

Date Submitted to VPSA IRB Approval Date _____

Assessment Review/Update Form for Student Affairs
(Complete after assessment)

Department: L.B.J. Student Center
Assessment Title: Building Spot Count
SAAT Liaison: Lanita Legan

Overview & Response Rate: Provide the methods used to administer the assessment and the timeline. Identify demographics of respondents; include the number mailed or interviewed and the number completed.

All traffic entering from outside entrances and those using internal entrances were counted on September 23, 2009. Seven total entrances were counted by staff and students on the LBJ Student Center staff from 7 a.m. until 8 p.m. Those using the outside entrances were determined to be visitors and those using the internal entrances were determined to be users. Total counted as visitors: 15,724. Total counted as users: 11,093 (70%)

Distribution: List groups that will receive reports (oral or written) from this assessment. Include timeline for when presented. **Oral report: LBJ Student Center staff meeting October, 2009. Director, Dean of Students and VPSA, website posting, January 2010.**

Summary of Findings: Include executive summary, table and figures, if applicable. What did you learn?

91 total hours of counting, with one hour openings. A total of 52 students and staff assisted in this project. We learned that the student center, while still missing the massive influx of visitors from the former bus loop drop off, has become more of a destination. Total traffic is down by 14% but users are up 12%. The comparison of user percentage is up 27% (from 53% in 2008 to 70% in 2009). The highest area of increased traffic (up 30%) is in the basement, which is where the most recent improvements have been made in services (Starbucks).

Link to Strategic Plan: List the strategic plan supported by this assessment. Specifically identify the results which relate to strategic initiative(s).

Goal IV. (maintain and manage physical plant to achieve optimal use), Objective B., Strategy xix. (Renovate the Lair and Basement Dining Areas to provide a more comfortable and appealing dining experience).

Goal VI. (develop a comprehensive marketing and assessment process that addresses all areas of the student center and utilizes a variety of media and advisory components), Objective E, Strategy ii (conduct an annual building count),

Link to Learning Outcomes: List the learning outcome supported by this assessment. Specifically identify the results which provide evidence of learning.

n/a

Recommendations/Action Plan: Describe specific actions or programmatic changes you will make resulting from this assessment. Include semester(s) of implementation and proposed follow up assessment.

Increased use of Paseo for programming has been assigned to SACA for regularly scheduled events. (Implemented Fall 2009). Marketing has focused on electronic and print media for visitors to the building. (implemented and ongoing)

Return completed form to VPSA Office, 980 J.C. Kellam, before the end of the semester in which the assessment was conducted.