

ANNUAL REPORT
LBJ Student Center

Student Affairs Division
Texas State University
2014-2015

Major Accomplishments/Retention Initiatives for 2014-2015

Director's Office/Business Office

LBJ Student Center renovation approved and programming underway to determine scope and budget for the project. RFP for an architectural firm to be released by fall of 2015.

Teaching Theater remodel included new seating, carpet, acoustical panels, doors, paint, and an upgraded audio-visual system. New lounge furniture placed in Lily's Lounge. New office furniture in the Director's office, Student Involvement, NTSO, Operations, PALM, Bobcat Build, SVC, Cat Camp and SACA. Lair and Basement Dining Areas renovated with new Chairs, tables and lounge furniture. Facilities upgrades included: work completed on Loading Dock flooring, accommodations in building for Catering Operations in kitchen behind ballroom, change in hours of operation for building to accommodate late night dining needs and installation of new internal freezer and cooler and one external freezer.

LBJ Student Center Business Office moved from the second floor to the Director's office. New location and upgraded Nursing Room on the second floor.

Implemented an Employee of the Month recognition program for full time staff, student staff and graduate assistants.

Developed a "Weeks of Welcome" program with the New Student Transitions Committee. The WOW program will be held the first 3 weeks of the fall and spring semesters providing a branded name and a centralized calendar highlighting events for all students.

Secured permanent funding for social justice program collaboration with Student Diversity and Inclusion. The funding will pay for a nationally recognized speaker and/or a social justice related exhibit.

Freshman Tailgate program expanded to three games and student attendance was up 50% for the first three home games.

Homecoming program expanded to include student/parent hospitality tent and reserved seating for students and parents at the football game.

Planning Assessment Leadership & Marketing

Marketing area expanded to Design Center (former 404i computer lab). Restructuring of an old computer lab created new office space for the design and media teams. A Network Attached Storage (NAS) to system was installed for our office; eliminating the need for the three external hard drives previously used to store photo, video and print media.

Hired a Graphic Design II who is now is the direct supervisor for the design team.

Hired full time SDSII to serve as Coordinator for Leadership and New Student Programs.

Marketing worked in tandem with the Student Involvement office to migrate their student design position over to a member of the design team. Our design and media teams continue to maintain high standards of excellence and were recognized locally, and internationally for their work (see recognitions).

The Marketing unit processed over 350 design requests. Among the major campaigns that our office completed are: brand development and logo creation for the name transition from CASO to Student Involvement, logo creation and campaign implementation for the new Weeks of Welcome Program (WOW), and an award-winning introductory resource guide and infographic for using our services.

Engagement and follower increases in Facebook, Twitter and Instagram communities and are helping create a unified online voice for the department. In addition, we saw a mean increase of 33% in website hits, visitors and returning visitors to the department home page.

The Dean's List Reception saw a 17% increase in participation for the fall semester with over 600 students attending.

An Arts Program outline/action plan are currently being implemented. We created a new student curator position to coordinate an exhibition committee and create a program to engage visitors to the Student Center through the visual arts.

Bobcat Preview successfully implemented its first year under new format and branding. Changes were made to revamp staffing descriptions and the Program Operation Leaders were formed from the teams formerly known as P2 and T2.

Revamped the 'Bobcats are Proud' session from three sessions to one large program in the stadium on Friday night. Contracted *Playfair* to facilitate teambuilding activities during Bobcat Preview.

Worked with Campus Recreation to establish the 'Bobcats CARE' program. This is a combination of efforts from a variety of departments to increase student engagement.

Led proposal and successful implementation for University-branded Guidebook application.

Implemented a sixth PAL Den to accommodate for the growing new student population. Fewer students per session led to more engagement opportunities.

Developed schedule for 'We are Academically Successful' that utilizes more appropriate spaces on campus such as having college note taking in Centennial Teaching Theater where desks are built into the chairs.

Student Involvement

Collaborating with American Marketing Association, Campus Activities and Student Organizations (CASO), benchmarked other institutions resulting in a rebrand to better market programs and services by changing our name to Student Involvement @ LBJSC.

Collaborating with Health Promotions and other partners within the Title IX Collaborative Student Involvement co-hosted Take Back the Night, a program with the mission of ending sexual violence.

Bobcat Build

Bobcat Build, signature Texas State University program, is the 2nd largest student-run service project of its kind in the state of Texas. The spring 2015 event had record breaking numbers in the following areas:

- Registrations: 4,500, 68.88% retention rate day-of
- Sponsorships: \$4,500 monetary and \$5,000 in-kind

Bobcat Build's Planning Committee completed a fall project serving a San Marcos resident who was underserved during the previous spring event. Bobcat Build ensured this community member had a positive experience with the program. A group of 30 students worked extensively to complete yard work, exterior cleaning, and multiple painting jobs.

Cat Camp

Both Cat Camp/New Student Orientation sessions sold out with 200 registrants. Cat Camp saw an increase of participants in 2014 (643) in comparison to 2013 (502).

Non-traditional Student Organization (NTSO)

NTSO started a program that encouraged participation and provided the opportunity to strengthen relationships with the other CSOs, the Student Center Director's office, and all its departments with an LBJSC Potluck. We had 55 attendees in the fall and 45 attendees in the spring. In the spring, we also celebrated Texas State students with a Student Appreciation Day, as we provided free food and live music. We had approximately 200 in attendance. The Non-Traditional Student Graduation continues to be a success, with 40 attendees in the fall and 60 attendees in the spring.

This year scholarships were awarded to Lisa West in the Fall Semester and Lucy Kalunde, Kayla Word, and Adriana Rios for the Spring semester. This allowed for us to stay in alignment with our vision of supporting non-traditional students in academic success.

NTSO continued building a relationship with the VATS (Veterans Alliance of Texas State) by participating in social events such as the tailgate. In addition to planned social events, we have waived member dues for all veterans.

Student Association for Campus Activities (SACA)

The structure of the executive board roles was adjusted to create more linear leadership and equally divides administrative duties. The number of executive board members was reduced from eight to six to allow students to work 20 hours per week, while providing specified roles for each officer.

Created a Membership Coordinator position to focus specifically on member satisfaction, retention, and involvement. Implemented birthday celebrations, member of the month, member of the year, and event proposals in order to increase member satisfaction and retention.

Created an event proposal and planning system for members. Executive members were then given the responsibility of advising the member on the execution of their proposed event. This produces a more enriching and valuable experience for both members and the executive board and increases connectedness to the organization.

Created a sponsorship program for Riverfest that supplemented \$7665.00 of our event budget. Sponsors included local businesses and apartment complexes, as well as pizza and water/ice donations from Gumby's and HEB, respectively.

Introduced Late Night and Weekend programming in the Spring semester and attendance numbers were positive. To meet this growing demand a new graduate assistantship was created to focus on enhancing this programming area.

Student Organizations Council (SOC)

There has been continued success through the partnership with Retention Management and Planning and Student Volunteer Connection (SVC) for the Student Involvement Fair. Organizations from different categories were well represented at both Involvement Fairs held in the fall and spring semesters. 136 organizations participated in fall and 87 in spring.

Hosting the Involvement Fair after the Labor Day weekend provided student organizations with additional time to coordinate with their organization and prepare for recruitment and outreach during the Fair.

SOC held the Student Organizations Conference on September 28, 2014 with 241 students in attendance. This was the first year SOC invited a keynote speaker, Stan Pearson, to the Student Organizations Conference in collaboration with PALM, Student Diversity and Inclusion, and Equity and Access offices. This collaboration provided us with the opportunity invite students back for two other session with Stan Pearson to discuss biases and overall development within the workplace.

Student Organizations Council encouraged registered student organizations (RSO) to host Common Experience themed programs and events by allotting \$3,000 in funding specifically for

Common Experience programming. RSOs were eligible to apply for Common Experience funding in addition to Student Organization Funding.

SOC has increased its social media presence throughout the past year. Through efforts to do so, SOC has experienced a 14.7% and 16.2% increase in connections with student and student organizations through Facebook and Twitter, respectively. This increase has allowed us to connect with over 28,000 Facebook and Twitter users regarding various SOC, LBJ Student Center, and Texas State programs/activities.

Deadlines for the Student Organization Annual Registration ensured that all student organizations were in compliance with the state-mandated risk management requirement. New Student Organization Registrations were still accepted on a rolling basis; presidents and vice presidents met with the Coordinator for Organizations and Service to discuss their organization, resources available, as well as risk management education.

Student Volunteer Connection (SVC)

Student Volunteer Connection increased its programming by 50%. This increase provided more awareness of social issues (e.g. hunger and homelessness and environmental or sustainability initiatives), area agencies, and of the organization in itself. Programming opportunities from SVC has led to the completion of nearly 2,000 hours of service and a working relationship with 60 agencies.

In its collaboration in hosting the Student Involvement Fair with Student Organizations Council (SOC) and Retention Management & Planning, there was a 50% increase in agencies registered in spring semester in comparison to the fall semester.

Student Involvement @ LBJSC and Student Volunteer Connection initiated Service Saturdays. Directly tied with an agency or cause served through SVC programming (e.g. Service Updates and awareness programs), students were invited to participate in direct service within the area.

In line with its core value, Service, the LBJ Student Center made the commitment with the city of San Marcos to participate in its Keep San Marcos Beautiful program and Adopt-A-Spot. This program will allow us to help maintain the area litter free and work with area businesses to complete beautification projects.

There was continued increase in interest for Bobcat Break as seen through the 76% increase of applications received. 40 students (an increase of 60% from 2014), 2 graduate assistants, and four full-time staff members within the division of Student Affairs completed 1,458 hours of service throughout Spring Break at four sites within the states of Texas, Louisiana, and Arkansas.

Student Volunteer Connection has transitioned ownership of the Volunteer Opportunities Newsletter from Community Relations. This newsletter features opportunities from Hays County agencies and initiatives sponsored or programs hosted by the LBJ Student Center (e.g. Bobcat Build and Student Volunteer Connection), Community Relations, or other university departments.

Student Center Operations

New room signs have been put up by the Greek Affairs, Business Office, all through the 5th floor with SSS removed and Career Resources added, Veterans Alliance, and Building Operations.

All old furniture removed from the building in the following areas before the new furniture arrived – couches, benches, table and chairs by the Teaching Theater, new couches and tables in Lily's Lounge, all new office furniture in the Student Involvement Suite along with new break room furniture, chairs and couches installed in NTSO and SACA, and new office furniture for the GA in SACA.

The 4th floor computer lab shut down and new computer stations were installed throughout the 4th floor.

Building Operations had new office painted, carpet put in and furniture installed throughout and created a break room out of a supply closet. New cabinets and sink installed in hallway outside of Building Operations for people to clean dishes and other uses.

The new Tech office was installed into an office that was once a part of the old business office.

New plants were purchased to spruce up the second floor patio after the winter and in addition new plants were procured and placed on the third floor patio by Auxiliary Services and in the first floor amphitheater.

Several new pieces of appliances were purchased – two Henny Penny fryers, Traulsen double door refrigerator, a Garland Grill for CFA and a music player for Starbucks. Numerous parts for in house repairing of appliances in the Lair such as the spouts for the lemonade dispensers, hinges for walk-in coolers and a battering refrigerator for the chicken in CFA, new cables and power cords for the timer, switches for toasters, and blenders for Freshens.

Had a new sign installed for Pizza Hut because their logo changed. Had windows removed and wall installed to close in the area that faced out to the Paseo. The area will be used for Real Shake Machine.

Boko's Theater was renovated to provide more access to full area, re-carpeted and painted and fitted for technology to use as a training room. HUB area was created on Paseo. Fourwinds installation and operation up and running for fall 2015.

New custodial contract, SSC, was introduced midyear after continuing issues with WFF.

Two positions approved to assist with Conference Services
Two positions added to Building Operations

Progress on 2012-2017 Administrative Support Plan

Administrative support plan was updated to a 2015-2017 plan, reflecting the large amount of change and progress being made in moving the Student Center forward to meet the needs of a growing campus community.

Goal 1.1.A (furnishing update and remodels) - Completed furniture refresh in Student Involvement, PALM, Operations, NTSO, SACA, Lilly's Lounge, Paseo, Boko's Living Room, Boko's Theater, Teaching Theater.

Goal 1.1.B (MEP upgrades to LBJSC) –Phase One involving infrastructure repairs and upgrades in progress. Awaiting study from firm hired for evaluation.

Goal 1.1.C (Refresh food services offerings) - Freshen's site being upgraded to new concept, freezers and coolers installed

Goal 1.1.D (Renovation/Expansion processes) - Programming nearing completion. Phase Two also part of evaluation and study from firm for the renovation and possible expansion of building.

Goal 1.1.E (Wayfinding) - Fourwinds displays up and running on phase 1 of implementation, policies and procedures in development for organization and departmental use.

Goal 1.1.F (Arts Programming) - Benchmarked arts programs at similar student unions/centers, Completed a proposed arts program outline and action plan, Developed job description for and hired Student Curator, Currently developing Exhibition Review Committee and submissions process for artists

Goal 2.2.B (increase Bobcat Break sites and departmental service experiences) - Sites were increased to four from two. Departmental service projects were implemented and a social justice collaboration programming agreement with OSDI implemented and funded.

Goal 2.2.D (Weeks of Welcome program development) - First WOW program ready for implementation in Fall 2015

Goal 3.3A. (HUB) - Space created, furnishings built and in use.

Goal 3.3.B (Marketing Plan) - Calendar created for marketing of programs and events, plotter for large scale projects purchased and installed

Goal 4.4.D (employee recognition program) - Implemented "Stars of the Month" program, recognizing students and full time staff monthly

Assessments for 2014-2015

Student employee performance evaluations were revised this year, to measure more specific skills and improvement levels. The instrument focused on Attitude, Respectfulness, Job Knowledge, Professionalism, Competency, Safety/Work Environment and Supervisory Skills (if applicable). Managerial leadership skills were incorporated into the overall categories.

The scale was 1= needs improvement, 2 = meets expectations and 3 = exceeds expectations.

N=86

48% exceeded expectations

52% met expectations

0% needed improvement.

All of our student employees are effectively utilizing leadership skills and are above our goal of 80%.

We participated in a benchmarking survey for student employee satisfaction for the first time since 2012. The survey operates on a 7 point scale.

Satisfactory levels start at 5.5 or 78.5%. It measures 12 factors. The top predictor of success is Satisfaction: Support and Training; it is nearly at the goal at 5.44. Improvements in on-boarding, staff training, professional development and departmental communication have been key elements in this higher score.

Overall Satisfaction of our student employees is 6.13 on 7.0 scale. We can see this improvement in students staying employed at the student center longer. Student Center employees stay an average of 2.84 semesters. N=78

The 12 Benchmarking factors and our 2015 scores:

- Satisfaction/Support and Training = 5.44
- Satisfaction/Quality of Supervision = 6.07
- Satisfaction/Collaboration with Co-Workers = 5.96
- Learning/Co-Workers are Respectful = 5.83
- Learning/Empathy = 5.88
- Learning/Self knowledge and skills = 5.78
- Learning/Personal Competence = 5.89
- Learning/Diverse Interactions = 6.17
- Overall Satisfaction = 6.13
- Overall Learning = 5.96
- Overall Program Effectiveness = 6.06

With the exception of Satisfaction/Support and Training, ALL factors were above goal.

The Student Employee Leadership Rubric was also revised to ease in scoring. Each area of the rubric was given a numerical score, rather than the previous yes/no system. This will also help us further refine needed training topics as indicated in last year's action plan. The levels in each variable were given points as follows:

Tasker=1 (complete repetitive tasks, work mainly for a paycheck, do not identify as part of the team)

Employee=2 (complete general tasks, able to answer minimal questions, positive job attitude, feel a sense of belonging, take ownership in their specific tasks)

Manager=3 (knows and completes all tasks of functional area, trained to supervise other employees, volunteers to help student center projects, able to attend conferences and receive management training)

Leader=4 (regularly completes tasks including opening, closing, cash handling, see themselves as important part of the student center, serve on committees and are seen as a leader among students)

Team Member=5 (fully understand their functional area as well as the student center, make important decisions and take on full time staff member responsibilities when needed, see job as important resume and career builder, understand and assist in fulfilling the vision and goals of the student center)

Total possible points = 30 N=41

| Variables | Average Score | Average Level |
|-------------------|---------------|------------------|
| Task Types | 2.95 | Employee/Manager |
| Discretion Level | 2.78 | Employee |
| Supervisory Resp. | 3.05 | Manager |
| Role within LBJSC | 3.46 | Manager |

| | | |
|------------------|------|-------------|
| Reward from Job | 4.17 | Leader |
| Benefit to LBJSC | 3.41 | Manager |
| Overall Average: | 19.4 | 64% Manager |

The student center benchmarking survey cycle this year included student leadership and involvement questions in the pen and paper survey that also included student center satisfaction. This was administered to a random sample of students in the student center over the course of April in varying times and locations. N=142 (28% response rate).

72.8% indicated that their experiences in activities and organizations had impacted their Life and Leadership experiences.

85.2% indicated their involvement outside the classroom had contributed to their personal growth.

Student leaders in organizations advised by the LBJ Student Center staff were assessed using the revised Student Leadership Rubric at the end of the academic year. Each level for the variables was assigned a point value with the total points available on the rubric = 15. This will assist us in a more accurate measurement of each area, rather than the yes/no used before.

Member = 1 (participates at minimum level, learning about organization)

Volunteer/Contributor = 2 (learning how to contribute to organization purpose, building skills for future leadership role)

Coordinator = 3 (beginning to take on leadership roles, learning campus resources, can manage personal commitments)

Organization Veteran = 4 (knows how the organization operates, shares leadership, and sees connections in the organization's mission to that of the overall community)

Visionary = 5 (knows how organization fits into the bigger picture, can turn ideas into action, networks beyond campus on behalf of organization, and knows how to translate campus leadership experience to life after college)

| Variables | Average Score | Average Level |
|-----------------|---------------|---------------|
| Nuts & Bolts | 3.13 | Coordinator |
| People & Places | 3.47 | Coordinator |
| Personal Skills | 3.32 | Coordinator |

An annual benchmarking survey satisfaction survey was administered in April in partnership with Skyfactor (formerly Educational Benchmarking, Inc.) and the Association of College Unions International. A pen and paper survey, it was attempted to 500 users in the building. We had 142 responses for a 28.4% rate of return. The survey measures 12 factors on a 7 point scale. The factors measure satisfaction of programs, staff and services in the student center. The goal is 5.5 on the 7 point scale (78%). The four factors that specifically relate to the facility and its staff:

- Student Center Cleanliness 5.88 (84%) +2.71
- Providing a Positive Environment 6.01 (86%) +5.86
- Student Center Staff 5.7 (81.4%) +1.82
- Student Center is Student Oriented 5.88 (84%) +2.86

Tenants in the building were surveyed at the end of the academic year to solicit feedback on their experiences with the services provided to them by the student center staff. They meet regularly to

address timely issues, so a pen and paper survey was determined to be adequate to measure satisfaction again this year. All 13 tenants responded this year to the survey. The survey measured satisfaction on a five point Lichert scale from Very Satisfied to Very Dissatisfied.

| Response | % Very Satisfied or Satisfied |
|------------------------------|-------------------------------|
| Building Cleanliness | 100% (+14.3) |
| Restroom Cleanliness | 100% (+14.3) |
| Custodial Service | 100% (+20) |
| Building Staff Courtesy | 100% (+8.6) |
| Repair Satisfaction | 78% (-10.6) |
| Response Time | 78% (-10.6) |
| Overall Service Satisfaction | 100% (+11.4) |

Traffic Counts

Fall Count (one day): Users: 12, 930 Visitors: 16,972, Total Traffic: 29,902

Spring Count (one week): Users: 65,165, Visitors: 45,061, Both: 20,159, Total Traffic: 90,067

Bobcat Preview 2014 Student Evaluation

Of the 5,516 students who were required to attend, 55,273 registered for Bobcat Preview (95.6%), and over 80% completed at least 6 of the 8 required components.

Positive agreement (Agree or Strongly Agree) with learning outcome statements is reflected for the 3 session blocks below:

“We are Academically Successful”

College Note-Taking: 91%

Alkek Library Orientation: 95%

Computers...Time to Get Online: 97%

Staff were engaging and knowledgeable in this session block: 91%

Opportunity to get to know other students in this session block: 66%

“We are Healthy & Responsible”

Diversity Experience: 97%

Alcohol 101: 97%

Protecting & Serving Our Rising Stars: 95%

You Got This! Healthy Minds, Healthy Students: 97%

Staff were engaging and knowledgeable in this session block: 96%

Opportunity to get to know other students in this session block: 94%

“We are Caring & Proud”

Learned about game day traditions: 98%

More likely to attend TXST Football: 95%

More likely to attend TXST athletic event (other than football): 89%

Staff were engaging and knowledgeable in this session block: 96%

Opportunity to get to know other students in this session block: 91%

The addition of mobile Guidebook schedules was assessed in the program evaluation:

99.56% were able to access the guide

97% felt Guidebook was essential to their program experience

91% found Guidebook easy to navigate

76% report they will continue to refer to the guide after Bobcat Preview ends

Bobcat Preview 2014 Staff Evaluation (09/2014)

All of our staff received positive (Great or Excellent) ratings in leadership effectiveness

Leadership Team: 78%

Co-Chairs: 89%

PALs: 78%

P2s: 59%

T2s: 74%

Each session's content was rated and reflected positively (Great or Excellent) the following:

College Note-Taking: 54%

Alkek Library Orientation: 47%

Computers...Time to Get Online: 56%

Diversity Experience: 45%

Alcohol 101: 74%

Protecting & Serving Our Rising Stars: 37%

You Got This! Healthy Minds, Healthy Students: 63%

We are Caring & Proud: 57%

Bobcat Build

95% of jobsite recipients reported the highest level of overall satisfaction with Bobcat Build.

98% of jobsite recipients reported that participation in Bobcat Build improved their overall opinions of Texas State.

Cat Camp

Through a 14 question paper survey administered during the last small group, 2014 Cat Camp participants were given the opportunity to provide feedback on their experience (excerpt below):

| Statement | Strongly Agree | Agree | Disagree | Strongly Disagree |
|--|----------------|-------|----------|-------------------|
| Through my small group I was able to get to know other students on a personal level | 354 | 146 | 7 | 0 |
| I believe I can call on my Small Group leaders in the future as a resource | 425 | 80 | 2 | 0 |
| My Small Group leaders were positive and informative about Texas State traditions | 472 | 35 | 0 | 0 |
| I believe this program has positively impacted my transition into Texas State University | 428 | 94 | 0 | 0 |
| I would recommend Cat Camp to other incoming students | 450 | 52 | 2 | 0 |
| I am more familiar with campus traditions | 439 | 68 | 0 | 0 |
| I have gained at least one new friendship with someone I will keep in touch with | 397 | 101 | 8 | 1 |

| | | | | |
|--|-----|-----|---|---|
| I know where to go if I want to get involved | 378 | 128 | 1 | 0 |
| I now feel confident that I will succeed at Texas State University | 411 | 93 | 0 | 0 |

In addition, participants were given the opportunity to provide feedback via the open-ended question, “What impacted you most at Cat Camp?” The recurring theme amongst responses highlighted unity, friendship, and connection to the university.

Volunteer Hours reported via iCAT: Individual Hours – 7, 547.75; Student Organization Hours – 10, 700.5

Presentations presented by Department Staff

Legan, L. & Undis, N. (2014) Risk Management, *Diamond Sweethearts*, San Marcos, Texas

Legan, L. (2014) Conflict Resolution, *Brilliant Bobcats*, San Marcos, Texas

Undis, N. (2014) Team Building, *Alpha Kappa Psi*, San Marcos, Texas

Speer, M. (2014) Effective Group Interviews, *Student Volunteer Connection*, San Marcos, Texas

Undis, N. (2014) Values-Guided Leadership, *Collegiate Entrepreneur Organization*, San Marcos, Texas

Speer, M. (2014) Professionalism, *University Ambassadors*, San Marcos, Texas

Legan, L. & Undis, N. (2014) Strength Deployment Inventory, *Spectrum Retreat*, San Marcos, Texas

Undis, N. (2014) Officer Transitions – Team Building, *Chi Beta Delta*, San Marcos, Texas

Undis, N. (2014) Strength Deployment Inventory, *Cat Camp*, San Marcos, Texas

Legan, L. & Undis, N. (2015) StrengthsQuest, *Terry Scholars*, San Marcos, Texas

Legan, L. (2015) StrengthsQuest, *Underrepresented Student Advisory Council*, San Marcos, Texas

Legan, L., Ghinelli, T. & Undis, N. (2015) Group Interviews – Magic Shoes, *Cat Camp*, San Marcos, Texas

Ghinelli, T. & Undis, N. (2015) True Colors, *Pathfinder*, San Marcos, Texas

Speer, M. (2015) Interview Etiquette, *Bobcat Preview*, San Marcos, Texas

Undis, N. (2015) True Colors, *Student Organizations Council Executive Board*, San Marcos, Texas

Legan, L. & Undis, N. (2015) Strength Deployment Inventory, *Capstone*, San Marcos, Texas

Legan, L. (2015) StrengthsQuest, *Underrepresented Student Advisory Council Executive Board*, San Marcos, Texas

Speer, M. (2015) Marketing & Recruitment, *Rincon Hispano*, San Marcos, Texas

Undis, N. (2015) Strength Deployment Inventory, *Women in Leadership*, San Marcos, Texas

Ghinelli, T. & Undis, N. (2015) StrengthsQuest, *PACE Advisors*, San Marcos, Texas

Crawford, H., & Pérez, G. (2015). Beyond Free Pizza: Engaging Student Leaders, *Leadership Institute Annual Conference*, San Marcos, TX.

Crawford, H. (2015). Encourage the Heart, *NACA Huge Leadership*, New Braunfels, TX.

Gutierrez, R. (2014). Gender and Sexuality in Higher Education, *PACE MAC Peer Mentor Training*, San Marcos, TX.

Gutierrez, R. (2014). Maximizing Your College Experience: Get Involved, *Emerging Stars Education Session*, San Marcos, TX.

Gutierrez, R. (2014). Add Some Spice to the Resume, *LBJ Student Kick-Off*, San Marcos, TX.

Gutierrez, R. (2014). Bobcat Build: Impact Through Servant Leadership, *Bobcat Build Planning Committee*, San Marcos, TX.

Gutierrez, R. (2014). Get Them Started, Keep Them Going: Teambuilding in Student Organizations, *Student Organization Conference*, San Marcos, TX.

Gutierrez, R. (2014). Risk Management in Student Organizations, *Student Organization Conference*, San Marcos, TX.

Gutierrez, R. (2014). Vice President's Roundtable, *Student Organization Conference*, San Marcos, TX.

Gutierrez, R. (2014). Tortillas with Dinner: A Multicultural Case Study Analysis, *TACUSPA*, Arlington, TX.

Gutierrez, R. (2014). Get Connected: Student Involvement @ LBJSC, *US 1100 Classes*, San Marcos, TX.

Haber-Curran, P., & Gutierrez, R. (2014). Learner-Centered Leadership: Teaching and Facilitating an Engaging Leadership Curriculum, *NASPA/ACPA/NCLP Leadership Educators Institute*, Fort Worth, TX.

Gutierrez, R., & Lee, D. (2014). Advising Underrepresented Leaders in Student Organizations & Multicultural Groups, *NASPA/ACPA/NCLP Leadership Educators Institute*, Fort Worth, TX.

Gutierrez, R. (2015). Bobcat Build: Tools, Tools, Tools, *One Big Day Conference*, College Station, TX.

Gutierrez, R. (2015). Values-Based Leadership: Creating Social Change, *Pathfinder: Texas State Emerging Leaders Program*, San Marcos, TX.

Gutierrez, R. (2015). The ME in Team: Values-Based Leadership, *Dean of Students: Student Foundation*, San Marcos, TX.

Lee, D. (2015). Risk Management for Student Organizations, *Student Organizations Conference*. San Marcos, TX.

Lucht, C. (2015). Supporting Student Veterans, *Association of College Unions International, National Conference*, San Antonio, TX.

Lucht, C. (2015). Members Need Entertainment Too!, *National Association of Campus Activities, National Conference*, Minneapolis, MN.

Lucht, C. (2014). Choosing a Career in Student Affairs, *National Association of Campus Activities – Central Region*, Arlington, TX.

Lucht, C. (2014). Transitioning from Combat to Classroom: Helping Student Veterans Succeed at Texas State, *Writing Center Staff*, San Marcos, TX.

Lucht, C. (2014). 23 Life-hacks to Increase Your Productivity, *Student Organization Conference*, San Marcos, TX.

Lucht, C. (2014). Jump In: Get Involved, *Freshman Seminar*, San Marcos, TX.

Lucht, C. (2014). Allies at Texas State University, *Cat Camp Allies Training*, San Marcos, TX.

Johnson, E. & Clemons, L. (2015) Brilliant Bobcats Workshop Panel, San Marcos, TX

Pereira, P. (2014) How to make the most out of your NACA Experience, *National Association of Campus Activities – Central Region*, Arlington, TX.

Pérez, G. (2014, 2015). Food Safety Training Course, San Marcos, TX.
 Pérez, G., (2014, 2015). Risk Management for Student Organizations, *Student Organizations Conference Makeup Sessions*, San Marcos, TX.
 Pérez, G. (2014, 2015). Student Involvement, *US 1100 Courses*, San Marcos, TX.
 Pérez, G., & Lee, D. (2014). True Colors, *Texas State Student Government*, San Marcos, TX.
 Pérez, G. (2015). Community Service v. Philanthropy, *Epsilon Lambda Alpha*, San Marcos, TX.
 Pérez, G. & Lopez, B. (2015). Service Initiatives, *US 1100 Courses*, San Marcos, TX.
 Pilson, N., (2014, 2015). Be the Change: The Importance of Service, *Student Organizations Conference*, San Marcos, TX.
 Pilson, N. (2014). Get Connected: Student Involvement @ LBJSC, *US 1100 Classes*, San Marcos, TX.
 Pilson, N. & Gutierrez, R. (2015). A Year in Service, *LBJSC End of Year*, San Marcos, TX.
 Rodriguez, B. (2014, 2015). Organization Conduct. *Investigation Training*, San Marcos, TX.
 Vogel. K. (2014). Gender and Sexuality in Higher Education, *PACE MAC Peer Mentor Training*, San Marcos, TX.
 Vogel. K. (2014) Graduate School at Texas State, *National Association of Campus Activities – Central Region*, Arlington, TX.
 Legan, L., Undis, N. (2014) Fall Co-Chair Retreat, *Bobcat Preview*, Wimberley, TX.
 Legan, L., Undis, N., and Ghinelli, T. (2015) Spring Co-Chair Retreat, *Bobcat Preview*, Burnet, TX

Special Recognitions for Department and/or Staff

- *ACUI 2015 “Steal This Idea” Design Competition:*
 - First Place Miscellaneous 10-Year Anniversary Timeline, Lindsay McCravy
 - First Place Print Advertisements Basics of Basecamp Infographic, Danni Kirchoff
 - Second Place Multi-Page Publication Welcome to the LBJ Student Center Marketing Office Booklet, Shelby Stockman and Danni Kirchoff
 - Honorable Mention Digital Campaign Student Government Icons, Justin Acosta
 - ACUI 2015 Annual Conference Conference Program Team, Dusty Vaught
- Lanita Legan selected as a LeaderShape cluster facilitator.
- Bobcat Build- Mayor’s Proclamation – Bobcat Build Day in San Marcos, March 29th, 2014
- SACA - Best Annual Program of the Year, Boko Award – Homecoming 2014
- SVC - Program of the Year, Boko Award – One Night Without a Home
- Hallie Crawford - LBJSC Staff Star of the Month, April, NACA Volunteer of the Month, May
- Diana Lee - First Place TACUSPA Graduate Case Study Competition
- Christine Lucht - National Association for Campus Activities National Graduate Intern, Block Booking, Jul. 2014 – Feb. 2015, National Association for Campus Activities Central Region, Graphics Competition Coordinator, Jun. 2014 – Oct. 2014, Equality University, Day-of Committee Chair, Texas State University, Jan. – Dec. 2014, Texas Transgender and Nondiscriminatory Summit, Graduate Affiliate, Jan. – Aug. 2014
- Peter Pereira - National Association for Campus Activities Central Region, Conference Chair, Jan. 2014 – Oct. 2014
- Grisell Pérez - LBJSC Staff Star of the Month, March

- Charlie Salas serving on the Educational Council for ACUI. Salas is also serving as Chair for the NACAS 2015 San Antonio Conference.

Major Objectives for 2015-2016

- Continue process to prepare for renovation and expansion of the building
- Increase participation in and elevate the status of the Who's Who recognition program
- Develop social media risk management workshops
- Explore alternatives to the current Dean's List photography system
- Create and execute assessments for our student development programs as well as the Dean's List and Who's Who programs
- Digital Signage content implementation and maintenance
- Focus on Arts Program initiatives and build a yearly exhibition calendar and wall space program
- Continue to support student development in design and media
- Support professional development for all staff and student employees
- Increase outreach for student organization leadership workshops and training
- Further enhancing the undergraduate internship for leadership experience.
- To help with the continuing effort of refurbishing the building until it is time to start work on the expansion of the LBJSC.
- Continue to address facility expansion and renovation planning
- Address infrastructure issues
- Digital Signage and wayfinding for building
- Enhance Ballroom-audio, video, lighting, decor
- Refine planning and organization for the January and August Bobcat Preview programs.
- Improve marketing and recruitment for Bobcat Preview staff.
- Leading Guidebook.edu efforts to expand across the division.
- In partnership with Student Diversity & Inclusion, \$20,000 has been allocated for nationally-recognized speakers and exhibits. Student Involvement will collaborate with SDI to create programming in the areas of social justice, multiculturalism, and diversity.
- Create a full-time position to focus primarily on student organization conduct, overseeing case management and training for organization conduct review committee members.
- Develop a comprehensive service-learning component collaborating with the Service-Learning Initiative.
- Modify online registration process for student volunteers and jobsites in order to provide a more user-friendly experience. Including, increase retention of student volunteers and increasing job site recipients.
- Increase number of sponsorships collected from the Hays County community to defray program expenses.
- Identify dates and locations for summer 2016 sessions by September 2015.
- Further increase the promotion of Cat Camp to incoming students through additional marketing strategies, such as Bobcat Days, NSO Parent Dinners, website updates, and social media.
- Create and administer a survey to determine how involved students become after participating in Cat Camp. One of Cat Camp's major objectives is to encourage student involvement. iCat will also be analyzed to determine involvement.

- Share responsibilities for Homecoming by having a different coordinator plan each event; the entirety of Homecoming will be overseen by the Pride & Traditions Coordinator.
- Adjust Homecoming Spark Points system in order to promote more school spirit and involvement from students not affiliated with an organization.
- Continue to increase member retention through concerted efforts by the Membership Coordinator and advisors, such as social retreats, restructuring “points,” and creating opportunities for members to be more involved through proposing and co-planning events
- Collaborate with other departments on certain events, such as Student Disability Services for “Dinner in the Dark,” and Outdoor Recreation for movies in Sewell Park
- SOC is introducing a President’s Council to allow student organization presidents to voice their concerns and thoughts to provide stronger support for organizations to succeed at Texas State.
- Develop a more effective Risk Management program and developmental conference through developing tracks for emerging and advanced student organization leaders/officers.
- Additional funding will be provided to academic and professional organizations to support their organization functions. In conjunction to the additional financial resources, academic and professional organizations will be provided with additional resources and support.
- An online Annual Registration and New Student Organization Registration system is being created as part of MAKO and will launch for the 2015-2016 academic year.
- Increase presence on campus and within San Marcos and Hays County communities by continuing to develop relationships with area agencies, university staff members, and campus student organizations. Including, developing an increased social media presence.
- SVC will continue to develop programs that bring awareness to social issues and needs of our community while providing students with resources in ways in which they can do their part and opportunities to participate in service.
- SVC will continue to raise awareness to the Bobcat Break program and diversify the opportunities available to student leaders. Including, hosting an inaugural winter trip held prior to classes beginning in January.

Major Trends/Challenges for 2015-2016

Trends

- Improving digital information/wayfinding systems
- Increasing need of assessment for services
- In-house customer services programs
- Greater support and interaction with service providers, Chartwells and SCC
- Green initiatives
- Increasing Energy Cost

Challenges

- Updating policies that are out of date to reflect current practices.
- Lack of customer service training program
- Proper maintenance training from Chartwells employees continues to be an issue

- Lack of financial resources to properly address issues
- Lack of storage space and inability to secure additional offsite storage
- Increasing cost of labor, supplies and equipment
- Pending increase in energy cost
- Lack of meeting space to meet increasing demand, specifically mid-size rooms
- Size and access to loading dock
- Increasing demands on facility and staff on services and facility
- Parking and access to building
- Age and status of infrastructure (HVAC, plumbing, electricity)
- Cost of security for late night programs and activities
- Proper support services and guidelines for large and challenging programs
- Inability to deal with service providers
- Growing intervention with projects from Facilities, reducing independence
- Video Surveillance
- Changing presentation technology
- Computer technology advances
- Developing more prestige for Who's Who designation for students to increase nomination and application numbers.
- Streamlining the photography process at Dean's List receptions.
- Maintaining multiple online communities takes significant time and will continue to expand in the near future
- Differentiating PALM resources and workshops from other leadership programs on campus.
- Growth of Bobcat Preview program with limited space available on campus.
- Clarifying requirements for Bobcat Preview attendance (from fewer than 30 hours to members of PACE cohort)
- Due to scheduled construction on Aquarena Springs Drive the location for Bobcat Build kick off will need to be moved.
- SVC has experienced challenges in finding fundraisers that will allow participants and/or officers to actively do activities.
- Students have experienced challenges when inputting volunteer hours into iCAT through MAKO and have been unable to save their hours into the system. This inconveniences has directly affected the ability to accurately capture the hours of individual students and student organizations.
- Storage for the tools for Bobcat Build is a challenge as there are more tools every year and the current space is at capacity. Including, tracking tools more efficiently in order to reduce amount of funding spent on replacing lost tools.