

ANNUAL REPORT LBJ STUDENT CENTER

Student Affairs Division
Texas State University
2005-2006

Major Accomplishments/Retention Initiatives for 2005-2006

1. Collaborated with the Common Experience program to bring major speakers to campus to talk about the theme of Courage. (Maya Angelou/Fall and Spike Lee/Spring). Over 5000 students, faculty/staff, and community members were in attendance.
2. Hired a new Coordinator of Risk Management & Greek Life Programs (Tim Love).
3. *The Katrina Challenge* - The Greek community pitched in to gather 5,395 pounds of food, along with \$1,212.81 of monetary donations that went towards the restocking of the San Marcos Area Food Bank after increased outflow of supplies to victims of Hurricanes Katrina and Rita.
4. Development of new component office to address Planning Assessment Leadership & Marketing in the LBJ Student Center led by Lanita Legan
5. Completion of search to fill open position of Coordinator of Leadership and New Student Programs (Lisa Furler)
6. As a result of organization restructure, a new position of Associate Director for Student Development and Retention was created to lead the Campus Activities and Student Organizations area. The position was filled and the new staff member began March 1, 2006 (Michelle M. López).
7. Hired and put in a place a new Coordinator of Campus Activities and a Graduate Research Assistant for SACA. (Earl Moseley, Jr. and Louis N. Parras)
8. LBJSC is wireless in all meeting rooms and hallways/public areas and most offices.
9. SACA collaborated and was a major sponsor/partner to the University Arts Committee by contributing \$15,000 to bring events for students, faculty and staff, and the community such as Hamlet, Michael Martin Murphy's "A Cowboy Christmas", Bruce Woods Dance, and the Supple Music Series. Increased student participation in academic events/programs by 50%.
10. The Business Office staff mastered the financial and HR modules of the SAP system without major difficulties.
11. Purchased and installed an automatic garage pay station to ease the parking pay booth workload and expedite exiting traffic in the garage.
12. 2,500 student volunteers participated in Bobcat Build with over 180 community projects in San Marcos and the surrounding cities.
13. 26,107.70 hours of community service were reported by all registered student organizations for the 2005-2006 academic year.
14. All registered student organizations raised and/or donated \$33,779 for various charities and volunteer agencies.

15. Paws Market equipped to support Bobcat Bucks.
16. New Greek chapters added include: Omega Psi Phi, Chi Upsilon Sigma Latin Sorority, Inc., Sigma Pi, and Iota Phi Theta Fraternity, Inc.
17. OCSS hosted the *Off-Campus Housing Fair* with over 1,800 students participating. 55 apartment complexes and off-campus housing vendors participated, which is the largest number of participants to date.
18. The *Volunteer Fair* sponsored by SVC had 25 community agencies participate with 400 students attending.
19. 305 women registered for *Panhellenic Fall 2005 Formal Recruitment* which was an increase from the previous year.
20. 312 men registered for *IFC Fall 2005 Formal Recruitment* which maintained about the same numbers as last year and 100 men registered for *IFC Spring 2006 Formal Recruitment*.
21. 64 interested students attended fall and spring MGC Recruitment events which is an increase from the previous year.
22. SVC sponsored *Hunger and Homelessness Week* with the biggest event being the Quad Sleep Out where 50 students participated. The week increased awareness of the homelessness issue.
23. IFC implemented the *Academic Advisor Program* where 3 faculty/staff served as advisors: Lanita Legan (Pi Kappa Phi Fraternity), Dr. Kay Hofer (Delta Tau Delta Fraternity), and Dr. Marcos Sivitanides (Phi Delta Theta Fraternity).
24. The Panhellenic Council sponsored the Faculty Appreciation Reception to build relationships with faculty and showcase the academic side of sorority life. Dr. Laurie Fluker, Associate Dean of the College of Fine Arts & Communication received the Faculty of the Year Award.
25. 196 fraternity men and sorority women made the Dean's List for the fall 2005 semester.
26. The Texas State chapter of Greeks Advocating the Mature Management of Alcohol (GAMMA) was re-chartered in spring 2006.
27. 38 Greek student leaders received TIPS training that taught them how to intercede in crisis scenarios involving alcohol and other drugs in collaboration with the Men Against Violence organization.
28. OCSS hosted *Apartment Managers Roundtables* twice in the fall and spring in partnership with the Austin Apartment Association. The meetings provided information about the University to the property managers and OCSS received valuable insight into off-campus living issues.
29. Completely revamped the Flea Market Film Festival to the *Chatauqua Film Festival*, co-sponsored with the Theater Department and the *University Star*. Approximately 300 students participated, with 15 student filmmakers. Panel discussions included representatives with the SXSW filmmakers, Texas Film Commission, Austin Film Society, Houston Film Society, and an entertainment lawyer.
30. SACA collaborated with Hip Hop Congress to program HIP HOP WEEK in February 2006, Healthy Lifestyles Week with the Student Health Center for Health Week, the

- MLK Dinner with Black Student Alliance, Black Men United and Multicultural Student Affairs in January 2006.
31. NTSO and Phi Eta Sigma have more active executive boards and committees through involvement of GRA.
 32. Student Organization Council (SOC) officers created and filled new positions of Outreach Coordinators to increase SOC contact and effectiveness with the various student organizations based on category.
 33. Successful hosting of nation's largest College Unions Poetry Slam Invitational tournament, with 22 teams and 150 competitors and coaches from across the country.
 34. Successful implementation of assessment plan including Building Count, EBI Benchmarking Survey, the Texas State Interest Inventory, the Student Organization Officers Satisfaction Survey, PAWS Preview learning outcomes and satisfaction surveys
 35. Establishment of marketing team to address needs of Student Center's marketing efforts, including web, print and media (web site hits FY'06 = 416,000)
 36. Creation of LIFE@txstate for PAWS Preview to address the total student experience and to promote the Student Success Plan
 37. Development of new Diversity Experience with collaboration from Hip Hop Congress for PAWS Preview
 38. Creation of Texas State Leadership Council from the Class Council's interest in Leadership
 39. Continued partnership with Residence Life in the Leadership Freshman Interest Group living/learning unit
 40. Texas State Leadership Exchange served over 450 student leaders and advisors
 41. Increase of 55% of in print media exposures
 42. Developed Marketing protocol to create operating procedures for requisitions, developing an publishing LBJ Student Center media pieces with uniform standards
 43. 404i Computer Lab computer replaced and space refurbished
 44. Funding to upgrade Click's Cyber Café computers
 45. Replacement of equipment in the food service areas including a new ice making machine
 46. MBM contract finalized and continues to provide sound custodial services
 47. Grease Trap replaced and quarterly services contracted
 48. Carpet was replaced in the Ballroom and the trim was painted
 49. New web based inventory system
 50. George's forges new relationships with different areas in the Music Department

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

I.B.6 Collaborate with Music Department to establish the Student Center as a venue for student musical performances.

Status: Completed

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 the facilities presentation equipment.

Status: Completed

I.E. 2 Coordinate a facilitate regular discussions with local apartment managers

Status: Completed

II.B.4 Create a collaborate effort with the Art Department, art-related student organizations and the Gaillardia Gallery that will spotlight art and will provide space for traveling exhibits and consignment sales.

Status: Completed

III.B.1 Increase revenues for expansion of income generating operations.

Status: Completed

V.A. 3 Promote and support community service and volunteerism thru marketing, recognition, SVC office, and web page.

Status: Completed

V.B.1 Provide support for leadership development in the form of conferences, retreats, workshops, speakers and individual and organization advice.

Status: Completed

V.F.1 Promote and support awareness month opportunities

Status: Completed

VI.E.1 Conduct annual building traffic count.

Status: Completed

VII.B.3 Develop functional unit for Planning, Assessment, Leadership and Marketing to focus on department strategic planning, marketing, staff development, and campus programs including leadership development and PAWS Preview.

Status: Completed

Assessments for 2005-2006

LBJ Student Center spot traffic count conducted September 28, 2005

Approximately 15,000 students entered the facility on the day the count was conducted.

LBJ Student Center Traffic Survey conducted February 20 – 23, 2006

An average of 11,100 students entered the facility per day. While there was a slight decrease in the average number of students entering the facility, the number of users (those who did not simply walk through the building, but entered areas of service) increased.

EBI (Educational Benchmarking Survey) conducted April 17 – 21, 2006

EBI received completed surveys May 11, 2006. Results from EBI are still pending. User comment sheets collated reviewed and distributed May 8, 2006.

Improvements: information is used to place marketing information, schedule renovations and upgrades in facilities as well as to plan for future programming. We saw increases in the use of the Lower Lair as well as more users in the building compared to those that only travel through the Atrium. Pending reports on EBI materials to determine changes needed for programs and services. Indications from survey comments indicated high levels of satisfaction with the building and staff and programs, need for more marketing and concern about food service and bookstore prices.

Housing Fair Evaluations - 338 students filled out evaluations as they exited the program

92% of the respondents agreed that their was a sufficient variety of off-campus vendors

96% of the respondents agreed that the vendors were informative

99% of the respondents agreed that they would attend a similar event again

Improvements – Based on the feedback, the event was a success and it indicated that OCSS did a good job advertising and that there may be a need for an additional housing fair.

Fall 2005 Greek Grade Report

The All Panhellenic GPA was the same as the All Texas State Women's GPA of 2.83

20 out of 31 chapters were below the All Texas State GPA or 64.5%

IFC - 11 of 12 below or 92%

Panhellenic – 1 of 6 below or 17%

NPHC – 5 of 7 below or 71%

MGC – 3 of 6 or 50%

Spring 2006 Greek Grade Report

The Panhellenic GPA was 2.87 compared to the All Texas State Women's GPA of 2.83
16 out of 31 chapters were below the All Texas State GPA

IFC – 10 of 12 below

Panhellenic – 0 of 6 below

NPHC – 3 of 7 below

MGC – 3 of 6 below

Improvements: There were fewer chapters in spring 2006 below the All Texas State GPA than compared to fall 2005 primarily because there was more emphasis placed on academics by the Greek Affairs staff and the individual councils.

Chapter Accreditation Program (CAP) 2005 Review Summary

Chapters Receiving Full Accreditation – **5**

Chapters Receiving Accreditation with Recommendations – **11**

Chapters Receiving Probationary Accreditation with Directives – **11**

No Accreditation – **0**

Improvements – Some chapters improved their overall operations based on the feedback they received from the Greek Affairs staff May 2005.

GAMMA

GAMMA assisted with the Environmental Scan conducted by the Student Affairs Health & Wellness Team to review the downtown area (The Square). Preliminary indications support the notion that the San Marcos community is influenced by alcohol vendors and that the student body is a long way from developing responsible drinking habits within this community.

Panhellenic Recruitment Withdraw Survey

The survey was given to the women who withdrew from the recruitment process and the findings indicated that most of the women who withdrew did so because they were dissatisfied with the recruitment efforts and not matched to the house they were interested in. The Panhellenic Council has decided to focus more on counseling for the potential new members during the process.

Panhellenic Judicial Officer Roundtable Assessment

The findings present a perception of that chapter members are not interested in following guidelines and do not value adherence to standards as much as they should, especially among new members.

Gallery attendance and guest books for each exhibit are utilized as continual assessment tools.

Monthly gallery counts average \pm 150 visitors per month. Guest books encourage comments/feedback about works in each exhibit as well as the gallery space and are archived by the gallery staff. Based on guest book feedback, an (non-empirical) estimated 98% + of visitors express positive comments and state that the space and exhibits have a positive impact on their student experience.

Texas State Leadership Exchange Overall Evaluation-Written Survey

Improvement: Over all satisfaction of the event by students indicated this is a worthwhile event with applicable topics and experiences for attendees. Improvement will be made in marketing to general student body to gain more participation in that demographic

Navigators End of Program Learning Outcomes Assessment-Written Survey

Improvement: students indicated a high degree of learning in the area of leadership theory and organizational development. Improvements will be made in the areas of participation, marketing and experiential activities.

Texas State Interest Inventory

Improvement: students participated in the inventory during PAWS Preview, with over 90% of those participating completing the survey. Interests were compiled and distributed to sponsoring office so that they could contact students by email with information regarding their interest. All students received an email with email and website links suggesting contacts in their areas of interest.

Evaluation of Fall PAWS Preview Program:

Evaluation of Spring PAWS Preview Program

Improvement: Changed Diversity Program to include student presentation by Hip Hop Congress

Spring 2006 PAWS Preview Follow-up of Fall 2005 Students (learning outcomes)

Focus Group on Leadership Conducted March 25, 2006 to ascertain general trends that students want from a leadership program.

Data revealed students feel that involved students become leaders.

Students are very interested in a transcript of their involvement.

Communicating opportunities for leadership is the area that students would like to see improved.

George's Image class project

Collaborated with Graduate Student Project to assess George's Image Student feedback being compiled for review summer '06

Parking Garage traffic count.

Educational Outreach/Presentations by Dept. Staff to Institutions and Communities for 2005-2006

1. Southern Greek Leadership Conference (SGLC) for Greek student leaders from all across Texas at The University of Texas at San Antonio in San Antonio, TX.
(Terence Parker)
2. Risk management presentations on topics such as sexual assault, peer intervention, MIP, DUI, how to throw a safe party, crisis management and collaboration for the following groups.: (Tim Love)
 - a. Delta Gamma Sorority
 - b. Sigma Lambda Beta Fraternity, Inc.
 - c. Sigma Delta Lambda Sorority, Inc.
 - d. Alpha Kappa Alpha Sorority, Inc.
 - e. Delta Sigma Theta Sorority, Inc.
 - f. Kappa Delta Chi Sorority, Inc.
 - g. Alpha Delta Pi Sorority
 - h. Delta Zeta Sorority
 - i. Sigma Pi Fraternity
 - j. IFC/MGC/NPHC/PC Executive Officers
 - k. Greek New Member Educators
 - l. Risk Management Chairs/Officers
 - m. Greek Chapter Presidents
 - n. Fraternity/Sorority Chapter Advisors
3. The Bobcat Build Committee conducted a professional development workshop about the Bobcat Build Program to Texas State faculty and staff at Texas State.
4. The Bobcat Build Committee conducted presentations for some University Seminar classes about the Bobcat Build program.
5. The Four Square Committee promoted the game to all incoming freshmen at New Student Orientation at San Jacinto Hall.
6. OCSS hosted Apartment Managers Meetings to inform apartment managers about opportunities at the university. Bus advertising was presented to the managers as an important way to reach Texas State students.
7. IFC, Panhellenic, and NPHC members assisted with Residence Hall Move-In to assist incoming freshmen and returning students move into the residence halls.
8. IFC & Panhellenic VP for Recruitment participated in Bobcat Days to provide perspective students with information about Greek life.
9. The Panhellenic Council volunteered with the Community Relations Department to assist in guiding 40 visiting students from Goodnight Jr. High when they visited the campus.
10. Workshops were presented to student organizations through the Student Organization Council in order to assist with member and officer development in various organizations.
11. PASS Student workshops on leadership, time management and stress management – PASS students from Applied Arts – LBJSC (Lanita Legan)

12. ACUI presentations on Ethics and Conflict Management – professional and student attendees at ACUI annual conference – Kansas City, MO (Lanita Legan)
13. Rotoract Membership and Recruiting – members of Rotoract – LBJSC (Lanita Legan)
14. J Board Training – IFDC judicial board members – LBJSC (Lanita Legan)
15. PAWS Preview training – PAWS Preview student leaders and facilitators – LBJSC and retreat sites (Lanita Legan, Charlie Salas, Leslie Lee, Nick Parras)
16. Gambling on Campus – members of Student Affairs staff – Trinity University (Lanita Legan)
17. Ethics and Conflict Management presentations – Texas State Leadership Exchange attendees – LBJSC(Lanita Legan)
18. Provide Publicity contact sheets to student groups and individuals. (Dusty Vaught)
19. Sent sample packets of print materials to ACUI institutions as information exchange (UH, Northeastern State, University of Arkansas, Florida International, Cal State-San Marcos) and received sample packet from Western Washington University. (Dusty Vaught)
20. Gave presentations to Community Relations tours targeting 1st generation college students in January and March. (Dusty Vaught)
21. Presentation to ESL students on exhibition and comparison of artistic genres April 6, 2006. (Dusty Vaught)
22. US1100 instructor, freshman students, Texas State campus Lanita Legan, Jennifer Zamora)
23. “The FISH Philosophy” Presentation to Leadership FIG, Texas State University (Leslie Lee, Jen Zamora)
24. “Getting Involved” Presentation to PASS Students, Texas State University (Leslie Lee, Jen Zamora)
25. Time Management” Presentation to PASS Students, Texas State University (Leslie Lee, Jen Zamora, Lanita Legan)
26. Stress Management” Presentation to PASS Students, Texas State University (Leslie Lee, Jen Zamora, Lanita Legan)
27. Successful Fundraising for Your Organization” Leadership Exchange, Texas State University (Leslie Lee)
28. Stress Management: Effectively Managing Your Time and Study Habits” Sigma Lambda Gamma, Texas State University (Leslie Lee)
29. Retreat Planning, Chi Sigma Iota, Texas State University (Leslie Lee)
30. Retreat Planning, Alpha Phi Omega, Texas State University (Leslie Lee)
31. Retreat Planning, Office of Disability Services, Texas State University (Leslie Lee)
32. Operations will continue to support the University educational outreach programs. Operations provides, at no cost, the use of the Student Center van for the Mitte Honors Program.
33. The building also accommodates departments, for example, the gravity experiments.

Special Recognitions for Department and/or Staff

1. The Business Office staff volunteered to do the special event parking for the Spike Lee Lecture event. Many visitors complimented our efforts and were very pleased with the parking arrangement.
2. Terence Parker was appointed as the Association of Fraternity Advisors (AFA) Area Coordinator for Texas, Oklahoma, and Arkansas in 2005.
3. Terence Parker was appointed the National Pan-Hellenic Council (NPHC) Southwestern Region Advisors Co-Chair for 2005-2006.
4. Terence Parker was appointed to the AFA Region IV Recruiting & Marketing Team for 2006.
5. Tim Love was appointed to the AFA Region IV Recruiting & Marketing Team for 2006.
6. Bobcat Build received the Organization Program of the Year Award at the Student Organization/Service Awards.
7. SVC received a plaque for reporting the second highest amount of community service hours reported by a student organization at the Student Organization/Service Awards.
8. Brian Robinson, OCSS Student Manager was honored as Student Leader of the Month for March 2006 for his contributions to Off-Campus Student Services and the university.
9. Andrae Turner, IFC President (Pi Kappa Phi Fraternity) is the 1st African-American to be elected as the IFC President or even to the IFC Executive Board.
10. Frankie Mendoza, 2005-2006 NPHC President (Alpha Phi Alpha Fraternity, Inc.) is the 1st Latino to be elected as the Texas State NPHC President.
11. Andrae Turner, IFC President (Pi Kappa Phi Fraternity) was elected the President of the Mid-American Greek Council Association (MGCA) for 2006-2007. He is the 1st fraternity man from Texas State to be elected as President of the regional association.
12. Kristin Kaminski, Panhellenic 1st Vice President (Delta Gamma Sorority), was elected MGCA Area I Director. She is the 1st sorority woman from Texas State to be elected to the MGCA Executive Board.
13. Andrae Turner, IFC President (Pi Kappa Phi Fraternity) received the 2006 Greek Man of the Year Award.
14. Tamera Lawrence, Panhellenic President (Chi Omega Sorority) received the 2006 Greek Woman of the Year Award.
15. Andrae Turner, IFC President (Pi Kappa Phi Fraternity) was one of the recipients of The Bradley T. Ambrosion Memorial Scholarship.
16. Emily Thompson, 2005 Panhellenic VP-Recruitment (Delta Gamma Sorority) was hired by Delta Gamma as a Traveling Consultant for the 2006-2007 academic year.
17. Crane Sorenson, Past President of Delta Tau Delta Fraternity was hired by Delta Tau Delta as a Traveling Consultant for the 2006-2007 academic year.
18. Lacey Hall (Delta Zeta Sorority) received the Panhellenic President of the Year Award at the Annual Greek Awards Program.
19. Vicky Botello (Sigma Lambda Gamma Sorority) received the MGC President of the Year Award at the Annual Greek Awards Program.

20. Cooper Cherry (Alpha Tau Omega Fraternity) received the IFC President of the Year Award at the Annual Greek Awards Program.
21. Delta Sigma Theta Sorority, Inc. won 1st Place at the 2005 Homecoming Step Show in the women's division.
22. Alpha Kappa Alpha Sorority, Inc. won 2nd Place at the 2005 Homecoming Step Show in the women's division.
23. Phi Beta Sigma Fraternity, Inc. won 2nd Place at the 2005 Homecoming Step Show in the men's division.
24. SACA received overall Outstanding Scholarly Program for co-sponsoring with the Common Experience, Dr. Maya Angelou in fall 2005. The award was presented at the University Awards Program in April 2006.
25. SACA President Natalie Chandler was selected as the LBJ Student Leader of the Month for November 2005.
26. Lann Bolding and Reagan Pugh were featured in the LBJ Student Center newsletter, *The Atrium*, as student employees.
27. Michelle López, Associate Director, has been appointed the Chair for the 2007 ACUI Region 12 Fall Conference to be held at Texas A&M University-Corpus Christi
28. Lanita Legan selected as host director for CUPSI national tournament through ACUI held at Texas State
29. Lanita Legan selected as Conference Chair for ACUI Region 12 conference to be held at Texas State
30. Jen Zamora selected as I-LEAD Facilitator
31. Leslie Lee selected as I-LEAD intern
32. Leslie Lee selected as ACUI conference intern
33. Transfer Team selected as Team of the Year (Leslie Lee)
34. Dusty Vaught appointed Communications Coordinator, ACUI Region 12 Leadership Team.
35. Based on work samples and academics, Michael Freberg received a \$2000 Press Club of Dallas scholarship.
36. Received letter of thanks from Pat Murdoch of University Advancement for
37. assistance with 40th Anniversary of HEA exhibition on 11/10/05.
38. Received letter of thanks from Kim Porterfield of Community Relations for
39. providing presentation to student photography club and at-risk students.
40. Received letter of thanks from Julie Eckert of Healthy Relationships committee
41. for assistance with the Healthy Relationships exhibit.
42. Received letters of support from Art department faculty members Carole Greer, Neal Wilson, Eric Weller and others in hopes to prevent loss of space to Auxiliary Services.
43. Charlie Salas selected as Multicultural Coordinator for NACAS
44. Charlie Salas selected as Host Chair for ACUI Region 12 Conference to be held at Texas State.

Major Objectives/Retention Initiatives for 2006-2007

1. We would like to purchase two new electronic parking fee computers to replace the existing antiquated equipment in the garage pay booth.
2. The Bobcat Build Committee & SVC will work to increase the number of students who participate in Bobcat Build.
3. SVC & the Bobcat Build Committee will work to secure more funding for Bobcat Build.
4. OCSS will conduct an assessment of commuter students to determine what services OCSS should be providing.
5. Implement a Greek Leadership Class in spring 2007.
6. Develop and implement an ongoing new member leadership program for the Greek community that addresses issues such as: leadership, scholarship, and service expectations and opportunities for new members.
7. Further develop the IFC Academic Advisor Program and secure advisors for the fraternities that currently do not have one.
8. Improve the academic performance of all Greek organizations
9. Improve Panhellenic fall formal recruitment.
10. Improve IFC recruitment and public relations efforts.
11. Revamp the Chapter Accreditation Program (CAP) to be completed by September, 2006.
12. MGC will provide leadership opportunities for the executive officers to further develop their leadership skills.
13. Amend and modify chartered student organization constitutions to fit current and future needs (SACA, NTSO and Student Organization Council).
14. Provide leadership development and training, and ensure officer accountability through summer/fall retreats
15. Establish a Commuter Advocacy Committee within NTSO.
16. Campus recognition of SACA as the premier programming unit on campus by having quality programs and better marketing.
17. Streamline the artist contracting process to enhance better relationships with Accounting Office and artists.
18. Do more diversity programming with music venues, types of programs, and variety entertainment.
19. Better assess programmatic successes.
20. Initiate the GRA Exchange Program which will provide opportunities for CASO GRAs to exchange and experience other campus departments, within Student Affairs, and other universities, to expand their professional range and background in student development and fundraising.
21. Revise funding allocation guidelines for Student Organization Council funding to meet needs of student organizations, as well as the fiscal accountability procedures.
22. Cultivate a "Culture of Care" with all office staff in order to meet the needs of the students and student organizations.
23. Review and revise Library and Computer Information sessions for PAWS Preview
24. Improve LIFE@txstate to result in more attendance and more cohesive learning experience

25. Create a marketing strategy for the leadership office as a whole, promote and create administrative and student buy in that leadership is important at Texas State. Market the Leadership Journey and staff the program with the best facilitators so that the program will start-out being recognized as a stellar leadership program.
26. Creation of the Texas State Leadership Council, formerly Class Council. This organization will be the student voice of leadership on campus and in our office. The organization members will be trained and certified to present and teach leadership topics to student organizations etc.
27. Start recruitment for the Navigators earlier and utilize this years Navigators as mentors for the new participants.
28. Work closely with the Leadership FIG Peer Assistant and residence life to recruit FIG members and to also create a leadership curriculum and calendar of events for the FIG.
29. Collaborate with the office of University Marketing to increase awareness of LBJ Student Center services and Activities and to maintain consistent graphic standards.
30. Operate with established marketing protocols for all areas of the LBJ Student Center.
31. Reinstate marketing internship position for developing LBJ Student Center newspaper advertising.
32. Reinstate Employee Satisfaction survey and work with Retail Operations in utilizing data from customer satisfaction surveys to create targeted marketing promotions.
33. Work to further involve faculty and students from the departments of Marketing, Communications, and Art & Design in LBJ Student Center marketing efforts.
34. Continue operation of Gaillardia Gallery in a new location. Open new location by September 1, 2006 in order to fulfill previous exhibition commitments.
35. Expand collaborations to include other academic departments.
36. Setup email stations throughout the building
37. Cultivate use of intranet/internet capabilities
38. Develop lounge/study space in building
39. Restructure BLR to include new meeting space, computer lab, TV viewing rooms and Gaillardia Gallery
40. Renovate Paws Market
41. Renovate Lair and associated dining areas
42. Create more meeting space
43. Create two audio/visual computer rooms and add Apple computers to Click's Cyber Café
44. Make the Information Center more of focal point for service and information
45. Relocate Gaillardia Gallery
46. Create "experience" for customers and visitors
47. Work on "Basement" concept
48. Work on making the "mall" a Student Center venue

Major Trends/Obstacles for 2006-2007

Trends:

1. Utilize popular sites such as Facebook and MySpace to increase exposure of LBJ Student Center programs and services.
2. Discover feasibility of Podcasts for Student Center events.
3. Research locations for LBJ Student Center webcams and feasibility of webcasts of major events (Riverfest, Homecoming).
4. Reorganization of LBJ Student Center offices has caused revision of many previously established processes and will take some time to run effectively and efficiently.
5. New staff will bring challenges and expertise to PAWS Preview. As a program, it has great potential, and should be reviewed and evaluated for its delivery mechanisms as well as the impact it has on new students.
6. The majority of Texas State students are commuter students, so our current programs need to be enhanced while searching for new, innovative ideas to meet our commuter students' needs.
7. Academics have become a priority within Greek life on the national level and at Texas State as well so the emphasis will continue to be on academics.
8. With the number of students interested in Greek life, expansion is inevitable and will happen. Thus, it is anticipated that there will be three new groups by spring 2007.
9. Technology is also another avenue which should be a concern when faced with the increased use of facebook.com and myspace.com among our students. More educational sessions and information should be provided to our student leaders and organization members about these issues.
10. Advisors play an integral role in the development of our student leaders and we must provide adequate training to help them be successful. Further resources and training should be provided by the Campus Activities and Student Organizations office so that we can assist advisors in their roles.
11. 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.
12. Wireless technology will create many opportunities
13. Developing multiple uses for available space
14. Creating an "experience" at every visit to the Student Center
15. More creative use of the internet to assist in daily operations
16. Marketing needs to take an aggressive move to "telling our story"

Obstacles:

1. Marketing and making the campus aware of the LBJ Student Center's function on campus will include developing a consistent brand and label.
2. Consistent and timely communication throughout the department will greatly assist with information gathering to meet publication deadlines.
3. Technology efficiency and costs would both be improved with updated tools such as printers, computers and other peripherals.
4. Acquisition of current gallery space by Auxiliary Services.
5. Retention issues across the country are surfacing that indicates we are on the right track, but will continue to need to be sensitive to groups such as First Generation Students, Non Traditional Students and others whose life experiences are not the mainstream issues addressed in much of PAWS Preview.
6. Creating a culture of Leadership on campus where it is recognized and acknowledged as an integral part of the daily student experience in both spoken and written venues at all levels of the institution.
7. The campus and student population will be continued to grow. The demand of hosting large events in the Student Center is increasing; unfortunately, the SC parking garage will not be able to keep up with the parking demand.
8. A major obstacle for Bobcat Build is funding and will continue to be until permanent funding is secured. Also, additional staff is needed to keep up with the growth of the program.
9. The university shuttle fleet will begin replacing the vehicles in this coming year. This will require that we protect the Bus Advertising as a student service to organizations and commuters. Concerns include: different size ads and competing interests.
10. The Student Association for Campus Activities will be challenged in providing venues for music and a variety of entertainment that meet the needs of a diverse student body. Also, SACA is challenged with maximizing their current budget to program events for the student body, while trying to meet the programming desires of a growing diverse campus in the next couple of years. With the precedence set this past year in bringing big-named speakers, artists, and entertainment to campus, SACA will need increased funding to meet its these student needs and desires.
11. 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.
12. 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.
13. Retail Operations had a difficult year. Numbers are down in all aspects of Paws Market. The lost of the Retail Manager midstream affected operations and place a burden on other areas and their associated staffs. The c-store is at a major crossroads. There are discussions underway about whether to keep the operation self-op or to have someone else manage the operation. George's continues to develop itself and generate cliental. Retail space rental/leasing is a continuing struggle though contracts with DVD rentals and Photo Kiosk machines proved to be very positive additions.

The end of the Spring Semester brought the end of the Hair Fitness operations. There are discussions underway to have Wells Fargo and another hair care operation to take over available space on the Paeso.

14. Aging equipment and furniture
15. Cost of security for late night activities