LBJ Student Center Annual Report FY20

LBJ STUDENT CENTER ANNUAL REPORT

Student Affairs Division
Texas State University
2019-2020

Major Accomplishments/Retention Initiatives for 2019-2020

Completed the LBJ Student Center $32 million dollar expansion/renovation March 2020.

- Completed Starbucks renovation
- Completed the CAS SAGS review and accreditation
- Expanded retail dining space
- Four new meeting rooms
- Implemented Chartwells exclusive catering for LBJ conference services
- New catering service kitchen
- New computer lounge
- New Grand Ballroom
- New office suite for Student Diversity and Inclusion
- New patio and second floor main entrance
- New public lounges
- Renovated Amphitheatre
- Renovated restrooms

Operations

- Ballroom lights system upgrade
- Consistent mental health activities in HUB: arts and crafts, therapy dogs
- EMS Upgrade and services improvements in reservations
- Established policy and procedures between SC and Chartwells for LBJSC venues
- Follett Bookstore renovations completed
- Funding secured for renovation and upgrade to Food Services Operations in Lair
- Hosted TSUS Regents Spring 2020
- LBJSC computer operations realigned to Student Affairs Technology
- Upgrade to WI-FI access in building
- Upgraded audios/visual systems in LBJ Ballroom continue
- Upgraded Food Services Operations: Tu Tacos, Mondo Subs, and Chaat House
- Welcome Center and Alumni Relations relocated to new completed office space

Building Operations

- 397 Work orders completed
- 77 Manual work orders turned in by custodians
- Off campus property secured for storing the Soap Box Derby Ramp
- Food service equipment purchased: Hoshizaki Upright Freezer for CFA Waffle Fries, an Open Top Fryer to fry the waffle fries in, and a Storage Cooler with four drawers to hold hamburgers for Coyote Jack's.
- Building services equipment purchased; battery-operated Sweeper Walk Behind 24", and four battery backpack vacuums.
- Signage put in place inside and outside the building to help people navigate during the construction.

- SSC custodial contract was not renewed and custodial went completely in house. Two third-shift staff custodians were hired to perform evening custodial work in the public areas of the building.
- Helped remove decorations, old equipment before renovations and then put George's together when renovations were over by installing kitchen equipment, furniture, and flat screen TVs.

Conference Services

- Continued to fine-tune the July 2019 upgrade of EMS Campus (Event Management Software) system, with emphasis on educating clients and end users of the system and tweaking as necessary to make the Web App and desktop apps user friendly for everyone.
- Implemented new pricing plan for A/V, labor, and cancel/late request fees into the EMS system in September 2019, updating all existing reservations to current A/V pricing.
- Developed new catering documents like the Food & Beverage Approval and Chartwells Exemption forms to support Chartwells exclusive catering policy for the LBJSC.
- Continued to assist clients with navigating their way to and around LBJ Student Center and discussed best methods for hosting successful events during construction phase. Relocated meetings to alternate rooms to avoid construction noise as necessary.
- After a series of successful site visits with members of the American Concrete & Pipe Association in 2019, Conference Services team coordinated their week-long conference for 400 guests in January of 2020 during the winter break. This corporate event spanned four days and brought over 500 guests to the LBJ Student Center and generated over $20,000 in revenue.
- Associate Director Charlie Salas and staff assisted with crowd control during early voting in LBJSC Room #3-21.3 (10/21-11/5/2019 and 2/18-3/3/2020) and efficiently accommodated request to extend voting days. Conference Services team worked with Parking Services to coordinate parking for local poll workers.
- Conference Services planned and executed an "express" version of the fourth annual Hogwarts Halloween event in the Paseo on October 28, 2019. Two owls and a laughing kookaburra were a main feature of the event and enjoyed by everyone. The event included participation by TXST Quidditch and Pagan Student Association for Sorting Hat and Divination activities. Delicious butterbeer and cake were served by LBJ staff for 200+ guests. The event was successful and well-attended.
- Guests continue to enjoy the new LED up-lights in the ballroom and requests for the lighting package are now almost a standard for certain evening ballroom events. The up-lights dramatically change the ambience in the ballroom for performance events, pageants, proms, and other special events.
- Implemented in-person weekly meetings with Chartwells staff to review and discuss upcoming catered events.
- Participated in the October 2019 TXST Staff Resources Fair at JCK.
- Purchased all new tables, chairs, and A/V equipment for Grand Ballroom.
- Introduced the newly renovated suite of rooms (3-21.1, 3.21.2, 3-21.3) and Art Gallery.
- Under direction from Conference Services and Student Center Operations, PALM office redesigned and rebranded/marketed Conference services webpages.

- Team Conference Services created an informative Prezi presentation about Conference Services and then featured it during their participation in Student Involvement's Risk Management workshop for student organization officers in February, 2020.
- Team Conference Services successfully created several video tutorials for the Conference Services website which demonstrate how to book a room in the online EMS system. Video tutorials have received appreciative feedback so far.
- Team Conference Services created a wedding venue brochure to market the LBJ ballrooms and boost revenue from off-campus clients.

Response to COVID-19

- In response to COVID-19 direction from University, CS Staff contacted clients to cancel all Spring reservations. A total of 433 Reservations impacting 2,226 bookings for individual rooms/dates were cancelled.
- Assisted Retention/VPSA Division with making over 850 Bobcat Wellness phone calls to first year students. Two team members were recognized for making over 100 and 200 calls each, were thanked by SAC members and awarded with an administrative day off.
- Several Conference Services staff trained to review student applications for Bobcat Cares funding and participated in the review project. Two team members received additional training and reviewed over 100 Bobcat to Bobcats Scholarship applications.
- Staff adapted to working remotely over VPN and utilizing technology platforms such as MicroSoft Teams, Zoom.

Planning, Assessment, Leadership & Marketing

- Work was completed on the CAS Self-Assessment for a five-year program review, including an on-campus external review panel evaluation.
- Successful transition of the Bobcat Preview program to the Student Involvement unit.
- All student employees completed Title IX training to comply with the university requirements.
- All new student employees were provided the Strengths Finder for Students inventory to complete and workshops were held to help understand strengths in the context of their jobs in the LBJ Student Center.
- Student Employee Advisory Cabinet facilitated engagement opportunities for student employees, including an end of the semester social, a highly competitive pool and table tennis tournament and a full schedule of programs for the spring semester which were cancelled by the COVID pandemic.

Leadership Programs

- Implemented a new marketing campaign to help bring more awareness to leadership programs.
- Increased leadership workshop presentations by 30% from the previous year.

Dean's List

- Spring Reception split into two evenings (colleges split into two groups) to accommodate a record number of participants: 1,707 plus guests.
- Total attendance for FY20 3,683 plus guests

Information Desk

- Expanded services to include game rentals for students, started Trivia Wednesday and Connect 4 Thursday, students and guests can come up to the desk and interact with the student employees and learn more about the resources offered at the Information desk.
- Partnered with Bobcat Bounty to provide emergency food bags for anyone who needs it outside of Bobcat Bounty business hours.
- Over 70 lockers were sold during the 2019-2020 school year.
- Implemented 'Ask Me Anything' Zoom room on Tuesday and Thursday afternoons for virtual outreach and customer service.

Creative Services

- Collaboration was a key accomplishment for LBJSC Creative this year. The team completed approximately 20 projects for partners across the division that included a wide a range of deliverables. A few notable examples include videos for the Student Affairs Symposium, Diversity Week and Step Up for State, comprehensive campaign materials for the 2020 Census (10 different deliverables) and a print campaign for the Counseling Center fall programs.
- LBJSC Creative co-led (with SA Tech) the division-wide migration from Basecamp to Wrike project management. Our team provided support to DHRL and Campus Recreation staff during the transition and developed training modules for both teams and users.
- Internally, LBJSC Creative processed over 640 marketing requests, which is a 7% increase over last year. Since Wrike tracking began (October 2019), the Creative Team completed over 1500 project-related tasks. Three types of deliverables saw marked increases this year: environmental graphics, motion graphics and video.

Media

- Photo and Video were the top request types this past year and are now folded in as deliverables on most projects. High-quality images of activities, drone footage of the facility and short video clips have had positive student engagement across our social channels and on our website.
- Comprehensive media planning increased social media followers across all channels an average of 10% over last year, yielding an approximate 25% increase since 2018. Impressions, or the number of users reached, on Twitter increased four times over last year to a substantial 1,012,200. @LBJSC recorded a high of 126,000 impressions in January by creating content celebrating the completion of the South Entrance.
- Other successful FY20 campaigns included Star of the month student features (which won recognition at ACUI), Hidden Gems of the LBJSC, Custom LBJSC Wallpapers for Instagram, and more recently, Zoom backgrounds and Zen Moment videos.

Outreach

- Outreach Marketing for the department grew last year as it was incorporated into the job duties for the Graduate Assistant for Marketing. With department-wide assistance, six information booths were held (three in fall and three in spring) outside of the LBJSC to assist students. The department was represented at 34

NSO browse sessions and all four Bobcat Days and averaged 93 interactions at each.

Digital Marketing

- Extensive work was done on the SACA and Homecoming websites to convert them to a new, more mobile-friendly template. In addition, a complete re-design of the Conference Services site was completed, adding new pages and more comprehensive content.
- New users to the LBJSC homepage fell from 48,586 new users last year to 43,405 – a decrease of 10.6%; however, those users actively engaged with the homepage more. Homepage sessions rose by 10.4% over last year (75,603), with a 6% increase in page views (124,795). page. Regular monitoring and maintenance of sites for ADA compliance was added to the job duties for the Graduate Assistant for Marketing which has consistently resulted in 0 errors across 140 pages.
- A major move to the University digital signage software, On-Sign, took place this year. Screens were added to the new meeting rooms hallway and gallery area, as well as the new computer lab and Unity Lounge spaces. In addition to in-house created content, approximately 125 requests were received to post content on the LBJSC digital signs.

Arts Programs

- The first exhibition in the new gallery space, "The Many Faces of Texas State Bobcats" opened in November of 2019 and received publicity in the University Star. The addition of a digital sign in the new space has both increased visibility for future exhibitions as well as provided the opportunity to have new media to be exhibited.
- The Fine Arts Advisory Board (FAAB) met the goal of increasing student representation on the board by adding three students. Five total exhibitions were held over the 2019/2020 year. Participation in the opening receptions was significantly down over previous years, so this element should be evaluated.
- Adaptability was an area of strength for Arts programs this spring. Due to remote learning and social distancing, two exhibitions "Truth" and "AWITL" were move to strictly online formats. Site visits during the exhibition period were 56 and 67 respectively. An online guestbook was developed, and comments were posted as a part of the virtual exhibition. Both were highlighted in Social Media posts as well.

Staff Continuity

- Mentoring and internship opportunities have provided a continuity of staff in the Marketing area. Current students mentor unpaid interns who then, if they apply, often are hired to replace outgoing staff. Photography Mentor/Mentee – Andrew Shirey, (Spring 2020), Mentor: Jacob Coffing; Social Media Mentor/Mentee – Millenia Watkins (Spring 2020), Mentor: Aimee Huckeba

Student Involvement

- Student Involvement has continued the use of an online Event Intake form to streamline the facilities reservation process in collaboration with Conference Services. The form allows Student Involvement staff to identify and address events that may require more information or changes to ensure they meet all university policies and procedures. Since summer 2019, Student Involvement has reviewed and routed 3,932 event intake forms.

This year, due to updates to the LBJSC Food and Catering policy, there has been increased collaboration with the Conference Services team.

- In spring 2018, Student Involvement created a Campus Access Tracker to monitor student organizations, departments and outside entities reservations, no-shows and pop-ins. This tracker was created to help identify and monitor those who requested space and did not utilize it as well as those who did not request spaces but show up anyway. The Tracker also recorded the amount of time Student Involvement staff conducted Quad Runs. During the 2019-2020 academic year, an estimated **21** minutes was spent on average on daily Quad Runs.
- Beginning Fall 2019, in collaboration with Environmental Health, Safety and Risk Management, a Temporary Food Establishment Permit application was implemented for all events (indoor and outdoor) with food. This new form created additional oversight for the food process, as well as increased inter-departmental collaboration.
- Beginning in March of 2020, all outdoor and indoor events scheduled were cancelled due to COVID-19.

Programming Area or Service/Resource Component	Approximate number of students served	Number of Events (if applicable)
Registered Student Organizations	454	
Event Intake Requests		3932 event intake requests 5 required meetings
Involvement Fairs (Fall & Spring)	146 organizations 1434	
Volunteer Fair (fall)	1988	2
SACA	7945 (in-person: 7531/Virtual: 414)	Planned: 65 Cancelled due to COVID: 9 Held: 56 (in-person: 44/virtual: 12)
Bobcat Build (Day of)	Cancelled due to COVID	
Cat Camp	Cancelled due to COVID	
NTSO	325	12
SVC	418	14
Bobcat Breaks	29	2
George's	1425	57
Bobcat Trail Events	354	3
Total (minus RSOs)	13918	146

Bobcat Build

- Now in its 18th year, Bobcat Build recruited over 3,731 volunteers and 292 jobsites prior to cancellation on March 12th. Due to cancellation for COVID-19 safety measures, Bobcat Build did not occur and was not able to host any of the recruited participants or jobsites. Registration collected the following demographics:

65+ Years Old	Disability	Veteran	Outside Pets
130 in 2019 174 in 2018 ~98 in 2020	65 in 2019 89 in 2018 ~53 in 2020	31 in 2019 48 in 2018 ~28 in 2020	66 in 2019 94 in 2018 ~51 in 2020

Bobcat Preview

- Bobcat Preview 2019 was the largest program to date, transitioning a total of 6,096 incoming students on-campus. An additional 240 students were required to complete Make-Up modules for the Bobcat Preview experience.

- In September 2019, Bobcat Preview moved to Student Involvement. The program has undergone extensive review which will be visible in changes to the August 2021 program.
- The CSO was restructured by reducing and realigning positions. These new positions have allowed the CSO to better embody the principle of student-led.
- The PAL recruitment process was interrupted due to COVID-19 and the adapted program has called for less PALs to be selected than what is historically typical. While this does not allow us to accurately guess what our recruitment figures would have been, the online PAL Interest Form received 550 responses throughout the Spring 2020 semester which is a wonderful turnout for 150 PAL positions.

George's

- Late Night and Weekend programs were made available to students each week.
- Continued collaboration with Comedy Association for Comedy Showcases and Ritmo Latino for Salsa Nights. These programs were held monthly. New co-sponsors: African Student Association, Alpha Kappa Alpha Sorority, Inc., Student Government, Black Men United.
- Started a more committed collaborative relationship with SACA to host monthly series programs: Grocery Bingo and Karaoke. Served as a rain site for Tunes @ Noon.
- Completed first full year of a full-service menu. Worked with co-sponsored programs to determine in-house food service availability. Provided a food voucher opportunity for participants to receive "free" food. Food was paid for by the co-sponsoring organization.
- Hosted 57 events, 11 events were sponsored/organized by George's alone and was not a part of a co-sponsorship program.

NTSO

- Increased membership from 113 to 157 at the end of the Spring 2020 semester.
- Gained a seat to represent Non-Traditional students in the Student Government Senate.
- Met with Round Rock Campus to allow more participation from their body of Non-Traditional students and encourage membership from students on this campus.
- NTSO's scholarship endowment allocated $2,200 in financial assistance to 4 students.

Organization Conduct

- Mediations = 6, Administrative Reviews = 7, and OCRs = 1. Mediations were completed in 47 business days (avg.), Administrative Reviews were completed in 44 business days (avg.), and OCRs were completed in 58 business days (avg.).

SACA

- Implemented a full line-up of series programming to establish consistency and brand recognition: Tunes @ Noon, Movie Nights, Karaoke Nights, and Grocery Bingo).

- Increased member retention from fall to spring and over 50% of the Executive Board applicant pool came from general membership.
- Created a new Instagram account for Pride & Traditions.
- Hosted Tunes @ Noon as the inaugural program in the newly renovated LBJSC Amphitheater.
- Updated Homecoming Royalty selection process to be more inclusive to all students.
- Collaborated with VPSA and Athletics to take two buses of first year students to the Texas A&M away game.

Student Volunteer Connection

- Student Volunteer Connection (SVC) has continued to increase program attendance within FY20. Each month is dedicated to a different social issue (e.g. successful relationships, rehabilitation, hunger/homelessness, LGBTQIA+ awareness, Black history month, special needs education and environmental awareness).
- The four monthly programs and Bobcat Break trips led to a completion of 2,196 service hours by individuals.
- SVC has also gained new working relationships with community partners that we hope to continue working with in the upcoming year (e.g. United Saints Recovery Project). SVC was able to host a total of 29 community partners during the Fall and Spring student organization/volunteer fair. During this time, community partners were able to connect with Texas State students and share information about their organization and upcoming volunteer opportunities.
- In response to the high number of applicants for the Bobcat Break Winter Trip, SVC was able to take a total of 15 students instead of 9 by canceling and using funds from one of the Spring Break trips (Houston, TX).

Progress on Administrative Support Plan

Departmental strategies had significant progress in FY 20. While amid a global pandemic, we were still able to make progress on or accomplish a great deal of our strategic plan. However, some goals and strategies were drastically affected by the move to on-line instruction and no students on campus. Strategies completed are listed below each goal.

GOAL 1 – Provide a state-of-the-art student center for the university community that will contribute to a comfortable, welcoming and contemporary environment that enhances the educational mission of the university

Completed the LBJ Student Center $32 million dollar expansion/renovation March 2020.

- Ballroom lights system upgrade
- Completed Starbucks renovation
- EMS upgrade completed (University wide collaboration)
- Expanded retail dining space
- Follett Bookstore renovations completed
- Four new meeting rooms
- Implemented Chartwells exclusive catering for LBJ conference services
- New catering service kitchen
- New computer lounge
- New Grand Ballroom
- New office suite for Student Diversity and Inclusion
- New patio and second floor main entrance

- New public lounges
- Renovated Amphitheatre
- Renovated restrooms
- Upgrade to audios/visual systems in LBJ Ballroom continue

GOAL 2 – Provide diverse programs that engage students in co-curricular activities, leadership experiences and community building that model civic responsibility, social justice, and professional growth.

- All new student employees were provided the Strengths Finder for Students inventory to complete and workshops were held to help understand strengths in the context of their jobs in the LBJ Student Center.
- All student employees completed Title IX training to comply with the university requirements.
- Began outreach to Round Rock campus to support student programs and services
- Collaborated with Student Government to host a series of programs for the inaugural Diversity Week (including Drag Karaoke).
- George's programs collaborated with Comedy Association and Ritmo Latino for Salsa Nights in response to requests for more comedy and live music events
- Implemented innovative virtual programming to continue providing entertainment to campus community during COVID-19 remote learning (12 events in 6 weeks, including Virtual Gaillardia Fest, with a total of 414 unique attendees).
- Partnered with Bobcat Bounty to provide emergency food bags for anyone who needs it outside of Bobcat Bounty business hours.
- Student Volunteer Connection (SVC) has continued to increase program attendance within FY20. Each month is dedicated to a different social issue (e.g. successful relationships, rehabilitation, hunger/homelessness, LGBTQIA+ awareness, Black history month, special needs education and environmental awareness).

GOAL 3 – Provide a comprehensive employee development program and efficient staffing structure that provides LBJ Student Center employees with skills training, professional growth opportunities, effective evaluation and recognition opportunities.

- Provided additional support staff and student training in position specific training as well as workshops on Title IX, management, Strengths Quest and evaluation processes.
- Student Employee Advisory Cabinet facilitated engagement opportunities for student employees, including an end of the semester social, a highly competitive pool and table tennis tournament and a full schedule of programs for the spring semester which were cancelled by the COVID pandemic.

GOAL 4 – Develop and implement a comprehensive financial plan to strengthen the position of the LBJ Student Center by effectively utilizing allocated funds, creating efficient reporting mechanisms and maintaining adequate reserves for future LBJ Student Center needs.

- Custodial Services contract terminated in late Fall, expanding inhouse operations
- Fee/pricing program for Conference Services-Proposal Submitted
- Funding secured for renovation and upgrade to Food Services Operations in Lair
- Work continues on allocation and distribution for Conference Services accounting processes

Assessments for 2019-20120

LBJ Student Center Satisfaction N=356/3500

This survey was administered at the very end of our expansion and reflects some of the residual feelings of a two-year experience with noise, dust and detours. Each factor is measured on a goal of 80% satisfaction. Of the eight factors measured, regardless of increase or decrease from 2019, four met or surpassed this goal. Top two satisfaction rates are noted.

- Factors that improved included: Student Center has a positive environment (up 6%) – satisfaction of 84%; Student Center Cleanliness (up 4.4%) – highest satisfaction rate of 88%; Student Center Staff (up .4%)
- Factors that did not show improvement: Publicizing and promoting the student center (down 2.6%); Student Center is student oriented (down 1.25%); Student Center enhances life and leadership (down 2.9%); Overall Program Effectiveness (down 1%)
- There was no change in: Student Center is a source of entertainment

Students indicated they prefer to look for information about events in their email primarily. More entertainment would bring them to the student center more frequently. Wayfinding is primarily done by signs on the walls. Students would like to see more movies and comedy events in George's followed by late night events that includes live music, comedy and movies. Preferred daytime programming includes art exhibits, live music and movies. Group painting events are popular, as are self-guided art tours.

Most students are involved on campus in academic organizations, followed by recreational opportunities and on campus employment.

Students enhanced the following skills through involvement in the LBJ Student Center:

- Communication 24.2%
- Interpersonal/Social Skills 17.1%
- Time management 16.3%
- Decision Making 14.9%

Student Leadership Assessment N=172/1111

This survey is administered alternating years to officers of chartered and registered student organizations.

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Each factor is measured on a goal of 80% satisfaction. Of the 14 factors measured, regardless of increase or decrease from 2018, 10 met or surpassed this goal. Top three satisfaction rates are noted.

- Factors that improved included: Collaboration among members (up 1%); Effective leadership (up 2%); Self-knowledge (up 1%) – highest satisfaction rate of 89%; Practical competencies – budgets and contracts (up 5%); Cognitive complexity (up 2.5%) – satisfaction rate of 87%.
- Factors that did not show improvement: Organization Advisor (down 5%); Leadership Training (down 6%); Interpersonal Competence (down 1%); Intrapersonal Competence (down 2%); Diverse Populations (down 1%) – satisfaction rate of 84.6%; Principled Dissent (down 1%); Overall program effectiveness (down 3%).

- There was no change in: Practical Competencies – Management.

Student organization resources, funding and supplies are the most significant issues impacting student organizations, followed by membership development and officer transitions. Most student leaders receive their primary leadership training within their own organization or have not received any formal training at all. LBJSC service most beneficial include reserving spaces, advising/mentoring and leadership conferences.

A majority of students find the risk management training offered by Student Involvement to be very/effective. Most students use social media to market and promote events and follow LBJSC accounts for furthering their marketing reach.

*See attachment for a word cloud representation of student needs to enhance their organization leadership from the survey.

Building Count

- Staff personally counted the guests entering the student center and using the building services and programs in early March 2020 (Tuesday and Wednesday) before spring break (and COVID). This count took place after the building was fully opened and accessible from all entrances. While students had somewhat adjusted their walking patterns, there is still a significant drop in the visitors to the building. (For example, in 2019, guests entering at the Bus Loop averaged 7,979.)
- In the 2020 count, that average was 6,077). The Average number of guests entering the building over the two days was 13,837. Users of the building (those who went through an internal entrance on the 2nd 3rd, 4th floor) averaged 2,448 or 38.5% of the guests entering the building.

Conference Services Customer Satisfaction Survey

Survey results from all major ballroom, teaching theater, and a random selection of meeting rooms for 2019-2020 indicate the following combined categories of "strongly agree" "agree", followed by an increase or decrease vs. stats from 2018-2019.

N= 24 surveyed 2019-2020* N=129 surveyed 2018-2019

N of surveys was much lower this year due to the significant number of event cancellations due to COVID-19*.

Conference Services provided timely services in processing/confirming reservation
95.84% / +1.3 improvement
Setup of the room/event location was in the manner requested
95.83% / + 1.33 improvement
Received prompt support for event issues
82.61 / -4.69 decrease
Audio/Visual/Technical support was effective
78.26 / -7.67 decrease
Appearance, cleanliness, and comfort of the facility met your expectations
91.67 / -5.99 decrease
Satisfaction with the overall event experience
95.83% / -1.81 decrease

Key Reservations Statistics for 2019-2020

Bookings of note: 130 Ballroom; 67 Ballroom Hallway; 3,255 Meeting room; 72 Teaching Theater; 69 The Hub, 91 Mall
Most reserved rooms: 3-5.1 (281 reservations), 3-21.1 (266 reservations) and 3-10.1 (254 reservations)
Virtual EMS Reservations for LBJSC = 1488

Benchmark Metrics

4,016 confirmed bookings
10,989 event hours
12,851 reserved event hours
173,632 estimated attendance for events
201 Chartwells catered events

Leadership

This year, we received evaluations from the participants and the workshop request submitters. This separation allows us to determine if our workshop met the submitter's expectations without asking all participants for that information. Out of 17 workshops, only 10 organizations returned completed evaluations. This continues to be one of our biggest challenges as many of the additional workshops were provided assessments, but they were not returned to our office or they conducted their own evaluation and did not share relevant information with us.

- Overall, workshop participants were satisfied with PALM Leadership Workshops throughout the year. N=41
- Of the participants answering: 96% Agreed or Strongly Agreed that the workshop fulfilled the original request, that activities gave them the opportunity to practice applying the concepts discussed, and that the workshop benefitted the organization. 98% Agreed or Strongly Agreed that the presenter(s) was/were prepared, that the presenter(s) was/were engaging and that they would reach out for another PALM workshop.
- Overall, workshop request submitters were also satisfied with the PALM Leadership Workshops. N=6
- Of request submitters, 100% Agreed or Strongly Agreed that the request form was easy to understand, that they received a timely response to their workshop request, that the presenter(s) was/were on time and prepared and said that they would request a workshop from PALM Leadership again.

Dean's List Fall N=325/7197 (4.5%) Spring N=522/7812 (6.6%)

The assessment was distributed through Qualtrics, utilizing the MAKO contact list, to all students on the Dean's List. When asked why students did or did not attend the reception. The feedback was consistent from the fall to the spring semesters (and from FY18 to FY19). The top three reasons students did not attend the event are: (1) scheduling conflicts specifically because of work and class, (2) other unspecified scheduling conflicts, and (3) not wanting to attend.

- Overall, 60% of students rated the Fall 2019 Dean's List Reception excellent or good, an increase of 13% from the Fall 2018 Reception. At the Spring 2020 Reception, 52.8% of students rated it excellent or good, a decrease of 12% from the Spring 2019 Reception.
- 100% of college deans said they were Moderately or Extremely Satisfied with the reception.

- Attendance: Fall 2019: 1976 student RSVPs; Spring 2020: 1707 student RSVPs (record attendance over two evenings). It also bears noting that students brought an average of 3 guests with them to the reception.

Bobcat Preview
This year, Bobcat Preview was able to conduct a variety of assessment measures as the program is undergoing review. Below are key takeaways from the variety of assessments:

Student Focus Group & Survey Data

- Students consistently preferred meeting those in their Residence Halls over their US1100 classmates.
- Most students reported that they did not visit the Bobcat Preview website and instead used the Guidebook app and their roommates to navigate the week.
- Diversity Experience is typically a favorite session/stood out most of the workshops, but other workshops got called out as memorable, as well.
- Would prefer more events that are fun and social- like President's Block Party, PROUD, etc. Felt like workshops, while helpful, were too long, or boring or not engaging and information retained afterward was low. It also seemed to provide a lull in the week and some students noted that it made connecting with each other more awkward/uncomfortable.
- Would like to see a Student Panel of PALs during the week.
- Main takeaway from student feedback was the desire to form a connection with their new student peers, current students, and TXST before classes start.

Hold Information

- Students Required to attend Bobcat Preview: 6,336
- Number not completing at least one of the required elements before the first day of class: 4,329 (68.3%)
- Number not completed by registration date: 2,185 (34.5%)

Campus Access

A total of 2,914 reservations were received, with 1888 for the Quad, 798 for the Mall and 228 for Bobcat Trail. There were 217 Pop-ins, 896 no-shows and 64 Athletic no-shows.

Reservation Distribution:

- 894 - University Departments
- 139 – Athletics
- 164 – Solicitation
- 1348 – Info Only
- 515- Food Sales
- 350 – Special Events
- 78 – Amplified Sound
- 370 – Vendors

Cat Camp
Data collected via paper survey administered during the last small group of 2019 Cat Camp participants were given the opportunity to provide feedback on their experience. N= 262 Of note:

- 97% of students felt they were able to get to know other students on a personal level.
- 98% felt they could call on their Cat Camp leaders as a future resource.
- 97% felt the program had a positive impact on their transition to Texas State.
- 99% felt confident they would succeed at Texas State.
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This summer we were planning to continue the above assessment, however due to COVID-19, the summer 2020 Cat Camp sessions were canceled. For summer 2021, we will be looking at retention rates of Cat Camp attendees vs non-attendees, as well as the accomplishment of the newly developed Cat Camp outcomes.

Student Volunteer Connection

Hours Reported	
Individual Hours	*27
Student Organizations	8804.46

*Based on submitted Individual Hours Reports. Does not include individual hours completed with SVC. The call to report service hours this year went out later than normal due to staff transitions and the impact of COVID-19 on our work environment. Students were also not able to complete service hours at the rate that they normally would have due to the impact that COVID-19 had on the community. Moving into the next academic year, we will be looking at ways to conduct service that will allow us to fulfill social distancing whether that is in-person or virtual.

Presentations Presented by Department Staff

- Bagwell, S. (2019) Marketing Training, *Student Volunteer Connection*, San Marcos, Texas Bagwell, S. (2019) Marketing Training, *Student Organizations Council,* San Marcos, Texas
- Birdwell, B. (2019) Customer Service in Orientation Programs, *Bobcat Preview PAL Training*, San Marcos, Texas
- Birdwell, B. (2019) Leadership Development, *LBJSC Student Involvement*, San Marcos, Texas
- Birdwell, B. (2019) Risk Management in Bobcat Preview, *Bobcat Preview Co-Chair Training,* San Marcos, Texas
- Birdwell, B. (2019) Student Involvement, *US 1100- Dr. Michelle Lopez,* San Marcos, Texas
- Birdwell, B. (2019) Student Involvement, *US 1100- Dr. Michelle Lopez,* San Marcos, Texas
- Birdwell, B. (2019) Student Involvement, *US 1100- Matt Phelps,* San Marcos, Texas
- Birdwell, B. (2019) Student Involvement, *US 1100- Matt Phelps,* San Marcos, Texas
- Birdwell, B. (2019) Student Involvement, *US 1100- Megan Kassmeier*, San Marcos, Texas
  Birdwell, B. (2019) Student Involvement, *US 1100,* San Marcos, Texas
  Birdwell, B. (2019) Student Involvement, *US 1100- Karina Ogunlana,* San Marcos, Texas
- Birdwell, B. (2019) Student Involvement, *US 1100- Whitney May,* San Marcos, Texas
- Birdwell, B. (2019) True Colors, *US 1100 Course*, San Marcos, Texas
- Birdwell, B. (2020) GA Timekeeping, *Graduate Assistant Training,* San Marcos, Texas
- Birdwell, B. (2020) Onboarding Checklist, *Graduate Assistant Training,* San Marcos, Texas

- Birdwell, B. (2020) Social Media Expectations, *Graduate Assistant Training,* San Marcos, Texas
- Birdwell, B. (2020) Student Involvement 101, *Graduate Assistant Training,* San Marcos, Texas
- Birdwell, B. (2020) Student Involvement 101, *Virtual CSO Welcome,* San Marcos, Texas
- Birdwell, B. and Till, C. (2019) Teambuilding and StrengthsQuest, *PACE*, San Marcos, Texas
- Clift, A. (2020) Assessment & Evaluation in Student Involvement, *Student Involvement Training,* San Marcos, Texas
- Clift, A. (2020) Event Planning 201, *Student Association for Campus Activities Executive Retreat,* San Marcos, Texas
- Clift, A. (2020) Membership: Get Engaged, *Student Association for Campus Activities Member Retreat,* San Marcos, Texas
- Clift, A., & Birdwell, B. (2020) How To: Onboarding Checklist, *Student Involvement Training*, San Marcos, Texas
- Clift, A., Birdwell, B., & Frazier, C. (2020) Graduate Assistant Expectations Panel, *Student Involvement Training,* San Marcos, Texas
- Frazier, C. (2020) Advising Philosophy, *Student Involvement GA Onboarding,* San Marcos, TX
- Frazier, C. (2020) Creating an Inclusive Camp Experience, *Cat Camp Staff Training,* San Marcos, TX
- Frazier, C. (2020) Managing Risk as an Advisor, *Student Involvement GA Onboarding,* San Marcos, TX
- Frazier, C. (2020) Professional Development Opportunities, *Student Involvement GA Onboarding,* San Marcos, TX
- Godoy, J. (2020) Conflict and Strategies to Manage It, *Cat Camp Staff Training,* San Marcos, Texas
- Godoy, J. (2020) Greek Up Your Resume, *Fraternity and Sorority Life*, San Marcos, Texas
- Legan, L and Till, C. (2019) Teambuilding, *Upward Bound Program*, San Marcos, Texas
- Legan, L and Wood, J. (2020) Giving and Receiving Honest Feedback, *Student Affairs Symposium*, San Marcos, Texas
- Legan, L and Wood, J. (2020) Giving and Receiving Honest Feedback, *DHRL Resident Directors*, San Marcos, Texas
- Legan, L. (2019) Effective Evaluation for Student Managers, *LBJSC Student Employees*, San Marcos, Texas
- Legan, L. (2019) Strengths Development Inventory, *Bobcat Preview*, Wimberley, Texas
- Legan, L. (2019) Strengths Development Inventory, *Student Affairs in Higher Education 2020 Cohort*, San Marcos, Texas
- Legan, L. (2019) Strengths Development Inventory, *Student Government*, San Marcos, Texas
- Legan, L. (2019) Strengths Quest and Department Teambuilding Facilitation, *Texas State Human Resources,* San Marcos, Texas
- Legan, L. (2019) StrengthsQuest, *LBJSC Set-up Crew and Building Managers*, San Marcos, Texas
- Legan, L. (2019) StrengthsQuest*, LBJSC Student Employees*, San Marcos, Texas
- Legan, L. (2019) StrengthsQuest*, Undergraduate Admissions*, San Marcos, Texas
- Legan, L. (2019) StrengthsQuest, *University Advancement*, San Marcos, Texas
- Legan, L. (2019) US1100 Course Instructor, *University College*, San Marcos, Texas
- Legan, L. (2020) Strength Deployment Inventory, *Social Work Class*, San Marcos, Texas
- Legan, L. (2020) StrengthsQuest, *Cat Camp,* San Marcos, Texas

- Legan, L. (2020) Teambuilding, *University College Advising*, San Marcos, Texas
- Legan, L. (2020) Visionary Leadership, *CRU @ Texas State*, San Marcos, Texas
- Legan, L. (2020) What Should I Do? Ethical Practices for Student Leaders, *Leadership Institute*, San Marcos, Texas
- Legan, L. and Romero, K. (2019) Empowering Student Employees , *ACUI Region II Conference*, Fayetteville, Arkansas
- Legan, L. and Till, C. (2019) StrengthsQuest*, LBJSC Information Desk*, San Marcos, Texas
- Reyes, S. (2019) A Series of Fortunate Events, *NACA Central Regional Conference*, Arlington, Texas
- Reyes, S. (2020) New and Young Professionals Panel, *NACA Live,* Denver, Colorado
- Reyes, S. (2020) StrengthsFinder and Us, *Student Involvement Training,* San Marcos, Texas
- Reyes, S. (2020) Student Involvement Purchasing 101, *Student Involvement Training*, San Marcos, Texas
- Rodriguez, B. (2020). Latina in Leadership, *LATS 4325*, San Marcos, Texas.
- Rodriguez, B. (2020). Risk Management for Student Organizations, *Student Organizations Conference*, San Marcos, Texas.
- Rodriguez, B. (2020, 2019). Ethical Decision Making, *Kappa Kappa Psi*, San Marcos, Texas.
- Rodriguez, B. (2020, 2019). Ethical Decision Making, *Tau Beta Sigma*, San Marcos, Texas.
- Rodriguez, B., Fenneberg, L., Bailey, K. & Evans, S. (2020). Finding Resources to Maximize Professional Development Opportunities and Elevate Your Leadership. NASPA *Webinar*.
- Schutt, S. (2019) Cash Handling and Register 101, *George's Staff Training*, San Marcos, Texas
- Schutt, S. (2020) Event Intake Using EMS, *George's Staff Training*, San Marcos, Texas
- Stites, A. & Khan, M. (2019) Leading with Bravery: Taking Bold Steps Towards Meaningful Conversations, *Alamo Colleges*, San Antonio, Texas
- Stites, A. (2020) Creative Problem Solving & Trouble Shooting, *Student Association for Campus Activities Executive Retreat*, San Marcos, Texas
- Stites, A. (2020) Leading a Team to Performing, *National Association for Campus Activities LIVE Convention*, Denver, Colorado.
- Stites, A., Khan, M., & Dean-Scott, S. (2019) Beyond Racial Fractions: Empowering Multiracial Students on Campus, *Texas State University*, San Marcos, Texas
- Stites, A., Thornton, S., & Nguyen, T. (2019) Self-authorship: Creating Your Brand, *Texas State University*, San Marcos, Texas
- Thornton, M. (2019) Meanings behind Mardi Gras, *Soup and Substance,* Austin, Texas
- Thornton, M. (2020) Innovative Brainstorming: Calendar Edition, *Student Association for Campus Activities Executive Retreat,* San Marcos, Texas
- Thornton, M. and Hernandez, P. (2019) Tabling Do's and Don'ts, *Student Association for Campus Activities*, San Marcos, Texas
- Till, C. (2019) Conflict Resolution, *Lambda Xi Delta*, San Marcos, Texas
- Till, C. (2019) StrengthsQuest, *Pace Peer Mentoring*, San Marcos, Texas
- Till, C. (2019) StrengthsQuest, *Peer Leaders*, San Marcos, Texas
- Till, C. (2019) StrengthsQuest, *SACA*, San Marcos, Texas
- Till, C. (2019) Teambuilders, *Women in Leadership*, San Marcos, Texas
- Till, C. (2019) Teambuilding, *Lambda Xi Delta*, San Marcos, Texas
- Till, C. (2019) Teambuilding, *Pace Peer Mentoring*, San Marcos, Texas
- Till, C. (2019) True Colors, *US 1100 Course*, San Marcos, Texas

- Yanes, D. (2019) Bobcat Break Training – Part I, *Student Volunteer Connection*, San Marcos, Texas

Special Recognitions for Department and/or Staff

- Charlie Salas, University Employee of the Month, February 2020
- EMS Implementation Team: Tracy Goodman, Katherine Romero, Valene Johnson, Sabrina Lee, University Team of the Quarter, November 2019-March 2020
- Catherine Till, Graduate College Visualizing Research Project, May, 2020

- Alicia Stites, ACPA-MRN Graduate Student of the Year, February 2020
- Brenda Rodriguez, Earned PhD, May 2020
- Brenda Rodriguez, President-Elect, NASPA's Center for Women Board
- Brettney Birdwell, Foundations of Excellence, October 2019
- Daniela Aguilera - First Place Miscellaneous: Fiscal Year 2019 Infographic; ACUI Steal This Idea Design Competition; Second Place Promotional Goods: LBJSC Sticker Sheet; ACUI Steal This Idea Design Competition
- David Rader, Employee Recognition Event, 20 years of service, 5/9/2019
- Don Thomas and Tristan Jones were honored recipients of the Medal of Hope.
- Hunter LaBrie - nominated for Student Employee of the Year 2020
- Hunter Taylor, Boko Awards- Graduate Advisor of the Year, May 2020
- Kat Romero attended IPDS for New Professionals in June 2019.
- Kat Romero, Shout-Out from Staff Council for Employee Excellence, June 2020
- Lucero Treviño - First Runner-Up, University Student Employee of the Year
- Lucero Treviño - Honorable Mention Video: Star of the Month; ACUI Steal This Idea Design Competition
- Michael Luna, 20 Employee Recognition Event, 20 years of service, 5/9/2019
- SACA, NACA Central Award for Outstanding Commitment to Diversity, October 2019
- SACA, NACA Live Award for Outstanding Multicolor Poster, February 2020
- Scott O'Neal, Shout-Out from Staff Council for Employee Excellence, February 2020
- Sylvia Reyes, CSO Advisor of the Year, May 2020

- LBJSC Graduate Student of the Semester
    - Megan Thornton, Fall 2019
    - Catherine Till, Fall 2019
    - Hunter Taylor, Spring 2020
- LBJSC Staff Student and CSO Officer of the Month
    - Jimmy Blackburn, July 2019
    - Kasey Wollenberg and Abbey Cliffel, (CS0), September 2019
    - Melissa Monrroy, September 2019
    - Michael Barajas, October 2019
    - Crystal Carpenter (CSO), October 2019
    - Aricelda Calderon (CSO), November 2019
    - Peter Granados, November 2019
    - Daniela Aguilera, December 2019
    - Dillan Gillespey, December 2019
    - Alicia Cruz (CSO), December 2019
    - Moira Chiong, December 2019
    - Josue Blanco, January 2020
    - Victor Diaz, (CSO), January 2020
    - Baylee Buehne (CSO), April 2020

- Mario Castro (CSO), April 2020
- Andrea Jaunillo, April 2020
- Alex Moreno, May 2020
- Jennifer Garza (CSO), May 2020

- LBJSC Graduate Student of the Semester
  - Brettney Birdwell, August 2019
  - Rebecca Vaughan, September 2019
  - Kimberley Duncan-Ashley, October 2019
  - Linda Sparks, November 2019
  - Sabrina Lee, December 2020
  - Tim Trent, January 2020
  - Brettney Birdwell, February 2020
  - Robert Hollub-Fletcher, April 2020
  - Sarah Bagwell May 2020

Major Objectives for 2020-2021

- Complete the renovation of the Student Involvement Suite
- Complete the renovation of the Lair food court and dining area
- Re-assign job responsibilities of the retired Business Manager to Director and Director's Admin III for FY21
- Manage budget reduction of $690,000 to maintain the existing level of building operation services and to deliver a variety of quality student programs in person and virtually for the campus community.
- Complete and open the E-Gaming Sports Arena in Boko's
- Support the academic mission by providing ballroom spaces for all students to study and zoom classes during the fall and spring semesters.
- Implement a comprehensive COVID-19 safe practices program for all staff as well as for all students and visitors to the LBJ Student Center

Operations

- Address issues with staff morale in relation to new challenges brought about by COVID-19.
- Clarification of roles for IT, A/V and support
- Complete risk management assessment
- Continue to develop student employee training program and customer service performance standards.
- Continue to improve user/client experience by providing training/tutorials for EMS users and continuously improving configuration of EMS Web App.
- Continue work on building cosmetic needs and modernization of current facilities.
- Create Mall venue/stage to host events
- Creating efficient and effective storage
- Cross-train team to accommodate reduced staffing levels that will affect A/V setup and technical support, room sets, cleaning, office procedures, etc.
- Enhance proficiency in the new reservation process and software system for Conference Services and Student Involvement team. Continue to provide EMS users with educational/training options-----i.e., participating in Student Involvement's annual risk management workshop and producing self-guided options like the newly-designed online EMS tutorial videos.

- Evaluate and Update Reservation Policy and Procedures for Conference Services-Event Management
- Financial stability through appropriate service pricing structure
- Generate awareness of newly renovated spaces.
- Improve efficiency and decrease reservation request processing time by utilizing new EMS features.
- Improving and upgrading custodial equipment and cleaning techniques for staff.
- Incorporate newly constructed meeting rooms and additional ballroom into room inventory and make related training, staffing and equipment adjustments.
- Locating window cleaning services
- Maintaining "above and beyond customer service" that the department provides with better communication and motivation of employees. Maintain operational functions and customer service in an unusual post-pandemic environment.
- Increase professional developement student training opportunities
- Overcome challenges in staffing, budget, and cleaning equipment that have occurred due to COVID-19.
- Reduce the number of "last-minute" event cancellations (especially in Ballroom and Teaching Theatre) and same day requests through software reminders, policy updates and increased client accountability.
- Renovate Loading Dock area and access
- Revise Conference Services Qualtrics Survey to include new meeting rooms. Create a new Qualtrics survey that includes a new form for recurring student organization meetings.
- Secure E-Sports venues: Boko's Theater, George's, Teaching Theater
- Secure independent network for Conference Services customers
- Secure live-streaming equipment for venues: TT, Ballrooms, other spaces

Planning, Assessment, Leadership & Marketing

- Begin curation of conference room exhibits
- Create a collaborative communication plan for marketing within the division of Student Affairs
- Create MOU process for power users to clarify expectations and collaborative endeavors
- Develop and implement a comprehensive student employee professional development program including onboarding, specific training for positions, a revised student handbook and regular workshops on relevant topics
- Develop guidelines and processes for online delivery of programs and services
- Develop guidelines to support marketing projects within the department
- Establish training for Wrike project management software for new employees and continuing education for current staff
- Facilitate selection of LBJSC conference room names

Leadership

- Create virtual library of workshops that can be accessed by the university community.
- Restructure the marketing and outreach that is done for leadership programs.
- Work with Student Involvement and Leadership Institute to help establish PALM's role in developing student organizations and other entities at Texas State.

Dean's List

- Continuing to revamp marketing and communication regarding how students are informed about this event.
- Create a meaningful experience for Fall 2020 in light of COVID restrictions
- Evaluate the overall goals of the Dean's List Reception to ensure the program is having a positive impact on all attendees.
- Explore additional options for space and execution of the event to accommodate the growing number of students and guests.
- Provide a touch-screen at the Dean's List display to encourage and enhance photo and recognition opportunities

Information Desk

- Develop an 'Ask me anything' Zoom room for virtual outreach
- Expand services to function as the 'Texas State Information Desk'.
- Host engagement activities at the Information desk that helps students and guests learn more about the resources offered in the LBJSC and across campus.

Marketing

- Complete installation and interface development for the Dean's List and Student Involvement touch-screen kiosks
- Create and implement a targeted plan to increase participation in Arts exhibitions
- Implement strategies to maintain student engagement in LBJSC programs and services in times of remote learning/social distancing
- Implement the addition of TikTok to the LBJSC social platforms
- Lead development for division-wide Marketing and Communications collaborations
- Migration of LBJSC websites to Calico mobile-first template

Student Involvement

- Develop comprehensive and broad assessment practices and reporting to better represent Student Involvement's impact on student success.
- Develop comprehensive professional development curriculum for professional and graduate assistant staff due to budget reduction to professional development travel.
- Development of "Demonstrations on University Property" UPPS and Demonstrations Response Team to meet the increase of free speech/activism on campus.
- Due to staff changes the majority of operational and historical knowledge resides with associate director, therefore operationalize office processes by creating manuals and training components.
- Reorganize the department to meet the gaps due to staff vacancies.
- Strategically and intentionally utilize all funding sources available due to major budget reductions: student center fee, revenue funding, club accounts, UFCU sponsorship.

Bobcat Build

- Better develop the student leadership of Bobcat Build, including teaching leadership theory, to allow them to gain more professional development from

their experience but also take more of an active step within the oversight of the organization.
- Critically assess the current assessment practices of both the program and organization to determine if data collected truly aligns with the purpose of Bobcat Build.
- Restructure Committee for Bobcat Build to allow for greater accountability and participation for the membership.
- Transition Bobcat Build from a dependency on paper forms and organization related to paper to digital management of the organization and program.

Bobcat Preview

- Centralize the decision-making and resources for Bobcat Preview, while still being able to utilize campus partnerships to advise and provide input.
- Continue with redeveloping the Communication Plan for Bobcat Preview so new students are better prepared prior to starting the Bobcat Preview experience.
- Continue with the CSO restructure to better allow Bobcat Preview to provide a student leadership experience that will allow the student leaders to gain helpful development, knowledge and skills to benefit them after Texas State University.
- Develop a solution for commuter students and for special population requests.
- Develop assessment that aligns with the revised guiding principles to accurately measure Bobcat Preview's contribution to student retention into their second semester.
- Redesign Discussion Groups to be intentional and focused, with PALs being more intentionally trained and trained consistently throughout the Spring and Summer semesters.
- Retain Bobcat Preview within Student Involvement after university review.
- Revise the mission, vision, and goals/objectives of Bobcat Preview to meet the changing needs of the current class of incoming students.

Campus Access

- Provide guidance on event planning within the structure of the new COVID-19 event guidelines
- To further streamline the Campus Access process, benchmark moving to an online process (to further reduce the processing time).

Cat Camp

- Begin assessing the retention of Cat Camp attendees vs. non attendees to determine the effectiveness of the program.
- Begin awarding the Dillon Burleson Cat Camp Scholarship.
- Collaborate with SDI to create a diversity module for campers and diversity training for staff.
- Continue to diversify student staff.
- Host four camp sessions (one in June, two in July, and one in August).
- Restructure the Cat Camp executive team to include an Executive director and four Associate Directors (staff development, sponsorships, marketing, and logistics) to bolster Cat Camp as a student led-student run experience.

George's

- Eliminate food sales and determine best use of George's funds.
- Maintain Friday night programming each week.

- New/reduced hours of service to meet the needs of staffing and budget concerns.

NTSO

- Begin a Membership Spotlight on our social media platforms to highlight members and encourage members to get to know each other.
- Continue outreach initiatives to increase awareness of the organization along with programming-including working with Round Rock campus and New Student Orientation.
- Increase collaboration with other Chartered Organizations on campus for events.
- Increase NTSO's social media presence.
- Promote Graduation Celebration to upcoming graduates throughout the semester through direct email outreach from officers.
- Provide more NTSO group volunteering, community service opportunities to help out on campus and within the community.
- Work with members to determine how to better meet their needs. Utilize new communication processes to help increase attendance to events. Host events in areas that are more accessible to NTSO members who may not live in San Marcos.

Organization Conduct

- Develop processes and procedures in line with Clery reporting, including a new system to organize and catalogue cases based on Clery needs.
- Due to staff vacancies, the organization conduct process was primarily managed by the Associate Director and Administrative Assistant. Train all full-time staff in adjudication process due to elimination of position due to budget constraints.
- Fully incorporate Maxient into the Student Organization Conduct process, ensuring accuracy of information and consistently updated.
- Train all full-time Student Involvement staff on how to use Maxient.
- Work with Maxient company to streamline sanction management.

SACA

- Create Homecoming Week programming that utilizes key stakeholders (i.e.: Alumni) in a more effective manner
- Develop new strategies to further engage general members in the organization, the event planning process, and their own individual development.
- Engage more Alumni with existing Pride & Traditions events and programs
- Implement a variety of in-person, hybrid, and/or virtual programming that prioritizes health and safety of all parties for campus community in response to COVID-19 (includes rethinking of Gaillardia Fest and WTFloat as well as other annual events).
- Increase followers count on Pride & Traditions Instagram account by 200% (currently at 225 followers)
- Re-evaluate and implement new promotional and social media strategies to increase traffic and engagement across platforms
- Restructure advising/supervision of two full-time staff members and two graduate assistants
- Update event planning process to increase effectiveness and efficiency

Student Organizations Council

- Create virtual options for events that provide the same level of engagement to students and that allow students to get the same experience out of college that they would have achieved in an in-person capacity whenever it is possible.
- Increase support and accessibility of SOC to all registered organizations on campus.
- Provide accessible platforms for registered organizations to present themselves to the student body in different ways in order to adapt to social distancing practices.

Student Volunteer Connection

- Build partnerships with departments on campus (e.g. ODEL and the School of Social Work) and community members/organizations by using social media, on-campus programming and off-campus service within the community.
- Develop programs that focus on different social issues that are aligned with SVC's mission and goals.
- Revamp the Student Involvement – Service webpages with more up-to-date information about community partners, volunteer opportunities, iCAT and submitting service hours.

Major Trends for 2020-2021

Operations

- Ballrooms will be used to support academics for students to social distance while studying and will be unavailable for reservation for events.
- Building Operations will have additional responsibilities related to custodial services for sanitizing public spaces and workspaces.
- COVID response- Equipment purchase, review of health and safety procedures
- COVID-19 will limit the ability to gather large groups for program and events at the LBJ Student Center
- E-Sports
- Flexible meeting space
- Focused disinfection of all public areas and touch points.
- Greater support and interaction with service providers: Chartwells and SCC
- Increasing crossover of A/V and IT
- Increasing need of assessment and evaluation of all services
- In-house customer services and professional development programs
- Interactive digital information/wayfinding systems
- Mobile technology and information distribution
- New Lair food court scheduled to open fall semester 2020 will drive additional sales for the retail food service operations at the LBJ Student Center.
- Reduction in floor care requiring extra maintenance
- Risk and safety management**:** emergency preparedness and business continuity
- Space management: warehousing and storage
- Special maintenance of new floors and space
- Virtual Meetings/Conferencing

PALM

- Continue to differentiate the Information Desk brand from the Student Involvement Desk to ensure there is a distinction in the services that each desk provides.
- Delivering content strategically to prevent "digital fatigue"
- Event identity continues to be an area of concern as students are attending with varied expectations.
- Increased demand for online content; especially video production
- Keeping the Information Desk engaged with providing students accurate and timely information depending on COVID restrictions.
- Reframing delivery of our programs and services to provide co-curricular experiences that students can access during remote instruction/social distancing

Bobcat Build

- Bobcat Build transitioned Advisors late in the Fall semester and it was a big change for them as they had been working with their former advisor for the past three years. This has led to a period of uncertainty for Bobcat Build and decreased motivation due to all of the change experienced in the past two years.
- This is the second year in a row that Bobcat Build has had the program, or part of the program, cancelled. While there are some new officers, there is a majority of returning officers who have lived through these two cancellations and it is a personal experience for them.

Bobcat Preview

- The Bobcat Preview student leaders are growing weary of not feeling like they have much of a voice in the direction of the program. They are excited for potential growth in Student Involvement but have become disillusioned by this Presidential Task Force where they do not feel like they get any input on the future of their program.

Cat Camp

- Cat Camp continues to be popular, even after we have separated ourselves from New Student Orientation (no combined sessions), moved to an all on campus format (no off-campus sessions), and amid a viral pandemic.

George's

- Implement physical distancing measures to comply with 50% capacity reduction
- Provide safe environment for students to socialize and take a break between classes

Organization Conduct

- Mishandling of Funds is a common issue with organizations, despite coverage in Risk Management trainings.
- There are organizations who were previously suspended, who continued to function as an organization. Communication with those national bodies have maintained, however it is challenging to hold these student organizations accountable for their actions.

NTSO

- Lounge use has increased: Members enjoy the lounge and appreciate having a space on campus that they can call their own.

- Membership continues to grow: Non-Traditional students have varying needs and the organization needs to work to provide the best opportunities to offer support and programming that can accommodate accordingly.

SACA

- Continue to increase budget effectiveness to accomplish maximum programming for minimal cost
- Opportunity to continue development of Pride & Traditions programs
- Seek out collaboration and sponsorship opportunities to sustain programming more effectively
- Significant investment of time and effort into the membership development and engagement processes
- Transformation of programming initiatives to a variety of in-person, hybrid, and virtual options in response to COVID-19 impacts and guidelines.
- Transition for advising style to focus more on guidance of Executive Board and have less hands-on contributions to event planning/preparation

Student Organizations Council

- Continuing outreach for student organizations not only to support their efforts, but to support them through the difficulties of Covid-19. This could mean providing generic information for student organizations that could assist with transitioning their previous operations into socially distanced and/or virtual experiences.
- Rebuilding, most student officers on the student organization council will be very new and this gives us the challenge of learning together, and the opportunity to build the council together.

Student Volunteer Connection

- Inconsistency of students who registered to attend the program and the actual turnout on the day of the event. In response to these challenges, SVC will increase their promotion and marketing of monthly programming, especially Service Saturdays.
- SVC also struggled with finding community partners for Service Saturdays whose services were reflective of the monthly social issue.
- SVC saw an increase in attendance during membership meetings but often times overestimated the number of program attendees (e.g. Service Saturdays).
- SVC will work to build lasting relationships with community partners in San Marcos, San Antonio and Austin to create a larger variety of volunteer opportunities for members and TXST students.

Major Challenges for 2020-2021

- Access Services rules, policy and micro-management
- Additional space to clean in facility
- Aging equipment
- Appropriate certification and training for staff
- Appropriate guidelines in support of services for large and challenging events and programs
- Budget reductions and challenges due to COVID related enrollment impact
- Challenging purchasing policy and procedures
- Cost of equipment and supplies

- Creating and supporting customer service and personnel training programs
- Ever changing University IT policy and procedures: lack of communication and understanding
- Ever-changing presentation technology: audio/visual
- Evolving Covid-19 response of custodial procedures
- Expansion related issues, including support activities, equipment and technology
- Expectations placed to provide maximum service and program with limited personnel and fiscal resources.
- Growing intervention from Administration in the operation of Student Center
- Inability to charge appropriately for services
- Inability to control access and related services
- Inability to deal effectively with service providers, administration, facilities issues-reducing ability to effectively deal with issues and challenges
- Inability to self-acquire maintenance services
- Increasing and changing customer expectations
- Increasing cost of labor, supplies and equipment
- Increasing demands on facility and staff to provide additional services
- Lack of empathy, understanding and support from University departments
- Lack of storage space and inability to secure additional offsite storage
- Mitigating risk management: facility, safety, contractual and political
- Parking and access to building
- Roof life cycle
- Size and access to loading dock
- Well trained and experienced maintenance staff

Major Obstacles for 2020-2021

Budget

- Additional financial burden from Expansion Project and static enrollment
- Budget reductions for FY21 have required that seven full-time positions will be vacant for the full year. Existing staff will have to take on additional responsibilities.
- Budget reductions to major LBJ Student Center programs will result in the cancellation of student activities and events and campus departmental programs.
- Due to a significantly reduced operation budget, sponsorships will be even more critical to the success of Bobcat Build than in prior years.
- In response to COVID-19, reduced income from fewer events. TXST Departmental budget cuts seem to forecast reduced demand for big events and/or hesitation to hold large gatherings.
- Maintaining operational standards for LBJSC and LBJSC programming under a reduced budget. Potential reduction in student staffing; possible limited building hours in the Fall will affect clients' events.
- Rising Utility costs
- Significant budget reduction – impacting programs, service, and student wages (further impacting quantity and quality of programs/services).
- The Dean's List Reception budget is not adequate. There has been a continuous struggle to purchase quality and quantity of food for a higher-end reception with the current budget.

COVID-19

- Continuing to mitigate the impact of COVID-19 and its overall impact to budget and programming for large groups/large programs (i.e. Cat Camp, Bobcat Preview, Gaillardia Fest, Homecoming, SACA-Ventures, etc.). Including managing impacts to facility usage (managing George's) and for CSOs to utilize overall programming space on campus.

- COVID-19 may continue to play a significant challenge in how large events will need to adapt to align with stricter safety measures than historically faced.
- COVID-additional burden for support and services
- Developing a relevant and meaningful recognition program for Dean's List Fall 2020 with no in person program.
- Hosting events in consideration of COVID-19: Being able to offer support, services and programming to members, and grow awareness of organizations or programs while still adhering to guidelines and new policies

Facilities

- Access Services on campus-upgrade and replacement of current system
- Facilitating events/meetings while abiding by social distancing and safety measures set forth by the University.
- Finding plant care at an affordable cost
- Frequent upgrades by EMS and/or IT Team to the campus EMS system often results in frequent but temporary access issues for entire campus. In the last ten upgrades, an estimated 40% caused an immediate impact on staff being able to access the system or made undesirable changes in the database. Issues are eventually resolved but there are occasionally several hours or even a few days where working in EMS was not possible.
- Increasing demands for storage space
- Limited event space availability for programming due to LBJSC being utilized as supplemental academic space.
- Managing the event/event space to accommodate growing numbers of attendees (students and their guests) when allowed to return to large group events.
- Sufficient electrical capacity and outlets

Collaborative Endeavors

- Encroachment on and lack of understanding of Student Center policy, procedures and role

Students

- Bobcat Preview is not really centralized in decision-making or execution which results in the program not being run efficiently.
- Student organization event planning and hosting will look completely different due to COVID-19 restrictions. Students may be discouraged to host events on campus and may need guidance and additional resources to plan them.

Services

- The moratorium on migration to mobile-first templates for all University websites due to SACSCOC reaffirmation

Communication

- Maintaining a positive voice across our social media channels during remote learning and times of adversity

Engagement

- Bobcat Preview, in its current format is running out of space, resources, and time as the class size increases.
- Demonstrations/free speech on campus and election year is expected to continue to impact campus, students, and Student Involvement's overall oversight for this responsibility.
- Fall 2020 SACA programs will likely face significant additional guidelines and/or need to transition to almost entirely virtual efforts.
- The CSO is not considered in major decisions about Bobcat Preview. They do not even have a seat at the table or an opportunity to voice what they experience first-hand.

- The current sociopolitical climate could cause issues in students building relationships with one another and the university as we make diversity training more prevalent and continue to mitigate COVID-19 risks.
- With Bobcat Preview basing organization of new student groups by US1100 classes often means that our program can't be solidified until late July- a program with over 6,000 participants at one time should be solidified at least 2 months before the program starts so proper communication and training can occur.

Personnel

- Continuing management struggles with inter-department personnel, needs and services
- Elimination of Organization Conduct specific staff and OCR process creates greater burden on overall Student Involvement team.
- Reduced number of hours available to student employees may impact the services that are provided at the Information Desk.
- Reduction in student leader compensation may result in loss of staff and/or make positions less appealing during recruitment process
- Staffing will be a challenge with limited fiscal resources and the elimination of positions
- Struggle to adjust Custodial Services to provide appropriate services
- The physical and mental wellness of students and staff; including our student staff and student leaders
- Throughout the year it is anticipated that regular staff vacancies of 2-3 weeks will result from mandatory quarantines for COVID-19.

Organization Support open ended question on EBI – Student Leadership Support Administered 2020