

Assessment Results & Evaluation

LBJ Student Center

Assessment efforts of the LBJ Student Center include the following:

Annual Benchmarking Surveys

Student Center Satisfaction: This assessment is done with the partnership of the Association of College Unions International (ACUI) and Educational Benchmarking, Inc. (EBI). On odd years, the survey is sent to a representative random sample of students via an online survey. We average 23% return on this survey, giving us a broad range of feedback for student center satisfaction by users and information on why non users do not make use of the programs and services of the student center. On even years, the survey is administered throughout the student center as a pen and paper survey. Because this is an on the spot process, our response rate averages about 99%. This process allows for user input as well as non user feedback. We are also able to respond to survey findings in a timelier manner that can be measured more accurately using this schedule.

Student Organization Leadership: On odd years, a benchmarking survey, also with ACUI and EBI, is administered to student organization leaders (all presidents, vice presidents of registered student organizations and the entire executive board of all chartered student organizations) is administered as an online survey.

Greek Life: Even years, the benchmarking survey is administered a random sample of Greek organization members, also as an online survey. The response rate of these surveys is consistently in the 40+% range, giving us a very good look at the experiences of our student leaders.

Building Counts

Traffic in the student center is measured twice each year. The count is done by hand, with student employees, student leaders and staff all volunteering for shifts at eight entrances throughout the building. Traffic is measured coming into the building from all external doors and also measured where 'users' of the building enter areas of programs and services. The first, or 'spot' count is held the third week of September, usually on a Wednesday. This count gives us a quick look at the new year's traffic patterns and allows for flexible response to changes due to increased student population or other administrative shifts (i.e. bus loop relocation, class schedule changes, food service changes, and renovation or construction issues). The count is taken from 7 a.m. until 8 p.m. The second, weeklong count is done the same way. Students and staff volunteer for shifts to count at all entrances from 7 a.m. until 8 p.m. Monday through Thursday and from 7 a.m. until 5 p.m.

This is a massive undertaking, but provides a very accurate count of traffic in the building. It also creates additional benefits from teambuilding and networking for the staff and students, high visibility for the entire department (people see staff doing the count and will make sure they are 'counted' at that time), and an opportunity to see the building in use at all hours.

Program Evaluations

Programs coordinated by the student center are evaluated for satisfaction, need and outcomes and then used for improvement of future programs and services.

Customer Satisfaction

Users of student center services (tenants, room reservation users, and walk up clientele) are provided opportunity for feedback on satisfaction and customer service.

