

Annual Report
LBJ Student Center
Student Affairs Division
Southwest Texas State University
2003-2004

Description of Office

As the center of the campus community, the mission of the Student Center is to provide students a variety of opportunities for self-expression, leadership development, personal and professional growth, and development through the utilization of the facility, services, activities and programs. The LBJ Student Center provides a positive atmosphere in which co-curricular development may occur and stimulate identification with and loyalty to Southwest Texas State University.

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 2002 - 2003

1. The total number of students served by programs/activities numbered over 50,230 with a total number of contacts reaching over 226,000.
2. Individual/organization community service hours increased by 13% to 39,223 hours and participation in leadership programs and conferences increased 26%.
3. Paws Preview continues to be a major influence on retention with a 6% increase from the implementation of this program which has resulted in millions of dollars for SWT.
4. Thirty three (33) new student organizations were added this year.
5. The "Up Til Dawn" program raised over \$10,000 in its third year.

Major Accomplishments 2002 - 2003

1. Addition and changes in the food service areas of the Student Center has been an outstanding success.
2. Changes in the retail operations have resulted in the highest net income in the past five (5) years. This represents a \$50,000 turn around in the past three (3) years.
3. The creation of the Gaillarida Gallery has been a significant addition and allowed an opportunity to collaborate with the Art Department.
4. 51,140 users logged on in our computer labs.
5. The Bobcat Build program was implemented with 700+ students working on more than 40 different projects within the community.

Major Disappointments for 2002 – 2003

1. Drop in campus wide market share of catering continues to be down considerably from the year 2000 peak, resulting in a smaller share of the end of the year minimum guarantee.
2. The drop in traffic through the building due to bus route changes has impacted the retail operations and gives less opportunities for students to become involved by exposure to program and activity opportunities within the Student Center.

3. Programming units continue to have difficulty in recruiting volunteers.
4. Decreasing room reservations because of conflicts with on campus demands.
5. Rejection of the proposal to replace computers in the Fourth Floor Computer Lab.

Summary for 2002 – 2003

Programs and service improved with involvement and use increasing in all areas. A new program staff member has made a significant impact. We lost two renters (PostNet and First Call Wireless) but are recovering from this disappointment. Adding Aztec Printing to our basement level was a nice bonus. The opening of the Gaillardia Gallery and the changes made in Lyndon's and Capella's were meaningful. There was disappointment regarding the loss of a Chartwells manager who seemed to be healing the relationship between our units. Even though catering is up this year it still lags behind the year 2000 peak. As the facility ages, it becomes more difficult to maintain in "like new" condition. Changes in bus routes have decreased foot traffic but we have still managed to make over 1,138,252 contacts during the year. In the past three years our students have raised over \$48,000 for St. Jude's and they have given over 39,000 service hours this year which is a testament to the type of student we have and to SWT.

Major Initiatives for 2003 - 2004

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. Improve and maintain the landscaping around the Student Center.
6. Changes in food offerings in Lair (Blimpies, Coyote Jack's, and Mama Yeh's).
7. Gain approval for a proposal to purchase software that will enhance the campus cable network and at the same time increase visibility and exposure of the Student Center. This is a great opportunity to collaborate with an academic department and help address our marketing issues.
8. Work with the President's Council for Women to develop an exhibit to be located on the third floor of the Student Center which honors SWT women's accomplishments during our first one hundred year history.
9. Complete business plan and proposal for Informal Class Program.

Major Obstacles for 2003 – 2004

We continue to operate with minimum increases in M&O areas of the budget which places a strain on maintaining our building, its services and programs at the level we expect. The relationship between the Student Center, Auxiliary Services and Chartwells needs to improve. Continued/enhanced assessment of our programs and services are needed.

Emerging Trends

With the addition of the new ATP building, parking garage and San Marcos Hall, the Student Center should gain additional users next year. 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 necessary. A major factor in all we do will be the budget and how those financial issues are addressed. 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 SWT grows -there will be more demand for parking which will drive the need for an additional parking garage.