised our process of monthly budget review to monitor Student Center budgets.
2. Develop and implement a program checklist to enhance the budgeting and financial aspect of the programming process.
3. Continue to develop revenue generating opportunities including conference services.
4. Secure on and off-site storage space.
5. Improve customer service and training
6. Renovations projects: 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; Create two audio/visual computer rooms in BOKO's Lab; improve lighting, upgrade sound and acoustic panels in the Ballroom; Reconfigure Paws Market to provide more quick food options; Identify and renovate area for Gaillardia Art Gallery and create training center for leadership and staff development sessions. Provide visual portal for information at specific locations throughout Student Center.
7. Upgrade EMS reservations system.
8. Upgrade kitchen equipment in Lair and Basement
9. Create "Student Center" Programming in Paseo and other key locations.
10. Provide cover for Amphitheater
11. Move Texas State Leadership Exchange to fall semester, develop the Lambda Delta leadership development program and work to find ways to incorporate more leadership skills building activities into various activities for student organization leaders and members. Advisors will work with CSO leaders to provide more empowerment opportunities to encourage leadership development at that level.
12. Several areas of the department would benefit from an increase in funding, particularly the Bobcat Build budget (permanent funding, in excess of \$4,000 is desperately needed). Bobcat Build will continue to supplement funds via external fundraising efforts. The Bus Ad program has continued to generate less revenue as the program shifted from OCSS staff receiving all revenue from off- and on-campus customers, to only receiving requests and revenue from student organizations. SACA programming board will be challenged in having enough funds to meet the students' programming desires. 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.
13. Several methods will be researched to employ more current communication techniques, such as Facebook and Twitter, to reach the student population (current and prospective) to inform them of activities, volunteer opportunities and services available. The development of videos will also be explored to provide instruction and marketing information.
14. More emphasis will need to be placed on serving the populations of commuter students. Attention this year will be focused on researching similar commuter and transfer student programs at similar universities, creating a Commuter Student Advisory Board, working toward the creation of a graduate research assistant position for Off Campus Student Services (to include transfer student initiatives) and continued participation in the ACT activities of Sophomore Transitions, ACT Partner Program.
15. In order to maximize the resources available to our student organizations and our staff, we will be pursuing more collaborative projects to enhance the programs and services offered.
16. SVC will add two additional Alternative Spring Break trips, creating three trips that would promote a variety of different experiences to a diverse population and incorporate service-learning.

17. Fulfill the Administrative Support plan by adjusting the reporting lines for all student designers employed by the LBJ Student Center to report to and/or be advised by the Marketing Office.
18. Develop a comprehensive leadership program for PAWS Preview staff that will include a continued mentor relationship between PALS & new students.
19. Implement a sophomore focused leadership program, including a leadership focused sophomore community living group.
20. Market heavily the Leadership Exchange as it moves to the fall semester and open the program to all students at Texas State. Continue to staff the program with the best facilitators.
21. Plan and implement a Leadership Retreat to help students get connected to Texas State student programming, connect to other Texas State students, and learn essential leadership skills.
22. Update records retention within the office to a green status by creating electronic files rather than paper files. In addition, create dates in which files can be removed permanently from the database and/or file.
23. Continue reviewing grant opportunities to re-establish the Gaillardia Gallery.
24. Complete the CPR 2 review process by December 2009
25. The Student Center recycling program (Bobcat Blend) will roll out in the fall. This is a major effort in collaboration with other departments on campus and is a comprehensive program which will collect waste, create compost and return compost to campus for use by our grounds department. This maybe the only recycling program of its kind at any university in the state of Texas.

Major Trends/Obstacles for 2009-2010

TRENDS:

1. More emphasis will be placed on the use of program assessment and evaluation in the process of program planning. Particularly in light of the budget issues related to maximum number of students served for the program. The diversity of programs will also be key in selecting activities and events throughout the year. The challenge has been that of having a clear understanding of the base line from which programs and activities are evaluated. The questions of “quality verses quantity”, “measurements of intangibles” and “return on investment” continue to plague programming staffs.
2. Sustainability issues within programs and services will continue, i.e. such as providing resources online and not printing hard copies for distribution at the front desk. Also, Bobcat Build is exploring more environmentally conscious solutions for the disposal of paint, metal and tires at conclusion of Bobcat Build
3. Nationally, the trend is to return to the values that are the foundation of fraternity life. Advisors and Executive officers of each governing council will be addressing this in many ways. Also, increasing membership numbers will be a focus for several of the CSOs; emphasis on early fall recruitment opportunities at Paws Preview, Student Organizations Fair and other Week of Welcome activities will be placed, along with the use of the Bobcat Interest Inventory as part of the PAWS Preview program and a continued presence at all orientation browse sessions.
4. Continuing to work on meeting the needs of First Generation Students, Non Traditional Students and others whose life experiences are not the mainstream issues addressed in much of the program.
5. A more collaborative approach will be needed to ensure that we are meeting the needs of our large transfer student population. There will be a huge influx of professionals returning to the university, for additional education and training, in the coming years.
6. Texting and "Facebooking" have become the preferred methods of receiving information and advertising which presents new opportunities and challenges in providing immediate, accurate, and appealing information.
7. There is a trend to create electronic files rather than paper files.
8. To continue reviewing grant opportunities for such areas as re-establish the Gaillardia Gallery, enhance Leadership and provide other programming endeavors.
9. Wireless technology will create many opportunities such as a virtual building
10. Audio and visual technology for marketing and customer use

OBSTACLES:

11. The latest Student Center fee increase will not be enough to fund the annual operations and programs expense in the long term. More funds or funding sources will be needed to sustain the current level operations. Future increases for staff/employees will be significant and funds to maintain the facility, replace equipment and complete projects will drain reserves.
12. Student apathy towards leadership development is often due to lack of awareness. Providing ongoing and

varied leadership workshops, speakers, & retreats with minimum support people is becoming increasingly difficult.

13. With the parking garage moved to parking services, the Student Center has less control in accommodating guest parking and this could result in a disadvantage in hosting large meetings and conference.
14. Need for space to exhibit art in the LBJ Student Center remains (as shown by the David Drymala Exhibition). A grant proposal for the Gaillardia Gallery did not receive funding and the primary refusal stemmed from a lack of current dedicated operating space.
15. Shift of Bus Loop service to another location has resulted in less foot traffic through the building.
16. Communications with Staff after hours
17. Lack of facilities master plan; Lack of sufficient meeting space; Decreasing storage space
18. Cost of security for late night activities
19. Inability to program in venues because of Food Services operation