

**Annual Report**  
**LBJ Student Center**  
Student Affairs Division  
Texas State University  
2004-2005

**Description of Office**

At the center of the campus community, the mission of the Student Center is to facilitate learning and personal development in a comfortable, safe, educational environment, by providing co-curricular programs and services which build a sense of community and celebrate diversity integral to the academic experience. The Vision of the LBJ Student Center is "We will make a difference in the lives of those we serve".

Responsible to the Assistant Vice President for Student Affairs and Dean of Students, the Student Center staff is composed presently of a director, two associate directors, four student development specialists, a retail manager, business manager, building supervisor, services supervisor, night building manager, eight clerical staff, an accounting clerk, five custodians, one facilities maintenance, eight graduate assistants, nine student managers, nine student program board coordinators and approximately 115 student employees.

**Activities for 2004 - 2005**

1. The total number of students served by programs/activities numbered over 166,600 students
2. Individual/organization recorded 36,470 hours of community service.
3. PAWS Preview had a successful year, with over 90% of students required to attend participating.
4. Participation in the Common Experience was an exceptional experience.
7. Revenues from the Student Center Parking Garage increased 10% to \$678,902.

**Major Accomplishments 2004 - 2005**

1. Food service areas of the Student Center have had an outstanding year. Income is up compared to last year.
2. Purchased an automated pay station for the Parking Garage.
3. Added landscaping to the outside of the Student Center.
4. Assisted in the development and implementation of the first ever Leadership Freshman Interest Group.
5. Established a Freshman Class Council.
6. Increased SACA program attendance by 142% from 22,000 to 53,244 attendees.
7. The Texas State Greek community donated/raised \$56,878 during the 2004-2005.
8. Bobcat Build involved 2000 students, faculty and staff to assist with community service projects.
9. Building open to midnight which resulted in increased use of Student Center.
10. Regent's visit was a success.
11. Georges upgrades increased usage by 10,000 over last year.
12. Quad Sign displayed replaced with colorful electronic display.
13. Grant awarded to replace aging computers in 4<sup>th</sup> Floor computer lab (404i)

**Major Disappointments for 2004 – 2005**

1. 11 of 30 Greek-letter organizations placed on Academic Probation.
2. Officer transition and communication in NTSO was significant.
3. Issues raised by ASG representatives.
4. Inability to reserve rooms because of campus needs resulted in decline in use by conference groups.
5. Loss of leasing operations. (Trinity Fashion)
6. George's cost of operations and lack of progress in sales of non-food/beverage services.

**Summary for 2004 – 2005**

Programs and service improved with increased involvement and usage in all areas. SACA has made a significant programming impact. The opening of the George's and the changes made in Lyndon's were meaningful. Catering is up this year, having set a new record of \$280,000. As the facility ages, it

becomes more difficult to maintain in “like new” condition. Students have given over 36,000 service hours this year which is a testament to the type of student we have and to Texas State.

### **Major Initiatives for 2005 - 2006**

1. Work at developing a comprehensive marketing plan for the Student Center.
2. Develop a five to ten year renovation/renewal plan for the Student Center.
3. Continue with what has been started on the first floor with better services and change of décor to support school spirit and traditions.
4. Adding two new renters will improve our income and add needed services for our customers.
5. Bring in a consultant to analyze staff positions with the objective of gaining maximum productivity while decreasing stress.
6. Continue to develop programs and activities in the retail and service (Georges, BLR) areas.
7. Renovation of Paws Market and the Lair, the Ballroom and other areas of the Student Center.
8. Create a wireless environment in the building.
9. Create a plan of action aimed at the expansion of the Student Center
10. The Business Office will implement a hand-punch time clock as a shadow system to the SAP time reporting. The new system will eliminate fraudulent clocking in and out, and streamline the time entry system.
11. The Parking Garage is implementing an electronic pay station.
12. The Parking Garage is proposing to install a vehicle identification system (AVI).
13. Building and maintaining collaborative and supportive relationships outside of our department.

### **Major Obstacles for 2005 – 2006**

1. Continued/enhanced assessment of our programs and services are needed.
2. Some Student Center offices failed to follow policies and procedures such as hiring staff and students; and cash handling. The disruption of work flow by those mistakes makes it difficult for the Business Office staff to carry out their job duties.
3. Supervisors were reluctant to participate in student self-serve time entry which has resulted in more work in the business office.
4. Considerable time and effort dealing with employee centered issues is hindering progress.
5. Entering the year with a major Programming Coordinator position in transition.
6. Concerns related to ASG have had significant detrimental impact on the Student Center programs.

### **Emerging Trends**

Technology continues to play an increasingly important role and we need to continue to find ways to utilize this trend. As the building ages the need for improvements and upgrades will become more urgent. Stronger assessment will be critical as we make hard decisions regarding budget related issues. Commuter/transfer student numbers continue to grow so more focus on these students will be necessary. We need to take advantage of programming opportunities that tie the Student Center to academic departments through programs like Service Learning. As Texas State grows, there will be more demand for parking which will mean the Student Center parking garage will be in more demand.

The Student Center is strategically placed by the Master Plan and that result in greater usage. There will be a need to increase facilities such as food service and meeting rooms to address this new growth.

The significant role of retention will place the Student Center at the core of the new emphasis given Student Affairs by Dr. Trauth.

Accountability and Risk Management among student organizations will continue to grow in importance.

Students are looking for ways to become involved. We need to be ready to assist in providing a wide variety of opportunities to become involved.

The “town gown” relationship will continue to be a challenge.