

Annual Report

TEXAS  STATE[®]
LBJ STUDENT CENTER
FY13



LBJ Student Center

Vision

Making a difference in the lives of those we serve.

Mission

The LBJ Student Center builds a sense of community by facilitating learning, leadership and personal development to enhance student success and celebrate diversity. We do this by providing co-curricular programs and services such as organizational advising, meeting rooms, office space, retail and food services.

Core Values of the Student Center

Service – being proactive, effective, reliable and responsive in helping others achieve their goals

Excellence – looking to exceed the expectations of those we serve with integrity always in pursuit of a higher standard

Respect – believing in the inherent worth of people, and with a positive outlook, we treat others with sensitivity and value their contributions to the community

Empowerment – creating a student-centered environment where opportunity, openness, enthusiasm, accountability and a sense of purpose combine to provide a rewarding experience that promotes confidence to lead for change

Collaboration – sharing knowledge, learning and building consensus, incorporating ones values and skills to create a dynamic structure for teaching and leading where we work jointly toward a common end

Stewardship - careful and responsible management of the fiscal and human resources entrusted to our care

Goals for the 2012-2017 Planning Cycle

1. Provide quality services and facilities for the university and greater community
2. Develop students holistically (intellectually, spiritually, physically, emotionally and ethically) through participation in programs and organizations in an environment that models civic responsibility, promotes social responsibility and develops leadership.
3. Promote all areas of the LBJ Student Center as the center of campus life.

ANNUAL REPORT
LBJ Student Center

Student Affairs Division
Texas State University
2012-2013

Major Accomplishments/Retention Initiatives for 2012-2013

Business Office

The Business Office created an on-line webpage where all business forms can be accessed or downloaded.

Campus Activities & Student Organizations

ACT

ACT has officially been placed under the umbrella of OCCS as a program instead of two separate entities. We developed and defined a plan for introducing two-level packages for properties that want to be an ACT Ally. We found that there is a demand of apartments that want the opportunity to get on campus, allowing us the opportunity to charge in the future. We created a ten minute presentation that gives a snapshot of what the ACT program entails

Activity Associates (AA)

The AAs participated in professional development every three weeks. The AAs started off the academic year reading the *FISH! Philosophy*, a customer service book about how to enjoy your work and helping people with exceptional service. Professional staff and GRAs presented on a variety of topics including conflict management, creating personal mission statements, financial management, etc. The student employees gained a lot of knowledge, incorporated a philosophy into their daily lives, work, and student organizations.

Bobcat Build

Participant registration for Bobcat Build surpassed 4000 individuals, a 15% increase from the year before. Job sites increased to 215, a 25% increase. The day-of also had a high social media presence on Twitter, Instagram, and Facebook this year. Tool distribution was streamlined resulting in quick pick up following kick-off.

99% of recipient evaluations “agreed” or “strongly agreed” to be satisfied with Bobcat Build, and that Bobcat Build improved their opinion of Texas State University.

Cat Camp

Cat Camp saw an increase 10% in attendance for 2012. The new organization structure implemented was successful in addressing the staffing needs for the program. New elements of Cat Camp were successful including: skits that complimented small group discussions and a student organization fair immediately after the Spirit Rally.

We will be piloting a session in conjunction with New Student Orientation. This session was sold out by April 22nd.

Cat Camp continues to develop a marketing identity: we now have a logo, a motto, & marketing materials such as brochures.

NTSO

NTSO continued to be visible on campus through its strong participation in Homecoming events, Chili Cook-off and participation in LBJ Student Center Great Weiner Battle. Officers continued to attempt to change the culture of NTSO. A lot of work has been done on modifying by-laws and focusing on member participation.

OCSS

Increase in sponsorships for local properties was secured to offset costs of commuter breaks. Housing fair had over 2,000 attendees in 2013, more than doubling the previous high.

SACA

Over 70 events were provided for the campus throughout the year.

Homecoming was once again successful. For the Talent Show, streaming was provided in the LBJ Student Center Teaching Theater for those that could not get into Evans Auditorium.

Riverfest was successful which included additional security measurements taken to ensure the safety of all that were there.

General members were given the opportunity to plan events, helping them to gain skills that they would not typically learn in their regular position.

Student Organizations

There were 363 registered student organizations at the close of the 2012-2013 academic year.

Student Organizations Council (SOC) increased participation and attendance at both the fall and Spring Organizations Fairs. The Fall Student Organizations Fair was held outside in the LBJ Student Center Mall and Quad areas, where 146 student organizations participated, a 62% increase from the Fall 2011 Student Organizations Fair, and attracted approximately 5,000+ students, a 72% increase. The Spring Organizations Fair was held inside the LBJ Student Center Ballroom hosting 90 student organizations (capacity) attracting 2,157 attendees.

In addition, SOC held three other programs. Org Olympics, held during Homecoming week, had 27 teams and 363 participants. Advisor Appreciation recognized 51 advisors. Boko Awards provided the Texas State community to acknowledge and recognize student organizations and their leaders with 94 applications for 20 awards, and 106 attendees.

SOC funded 45 student organizations, a 40% increase from the previous year, for a variety of programs, conferences, and professional development opportunities totaling of \$14,361.38 in funds.

SOC updated its website in order to make it more user-friendly, assist student leaders to find the resources they need, help students search for a particular student organization, and aid those students interested in creating their own organization. In addition, an “Advisor’s Corner” was created in order to provide advisors with applicable resources.

SOC held the Registered Student Organization Workshop on September 30, 2012; this workshop was attended by approximately 250 student organizations consisted of four break-out sessions, with 22 topics to choose from, so that student organization leaders (President and a second officer) could attend to help improve their organization. Presidents were required to attend Risk Management Training per state legislation.

SOC has streamlined resources and programs, as a result, there are no longer mandatory President’s Meetings; however virtual educational workshops will be implemented this upcoming year.

An advisor track was included during the Registered Student Organization Workshop with positive feedback for additional training. Three Advisor Roundtables were conducted over various topics that would help advisors better serve their student organizations and provide them with the opportunity to get better acquainted with the resources and policies in place, fundraising efforts, and tools and resources to help facilitate positive officer transitions within their organizations.

SVC

SVC as a Chartered Student Organization was launched again this academic year after a two year hiatus. We have developed a more well-rounded Officer Board with 2 new positions and 6 officers over all. SVC has been working with Community Relations to begin taking on the volunteer contacts, with the purpose of building stronger relationships in the community and creating more volunteer opportunities for students.

Bobcat Break took eight students to Houston for service-learning projects over Spring Break.

Total Volunteer Hours logged: 6459. Due to the volunteer database being completely down during a portion of Spring 2013 in its transition to the MAKO system, students were prevented from being able to regularly log their hours. Unfortunately, this prevented us from being able to accrue an accurate number during the transition.

University Policy and Procedures

Solicitation on Campus - Major revisions were suggested to the current policy and presented to the Vice President for Student Affairs.

Electioneering - Created specific electioneering guidelines and form to be proactive with the 2012 Presidential Election while campaigning and voting were taking place in the LBJ Student Center. These guidelines established an outline of procedures for office awareness without infringing on the rights of others.

Food Safety on Campus - With the assistance of the Office of Environmental Health, Safety, and Risk Management, the Food Safety for Temporary Food Establishments was created and approved. Faculty, staff, and students wishing to sell or give food away must complete a food safety training conducted by university officials. This will help to better protect the university community from food borne illnesses.

Planning Assessment Leadership & Marketing

Administrative

The administrative demands of the PALM office have included a variety of challenges and ongoing program support this year. Updates to current policies and procedures in the employee manual and to internal policies and procedures for office staff have allowed for more streamlined processes. A formal application for student leaders to apply for leadership grants was developed.

The color copier for the 4th floor receives heavy use and demands a great deal of attention for troubleshooting and training. Lynn led the decision making group to negotiate a new contract and the replacement of a new machine on the 4th floor. The monthly billing for general use and quarterly billing for color copy usage as well as paper orders are generated from this office.

Over 4000+ phone calls were received from incoming freshmen and their parents regarding the PAWS Preview program, including how to make up a missed session, clearing holds and assistance with the Alcohol Wise login ...all of which were fielded by the administrative staff.

CEU certificates for programs sponsored by the LBJ Student Center are generated from this area after each staff development program.

Administrative staff coordinate the collection of monthly counts for the Student Center and sending out monthly reminders to turn in numbers. Counts have been a challenge to receive from all units. The bookstore has been in the process of upgrading their system and has been unable to submit numbers this FY. Food Services has not submitted any numbers. The usefulness of this information based on the response and effort needed to obtain it is currently under review

Updated 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 have been developed, updated and distributed.

Dean's List

The Dean's List reception in the Spring saw an increase in student participation/attendance. We also added a new harpist which brought a live entertainment piece to our Dean's List reception. We incorporated a new caterer for the come and go Dean's List reception.

The Fall semester Dean's List served 517 attendees which was about a 20% decrease in attendance. For the Spring semester, 822 students attended which was an increase of about 25% in attendance. We enjoyed 100% on-time participation from college deans.

Marketing

The PALM Marketing component continues to expand the reach of, provide consistency for, and promote quality in all marketing representing the LBJ Student Center.

This year, the Marketing area met all of the FY13 design store goals from the five year plan. Highlights of these goals include: Developed the position of and hired a Student Expediter (account executive). The position has been in place since January of 2013 and has dramatically enhanced customer service and efficiency of designers' time. The Student Expediter also Beta-tested various project management software applications and created an operational work-flow. While a decision has not yet been reached for a permanent project management software application, the work-flow process is now much more efficient and assessment data can now be tracked on all requests of our office (see attachment 1). We met another FY13 goal by offering limited photography/design services to external offices. Our office designed and implemented a basic quote and invoicing system, a basic pricing structure and in order to test these, accepted a single income-generating project each semester. The two projects recognized gross profits of \$2700.00 and immeasurable experience as to amount of labor, turnaround times and professional development for student staff.

Another accomplishment for our area for this past year was the integration of the Graduate Research Assistant. Our area has successfully completed the first full year for the GRA for Marketing and Recognition Programs. The GRA coordinated both semester's Dean's List receptions, the Who's Who program, and several departmental recognition events.

Media

The media aspects of our office have realized a measurable impact on the retention efforts of our department. Photography, Videography and Online communities are our primary media focus for increasing student engagement and our reach continues to increase with each year. In spite of having just one very competent and talented student photographer, we catalogued over 8,000 images for the Fall semester and over 7,500 images for the Spring semester. Our image archive is utilized as a resource both within our department as well as across campus.

'The Weekly Rundown' YouTube show filmed and uploaded 12 episodes in the fall semester and 12 episodes in the spring semester and has become so recognized that the show has now been incorporated into the New Student Convocation program. Episode 17 of the Weekly Rundown currently has over 950 unique views and the numbers continue to climb for many of the episodes.

Our efforts in programming and outreach to our online communities have been a key focus this past year. Facebook, Twitter, YouTube, Wordpress and even our Homepage all saw statistically significant increases (see attachment 2), with our Facebook account realizing a 120% increase in likes over last year. Our Klout score of 50 continues to be one of the highest scores among our influencers. In addition our social-media-based program "The Great Wiener Battle" reached over 17,000 unique Facebook and Twitter users this spring; in only its second year of the program.

Lastly, the most important retention effort for Marketing centers on our current and former student employees. Through social media, e-mail and personal contact, we continually build/reinforce relationships with our Alumni. We work to promote the designs by our current student staff via competitions, assistance with job referrals and references and informal portfolio

review. Alumni from our office currently hold titles of Art Director, In-house Art Manager, Production Lead and Web Designer. All of our recent alumni from the Marketing area are either currently employed in their field or have job opportunities/offers in place.

PAWS Preview

The PAWS Preview program implemented a successful transition to a five den program during the August 2012 PAWS Preview. 4,332 students registered for the program. Workshop attendance was: Alcohol 101 – 4226; Computer/Library 4138; Diversity – 4235 and College Note Taking – 4231. Convocation had 4005 attendees. Those that missed were expected to make up the sessions that they missed. A majority of those did. Holds were not placed on registrations, although students assumed that they would have them if they didn't complete the make-up. This resulted in a lot of contact with our office and an opportunity to encourage them to complete the process but to also promote registration for the next semester, thus encouraging retention.

A post program event was coordinated with the PACE center to encourage students to connect again with their PAL staff, meet PACE mentors and to visit the PACE center. Over 150 students took part in a cupcake reception that included henna tattoos, salsa dancing and door prizes on a very rainy afternoon in September. New students also received up to two follow up emails from their PAL to continue encouragement and to provide another voice to provide assistance and reassurance.

Based on program evaluations from the 2012 program, we will transition to Co-Chair led computer & library presentations during the PAWS Preview 2013 August program.

In an effort to promote sustainability and to provide a more comprehensively accessible schedule, the program made the transition to the Guidebook mobile conference application for PAWS Preview 2013 August program. The financial savings was over \$6000, and the ability to get information out to students in the summer as well as share details with campus partners promises to be quite valuable.

Communication with incoming students continues to be critical. Instead of sending a formal, lengthy letter to students, a four-color postcard was designed and sent to incoming students.

Student managers worked with marketing staff and consolidated multiple and social media accounts into a unified online presence. A special recruitment presentation was put on by Dr. Robert Konopaske in the spring for the Co-Chairs addressing interview and hiring protocol.

Recognition and Update Programs

We planned themes for each kick-off and end of the year review in order to plan corresponding activities and the speech from our Interim Director.

There was a slight decrease of about 5% in attendance from last year's mid-year update to this year. We also saw no change in attendance from the end-of-year update last year to this year. We collaborated with Chimy's for our catering needs which we found was affordable and

received several compliments. We collaborated with the LBJ Student Center Director's Office to conduct an ALL staff activity which received very positive feedback.

Staff Development

Based on the feedback of FY12 assessment of student staff, a new staff development plan was implemented. Student Managers began to meet in the spring semester to develop better supervision skills and to create networks among their colleagues. The first meeting covered relationship and conflict resolution skills through the Strength Deployment Inventory. The second followed with a workshop on management and leadership skill implementation. Staff were pleased with the additional information. Feedback supported the implementation of a full staff training program in the fall, with programs for all student employees to complete at least four through the two long semesters and managers/supervisors to complete an additional two related to supervision. All staff will attend the kickoff training and recognition programs.

Students and staff participated in The Big Switch in April. This was an awareness program for students and staff to switch jobs for one shift to provide greater understanding of the other's role and to create energy and camaraderie among the staff. One student switched with a leadership team member in each of the units. All participants learned a great deal about what staff and students do for their jobs as well creating a lot of exposure for the activity. Next year, this will be a part of the student employee appreciation week program.

Staff development presentations and topics were included in each of the Extended Staff Council meetings, including p-card training, financial procedures, staff benefits, purchasing protocol for HUB vendors, assessment results and department core values.

Who's Who

The first Who's Who reception in two years was planned and implemented in collaboration with the following departments and institutions; The University of Texas at Austin- guest speaker, Department of Agriculture: floral arrangements/centerpieces, VPSA- student volunteers and program participants, Alumni Association- lapel pin donations for student recipients of Who's Who and large number of nomination requests from faculty, staff, and students. We welcomed 47 students that were in attendance for the Who' Who reception along with about double that number of family and friends for the Spring 2013 semester program.

Student Center Operations

Computers in 404i, the fourth floor computer lab were upgraded to provide current software and processes to meet the needs of the users. Audio/visual support was installed in Room 4-1.6

Lyndon's U-Club opened for business as a sit-down restaurant, serving as the faculty dining room, but open to students and guests as well.

A new contract for Custodial Services was initiated and completed. WFF received the contract and has begun operations.

Lounge on fourth floor was created in the Student Organizations area. Cubicles were removed with the exception of chartered organization cubicles along one wall and modern, moveable furniture and meeting areas were installed. This has increased the use of this area greatly.

Quick charge stations for mobile laptop/phone users were installed on the second, third and fourth floors. They have been well received and are in constant use.

Progress on 2012-2017 Administrative Support Plan

Goal I, Objective A, Strategy 2

Examine needs for space and develop plan for expansion

Facility assessment completed. Results for facility assessment justify needs for additional space. Building renovation and expansion placed on the University Master Plan. We will begin working on next steps for building renovation and expansion.

Goal I, Objective C, Strategy 10

Install Digital signage and wayfinding for building

Two screens are showcasing events in the Student Center.

Goal II, Objective B, Strategy 9

Continue the 'just in time' collaboration experience for first year students with PAWS Preview staff.

Social with PALs and PACE mentors was held in September. Over 150 students attended. New students who participated in PAWS Preview also received up to two follow up emails spaced throughout the semester to encourage them and to provide another avenue for questions and reassurance and to promote retention.

Goal II, Objective C, Strategy 1

Create Intranet/Shared Space/Community

Sharepoint is available to all areas.

Goal V, Objective B, Strategy 2

Develop co-curricular transcript to record student involvement and leadership development.

The iCAT program was launched in November as part of the QEP. The first measurement for first year students will be made at the end of the summer. Marketing and use by even planners as well as all students will need attention.

Goal V, Objective B, Strategy 3

Implement and maintain an effective student employee program

Student Manager training implemented. Comprehensive program ready for implementation in the fall of 2013.

Goal V, Objective B, Strategy 2

Plan and implement regularly scheduled advisors roundtables and additional training

Advisors meeting, roundtables and training held throughout the year.

Assessments for 2012-2013

Leadership Workshop Assessment

Assessments were sent to the 65+ organizations or groups that requested a Leadership presentation. The aggregate evaluation follows:

Leadership Workshop Aggregate Evaluation Report	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1) The presentation met expectations:	72.7%	18.2%	9.1%	0.0%	0.0%
2) The activity helped us understand the concept:	72.7%	21.2%	0.0%	3.1%	0.0%
3) The presenter was prepared and energized:	72.7%	27.3%	3.0%	0.0%	0.0%
4) The presentation benefited the organization:	72.7%	21.2%	6.1%	0.0%	0.0%
5) We will use the Leadership office for more presentations:	57.6%	18.2%	24.2%	0.0%	0.0%

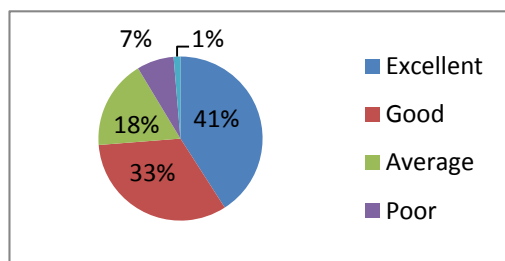
PAWS Preview Training

Training assessments were completed and reviewed. The results caused us to make the following changes to this year's training schedule: Co-Chair Training: No long down time periods; more den time planning; Additional prep responsibilities to Co-Chairs during summer. Changes to all staff (P4) Training included: more T2 and P2 specific training; updated safety training and more den specific time.

PAWS Preview 2012 Student Evaluation

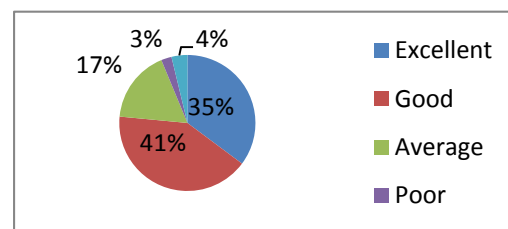
Of the students that attended PAWS Preview, 60% were females, 39% were males, and 1% self-identified. Most students (82%) were 18 years old, 8% were 17 or younger, 9% were 19-20, and the remaining students were 21 or older. Like usual, 92% are living in a residence hall, 5% are outside of San Marcos, 3% are off campus in San Marcos, and 1% live in a university apartment. Many (80%) felt that PAWS Preview was a great opportunity to get to know other students, and 91% felt positively about the leadership of the PAWS Preview staff. Below are the attendance summaries and satisfaction ratings for each session:

Registration: Attendance Summary:
4332/4652 - (93%)

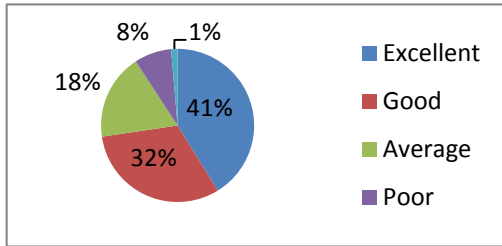


College Note Taking:

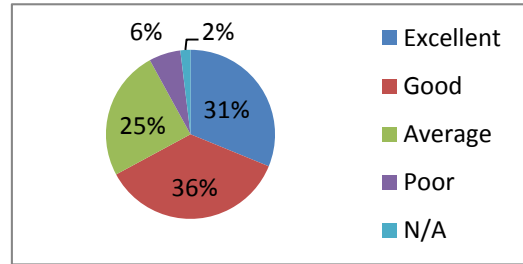
Welcome Sessions (no attendance recorded)



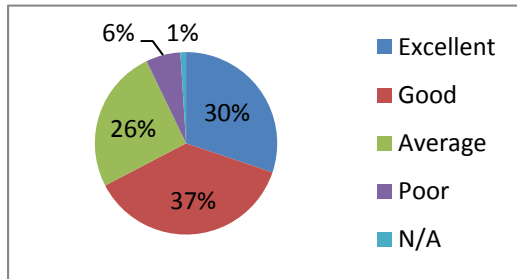
Attendance Summary:
4231/4652 - (91%)



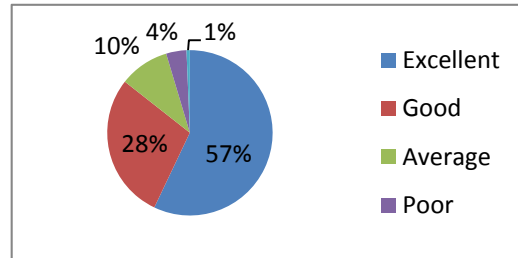
Computer Training: Attendance Summary:
4138/4652 - (90%)



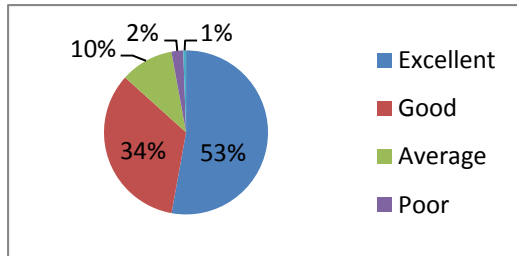
Library Orientation: Attendance Summary:
4138/4652 - (90%)



Diversity: Attendance Summary:
4235/4652 - (91%)



4226/4652 - (91%)



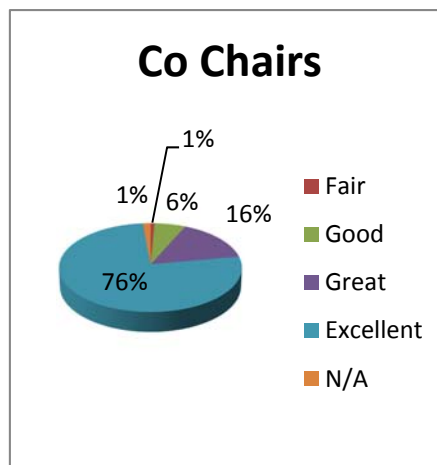
Alcohol 101: Attendance Summary:

PAWS Preview Staff Evaluation

The staff of PAWS Preview completed a comprehensive evaluation of the program. We had 135 committee members, volunteers, leadership team members, Co-Chairs, and P4s complete an evaluation. Below are the results.

Staff this year consisted mostly of students and faculty participating in PAWS Preview for the first time. Only 21% were position and 12% of the staff did As for the number of years' from 1-11 years.

Leadership Quality and

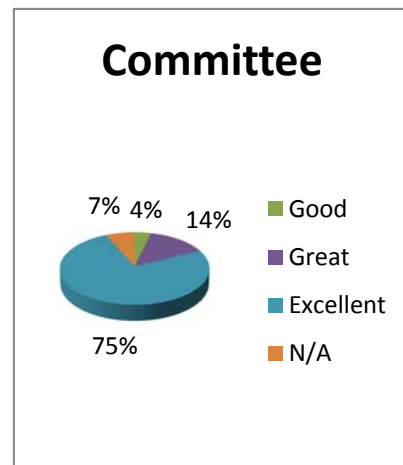


returners in their not specify either way. experience, that ranged

Effectiveness



The PAWS Preview 2012 Staff were an excellent, well-trained group of individuals that inspired many students to return as Co-Chairs and Leadership Team members. As a group we had an overwhelming positive response for the most part. The Leadership Team had a 99% positive response, the Co-Chairs were 98% positive, and the Committee was 93% positive. Additionally, 97% of the staff would



recommend the PAWS Preview experience to their friends.

The effectiveness of P4 training received a total of 80% positive rating. Training includes icebreakers, Den Time (P4s and Co-Chairs), a “just-in-time” alcohol- and drug-free pledge, safety training, teambuilding initiatives, session overviews, introduction of namesakes, and skits highlighting effective P4 behavior and expectations.

*Programs – Content, Presenters and Facilities**

*Percentages in this section are based on the participants who attended the programs. A Positive/Satisfactory rating represents percentage of students who rated the items *excellent, great, and good*, while a Needs Improvement rating represents a *fair or poor*.

Students participating in PAWS Preview are present for five sessions and two discussion groups. During the Welcome Sessions, students find their Peer Assistant Leader (PAL), learn about their Den Namesake, and the PAL staff create some excitement around the day’s activities. The Alcohol 101 session highlights alcohol safety and the real nature of alcohol use on Texas State’s campus. The session also covers sexual health and how to protect yourself and others from sexual assault dangers. College Note Taking offers a real 45 minute lecture from a Texas State faculty member and students are given tips and proper note taking skills to better succeed in the classroom. During the Computer and Library session, students learn about services offered in the library and the layout of the building as well as technology resources they will need immediately upon the start of class (including, but not limited to, TRACS, BobcatMail, ITAC, and their netID). Lastly, during the Diversity session, students learn about what the diverse nature of the Texas State student body and the expectations of respect of all Bobcats. They also learn about the various resources and student organizations offered for traditionally underrepresented students. The following is the breakdown of the staff evaluation of each session (minus the Discussion Groups).

Welcome Sessions (Alkek, Centennial, & LBJSC Teaching Theaters, Ballroom & Amphitheater):

Content: 93% positive, 7% needs improvement

Presenters: 91% positive, 9% needs improvement

Facilities: 91% positive, 9% needs improvement

Alcohol 101 (Centennial Teaching Theater):

Content: 98% positive, 2% needs improvement

Presenters: 95% positive, 5% needs improvement

Facilities: 98% positive, 2% needs improvement

College Note Taking (LBJSC Teaching Theater):

Content: 83% positive, 17% needs improvement

Presenters: 88% positive, 12% needs improvement

Facilities: 93% positive, 7% needs improvement

Computer/Library (Alkek Teaching Theater):

Content: 82% positive, 18% needs improvement

Presenters: 73% positive, 27% needs improvement

Facilities: 92% positive, 8% needs improvement

Diversity (LBJSC Ballroom):

Content: 91% positive, 9% needs improvement

Presenters: 86% positive, 14% needs improvement

Facilities: 70% positive, 30% needs improvement

Lastly, the PAWS Preview staff of 2012 was asked what areas they improved on during their participating in the program. They learned to adapt to changing situations and break out of their shells. They practiced communication and gained confidence in themselves. PAWS Preview provided great experience and gave the staff an opportunity to spread passion for Texas State University. Our staff gained leadership experience and learned to work as a team with many types of people. They met many new people, made new friends, and gained skills in problem solving and public speaking.

Student Activities EBI

The second year of assessing student activities took place in April of 2013. The Educational Benchmarking Inc. survey was used again through web-based survey. We surveyed 3500 randomly selected students who were undergraduates on the San Marcos campus. The return was 258 responses, or 7.4%. While not a high percentage of return, it is in keeping with the response rate other web-based surveys are receiving on campus.

Satisfaction is measured in 14 factors, ranging from satisfaction with publicity and promotions to learning outcomes relating to personal competencies. The factors that predict the highest potential for total impact on our program are 'social outcomes for student activities participation' and 'satisfaction with publicizing and promoting student activities' Attention given to these two area in the next year should result in an increase in the overall satisfaction level of respondents.













Factors are rated on a 7 point scale. An acceptable rate is considered 5.5. Of the factors, 'Overall Program Effectiveness' received the highest rating at 6.04. The next highest were 'Learning outcomes from student activities participation' at 5.09 and 'Learning outcomes: college enhanced practical competence' at 5.05. The rest of the factors were bunched in the 4.43

- 4.91 range. The lowest were ‘Evaluation of student government and programming board’ at 3.57 and ‘impact of student activities and organizations on enrollment’ at 2.93. It is clear that while we have a large contingent of involved students, this survey did not reach them or they did not respond. We will carefully look at the population to survey next year for this assessment to determine if this is a trend or if we need to get a broader response to be more accurate in our measurement. Regardless, this speaks to promotions, branding, and reaching out to students to get them engaged and to create opportunities where those who are engaged understand the value of their involvement. (See attachment 3)

Student Center EBI

The annual satisfaction survey was administered as a pen and paper survey in April of 2013. This year, we allowed this to be an internship project. While it provided a great deal of experience, this was the lowest response rate we have ever had on a pen and paper survey. Our usual return in the 90-95% of the 500 surveys we receive to administer. This year, it was 31.6%. The factors that may have contributed to this low response included timing in the semester (too late to get the attention and time needed to complete), less than optimal direct oversight of professional staff of the distribution and return process and selection of areas to survey.

The survey measures the following 12 factors:

Factor	N	Std Dev	Mean
Factor 1. Publicizes the Union and Promotes Campus	156	1.24	5.31 
Factor 2. College Union has a Positive Environment	156	0.90	5.75 
Factor 3. College Union is Student Oriented	155	0.95	5.78 
Factor 4. College Union is a Source of Entertainment	154	1.00	5.59 
Factor 5. College Union Enhances Life and Leadership	146	1.11	5.24 
Factor 6. Union Food Variety, Quality and Price	152	1.52	4.35 
Factor 7. Aspects of Dining Service	152	1.23	5.06 
Factor 8. Bookstore Staff	148	1.38	5.24 
Factor 9. Bookstore Items Variety and Price	148	1.44	4.26 
Factor 10. Union Cleanliness	149	1.21	5.57 
Factor 11. Union Staff	149	1.15	5.52 
Factor 12. Overall Program Effectiveness	151	1.15	4.83 

This year, we have had more factors exceed the goal of a 5.5 on the 7.0 scale. We are pleased that all of the factors showed more satisfaction than last year's results with the exception of Bookstore Items Variety and Price (factor 9) and Union Cleanliness (factor 10). Factor 9 is traditionally a lower scoring factor, but Factor 10 is usually our highest rated factor. We will be assessing the need for more attention to this area while balancing with the lower response rate.

The most improved factor was College Union Enhances Life and Leadership. This is perennially the one factor needing to be addressed to impact the overall program effectiveness. We are pleased to see efforts in this area show improvement. This factor alone had a .31 increase on the 7 point scale. All of the factors were over 5.0 with the exception of factors 6, 9 and 12. The first two are in areas that are not a part of the student center, but will be information that we share with Chartwell's and the bookstore. Changes in the offerings of the food services areas resulted in a significant increase in factor 2. We need to continue the attention to Factors 5 and 11, as it is also a key to overall program effectiveness. This information will help us to focus on the programs and services needed to keep the Student Center an integral part of each student's experience. (See attachment 4)

Tenants Satisfaction

Tenants in the student center were surveyed in the spring regarding the building and the service they receive from the department staff. Building cleanliness received a 100% satisfaction rating; Restroom cleanliness received a 93% cleanliness rating; Custodial service received a 93% satisfaction rating. Building staff received a 100% rating for helpfulness. Repair satisfaction was rated at 93%. Response time was also rated at 93%. Overall service satisfaction was 100% for the student center. The staff works hard to accommodate the needs of the seven fifth floor tenants, the two on the third floor and four on the second and first floors. These results are an improvement over past years.

Traffic Count

We do counts in the building to: Obtain and assess data on peak traffic and traffic flow through buildings; Determine staffing levels; Increase visitor and student satisfaction; Control operating costs; Coordinate hours of operation with staffing levels and peak times; Justify actions, policies, and procedures based on accurate traffic trending reports. Spot counts are conducted the third Wednesday of September and a full building traffic count the third week of February. All staff are expected to cover shifts of counting at nine entrances from 7 a.m. to 8 p.m. each counting day except the Friday in February. That day is counted until 5 p.m. Full days have 126 spots to count over 14 hours at nine entrances. It is an exercise in staff community development. Everyone from the Dean of Students as the interim director to the newest student employee participated this year.

People are counted and then users and visitors are determined. Users are calculated based on the people who are entering the Patio doors, Paseo, Basement, third and fourth floor catwalks as users as a percentage of the total number counted. People who only enter the bus loop and info desk entrances are counted as visitors. Users enter the building or turn in places where they are using service and facilities of the Student Center. Visitors basically use the Atrium for a pass through.

September spot count: (see attachment 5) Total people counted = 19,965. Users of the building accounted for 31.5% while visitors accounted for 68.5%.

February Traffic count: (see attachment 5). Total people counted in one week = 106,617. This is over 10,000 more than last year. Users of the building = 39.8% and visitors = 60.2%. We will strategize to increase the percentage of users in future years.

Other interesting data points: the heaviest traffic is from 12-2 p.m. every day. This would indicate the number of people who use the student center as a dining destination. The busiest day in the student center is Tuesday. This is important information to use in planning programs and promotional activities.

Presentations presented by Department Staff

Alexander, A. (2012). presented at TACUSPA Conference, San Antonio, TX.

Cheng, A & Hohensee, D. (2013) *Purchasing and Cash Handling*, monthly support staff meetings, San Marcos, TX

Fehrmann, K. (2012). *PR/Marketing for Student Organizations*, Fall RSO Workshop, San

Fuselier, N. (2012). Officer Transition, *Student Organization Executive Officers*, San Marcos, TX

Fuselier, N. (2012). Time Management, *Non-Traditional Student Organization*, San Marcos, TX

Gallander, D. (2013). Presented at the *NACA National Convention*, Nashville, TN

Galvin, S. & Legan, L. (2013). Outback Activity, *Cat Camp Counselors*, San Marcos, TX

Galvin, S. & Legan, L. (2013). Strength Deployment Inventory, *Rocky River Ranch Counselors*, Wimberley, TX

Galvin, S. (2013). Strength Deployment Inventory, *Student Organization Council*, San Marcos, TX

Goode A. (2012). Marketing 101, *Summer LBJ Student Center Extended Staff*, San Marcos, TX

Goode A. (2012). Membership Recruitment, *Summer Campus Recreation retreat*, San Marcos, TX

Goode, A. (2012). Membership Recruitment, *Sport Club Officers*, San Marcos, TX

Goode, A., Goodright, C., Legan, L. & Nguyen, G. (2012). Teambuilding, *Sport Clubs Officers*, San Marcos, TX

Hamilton, A. & Williamson, E. (2013). Strength Deployment Inventory, *Student Supervisor Training*, San Marcos, TX

Hamilton, A. (2012). Effective Meetings, *Student Organization Executive Officers*, San Marcos, TX

Hamilton, A. (2012). True Colors, *Freshman Council*, San Marcos, TX

Hamilton, A. (2013). Leadership vs. Management, *Student Supervisor Training*, San Marcos, TX

Legan, L. & Williamson, E. (2012). Leadership Styles, *Campus Recreation Graduate Staff*, San Marcos, TX

Legan, L. & Williamson, E. (2012). Strength Deployment Inventory, *Chi Beta Delta Founding Members*, Kingsville, TX

Legan, L. & Williamson, E. (2012). Strength Deployment Inventory, *Resident Assistants*, San Marcos, TX

Legan, L. & Williamson, E. (2013). Conference Facilitation, *ACUI & Graduate Student Affairs Council Drive-In Conference*, San Marcos, TX

Legan, L. & Williamson, E. (2013). Supervising Millennial, *ACUI Conference*, St. Louis, MO

Legan, L. (2012). Academic Goal Setting, *Pi Kappa Phi*, San Marcos, TX

Legan, L. (2012). Creating New Leaders, *Sport Club Officers*, San Marcos, TX

Legan, L. (2012). Leadership Styles, *Pi Kappa Phi*, San Marcos, TX

Legan, L. (2012). Officer Transition, *Golden Key International Honor Society*, San Marcos, TX

Legan, L. (2012). Retreat Facilitation, *Office of Disability Services*, San Marcos, TX

Legan, L. (2012). Scholarship, *Theta Chi*, San Marcos, TX

Legan, L. (2012). Strength Deployment Inventory, *Black Student Alliance*, San Marcos, TX

Legan, L. (2012). Strength Deployment Inventory, *Communication Club*, San Marcos, TX

Legan, L. (2012). Strength Deployment Inventory, *Design Students*, San Marcos, TX

Legan, L. (2012). Strength Deployment Inventory, *PACE Advising Team*, San Marcos, TX

Legan, L. (2012). Strengths Quest Facilitation, *Graduate Student Affairs Council*, San Marcos, TX

Legan, L. (2012). Time Management, *Student Organization Executive Officers*, San Marcos, TX

Legan, L. (2013). Banquet Keynote, *Student Leadership Team*, San Marcos, TX

Legan, L. (2013). Creating New Leaders, *Sigma Chi*, San Marcos, TX

Legan, L. (2013). EBI Assessment and Accreditation, *ACUI Conference*, St. Louis, MO

Legan, L. (2013). Outback Activity and Teambuilding, *PACE Advisors*, San Marcos, TX

Legan, L. (2013). Power of Influence, *PACE Student Training*, San Marcos, TX

Legan, L. (2013). Strength Deployment Inventory, *LEAD Learning Community Residents*, San Marcos, TX

Legan, L. (2013). Strength Deployment Inventory, *Orientation Leaders*, San Marcos, TX

Legan, L. (2013). Teambuilding, *University College Advisors*, San Marcos, TX

Legan, L. (2013). Toxic Waste, *Cat Camp Interviews*, San Marcos, TX

Legan, L. (2013). True Colors, *Alpha Kappa Psi*, San Marcos, TX

Legan, L. (2013). Using Assessment for Accreditation, *EBI Webinar*, N/A

Legan, L. (2013). Value and Ethics, *PACE Student Training*, San Marcos, TX

Legan, L. (2013). Win As Much As You Can, *Black Student Alliance*, San Marcos, TX

Legan, L., Galvin, S & Undis, N, (2013) Strength Deployment Inventory, *ASG Executives*, San Marcos, TX

Pereira, P. (2012) presented at the NACA Central Region Conference, Arlington, TX.

Reneau, C.M. (2012). Diversity and Leadership, *Sigma Delta Lambda*, San Marcos, TX

Richard, A. & Williamson, E. (2012). Strength Deployment Inventory, *Housing and Residential Life Staff*, San Marcos, TX

Richard, A. (2012). Fundraising, *Sport Clubs Officers*, San Marcos, TX

Salas, C. (2013) Host for Webinar on CASP for NACAS

Vaught, D. & Salas, C. (2013). *Converging Perspectives in Student Employment*, ACUI International Conference, St. Louis, MO

Vaught, D. (2013). *Women in Technology* Social Media live streaming, SA Tech Unconference, Austin, TX

Williamson, E. (2012). Strength Deployment Inventory: Overdone Strengths, *Chi Beta Delta Executive Board*, San Marcos, TX

Williamson, E. (2012). Risk Management, *Cat Camp*, San Marcos, TX

Williamson, E. (2012). Strength Deployment Inventory, *Chi Beta Delta Executive Board*, San Marcos, TX

Williamson, E. (2012). Teambuilding, *University College Advising Staff*, San Marcos, TX

Williamson, E. (2012). True Colors, *Resident Assistants*, Seguin, TX

Williamson, E. (2013). Strength Deployment Inventory, *Chi Beta Delta Executive Board*, Wimberley, TX

Williamson, E. (2013). Toxic Waste, *Cat Camp Interviews*, San Marcos, TX

Williamson, E. (2013). Toxic Waste, *Student Leadership Team*, Wimberley, TX
Williamson, E. (2013). True Colors, *Sterry Hall Residents*, San Marcos, TX
Wright, J & Johnson S. (2013) *Branding 101*, Spring RSO Workshop, San Marcos, TX

Special Recognitions for Department and/or Staff

The Student Center selected Priscilla Hernandez, a Purchasing Analyst, as the Friends of the Student Center award recipient. The Student Center is proud to recognize Ms. Hernandez for her contribution and hard work related to the Student Center.

Heather Campbell received the Staff Council, Earl L. Moseley, Jr. Staff Community Service Award. Recipient (*Texas State University*)

Noragene Green was selected as a Foundation of Excellence recipient for Student Foundation. Recipient (*Texas State University*)

Debbie Hohensee was recognized at the university service awards for her 25 years of service and Dusty Vaught was recognized at the university service awards for 15 years of service at Texas State University.

Lanita Legan - Muriel M. Muir Mentoring Award Recipient (*Texas State University*)

Lanita Legan – served as the Region 12 Director for ACUI. Served on the Regional Audit Task Force to assess and proposed improvements for the programs and services of the regions to the members of the association. Proposal was accepted, resulting in sweeping changes to the 100 year old association.

Peter Pereira was selected to head a new initiative for the National Association of Campus Activities (NACA). He will be working with Canadian Organization of Campus Activities to develop a new professional development opportunity for both groups.

Peter Pereira was selected as the Conference Logistics Coordinator for the 2012 NACA Central Region Conference in Arlington, TX.

Peter Pereira was selected as the Education Sessions Review Coordinator for the 2013 NACA National Convention in Nashville, TN.

Dusty Vaught – Conference Program Team (*2015 ACUI Annual Conference*)

Alexandra Ewing was selected to be an intern at the 2012 NACA Central Region Conference in Arlington, TX

Erin Williamson – selected as the ACUI Region 12 Student Regional Director. Hosted the first Student Affairs drive in conference for graduate and undergraduate students interested in student affairs as a career.

Kameron Fehrmann – Fan Favorite Services and Resources Advertising (*NSO Campaign*)

2012 ACUI Region 12 Conference design competition

Kameron Fehrmann – Second Place Services and Resources Advertising (*Tram Trivia*)
2012 ACUI Region 12 Conference design competition

Sammantha Johnson – Fan Favorite Video (*Paws Preview Recruitment*)
2012 ACUI Region 12 Conference design competition

Sammantha Johnson – Third Place Video (*Paws Preview Recruitment*)
2012 ACUI Region 12 Conference design competition

Erin Leal – Third Place Programs Advertising (*Boko Awards*)
2012 ACUI Region 12 Conference design competition

Erin Leal – Third Place One-Color Poster (*Boko Awards*)
2013 ACUI International Conference “Steal this Idea” design competition

Brian Whitfield – First Place Brochure (*LBJ Student Center Brochure*)
2013 ACUI International Conference “Steal this Idea” design competition

Jennifer Wright – Second Place Book Design (*AWITL Guidebook*)
2013 ACUI International Conference “Steal this Idea” design competition

Major Objectives for 2013-2014

Business Office

Continue to update the Business Office information webpage to meet students and staff’s needs.
Encourage staff to utilize the site and access business forms on-line.

Bring the Director up to date on LBJSC finance and budget issues.

Campus Activities & Student Organizations

Bobcat Build

Increase corporate sponsorships. Reduce the amount of money used for t-shirts to minimize costs

Cat Camp

Assess the impact Cat Camp has on the retention and persistence of those that attend.

Explore whether to expand the joint NSO – Cat Camp model.

Identify dates for summer 2014 session by September 2013

NTSO

Develop signature events that are sponsored by NTSSO.

Increase membership.

OCSS

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

Successfully merge ACT and OCSS. (OCSS the face to students)
Bring in more revenue through Act Ally Program
Come up with more service components to students.

SACA

Provide general members with the opportunity to plan more of the smaller scale events for the organization.

Improve marketing initiatives to reach more of the campus community.

Conduct a survey to explore the possibility of making Riverfest an event in which students pay to attend.

Student Organizations

Annual registration for student organizations must be completed by September 20, 2013. This deadline is in accordance by the Board of Regents, four weeks after the first day of class.

Student Organizations Conference will be held following the annual registration deadline for all registered student organizations. CASO will be collaborating with other departments for keynote speakers and for facilitators for breakout sessions for the student organization leaders. Student organization presidents and a second officer are required to attend. The Student Organizations Conference will incorporate the state mandated Risk Management Training for student organizations.

We will continue to work with Student Affairs Technology to put Annual Registration and Solicitation forms on-line in order to improve processing. These forms will be submitted to their 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 submissions.

In order to continuously promote student involvement, SOC will work towards growing the Student Organizations Fair. Having held it in the LBJ Student Center Mall and Quad areas permitted a larger amount of student organizations to participate.

SOC will continue to work with University Advancement in creating partnerships with corporations. These partnerships would be through their sponsorship of signature SOC events: Organizations Fair, Student Organizations Conference, and Boko Awards.

The Student Organization Handbook will be available on the SOC website. This will allow all students, student organizations, and advisors with the ability to easily access information and policies in one central location.

To further provide advisors with more resources and support in their positions, we will continue to work on the Advisor Handbook and make it available on the SOC Website.

Research and proposals will be done in hopes to increase the SOC's budget for funding student organizations and planning student events. SOC will continue working with University

Advancement to cultivate relationships with corporate sponsors in order to provide student organizations with additional funds.

SVC

Create more volunteer activities for students.

Re-launch SVC through a marketing campaign to make it more well-known on campus.

Continue to develop Bobcat Break, and look for opportunities outside of the state.

Increase the use of the volunteer database.

Create a stronger partnership with Community Relations and the Service Learning department.

University Policy and Procedures

Food Safety on Campus

With the assistance of the Office of Environmental Health, Safety, and Risk Management the Food Safety for Temporary Food Establishments policy will be enforced this academic year.

Faculty, staff, and students wishing to sell or give food away must complete a food safety training conducted by university officials. Multiple trainings will be held during the beginning of the academic year and throughout the year. This will help to better protect the university community from food borne illnesses.

Races on Campus/Flash Mobs/Scavenger Hunts

Research has been conducted for these types of activities on campus. We will review the research and policies for other universities and colleges and create, if needed, a UPPS.

Student Organization Discipline

Policy has been under review in collaboration with the Dean of Students Office and Greek Affairs with the goal to implement for the upcoming year.

Planning Assessment Leadership & Marketing

Assist with a comprehensive facility signage and environmental

Complete and execute Social Media Risk management guidelines for the department

Completion of the creation of Task Lists for all upcoming programs

Continue to explore and utilize new online engagement tools, such as Instagram, Pinterest or similar

Create effective storage for Leadership and PAWS Preview materials through acquisition of second cage for PAWS Preview Program

Creation of President's List with Graduate College to recognize 4.0 recipients

Decrease PAWS Preview summer staff turnover.

Develop facilitation training program for graduate assistants

Develop department wide student employee training modules, manager certification and professional staff development program. Expand student manager training.

Facilitate collaboration between Cat Camp, PAWS Preview, and Orientation to create consistent messaging and partnerships.

Identify grant opportunities to re-establish the Gaillardia Gallery.

Improve Kick off and End of Year review programs.

Include marketing staff in Chartered Student Organization Retreat to provide Marketing/PR materials and designated time for all CSO officers' team and individual photography
 Inclusion of broader campus events on Weekly Rundown
 Increase attendance/participation in the A Week in the Life photo competition
 Increase effectiveness and satisfaction of Spring P4 (all PAWS Preview staff) Training.
 Increase Gold Book collaborations for new student involvement
 Increase income-generating projects for marketing area to meet design store five year plan goals
 Increase department wide recognition programs.
 Integrate effective project management system or software
 Integrate the PALM office in to single, unified space incorporating a front-facing retail design center
 More collaborative relationship with Resident Assistants/Residence Life
 More developed relationship between offices who have similar functions (information outlets, programming or services)
 Partnership with Athletics (feature weeks, freshman and department tailgate, etc.)
 Provide professional development opportunities for LBJSC student/graduate staff. Create more effective intradepartmental communication and development of staff members. Assign programs to staff members with rotating responsibilities to increase cross training.
 Social Media integration of PAWS Preview, utilizing Social Media Coordinator

Student Center Operations

Address infrastructure issues. Continue to address facility expansion and renovation planning to address needs of the building, tenants, programs and services. Implement necessary studies and assessments to provide needed documentation for the expansion.
 Art Gallery plans-work with building renovation plans as well as current facility to identify space and implement the gallery.
 Audio/Visual Lab for Clicks Cyber Café – add hardware and software for students to access.
 Create a more welcoming and enhancing environment in Boko's Living Room
 Create a Teaching Center for Boko's Living Room
 Create new entrance to building on Student Center Drive
 Enhance Ballroom-audio, video, lighting, decor
 Implement plan for Digital Signage and wayfinding for building

Major Trends/Challenges for 2013-2014

Trends

- As our students continue to reside and engage in online communities, social media risk management and crisis communications guidelines need to be implemented. Stakeholders from all aspects of the LBJ Student Center need to support and aid in the implementation process.
- Continued growth of freshman class specifically and total enrollment at Texas State.

- Greater support and interaction with service providers, specifically Chartwells.
- Green initiatives.
- Improving digital information/wayfinding systems.
- Increasing need of assessment for services.
- In-house customer services programs.
- Virtual or online educational workshops for student organization training.

Challenges

- Adjusting the PAWS Preview program to embrace increase technology usage.
- Age and status of infrastructure of the student center. (HVAC, plumbing, electricity)
- Cloud resources such as Adobe programs, project management software and other applications would greatly increase productivity; however approval for subscription services and tech support for such resources is a consistent challenge.
- Consistent branding for LBJSC
- Cost of security for late night programs and activities
- Not having departmental specific computer support personnel
- Determining ways for NTSO to collaborate with VATS organization as both organizations have veterans in their membership.
- Determine ways to create a stronger presence/brand on campus for SVC
- Engaging non-traditional students since they tend to typically not be as involved in campus life.
- Determine ways to route students to the volunteer database once they have completed their volunteer hours.
- Developing a seamless operational model for both ACT and OCSS in the future.
- Bobcat Build financial needs - due to increase in construction and volunteers, providing tools for volunteers will be a financial burden as many of the current tools are beginning to age. Also, security and police will need to increase to deal with the heavy flow of traffic in the morning.
- Growing intervention with projects from Facilities, reducing independence and timeliness of project completion.
- Inability to deal with service providers due to increasing restrictions of rules and regulations through facility services and purchasing
- Inability to elicit support from Chartwells to properly maintain equipment
- Inability to program in venues due to external commitments
- Need for increased communication between NSO and Cat Camp and PAWS Preview.
- Increasing demands on facility and staff - the coordinator position in the PALM office needs to be reestablished. Currently, the Associate Director in that office is covering the responsibilities of two full time positions. Increased workshop requests often conflict with available graduate student and intern schedule, resulting in the associate director making multiple presentations on a single evening, or student organizations not receiving the program they requested. Assessment and planning projects are not getting necessary the attention they need.
- Lack of financial resources to properly address issues including cost of labor, supplies and equipment, energy costs, properly staffing areas in need
- Lack of meeting space to meet increasing demand

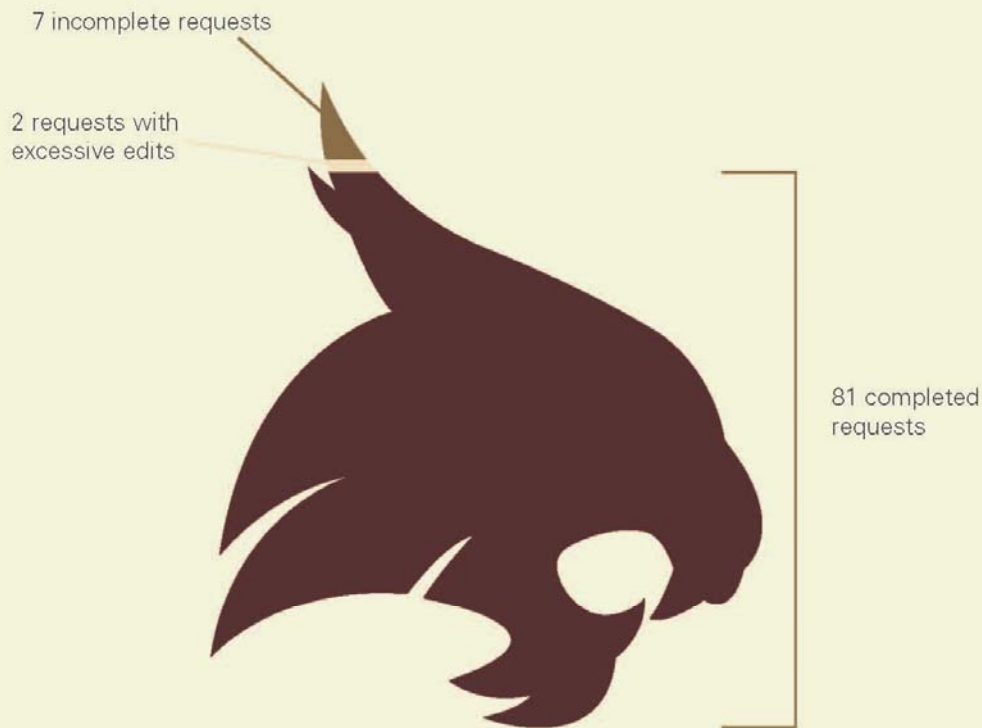
- Lack of sufficient customer service training
- Lack of storage space and inability to secure offsite storage
- Limited space – as programs and attendance increase, PALM staff forced to work in increasingly cramped spaces. The marketing area consistently juggles as many as fifteen student employees and interns in just 135 square feet of space with only four computers. Space has a significant impact on our functionality/efficiency. The main office area has multiple desks and personnel assigned to each area. Up to five people may need work space in the center office at any one time. The Associate Director now shares an office with two interns and has the only conference table available for the unit. Extremely limited storage space – PALM’s cage has reached capacity and with expanding programs (AWITL, Dean’s List, PAWS Preview), we are out of space
- Marketing training/information and group photography opportunities should be built in to major student retreats and trainings (CSO retreat, Operations Retreat). This item has been an objective for four years and has not yet been realized.
- Online storage limitations
- Parking and access to building
- Provide adequate space and resources for the growing student population.
- Provide staff and student workers adequate training on policies and procedures, and keep them informed of changes.
- Providing more security initiatives at Riverfest due to continual increase of both attendees and high-risk behavior
- Regents visit during full semester affects the entire operation
- Shifting PAWS Preview recruitment process to more focus on quality candidates who will be retained.
- Size and access to loading dock
- The ability to effectively market LBJ Student Center programs and services on online communities, through mobile devices and other emerging technologies requires constant professional development and a significant, detailed knowledge of technology.
- There are difficulties securing a facility to host Cat Camp that can cater to our size yet enable us schedule Cat Camp much earlier in reference to residence hall move in.
- Video Surveillance needs
- Wireless internet access is not reliable in the building.

LBJ Student Center Marketing | *Requests Spring 2013*

143 TOTAL REQUESTS

56 APPROVAL ONLY

87 REQUESTS



Top 5 Requestors:

1. PALM (Great Weiner Battle, Abreeta, etc.)
2. Bobcat Build
3. PAWS Preview
4. CASO
5. ASG

Incomplete & Unusual:

- 1 in progress- V-neck PAWS Preview Staff shirt
- 3 composites approved but never recieved as a print to hang up
 - Bobcat Build- never received approval (Janine Sultana | js2292)
 - MGC- approved but never printed and hung (Diana Sonia | ds1469)
 - SVC- approved but never printed and hung (Ale mauri | am1992)
- 1 composite requested but never started, photography never taken (USAC | Jeanette Hernandez | jh1847)
- 1 composite saved until next year (SOC)
The design for the composite was completed but because of the delay on waiting for pictures of a full council, until nearly the end of the semester, the design will be saved until next semester and pictures replaced of the new SOC. (Karli Koerner | kk1408)
- CASO-staff pictures-cancelled (no time) will send in new request this semester
- Cat Camp Video- multiple edits, 3-5 finished videos sent; each time being sent back with new changes
- ASG Composite: multiple drafts with versions of layouts and font changes
- Student Foundation: Composite had multiple edits (during Fall 2012).

LBJSC SOCIAL MEDIA

HOMEPAGE HITS

39,403

10,149 UNIQUE VIEWS

27% INCREASE
FROM 2010-2013

WORDPRESS

— INCREASED —

BLOG OUTPUT
FROM 28 STORIES

TO A **43**
WHOPPING

STORIES IN 2012-2013

THE GREAT WIENER BATTLE

— INCREASED —

FACEBOOK &
TWITTER

BY **15%** AND REACHED
17,368
— USERS —

YOUTUBE

25%

27,000 VIEWS
FROM 2011-2012



33,761 VIEWS
FROM 2012-2013

TWITTER

57%

700 FOLLOWERS
FROM 2011-2012



1100 FOLLOWERS
FROM 2012-2013

FACEBOOK

120%

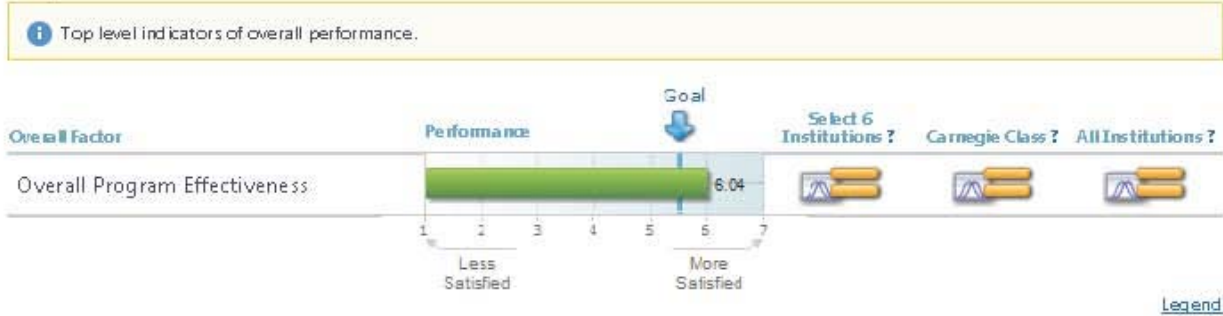
300 LIKES
FROM 2011-2012



650 LIKES
FROM 2012-2013

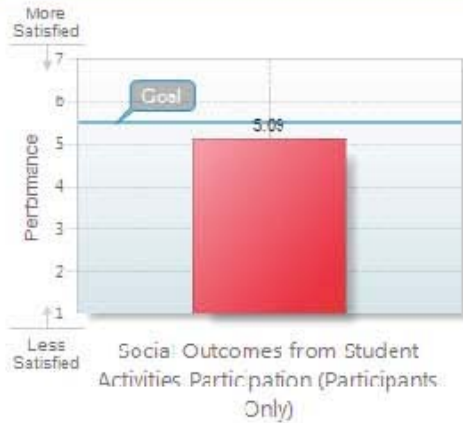
Student Activities EBI Survey 2013

Major Indicator of Performance



Recommendations

i Factor if improved, will have the greatest impact on Overall Program Effectiveness.



Trends

i Top Predictor and Overall Program Effectiveness factor performance over time.



Student Center EBI Satisfaction improvement 2013

Where has satisfaction improved/declined?

Population: Texas State University - San Marcos (Number Responding = 158)

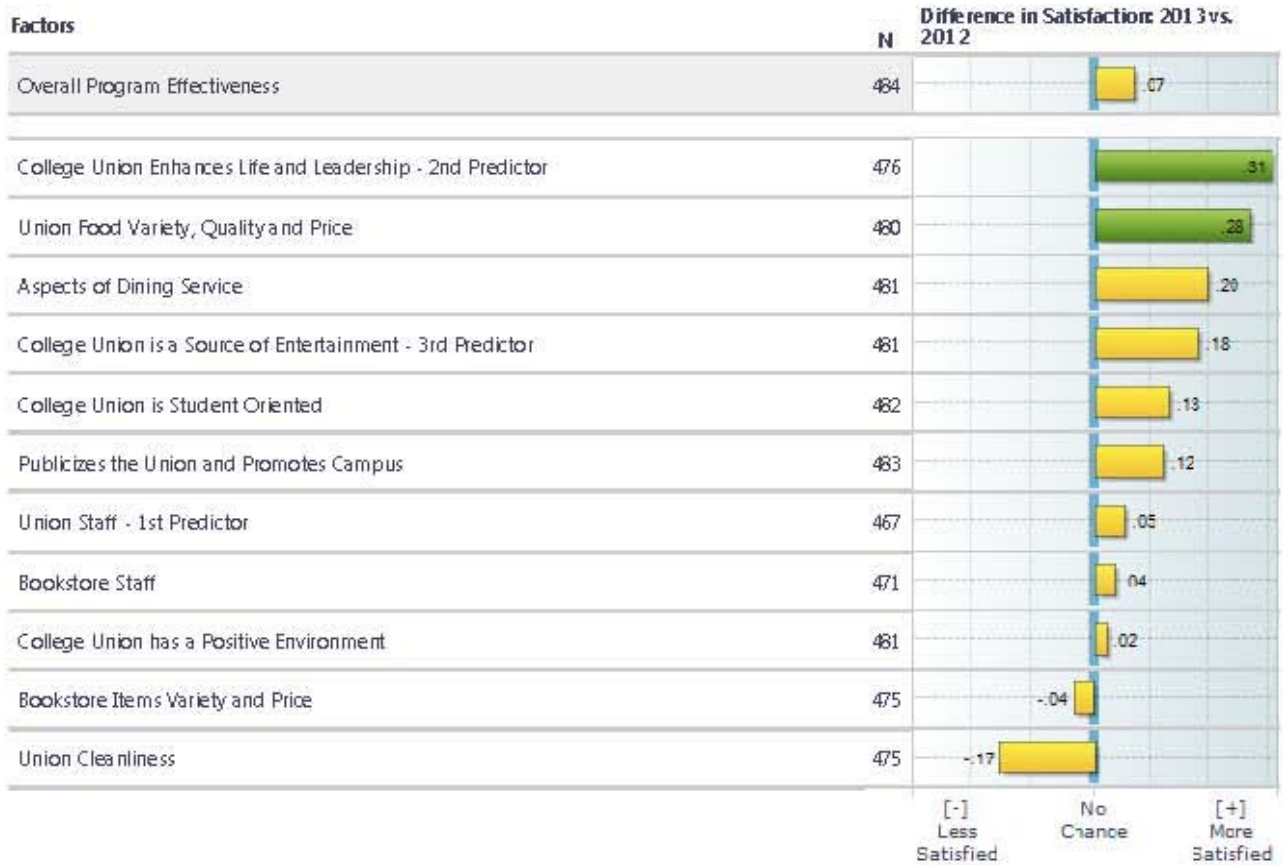


Chart Colors Legend

- = This year's Factor mean is statistically higher than the mean in 2012.
- = This year's Factor mean differs to the mean in 2012, but the difference is not statistical.
- = This year's Factor mean is statistically lower than the mean in 2012.

ACUJ/EBI College Union/Student Center Assessment (Order: 26377)

TRAFFIC COUNT

