



# LBJ Student Center

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*Annual Report*  
*2011 - 2012*

**Student Affairs Division**  
**Texas State University**

# **ANNUAL REPORT**

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**Texas State University**

**2011-2012**

## **Major Accomplishments/Retention Initiatives for 2011-2012**

### **ACT (Achieving Community Together)**

ACT is a collaborative effort of Texas State University and the City of San Marcos to work together in transitioning students to off-campus living, promoting positive relations between permanent and student residents, and supporting healthy living environments through education, community connectedness and shared resources. Activities and tasks to accomplish this include creating an education curriculum for Residence Hall students, ACT webpage, Good Neighbor and Hosting a Gathering literature, 2012 Off Campus Housing Fair, Community Welcome, Bobcat Build, and a notification system for ACT Ally members sponsored by the San Marcos Police Department.

### **Bobcat Build**

The Bobcat Build planning committee restructured officer positions to streamline process changing co-officer positions to officer and assistant officer positions. This enhanced the planning process and decreased communication conflicts that arose in previous years.

Increased recruitment/retention of membership was enhanced by creating committee Olympics, increased socials, and activities including committee members. Membership consisted of 40 active members (about 20 more than previous year).

### **Building Equipment**

Retired one vehicle (cargo van) and purchased two, support van and transit. Scissor Lift was purchased. Seven new picnic tables with attached benches were purchased, assembled and placed on the third floor patio. New umbrellas were purchased and placed out on the second floor patio and will be placed on the third floor patio later in the season.

### **Business Office**

In conjunction with the Work/Life program, the Business Office created a nursing mother room in room 2-13.4. Several students frequented the room and took advantage of the nursing mother services provided by the Work/Life program.

### **Cat Camp**

Cat Camp attendance increased to 220 registered students for the 2011 Sessions. A new organizational structure has been created and implemented for the 2012 Sessions which will better fit the Cat Camp's staffing needs in the area of logistics and set-up.

The Business Office processed the necessary paperwork for the Cat Camp program well ahead of the schedule. It is an accomplishment to make sure all the paperwork is processed in a timely manner so the camp runs smoothly.

**Employee and Student Employee Development**

The employee manual was updated with current policies and procedures. Graduate student orientation took place in the summer for the second year and was successful in bringing new staff online quickly. Presentations at monthly staff meetings contained topics of interest, from purchasing card training to employee programs to core competencies.

PALM staff responded to 4000+ phone calls from incoming freshmen and their parents regarding the PAWS Preview program, how to make up a missed session and clearing holds and assists students with their Alcohol Wise login.

Monthly counts for the Student Center are collected each month by PALM staff. March and August are the busiest months of the year in the Student Center, averaging 3286 and 4500 contacts per day respectively.

In order to better communicate with the rest of the department concerning major programs, we have created FAQ’s for current programs to assist our office and surrounding offices in answering basic questions or frequently asked questions about programs sponsored by and/or facilitated by the PALM Office.

**Greek Affairs**

The National Pan-Hellenic Council (NPHC) hosted a successful Homecoming Step Show with five acts, including opening and intermission acts.

GAMMA – The organization Greeks Advocating the Mature Management of Alcohol (GAMMA) has been revamped into AGORA – All Greeks Organizing Risk Awareness. This new group hosted an Alcohol Awareness Week the week before spring break. They also hosted a “Ghosting” program where students from different chapters elected to become a “ghost” to bring greater awareness to the dangers of drinking and driving. The program ended with a Memorial Ceremony honoring those who have participated and students who have passed away due to drinking and driving. Eight Chapters participated in the Ghosting program.

Three of the four councils showed an increase in overall membership in the spring and fall semesters. NPHC showed an increase in membership in spring 2012. These increases are compared to the 2011-2012 academic year.

<b>Council</b>	<b>Fall 2011</b>	<b>Change</b>	<b>Spring 2012</b>	<b>Change</b>
IFC	763	+70	699	+20
PC	959	+149	955	+213
MGC	138	+24	157	+22
NPHC	20	-28	29	+2

Greek Awards Ceremony was planned by a committee whose membership consisted of an officer from all four councils. It was attended by 154+ students.

**Greek Week:** As opposed to previous years, Greek Week this year was organized by a Greek Week committee. The committee included one member from each council to plan the events so that we could promote and increase Greek Unity. With the participation of the majority of chapters (24 of 30), the Greek community was able to donate thousands of school items to local schools as part of the service component for the week long events. The Greek Week committee and the Greek Affairs staff received positive feedback about this year's Greek Week.

**Greek Organization Expansion** has occurred across all four councils. NPHC added Kappa Alpha Psi, Multicultural Greek Council added Alpha Psi Lambda (co-ed fraternity); Interfraternity Council added Theta Chi and the Panhellenic Council passed extension, inviting three national organizations to present to the campus. Gamma Phi Beta was selected and approved by the council to re-colonize in fall 2012. Gamma Phi Beta was last recognized on campus in 1994.

An evaluation of the Greek Life program was conducted by the Fraternity and Sorority Coalition Assessment Project in the spring. The report was delivered to the campus in May. An organizational change in Greek Life will take place in the fall of 2012, with reporting and staffing responsibilities moving to the Dean of Students office. Open coordinator positions and the current GRA will move into that reporting line along with a newly created Assistant Dean position.

### **Marketing**

We received and completed over 300 unique marketing requests this year. Several Designs have received awards and we continue to maintain extremely high standards in design. Our outgoing designers from fall 2011 and spring 2012 developed design style guides to offer tips and basic instruction on design.

This office continues to expand the quantity, improve the quality and provide consistency for all Marketing representing the LBJ Student Center in order to meet the demands of our growing constituency. A Graduate Research Assistant for Marketing and Special Events was assigned to this area this year. In addition, we expanded from two to four unpaid internship positions now covering photography, design, video, and social media. Three of the four were filled this past spring. We have also begun offering income-generating professional photography services since April.

Twitter, YouTube, Facebook and Wordpress have all seen marked increase in student interactions and are some of the most important ways that the Student Center keeps connected with the students it serves. Through several campaigns and diligent contact, we have more than doubled our Twitter following since spring 2011 and now have over 700 followers. Re-tweets and additional posts expand our reach to over 15,000.

The Student Center Facebook page maintains a following of just over 300 members, but is very

popular for viewing photos of Student Center programs/events and users are highly engaged. The Student Center Wordpress has 28 published stories for this past year, all focused on student involvement. [lbjstudentcenter.wordpress.com](http://lbjstudentcenter.wordpress.com) Over 30 videos generated through our office have been uploaded to our YouTube channel this year and our views stand at 27,000! This is an increase of almost 1000% over last year. Through a student employee initiative, a weekly video program, called “The Weekly Rundown” was instituted this spring. Thirteen installments were researched, shot, edited and posted by our student staff, highlighting Student Center events each week. [www.youtube.com/user/Txstatevids](http://www.youtube.com/user/Txstatevids)

“The Great Wiener Battle”, a program to increase the Student Center’s Twitter and Facebook following, was very successful. Eight different student organizations participated in a hot dog topping competition to be crowned “The Official Texas State Hot Dog”. Voting took place live during the event via text-to-poll to determine four finalists. Students then voted for their favorite on Facebook to determine the winning dog. Over 2500 students voted on the Facebook page with a reach of almost 17,000 users. As a direct result, Facebook and Twitter followers increased by 15%.

Student Center Marketing has assumed additional collaborative responsibilities this year. In the fall, we assumed responsibility for the Texas State Homecoming website and did a major site redesign for 2011 Homecoming. Orientation browse sessions and Bobcat Days resource tables for the Student Center are now coordinated by our office. To support this new responsibility, we have developed and trained a Student Center Orientation Team who are select ambassadors to represent the department. In addition, we created cohesive summer campaigns with a focus on social media. As a part of this campaign, our area designed and purchased QR code shirts which contain scannable links to all of our social media. These shirts are now worn by student staff whenever they represent our area.

To encourage additional collaborations focusing on the arts, we have acquired a new hanging system for third floor hallway and established this area as a new location for art exhibits/installations.

### **NTSO (Non-Traditional Students Organization)**

NTSO was more visible this year through its participation in Homecoming events, LBJ Student Center Hot Dog Cook Off, and its presence with a booth at RiverFest. Officers addressed techniques to change the culture of NTSO. Much work has been done modifying organizational by-laws and focusing on member participation.

### **OCSS (Off Campus Student Services)**

Commuter Break program series increased from eight events in FY2011 to 14 in FY2012. Local apartment communities were solicited for sponsorships to assist with offsetting costs of additional commuter breaks. Off Campus Housing Fair attracted over 1,000 attendees in February 2012.

### **PAWS Preview**

Contributed to increase in Freshmen/Transfer student retention rate of .01% through this ‘just in time information’ program. Co-chairs worked together to create a comprehensive plan for



recruitment, resulting in a full staff in one recruitment cycle. Committees worked on marketing, recruitment, mentoring and namesakes. We received over 650 nominations for namesakes through this effort. And, finally, the successful transition to three one-day sessions helped to accommodate the added number of new students.

### **Recognition Programs**

Dean's List Reception Fall 2011 attendance of 716; increase of 69%

Dean's List Reception Spring 2012 attendance 638; decrease of 7%

Due to catering costs and presentation, it was decided after the fall program to do our own reception catering. Volunteers throughout the Center assist in preparing trays and refilling the table. The food was better and the presentation professional. The cost savings were significant. Students continue to appreciate the recognition and the gift of a pen and t-shirts for those with a 4.0. Pictures with the deans also were well received. Participation by deans increased significantly from fall to spring.

LBJSC Mid-Year Update Fall 2011 attendance was 89; decrease of 7%

LBJSC End-of-Year Update Spring 2012 attendance was 84; no change

Students and staff look forward to these programs and provide excellent feedback to the information they learn. Students indicated in the Student Employee survey that they felt that they were aware of what was happening in the Student Center and had opportunity to be a part of the decision making process. These programs are a key element in that communication process. The Who's Who in American Colleges and Universities recognition program was postponed until the Fall semester due to scheduling conflicts.

### **Renovations**

The non-working fountain in front of the Student Center was replaced with art structure designed by Fountain sculptors Jerry and Roger Colombikin. The installment includes a new flower bed. The flower bed includes the Alma Mater inscribed around the edge. The installation and dedication was held April 23.



### **Repairs**

Major water leak was discovered and repaired.

Third floor balcony on Bookstore side was repaired

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

SACA's programming increased from approximately 43 programs in FY2011 to 72 programs in FY2012. Both Homecoming and RiverFest were successful with high attendance at both events. A new membership structure was implemented fall 2011, which provided members with a more dynamic experience and opportunity to develop members who are better prepared to assume leadership roles the following year.

**Soapbox Derby:** an estimate of over 1000 people attended Soapbox Derby this year and over 32 organizations participated. We also increased our risk management efforts by providing more barriers so that no one in the crowd would get hurt. In addition, we provided the organizations who registered a workshop on how to build a Soapbox Derby.

### **Special Programs and Projects**

The Board of Regents visit in February 2012 was held largely in the Student Center. This required a great deal of technical set up as well as preparatory work.

The Region 12 ACUI Recreational Tournament was held here in March. Over 150 students from 16 campuses participated in Billiards, Table Tennis and Madden. Collaboration with Campus Recreation allowed for the Table Tennis tournament to be held there.

An analysis/assessment of the roof was conducted. Repairs will be needed in the near future.

A Facility program assessment was conducted. In support of a Student Government Association initiative, site visits with staff and students to several Texas universities and the University of Arizona were undertaken to gain information about Student Centers and potential renovation options. Facility Programming group out of Houston/San Antonio were hired to conduct a thorough survey of stakeholders and students regarding a possible expansion/renovation proposal. The final report is expected in summer 2012.

Custodial contract was secured. MBM will continue with the contract in the Student Center.

The Risk Assessment and Business Continuity Plan was completed to keep current with university efforts in this area.

### **Student Organizations**

Student Organizations Council (SOC) increased participation and attendance at the Fall Student Organization Fair and Spring Organization Fair. Both Fairs had over 80 student organizations in attendance. The fall semester had approximately 1,400 attendees and the spring semester had 1,600 attendees. There were a total of 378 registered student organizations at the end of the 2012-2013 academic year being advised by 284 faculty/staff advisors.

### **Volunteer Services**

Focus Groups were conducted to assist with the reestablishment of the Student Volunteer Connection during FY2013. A group of six students participated in the Alternative Spring Break trip to Houston, TX. Volunteer hours and funds that were raised (as reported to the SVC data base):

Individual Hours 2,309	Individual Money Raised - \$485
Organization Hours – 38,773	Organization Money Raised - \$139,360

### **Progress on 2012-2017 Administrative Support Plan**

Goal I. Objective A. Strategy II. – Feasibility study conducted and completed spring 2012

Goal I, Objective C, Strategy 1 - Examine needs for space and develop plan for expansion

Company was contracted to conduct facility assessment. Awaiting results.

Goal I, Objective C, Strategy 5 - Create a new entrance to building from northeast side  
On hold pending results from survey

Goal I, Objective C, Strategy 6 - Create storage space for student Center and tenants  
Working with FSS on locating or creating space for storage.

Goal I, Objective C, Strategy 8 - Replace chairs and tables for meeting rooms  
In progress. A number of chairs were purchased to replace current seating.

Goal I, Objective C, Strategy 9 - Enhance Ballroom ambience (audio, visual, Lighting, décor)  
In progress. Contracting vendor to repair and upgrade lighting system.

Goal I, Objective C, Strategy 10 - Install Digital signage and wayfinding for building  
Two screens were activated to showcase software demonstrations/testing in conjunction with ITS.

Goal I, Objective C, Strategy 12 - Building an Art Gallery  
Discussion and space planning but awaiting results of survey. Hanging system installed on third floor for temporary exhibits.

Goal I, Objective C, Strategy 13 - Building Teaching Center/room in BLR. Room technology in place. Seating and other options pending

Goal I. Objective E. Strategy II. – Through ACT, 4 quarterly meeting with apartment managers were held to disseminate information about ACT and crime statistics for each property. Many of the participants are members of the ACT Ally program.

Goal II. Objective C. Strategy IV. – This continues to be a successful program for SACA and will continue in FY2013.

Goal IV. Objective B. Strategy II. – The fountain was dedicated May 2012.

Goal V. Objective A. Strategy III. – Focus groups were conducted spring 2012 to determine guiding concepts for the reinvention of SVC (Student Volunteer Connection) in FY2013.

Goal V. Objective B. Strategy II. – In light of the QEP implementation through the PACE Center, fall 2012, the Co-Curricular Transcript concept has been reviewed in FY2012 and progress will be made toward a final product during FY2013.

Goal V. Objective B. Strategy VIII. – While a CSO Retreat for all campus chartered student organizations was not implemented in FY2012, an initial advisor roundtable for campus CSO Advisors will be held June 2012, with the intention of holding a networking event prior to the fall 2012 semester.



Goal V. Objective D. Strategy II. – More frequent roundtables were held in FY2012 with Greek Advisors. In FY2013, the staff will concentrate on RSO Advisor Roundtables. The RSO Advisor Manual will also be made available online.

Goal V. Objective E. Strategy II. – During FY2012, four Presidents’ Meetings were sponsored by SOC. In FY2013, SOC will also host a Leadership Workshop for all student organization presidents and advisors in September to educate and inform student organization leaders about pertinent policies/procedures and expectations of student organizations.

## **Assessments for 2011-2012**

### **ACT**

Developed and distributed the ACT Ally Survey to assess students’ knowledge of ACT and the ACT Ally complexes’ effectiveness in sharing and following community expectations supporting positive citizenship and good neighbor principles. 84% scored 100% on the knowledge questions regarding resources, policy and city ordinances.

The ACT Proud Survey was developed and distributed the (second year) to assess students’ knowledge of ACT and to gather information to better prepare students for their transition to living off campus. Three complexes were surveyed with 208 responses. Results are still being analyzed.

### **Bobcat Experience 2011**

Of the 129 Emerging Stars, 111 attended Bobcat Experience (86% attendance). Alcohol 101: 81% positive. Diversity was a panel of diverse students with diverse experiences. This was a change from the presentation given in the past by Hip Hop Congress. The Panel was rated 70% positively. Student leaders were thought to be “diverse, informational, fun, outgoing”.

### **Building Counts**

Building traffic counts were conducted on the third Wednesday of September and the full third week of February.

September Spot count: 20,506 total people were counted, both visitors (from outside entrances) and users (going through an internal entrance or in a destination entrance). Total visitor count was 9,062 and users count was 11,445.

February Traffic count: 76,990 total people were counted. 39,658 were visitors (52%) and 37,332 were users (48%).

The results of both these counts indicated that we still need to drive more traffic into the Student Center as users. The visitor traffic has remained static, while the users’ traffic seems higher as a percentage in the fall. Proposed changes to the Student Center will benefit this need.

### **Greek Affairs**

The Coalition Assessment Team visited campus in January 2012 to review the Greek Community’s strengths and areas for development. The final report was received in April 2012,

and the Greek Steering Committee began reviewing the document in June 2012, to determine how the community should proceed in addressing recommendations in the report.

### **PAWS Preview 2011 Staff Evaluation**

For the first time in PAWS Preview's history, staff, committee members, and constituents of PAWS Preview were asked to fill out an evaluation of the program. All of our staff received positive ratings in leadership quality and effectiveness: Leadership Team: 89%; Committee: 86%; Co-Chairs: 93%. Staff training was given an overall rating of 75% positive. Registration received a 77% success rate.

Programs were rated and reflected the following: Welcome Sessions: 80% positive; Alcohol 101: 93% positive; College Note-taking: 65%; Computer/Library: 64%; Diversity: 76%; PAWS Preview amenities (Water tables, snack room, tumblers, nametags, staff shirts, and sunglasses) received overall positive ratings.

Changes to be implemented from this assessment: Increased awareness of Committee and their involvement; Analysis of delivery and presentation of Just-In-Time Pledge (pledge of staff to not drink alcohol during training and the days of PAWS Preview); Adjustments to safety training and applicable information to student staff; Addition of more team-builders in training; Separation of PAL binders from P2 and T2 binders; and addition of processing conversation following Diversity presentation and performance of Mr. Assumption.

### **PAWS Preview 2011 Student Evaluation**

4840 students who were required to attend, 4300 registered for PAWS Preview (88.8%)  
84% of students felt positively about the newly added Welcome Sessions.  
Sessions satisfaction rate: College Note-taking: 73%; Computer Training: 78%; Library Orientation: 73%; Diversity: 90%; Alcohol 101: 83%  
Student Leadership was rated very positively, as was the Quality and Selection of Food.

### **Student Activities Survey (with EBI)**

Survey was administered via web to a random sample of 3500 undergraduate students on the San Marcos campus. 173 responses were received. This 4.9% response was not atypical of other web based surveys this year that were administered on campus. However, the results below must be reviewed in light of this low response.

Fifteen factors were measured on a 1-7 scale. The minimum goal score is 5.5. Some key factors were:

1. Learning outcomes- College enhanced practical competencies – 5.33
2. Learning outcomes – college enhanced personal competencies – 5.30
3. Learning outcomes – college enhanced personal and relationship skills – 4.98
4. Learning outcomes - college enhanced appreciation for diversity – 4.90
5. Learning outcomes – from student activities participants only – 4.63
6. Social outcomes – from student activities participants only – 5.15
7. Student activities well-advertised and executed – 4.72
8. Evaluation of student government and programming board – 4.72
9. Importance of offering educational student activities – 4.99
10. Importance of offering social student activities – 4.85
11. Satisfaction with publicizing and promoting student activities – 4.50

12. Impact of student activities and organizations on enrollment – 3.14
13. Overall evaluation of college/university – 6.27

Overall evaluation of the college/university and enhancement of personal and practical competencies were the highest factors in the 173 responses. Increased efforts and improvement in Social outcomes from student activities participation should positively impact the overall evaluation.

### **Student Center Satisfaction Survey (with EBI)**

This benchmarking survey was administered by paper and pencil in April to users of the student center in varied locations in the building as well as in select classrooms and student organizational meetings. 500 surveys were distributed, 489 returned for a 97.8% return. Significant improvement was measured in the Promotes Life and Leadership factor, a perennial low scoring factor. An increase of .61 points in the aggregate score is significant on the 1-7 point scale. Factors 6-9 measured food service and bookstore are not reflected below.

1. Publicizes the union and promotes campus – 5.19
2. Student Center has a positive environment – 5.65
3. Student Center is student oriented – 5.65
4. Student Center is a source of entertainment 5.41
5. Student Center enhances life and leadership – 4.92
10. Student Center cleanliness – 5.73
11. Student Center staff – 5.47
12. Overall Program effectiveness - 4.76

Continued attention will be given to promoting the role the Student Center has in enhancing life and leadership for the campus. A marketing master plan and increased time and attention to campus activities and student organization support will be a priority for the upcoming year.

### **Student Employee Survey (with EBI)**

This was the first administration of this survey. It was conducted on-line to 125 student employees including graduate students. We had 91 responses, for a 72.8% return. Results were compiled into three categories...learning, satisfaction and overall experience with the following results:

1. Learning: Co-workers are Respectful - 5.61
2. Learning: Empathy - 5.82
3. Learning: Self-Knowledge and Skills - 5.59
4. Learning: Personal Competence - 5.77
5. Learning: Diverse Interactions - 6.03
6. Satisfaction: Support and Training - 5.12
7. Satisfaction: Quality of Supervision - 5.38
8. Satisfaction: Collaboration with Co-workers - 5.55
9. Overall Satisfaction - 5.83
10. Overall Learning - 5.63
11. Overall Program Effectiveness - 5.84

While the general scores were high for the student employee experience, the supervisory role was clearly noted as needing attention. We will be instituting a supervisor training program for graduate and undergraduate supervisors as well as refresher workshops for professional staff.

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

Arispe, R. and Luna, J. (2012) What's in a PAL? *PAWS Preview Retreat*, San Marcos, Texas

Arispe, R. and Luna, J. (2012) Interview Techniques. *PAWS Preview Retreat*, San Marcos, Texas

Arispe, R. and Luna, J. (2012) What is Appropriate? (Behavior Contracts). *PAWS Preview Retreat*, San Marcos, Texas

Campbell H., Pereira, P, Snowden A., (2011), *Diversity Program*, Chartered Student Organization Retreat, New Braunfels, TX

Cheng, A., Legan, L., Lopez, M., Rodriguez, B., Snowden, A., Pereira, P., (2011-2012), *US1100 Instructors*, Texas State University, San Marcos, TX

Garcia, K. and Johnson, S (2012) Marketing 101 for Student Orgs. San Marcos, Texas

Harrison, H. (2011) Win As Much As You Can, *Pi Kappa Phi Fraternity*, San Marcos, Texas

Harrison, H. (2011) True Colors, *Retama Hall Staff*, San Marcos, Texas

Harrison, H. (2011) Do, Dump, Delegate, *Pi Kappa Alpha Fraternity*, San Marcos, Texas

Hulsey, K. (2011) Risk Management, *Cat Camp*, Wimberley, Texas

Hulsey, K. and Williamson, E. (2011) Leadership Styles and Involvement, *Emerging Stars*, San Marcos, Texas

Hulsey, K. (2011) Leadership Styles, *Leadership Institute*, San Marcos, Texas

Hulsey, K. and Legan, L. (2011) Teambuilding activities, *Communications Club*, San Marcos, Texas

Hulsey, K. (2011) Teambuilding Activities, *Kappa Delta Pi*, San Marcos, Texas

Hulsey, K. and Legan, L. (2012) Time Management and Goal Setting, *Connected*, San Marcos, Texas

Hulsey, K. (2012) Strengths Quest, *Retama Hall Staff*, San Marcos, Texas

Hulsey, K. (2011) Risk Management. *Cat Camp Counselors*, San Marcos, Texas

Hulsey, K. (2011) Leadership Styles. *Emerging Stars*, San Marcos, Texas

Hulsey, K. (2011) Car, Color, Character. *LBJSC Building Operations Staff Retreat*, San Marcos, Texas

Hulsey, K. (2011) True Colors. *LBJSC Building Operations Staff Retreat*, San Marcos, Texas

Hulsey, K. (2011) Constructive Feedback. *LBJSC Fall Kick-Off*, San Marcos, Texas

Hulsey, K. (2011) Know Your Team Scavenger Hunt. *LBJSC Fall Kick-Off*, San Marcos, Texas

Hulsey, K. (2011) Keeping Your Organization Off Life Support. *Texas State Leadership Institute*, San Marcos, Texas

Hulsey, K. (2011) Tune Tubes. *Communications Club*. San Marcos, Texas

Hulsey, K. (2011) Re-Zoom. *Communications Club*. San Marcos, Texas

Hulsey, K. (2011) The Good, The Bad, and The Risky. *ACUI Region 12 Conference*. El Paso, Texas

Hulsey, K. (2011) Zoom. *Kappa Delta Pi*. San Marcos, Texas

Hulsey, K. (2011) News of the Weird. *Kappa Delta Pi*. San Marcos, Texas

Hulsey, K. (2012) SDI: Profile of Team Strengths. *PAWS Preview Leadership Retreat*. Tarpley, Texas

Hulsey, K. (2012) Effective Research & Time Management. *CI 5390 Research Seminar Course*. San Marcos, Texas

Hulsey, K. (2012) Time Management & Goal Setting. *VPSA Connected Meeting*. San Marcos, Texas

Hulsey, K. (2012) Risk Management. *Pi Kappa Alpha*. San Marcos, Texas

Hulsey, K. (2012) The Value of Involvement. *Kappa Sigma*. San Marcos, Texas

Hulsey, K. (2012) The Power of Influence. *Kappa Alpha*. San Marcos, Texas

- Hulsey, K. (2012) Risk Management, *Pi Kappa Alpha Fraternity*, San Marcos, Texas
- Legan, L. (2011) Gossip Folk, *Pi Kappa Phi Fraternity*, San Marcos, Texas
- Legan, L. (2011). Strength Deployment Inventory, *Student Foundation*, San Marcos, Texas
- Legan, L. and Williamson, E. (2011) Strength Deployment Inventory, *Interior Design Students*, San Marcos, Texas
- Legan, L. (2011) Strengths Quest, *Lantana Hall Staff*, San Marcos, Texas
- Legan, L. (2011) Teambuilding Activities, *University College Advisors*, San Marcos, Texas
- Legan, L. and Williamson, E. (2011) Strength Deployment Inventory, *Freshman Council*, San Marcos, Texas
- Legan, L. (2011) Strength Deployment Inventory, *Lantana Hall Staff*, San Marcos, Texas
- Legan, L. (2011) Taking Initiative, *Kappa Sigma Fraternity*, San Marcos, Texas
- Legan, L. (2011) Do, Dump, Delegate, *Sigma Tau Gamma Fraternity*, San Marcos, Texas
- Legan, L. (2011) Officer Transition, *Pi Kappa Phi Fraternity*, San Marcos, Texas
- Legan, L. (2011) Constitution Building, *Texas State Society for Clinical Laboratory Scientists*, San Marcos, Texas
- Legan, L. (2011) Officer Transition, *Graduate Student Affairs Council*, San Marcos, Texas
- Legan, L. (2011) Strengths Quest, *Liberal Arts Advisors*, San Marcos, Texas
- Legan, L. (2012) Strength Deployment Inventory, *Pi Kappa Phi Fraternity*, San Marcos, Texas
- Legan, L. (2012) Strategic Planning, *Pi Kappa Phi Fraternity*, San Marcos, Texas
- Legan, L. (2012) Standards Board Training, *Pi Kappa Phi Fraternity*, San Marcos, Texas
- Legan, L. (2012) Learning Strengths Inventory and Study Skills, *Sigma Chi Fraternity*, San Marcos, Texas
- Legan, L. (2012) Advisor's Training, *Pi Kappa Phi Fraternity*, San Marcos, Texas
- Legan, L. (2012) Strength Deployment Inventory, *Rocky River Ranch Counselors*, Wimberley, Texas
- López, M. and Dvorak, L. (2011) Noise in Neighborhoods: Achieving Community Together. *Center for Problem Oriented Policing International Conference*, Miami, Florida
- López, M., Salas, C. and Stapp, C. (2012) Achieving Community Together. *ACUI Annual Conference*. Boston, Massachusetts
- López, M. & Dvorak L., (2011) Noise in Neighborhoods: Achieving Community Together, *NACAS Regional Conference at Texas State University-San Marcos*, San Marcos, TX
- López, M. & Martinez, J., Hazing, (2011) It's Not Just a Greek Thing! *ACUI Region 12 Fall Conference*, El Paso, TX
- López, M., (2012) Moms Revolutionizing Student Affairs, *ACUI Annual Conference*, Boston, Massachusetts
- López, M., (2012) SAHE Graduate Class Guest Lecturer, *Higher Education Finance*, Texas State University-San Marcos
- Martinez, J., (2011), *Creative Risk Management*, African American Leadership Conference, Texas State University, San Marcos, TX
- Martinez, J., (2012), *Leadership Roles and Team Development*, Greek Retreat & Greek Council Executive Officer Retreat, San Marcos, TX
- Martinez, J., (2012), *Greek Scholarship: Overcoming Academic Challenges*, *Greek Scholarship: Promoting Academics and Campus Resources*, *Risk Management and University Policy*, *SMART Goal Program Planning*, *Colors of Leadership*, Campus Presentations for various Student Organizations, Texas State University, San Marcos, TX
- Pereira, P., (2011), *Social Media*, NACA Northern Plains Region Conference, St. Paul, MN



Snowden A., (2011) *Setting the Bar: Creating Community Standards; Recruitment Counselor Boot Camp: Training the Best to Counsel the Best; You Get Paid for That!?! A Profession in Fraternity/Sorority Advising; Active Retention: The Four Year Undergraduate Experience; The More You Put into It, the More You Get Out of It: The Development of the General Member*, Association of Fraternal Leadership and Values, St. Louis, MO

Snowden A., (2011) *ResponseAbility Project: Speak Up* African American Leadership Conference, Texas State University, San Marcos, TX

Snowden A., (2011-12), *Recruitment Workshop (5X), Phi Iota Alpha Hazing Presentation, Unrecognized Student Organizations, Risk Management Roundtable (2X), New Member Education Roundtable, Robert's Rules of Order, SWOT Analysis (X3), Delegation, Officer Transitions, Where did the time go: Creating your own Missions Statement/ Time Management (2X), New Member Education in Fall and Spring, NIC Standards and expansion Campus Presentations for Student Organizations*, Texas State University, San Marcos, TX

Vaught, D. (2012) *An Introduction to QR Codes. ACUI Annual Conference* Boston, MA

Vaught, D. (2012) *Hootsuite- An Introduction. ACUI Annual Conference* Boston, MA

Williamson, E. (2012) *True Colors, Cat Camp*, San Marcos, Texas

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

ACT was one of seven International Finalists – Herman Goldstein Excellence in Problem-Oriented Policing International Award

ACT was recognized as the ACUI Collaborative Program of the Year at the Annual Conference in Boston, MA

Shanna Brown was selected to be an intern at the NACA National Convention in Charlotte, NC

CASO Office identified as a Safe Office through the Allies Programming Team

CASO, Directors Office and PALM identified as a Veterans Friendly Office through FACES.

Eileen Suarez, Outstanding Master's Student, Mass Communication

Erika Gaitan, CASO Student Manager, First-Runner Up 2012 Employee of the Year

Kristin Garcia – First place, Four-Color Poster ACUI International “Steal This Idea” Competition

Kristin Garcia – First place, Cards and Invitations ACUI International “Steal This Idea” Competition

Kristin Garcia – Print Fan Favorite, ACUI Region 12 Annual Conference

Kristin Garcia – Print First Place, ACUI Region 12 Annual Conference

Sammantha Johnson – Video Fan Favorite, ACUI Region 12 Annual Conference

Lanita Legan recognized with Foundations of Excellence 2012 (Student Foundation)

Lanita Legan was elected Regional Director, Association of College Unions International, Region 12

Lanita Legan selected to serve on ACUI regional audit task force

John Luna/ Anyssa Bohanan selected Gaillardian in behalf of PAWS

Katie Nock, Student Manager for the Market, First 2011 Runner-up Student Employee of the Year.

Katie Nock/Amanda Adams – First Place Animation ACUI International “Steal This Idea” Competition

NTSO, First Place in Homecoming Soap Box Derby for the 5<sup>th</sup> year in a row

PAWS Preview won the Spirit award at homecoming

PAWS Preview won *Invert the Shirt* LBJ social media event

Peter Pereira, Selected as Professional Development Keynote Speaker at the NACA Northern Plains Region Conference in St. Paul, MN

Alex Snowden, Association of Fraternity and Sorority Advisors Articles

“What Happened to Real Assessment?” Snowden. *Essentials*. November 2011.

“The more you put into it, the more you get out of it: The educational gains of fraternity/sorority officers.” Long & Snowden. *AFA Oracle Research Journal*. Vol. 6: Issue 2, Fall 2011.

Association of Fraternal Leadership and Values

“Ask The Experts.” With Others. *Connections*. Vol. 4: Issue 15, Summer 2011; Vol. 4: Issue 16, Fall 2011; Vol. 4: Issue 16, Winter 2011; Vol. 5: Issue 17, Spring 2012.

Charlie Salas was named committee member of the year for the National Association of College Auxiliary Services.

Charlie Salas received the Angelika Lester Wahl Staff Diversity Award.

Charlie Salas served as Host Chair for NACAS South Conference in Austin, Texas.

Charlie Salas earned Certified Auxiliary Services Professional Certification through NACAS. (*He was among the first in the country to receive this prestigious designation.*)

Dusty Vaught selected PAWS Preview Namesake- fall 2012 (PAWS Preview)

Dusty Vaught recognized with Foundations of Excellence 2012 (Student Foundation)

Student Worker Appreciation Week – Our department recognized the hard work of the student workers in our building by proving a meal each day during Student Employee Appreciation Week in April.

## **Major Objectives for 2012-2013**

### **Bobcat Build**

Increase outreach efforts for corporate sponsorships.

**Business Office** will initiate a training program for the new LBJSC staff and GRAs. The topics of training consist of cash handling, petty cash, Peard and purchasing procedures, how to use TravelTracks, financial and leave reports, etc.

**Campus Activities and Student Organizations Front Desk Operations.** The Activities Associates (CASO front desk student employees) will participate in a series of professional development discussions/activities that will help them grow as individuals, become better employees, and prepare them for their chosen career field. This curriculum will span over a four year period with various topics as our students work at CASO for three to four years.

We will be working with Student Affairs Technology to put Annual Registration and Solicitation on-line to improve ease of the process. This will be done on a form that will then be submitted to the advisor for approval before submitting the document to the CASO office. This will help with students trying to track down faculty/staff members and allow easy registration and solicitation form submission.

**Greek Affairs** Work with fraternity chapter leadership to develop methods for risk reduction and risk response. Develop judicial parameters for MGC and IFC for self-governance of member organizations that effectively hold them accountable. Increase membership by 5-10% in each council.

Per the report of the Fraternity and Sorority Coalition Assessment Project, five areas were identified to be addressed by sub committees of the Greek Life committee. They are: Communication and community building; Policy and procedure review; Risk Management; Member Education and Leadership Development; and Social Media and Marketing. Review and begin a plan of implementation based on the Coalition Assessment Report.

Increase the overall academic GPA's of Greek organizations. Research and review Greek chapter standards at other universities. Assess Standards of Excellence (SOE) requirements comparable to similar institutions

**Student Organizations Policy** Updates will be implemented in the areas of Solicitation and Campus Expression. In collaboration with the Office of Environmental Health, Safety, and Risk Management, we will also implement a food safety training program for student organizations and campus departments who sell or giving away food to the general public (including general students, faculty, and staff outside of their immediate group). This will require food handling training, food safety permit, and proper forms submitted to the appropriate office. Annual Registration for student organizations must be completed by September 21, 2012. This is the deadline set by the Board of Regents, four weeks after the first day of class.

Student Organization Handbook will be available on the SOC website as well as an Advisor Handbook. This will allow all students, student organizations, and advisors access to information and policies in one central location.

Registered Student Organization Leadership Training Day will take place on September 30, 2012 for all student organizations. CASO will be working with the PALM Office for a keynote

speaker and then breakout sessions for the students. This will be mandatory for the president of the student organization. We may also make it mandatory for a seconded officer depending on space and number of breakout sessions. There will also be an advisor training track.

Student Organization Standards will be implemented for all student organizations covering the basic requirements to be a student organization in good standing on campus. This will also help new student leaders understand what they will need to do (CASO paperwork, organization management, and student development) and will encourage submissions for Boko Awards as the award questions will be on the standards as well

Student Organizations Fair will continue to grow to encourage more student participation in student organizations. The fall organization fair will be held in the quad and mall areas allowing for approximately 250 student organizations and university departments. This will be a significant increase in participation as the Ballroom can only hold 90 student organizations and this will be more visible to all students on campus.

**Student Volunteer Connection (SVC) Develop** a student organization or utilize current organizations to assist in programming that increases student volunteerism. Overhaul the current SVC database to make it more user friendly with agencies, develop a stronger reporting field, and develop a working user sharing system between agencies and students. Create the groundwork for a marketing campaign to market the program to students. Continue to build relations with various agencies that contribute to SVC.

### **Student Engagement**

Continue to evaluate and develop a working long-term model for Co- Curricular transcripts including implementation, submission, verification, ease of use, and long term record. Create a working model of the Co-Curricular transcript format utilizing the Bobcat Portfolio.

### **ACT**

Create a City/University Town and Gown community building event, Community Welcome, Downtown Walk with incoming freshmen, draft a name recognition/branding campaign on/off campus, build student involvement in ACT Ally properties, Residential Life education program, and 2013 Off Campus Housing Guide.

### **NTSO**

As outlines in the annual Chartered Student Organization retreat: Increased member participation (events, meetings, community), collaboration with other student organizations (particularly Veterans Alliance), and increasing the visibility of NTSO on campus through the above efforts.

### **SACA**

Providing more security initiatives at Riverfest due to an increase of both attendees and high-risk behavior the past three years. Increase marketing efforts through adding an additional student leader position to help keep up with the increase in programs.

## Cat Camp

Cat Camp's goal is to have at least 400 students attend the 2012 sessions.

Identify 2013 dates sooner to explore the possibility of allowing other student leaders such as Resident Assistants to participate as counselors.

## OCSS

Increase the amount of sponsorships for local properties to offset costs of OCSS initiatives.

## STUDENT CENTER OPERATIONS

Continue to research facility expansion and renovation. Address infrastructure issues for ongoing repair and maintenance/replacement. Create new entrance to building that is more appealing and provides shelter and adequate lighting.

Create teaching center for Boko's Living Room by enhancing environment and providing technology needed. Identify space and renovate to create an Art Gallery. Create an Audio/Visual Lab that will provide resources and technology for students to work in digital media.

Identify Digital Signage and wayfinding vendors and design for building. Purchase and install signage. Enhance Ballroom technology, including audio, video, and lighting. Improve décor. Add Audio/video capabilities to 4-1.6

Identify for purchase and plan for installation of new POS system for PAWS Market. Purchase upgrade to EMS system (reservations). Plan for purchase that will replace Dance Floor.

## PALM

Identify a new, unified location for the PALM office to include a retail store-front and begin transition from current space to new location.

Develop and expand income-generating opportunities through photography, videography and design services targeting student groups.

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

Develop communications plan format/template for all areas of the LBJ Student Center to follow in order to maintain unified brand standards.

Develop Social Media standards for the department.

Continue to provide multiple opportunities for student design staff to enter marketing pieces created for LBJ Student Center programs and services in regional, national and international competitions. Continue to foster relationships with other Marketing colleagues across the country and be more involved with professional organizations.



Provide continued professional development opportunities for all staff through in-service programs, guest speakers, and encouragement to take advantage of campus resources. Specific attention will be placed on supervision skills and customer service.

Identify additional storage for PALM and PAWS Preview materials  
Increase the distribution, use and analysis of Student Center Assessments.

Continue to research grant opportunities to re-establish the Gaillardia Gallery.

Create and coordinating the creation of FAQ's and Task Lists for all upcoming programs.

Submit application and receive approval for PAWS Preview to become a Chartered Organization  
Implement and plan an End of the Year Banquet to provide recognition and transition for the PAWS Preview staff. Implement a 'mentoring' program that encourages PAWS Preview staff to continue to encourage new students in their groups to succeed.

### **Major Trends/Challenges for 2012-2013**

#### **Trends**

Digital information/wayfinding  
Assessment/survey of services by customers  
Customer Services programs  
Increasing use of technology in presentations  
Increasing enrollment impact on resources, staff and facility

#### **Challenges**

##### **Staff**

Transition and changes resulting from retirement of former director Andy Rhoades  
The recruitment, selection and hiring of a new director.  
Transition of Greek Life area to Dean of Students operation  
Providing sufficient customer services training for staff  
Increasing demands on facility and staff  
Increasing demands on staff (i.e. technology, added services)  
Transition to using SAP exclusively for recording student employee time  
Obtaining approval to hire departmental specific computer personnel  
It is a challenge for some staff to earn enough comp time hours to cover energy conservation days.  
As PALM provides more and more external services, we will incur some "start-up" costs which are unique. This may include project management software, social media management tools, production hardware and more.

##### **Facility**

Implementation of changes suggestions from Student Center feasibility study will necessitate obtaining Student Center inclusion in the development of Campus Master Plan.

Successfully eliciting support from Chartwells to properly maintain equipment remains a challenge.

Space is an ongoing challenge, including the lack of storage space and inability to secure offsite storage, the lack of meeting space to meet demands and loading dock space limitations and location challenges.

Parking and access to building, especially for student staff and Graduate Research Assistants who work late hours needs to be obtained.

Age and status of infrastructure (HVAC, plumbing, electricity) continue to challenge staff, budget and program efforts.

Wireless internet access needs upgrading

Current POS System in Paws Market

Age of equipment and furniture

PALM office expansion needs. Five student employees, one Graduate Research Assistant, and up to three student interns all share just four workstations. Our operating space (including space to meet with clients) is just 135 square feet. This poses a continual burden on office functionality/efficiency; especially power and network resources. *(The student workspace in the CASO suite is over 500 sq. ft. and they have six student workstations)*

### Financial

Allocating financial resources to properly address issues such as increasing cost of labor, supplies and equipment.

Inability to deal with vendors because of increasing influence, rules and regulations from Facility Services and Purchasing

Tight student wage budgets continue to present challenges in providing a more "accessible" staff as requests for collaborations/assistance outside of the department continues to rapidly increase.

### Programs

Conflict exists frequently for programming in venues due to external commitments and limited space.

Developing the ACT off campus education program with University Housing and Residential Life, as well as engaging students' interest in learning about ACT and its mission will be challenges in the upcoming year.

The cost of security for late night programs and activities is prohibitive, especially providing more security initiatives at Riverfest due to continual increase of both attendees and high-risk behavior.

Securing a facility for CAT Camp that can cater to our size yet enable us not to hold Cat Camp so close to residence hall move in dates.

Identify a delineation of duties for both ACT and OCSS about how both entities will continue to operate in the future.

Research and proposals will be done in hopes to increase the Student Organizations Council's budget for funding student organizations and planning student events.

Education and communication for a smooth implementation of the changes in revised or new policies. Adaptation of new paperwork and its implementation has an unknown effect on student population.

The report of the Coalition Assessment will serve as an initial conversation to decide the future direction of the Greek community. Various constituents may take the report in different ways and the challenge will be to bring everyone together, moving in the same direction. Numerous risk management issues in 2011-2012 leads to the trend that the IFC will continue to have risk issues as they are lacking the self-governance structure to combat incidents. Increase in expansion and the loss of chapters could cause a culture shift in the positive direction if embraced properly.

Co-curricular transcripts are still in the development phase and do not have a working model aligned with any software. A prototype model should be ready in 2012-2013.

TK20 talks will begin in the fall of 2012 and implementation for a trial that has a projected timeframe of fall 2013.

Student Volunteer Connection (SVC)'s top challenge is overhauling it into more than just a database. Student buy in will be a challenge as there are a lot of community service based organizations on campus. A restructure in student programming or marketing to student groups will be needed.

Some challenges that NTSO as an organization faces are: lack of strong leadership within organization, low member participation, lack of motivation to carry out goals, and the challenge to its validity/worth of NTSO as compared to other student organizations.

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

Creating ownership and continuing to maintain a high level of commitment to follow-up of new students by PAWS Preview staff in an effort to support retention.

Regents' visit during full semester affects space, programs and staff.

