

ANNUAL REPORT LBJ STUDENT CENTER

Student Affairs Division
Texas State University
2006-2007

Major Accomplishments/Retention Initiatives for 2006-21007

1. Increased participation in the Navigators Leadership Program by 44% ; created & implemented successful Women in Leadership Series; consulted with the Mitte Honors Foundation to design and facilitate the inaugural Mitte Honors Leadership Conference for approximately 60 students from four states.
2. Leadership Office, CASO and Student Organization Council collaborated to offer Texas State Leadership Exchange where 87% of participants agreed the conference experience provided useful information and that they learned new ideas to use in their organizations.
3. The leadership office staff facilitated leadership training to over 25 student organizations and departments.
4. Approximately 200 documented marketing projects were executed; implemented marketing protocols and publications request and approval process to ensure branding standards. Created specific marketing strategies for internal branding campaign, Bobcat Interest Inventory and retail operations. Advertised 843 column inches in Fall 06 and Spring 07 semesters in the University Star. Developed and executed *Where's BOB?* Campaign to encourage school spirit and strengthen our affiliation with student pride.
5. Completed Assessment projects including Building Counts in fall and spring semesters; Student Center Benchmarking survey with over 21% participation; and Student Leader Benchmarking survey with over 37% participation; assisted in designing, administering and reviewing departmental assessments.
6. Entire department hosted Regional ACUI Conference for 150 participants from four states, including ACUI president. Associate Directors served as Conference Program Team Leader and Host Team Leader.
7. Monitored and Maintained Bobcat Interest Inventory with over 20,000 active hits through the year.
8. Revamped the PAWS Preview Computer/Library sessions– increasing positive evaluation by 13%. Piloted a panel of University Faculty at Spring PAWS Preview, with rating of 78% good or excellent by attendees.
9. Increased leadership of PAWS Preview with addition of the GRA-PAWS Preview position and an assistant student manager through funding partnership with University College.
10. Added new parking garage equipment to streamline operations; established a PC station in the Business Office for parking payment online; and replaced all lamps on the 5th deck for optimal lighting.
11. Planning, Assessment, Leadership and Marketing offices were remodeled and furnished.
12. Repainted most of the 3rd floor meeting rooms and the 4th floor Teaching Theatre; more plants were placed in preparation of the Board of Regents visit.
13. Bobcat Build raised \$8,240.00 from external sources and \$9,500.00 was committed from internal sources.
14. Paws Market created a 'self service' area to include a new roller grill and expanded coffee selections. Retail improvements included George's expanded menu that nearly tripled food sales; Salsa Night was a key program; reservations at George's increased.; new credit card machine was purchased for Paws Market; Credit Card machines were also installed in George's; Paws Market now supports Bobcat Bucks.
15. Retail space was fully leased with the addition of Wells Fargo, Mobile Campus, and East End, Inc. Wells Fargo added teller stations to become a full service banking facility.
16. 404i Computer Lab computers replaced; funding approved to upgrade Click's Cyber Café computers.
17. New web based inventory system implemented and upgrade made to reservations system.
18. Each of the meeting rooms has a LCD Projector installed with the appropriate wiring and cables.
19. Options for wireless technology providing a choice for users and customers implemented.
20. Continued upgrades and replacements in food service areas including a new coffee espresso machine
21. Carpet replaced at teaching theater and fourth floor hallway and in the Ballroom and the trim was painted.
22. Successfully hosted Race, Ethics and Place Conference and Common Experience Speakers.
23. ADA tables and ramp were purchased; chairs (maroon) were added to existing inventory.
24. CASO office hosted first Open House, allowing students an opportunity to connect with the staff and learn about the programs and services available to them through the office.
25. A fall mini-retreat was hosted by CASO for the 9 organizations directly advised CASO staff to meet all leaders and officers, as well as introduce the role of the college union. A spring retreat was held with officers from the 9 Chartered Student Organizations. A calendar of events was developed for the 2007-2008 and relationships were

- forged among the officers, encouraging more collaborative efforts and synergy for the coming year. Coke Funds approved \$5,500 and Parents Association granted \$500 for the retreat.
26. Coordinator for Commuter & Volunteer Services hired. Coordinator for Risk Management & Greek Affairs begins in July. All positions filled in Operations, including two custodians, Night & Weekend Manager, Retail Manager.
 27. The student leader of the month was moved from the Student Affairs Leadership Team to CASO. *Bobcat Leaders* recognizes students and student organizations, which have been nominated by faculty and staff. The Parents Association approved a start up grant of \$500.
 28. A new electronic newsletter *Bobcat Weekly* was created for student organizations and campus-wide distribution to inform the community about events each Friday via e-mail and posted on the website.
 29. Off Campus Housing Fair had 1,848 in attendance; over 40 properties participated, including several for first-time.
 30. 7,000 copies of the 2007 Off Campus Survival Guide were published and distributed to: sophomores living on campus; at OCSS Programs and to property managers who requested them for their residents.
 31. Eight successful Commuter Programs (Commuter Breakfasts and Commuter Breaks): The Non-Traditional Student Organization (NTSO) sponsored our programs throughout the year, which was a major initiative outlined in the 2005-2006 Annual Report. A diverse variety of other departments sponsored our programs, including the University Bookstore, Alumni Association, Financial Aid & Scholarships, The LBJ Student Center, University Police Department, Counseling Center, Alcohol and Drug Resource Center, Career Services, Associated Student Government, and Campus Activities & Student Organizations. The average attendances at each of these events were 300 students.
 32. The Student Volunteer Connection held the annual Volunteer Fair (25 agencies/450 students), Hunger & Homeless Week & Banquet (45 banquet/25 tents in Quad); and Alternative Spring Break (7 students).
 33. 32,586 service hours were logged through individuals and student organizations. A total of \$67,457 was reported by student organizations in charitable giving.
 34. Alternative Spring Break participants went to San Juan, Texas to serve Texas colonia residents.
 35. The Greek community reported 23,445.30 hours of community service and raised and/or donated \$51,973 for various philanthropies and volunteer agencies. The All-Greek Dodgeball Tournament raised \$1,400 for the San Marcos Education Foundation; the Four Square Tournament raised \$4,105 for St. Jude's Children Research Hospital; the Order of Omega Greek Honor Society collected 1,000 school supplies during School Supply Drive during Greek Week to provide supplies for the San Marcos Education Foundation.
 36. The Panhellenic Council sponsored the NPC Month of Scholar activities, and the 1st Annual Students United Against Violence Everywhere (SUAVE) Week to educate the student body about violence.
 37. The NPHC hosted the 1st Annual Black Faculty/Staff Banquet.
 38. 179 Greek men and women made the Dean's List for the fall 2006 semester; and 203 Greek men and women made the Dean's List for the spring 2007 semester.
 39. MGC invited Phi Iota Alpha Fraternity, Inc. to campus fall 2007; NPHC invited Iota Phi Theta Fraternity, Inc. to re-activate fall 2007 and invited Sigma Gamma Rho Sorority, Inc. to re-activate fall 2007; IFC voted to re-instate Sigma Chi Fraternity fall 2007 and invited FarmHouse Fraternity to campus fall 2010.
 40. SACA established a membership requirement of 15 volunteer hours which bolstered attendance at events and helped members become more committed to programming and meetings.
 41. Collaborated with the Common Experience (CE) Speaker program, bringing Edward James Olmos and Isabel Allende to campus and providing a film series on topic.
 42. Riverfest grew to over 14,000 people at Strahan Coliseum.
 43. SACA's Film Series continued to attract more participants and provide a key identity factor for SACA.
 44. Homecoming 2006 was a huge success: Student involvement was heightened, tailgating was expanded, and major Texas Country recording artist, Roger Creager, was featured.
 45. SACA introduced several new programming initiatives this year, with increased student involvement: Tailgating, George's Drafthouse (showing a movie in George's with food & drink), Comedy Series, Art & Design Festival (showcasing student art & design projects at Texas State), and Debate Series.

Progress on 2004-2009 Administrative Support Plan (Completed items on Strategic Plan)

I.D. Provide state of the art technological services and equipment for facility users.

404i Computer Lab has been completely refurbished. Funding has been appropriated to replace the computers in Click's Cyber Café. The computers from the Click's will be used as wireless email stations throughout the building. Conference Services continues to provide and upgrade presentation equipment.

II.C.1 Develop comprehensive "Basement" program that promotes facility, entertainment and late night weekend programming.

Efforts continue on developing the concept. Late night programming and food operations have been lucrative. Relationship with SACA Director of George's Programs continues to improve resulting in increased attendance of events. George's seen as a prime location for special event reservations.

VV.C. Provide ongoing programming directly related to the theme of the Common Experience annually and serve as the programming arm of the university committee on the Common Experience.

Members of SACA and advisors have been integral members of the 2006-2007 as well as the 2007-2008 sub-committees for planning. A variety of programs have been implemented to support the Common Experience theme. Two Associate Directors serve on steering committee.

I.B. Create a marketing unit for the Student Center with responsibilities for marketing and promoting all Student Center programs, services and facilities.

Marketing Coordinator position in place and active; Student design staff in place and active; Coordination of all student marketing/design in progress. Department marketing plan operational.

VI.B.6 Plan and implement changes to BOKO's Living Room to reflect usage needs.

The growing relationship with Student Center Services has increased reservation revenues and usage in BLR. It is often utilized by groups that have been unable to find other space in the LBJ Student Center.

VI.E. Assess the efficiency and effectiveness of Student Center programs, services and staff development

Conducted and completed data for annual building traffic count. Conducted and completed data for annual spot count; Conducted and completed data for EBI survey and for student leader survey.

VI.E.1 Conduct annual building traffic count.

The traffic count was completed in late September and February.

Assessments for 2006-2007

1. LBJ Student Center spot traffic count showed 19,301 guests entering the building, and 8,410 users of the building.
2. LBJ Student Center Traffic Survey showed over a week that an average of 14,000 students enter the facility daily and over 5,000 were counted as users at two specific facility usage points (Paseo and Catwalks).
3. Benchmarking survey for satisfaction of Student Center with over a 21% return rate. Overall satisfaction with programs increased 10.75% from last web-administered survey in 2005. Factor needing the most attention: 'enhancing life and leadership'. While an improvement of 14.75%, it is still the lowest Student Center rated factor. (Factors focusing on the Bookstore and Food Service rank lower.) 62% of respondents come to the Student Center at least 2 times each week. 66% have participated in a Student Center sponsored program or event and 24% participate in 3 or more each month. Information will be used to determine strategies and improvements in the LBJ Student Center's programs and services.
4. Benchmarking Student Organization Leaders. 36.7% response rate was received from student leaders in registered and chartered organizations. The report will be used to improve programs and services provided to student organization members and leaders. 87% of student leaders feel their experience has improved the value of their education, and 86% indicate that their experience in leadership has improved their sense of belonging to campus. Satisfaction with student organization experience is 75.7% Excellent or Exceptional.
5. Mitte Honors Leadership Conference - Results indicate an overall satisfaction with leadership conference, an understanding of topics presented, and a desire for the program to continue.
6. Leadership FIG - Results indicate satisfaction with leadership training provided and a greater understanding of topics presented. Program will be moved to a sophomore program in fall 2008.
7. Women in Leadership Evaluation - Results indicate a great level of satisfaction with this program.
8. Texas State Leadership Exchange Overall Evaluation - Results indicate a great level of satisfaction with this program and need for increased marketing so that all students are aware of the event and make plans to attend.
9. Texas State Leadership Exchange Presenter Evaluations - Results indicate a great level of satisfaction with the variety of presentations and that they learned a great deal and hope the variety and quality of sessions continue.
10. Navigators End of Program Learning Outcomes Assessment - Results indicate a substantial improvement in students' leadership understanding, personal growth, self-confidence, and connection with Texas State University.
11. PAWS Preview Evaluation noting improvement in 3 of 5 required sessions; over 70% indicating Good or Excellent for Alcohol 101, College Note taking and Diversity. Library Orientation and Computer Training rated Good or Excellent by 45% and 43% respectively in the fall and improved to 68% and 67% respectively in the spring.
12. PAWS Preview Spring 2007 Follow up of Fall 2006 Students (learning outcomes) indicating that 97% utilize their university email accounts, 51% know to go to a reference librarian for assistance, 73% recognize the LBJSC as a

source for social and cultural programming, 78% are aware of the ordinances in San Marcos regarding alcohol use, 50% felt the Diversity session helped increase their comfort level with issues relating to diversity and 75% indicated that the Note Taking session helped them know what to expect in class on the first day.

13. Off Campus Housing Fair – student evaluations indicated a high degree of satisfaction with the program; vendors were satisfied as well. Strong support from students for a two day event.
14. Bobcat Build received high ratings pertaining to receiving adequate information, having enough tools to complete takes, and volunteers' viewing their experiences as positive.
15. Hunger & Homelessness Week assessments noted that more clarification was needed about the hunger banquet's intent to educate students on the disparities of our country's diets.
16. Alternative Spring Break trip assessments concluded that more information was needed about the specifics of what students would be doing on the trip; provide more education on colonias, and make San Juan our annual trip for future SVC Alternative Spring Breaks.
17. Greek Grade Reports (fall and Spring Semester) showed the All Panhellenic GPA was above the All Texas State Women's GPA each semester. In the Fall, 21 out of 32 chapters were below the All Texas State GPA or 66%, with IFC having 11 of 12 below, NPHC with 5 of 7 below and MGC with 5 of 7 below. In Spring, 19 out of 31 chapters were below the All Texas State GPA, with IFC having 10 of 12, NPHC with 5 of 7 and MGC with 4 of 6. Emphasis continues in programming and expectations for high academic achievement.
18. Program participant counts estimated at approximately 175,000 people at programs hosted by the LBJSC.

Educational Outreach/Presentations by Dept. Staff to Institutions and Communities for 2006-2007

1. **Lanita Legan** coordinated "The FISH Philosophy" Presentation to the LBJ Student Center, facilitated the annual CRU Leadership Workshop, coordinated Judicial Board training – Interfraternity Council, Panhellenic Council, Multicultural Greek Council, National Pan-Hellenic council, facilitated Leadership Planning – Kappa Delta Chi sorority and taught a session for Dr. Studer's 'advising adult groups' on Leadership Development and Training. She also served as the Academic Coach for Pi Kappa Phi fraternity and made two presentations on academic success each semester. She served as reviewer of the proposal for the Leadership Center at San Diego State University. She facilitated the summer and winter staff development retreats for the University Center and Associated Facilities staff at the University of Houston.
2. **Lanita Legan and Lisa Furler** participated in Applied Arts and Science's 'partners for academic student success' and gave "Getting Involved" Presentations and "Time Management" Presentations twice during the Fall & Spring Semesters, presented "Large Scale Event Planning" to GSAC, and facilitated Teambuilding and Leadership for Women's Basketball Team. **Lanita Legan and Lisa Furler** consulted, planned and facilitated the inaugural Mitte Honors Leadership Retreat.
3. **Lisa Furler** presented "Understanding Small Group Dynamics" at the African American Leadership Conference and Texas State Leadership Exchange; consulted with Rotoract on leadership and membership development, presented "Finding Your True Colors" at the Texas State Leadership Exchange, to PAWS Preview, SACA, & Latino Student Association as well as "Using Your True Colors to Develop a Cohesive Team" to the Latino Student Association; facilitated a "Teambuilding" Interactive Session at the Texas State Leadership Exchange, presented "Leadership & Interpersonal Power" at the USAC Leadership Conference, and facilitated Retreat Planning for Mitte Honors, SACA, and Black Women United.
4. **Lanita Legan, Albert Chang and Michelle Lopez** were US1100 course instructors. **Lisa Furler** was as a lecturer for COMM 1310, **Lanita Legan** served as the Conference Program Team leader for the ACUI Region 12 Conference, **Charlie Salas** served as the Conference Host Team Leader. **Charlie Salas** serves as the Chair for the Cultural Diversity Committee for the National Association of College Auxiliary Services and presented at the annual conference. **Charlie Salas and Lisa Furler** were recognized for articles they wrote.
5. **Lisa Furler, Lanita Legan and Charlie Salas** facilitated PAWS Preview Co-Chair Leadership and Teambuilding training retreats. **Lisa Furler and Lilly Gonzalez** facilitated Spring Training for PALS – student group facilitators and PAWS Preview staff training – all student staff for PAWS Preview – LBJSC
6. **Terence Parker** facilitated the All Greek Retreat for the executive officers of IFC, MGC, NPHC and Panhellenic; and presented a workshop at Lamar University on Risk Management. **Terence Parker and Kristy Pacheco** served as consultants for the Trinity University Greek Community. **Terence Parker and Earl Moseley** presented workshops on involvement for University Seminar Classes.
7. **Jerry Parker** presented to the San Marcos Chamber of Commerce Education Committee.
8. **Dusty Vaught** Presented "Creative Marketing for your Student Organization" at St. Mary's University and "Union Galleries – In Broad Strokes" at ACUI Region 12 Conference and designed the LBJ Museum display in San Marcos.
9. **Michelle López** presented a session at the Texas State Leadership Exchange on Creating Mission Statements for Student Organizations and presented two sessions at the ACUI Region 12 Fall Conference on the topics of "Student

Employees as Leaders” and “Millenials Understanding the Other Generations”. The student employee session was selected as best of the conference and she was asked to present the subject at the ACUI Annual Conference in Atlanta, GA., and taught a session for Dr. Studer’s graduate class on the subject of Programming.

Any Diversity Initiatives for 2006-2007

1. Funded & Presented at African-American Leadership Conference and Latino Leadership Conference
2. Initiated Women in Leadership Series (Discussion Panel, Book Club, Movie Night) supported by: the Center of Gender & Multicultural Studies, the McCoy School of Business & SACA.
3. PAWS Preview Diversity Initiatives for 2006-7 included Diversity Educational Component (August & January) and Diversity Training at the fall student staff retreat.
4. Commuter Breakfast and Bobcat Break are both diversity initiatives that reach out to a diverse commuter population
5. Common Experience events featuring Isabel Allende and Edward James Olmos
6. Charlie Salas is the Chair for the Cultural Diversity Committee for the Nat’l Assoc. of College Auxiliary Services.
7. The NPHC, with the Community Relations Department, assisted visiting students from high school out of Houston.
8. Bobcat Build’s over 115 jobsites in the community in order to build relationships and reach out to diverse students.
9. Alternative Spring Break in the Texas Valley assisted colonia residents.
10. The Main Event & Rec Jam had a “hip hop” focus to be more culturally inclusive.
11. Fall Comedy Series, co- with Office of Disability Services, presented comedian Josh Blue, who has cerebral palsy.
12. Along with the University Arts Committee, sponsored Las Nuevas Tamaleras play, Vallejo, and Lavelle White musicians, for the Race, Place & Ethnicity Conference.
13. Spring Comedy Series brought in Roy Wood, Jr., Black History Month, and co-sponsored black history month t-shirts with Multicultural Student Affairs.
14. SACA sponsored Hip Hop 101, with spray can artists, spoken word & musicians; & Debate on Gay Marriage.
15. All Greek Retreat that involved the executive officers of IFC, MGC, NPHC, and Panhellenic
16. The NPHC collaborated with Multicultural Student Affairs office to co-host the April Mama’s Kitchen Program

Major Objectives/Retention Initiatives for 2007-2008

1. Create comprehensive leadership program. Develop a sophomore focused leadership program, including a leadership focused sophomore interest group in collaboration with Residence Life and the Texas State Peer Leadership Trainers who after leadership & presentational speaking training will conduct peer leadership training.
2. Create a marketing strategy for the leadership office, promote and create administrative and student buy in that leadership is important at Texas State. Market Leadership Exchange and open the program to all students.
3. Receive approval for new Gaillardia Gallery space and resume operations
4. Develop, promote and implement the LBJ Student Center 10th Anniversary celebration/reunion
5. Implement learning outcomes; design measurements and methods for learning outcomes; continue to create effective assessment processes for all programs and services.
6. Develop “just in time” programs that complement PAWS Preview for specific audiences i.e. Emerging Stars.
7. New office space for the Parking Garage staff on the 3rd or 4th floor in order to better serve our students.
8. Establish a new contract with Auxiliary Services regarding bus advertising on the new fleet of buses that allows OCSS to continue to provide this service to student organizations and university departments.
9. Work with I.D. Services in initiating Student Advantage Card.
10. Locate new vendor for video games and change machines.
11. Create residence hall bulletin board packets and distribute to residence halls.
12. Setup email stations throughout the building; Provide laptops to students for use in building
13. Create two audio/visual computer rooms and add Apple computers to Click’s Cyber Café
14. Make the Information Center a focal point for service and information; make the “mall” a Student Center venue
15. Develop revenue generating opportunities; increase conference business; investigate and introduce other kiosk options for Paseo.
16. Renovations: seek professional support for Building Master Plan; develop exterior space ; create more meeting and storage space; renovate Lair and associated dining areas; renovate Boko’s Living Room and add Gaillardia Gallery
17. Upgrade media capabilities in meeting rooms; Provide visual portal for information at specific locations.
18. Upgrade EMS reservations system.
19. Implement a Greek Leadership Class in spring 2008. Develop and implement a Greek new member leadership program that addresses issues, leadership, scholarship, and service expectations and opportunities.
20. Plan, coordinate and implement a risk management workshop for fraternity/sorority members and chapter advisors, to include requirements per the new legislative mandate from 2007 Texas Legislative Session.
21. Roll out the co-curricular transcript for a pilot test fall 2007.

Major Trends/Obstacles for 2007-2008

1. Assessment and learning outcomes measurements; measuring the effect of our efforts on retention and creating 'best practices' that actually will produce results that meet our strategic initiatives.
2. Wireless technology will create many opportunities; more creative use of the internet to assist in daily operations and keeping our websites current with accurate information.
3. Marketing needs to take an aggressive move to "telling our story"; Increased usage of portable device advertising creates niche for "package marketing" to students (web, cell phone, print, CCTV, mobile)
4. Meeting the needs of First Generation Students, Non Traditional Students and others whose life experiences are not the mainstream issues addressed in much of the university experience.
5. The Student Center is hosting bigger and larger conferences which require additional parking spaces.
6. Sustainability/Green Issues, Water quality issues and Diversification of energy sources
7. Increasing cost for supplies and delivery of supplies
8. Traffic surveys showed fewer students visited the building. This is very significant in that a number of areas were affected. Especially hard hit was Paws Market. Another significant fact from the traffic survey was the increase in people actually "turning the corner" and using services available in the building.
9. Developing multiple uses for available space
10. Academics have become a priority within Greek life on the national level and at Texas State.
11. Educating our Greek student leaders how to hold each chapter as well as the individual members accountable.
12. Advisors play an integral role in the development of our student leaders and we must provide training to help them be successful. More training and development should be available to all advisors.
13. Providing relevant and meaningful services for student organization leaders and members to enhance their connection to the university is of vital importance.
14. Need for a facilities master plan
15. Marketing, developing, and branding the **new** name of the programming board (name yet to be determined), and its association with being the programming arm of the LBJ Student Center.
16. Student apathy towards leadership. The university does not mention "leadership" in literature such as mission statements, thus creating the sense that leadership is not a critical part of a Texas State student's life.
17. Unknown status of dedicated space for the Gaillardia Gallery has prevented multiple student development opportunities and demand from students, faculty and staff is still present.
18. Learning the proper methods to measure the outcomes we've established.
19. **Scheduling in the LBJ Student continues to be an issue with crowding and traffic flow.**
20. The construction of the new residence hall planned adjacent to the Parking Garage. may affect the normal daily access to the garage.
21. Repair and replacement plan. Repairs tend to use up funds before major projects can be started.
22. Campus heating and cooling system; Atrium Doors - problems continue in operation and repair in these areas.
23. Dealing with budget issues from lower sales.
24. Expanding our external fundraising efforts to support programs and services with limited funding.
25. The Student Center continues to struggle in hosting and accommodating large to midsize events. There is a great need to create midsize meeting space and to develop underutilized space in the Building. The introduction of a new conference center to San Marcos will affect Student Center Conference Services.
26. Food Services operations need refurbishing and remodeling. The associated dining areas are also in need of refurbishing. **The current trend is to create a themed venue in Food Service areas.**
27. Numbers are down in all aspects of Paws Market. There are discussions underway about whether to keep the operation self-op or to have someone else manage the operation.
28. Cost of security for late night activities
29. Campus Recreation no longer co-sponsors Rec Jam with LBJSC, so other sources of funding have to be found.
30. With the precedence of bringing "big-named" speakers, artists, and entertainment to campus, the programming board will be challenged in having enough funds to meet the students' programming desires. Limited funding will drive the group to look at creative ways to meet the programming desires of a growing diverse campus.