

**ANNUAL REPORT
LBJ STUDENT CENTER
*Executive Summary***

**Student Affairs Division
Texas State University
2017-2018**

Major Accomplishments/Retention Initiatives for 2017-2018

- ❖ The LBJ Student Center renovation is 100% complete, three months ahead of schedule and under budget. The remaining funds from the renovation were approved to be used in the LBJ Student Center Expansion.
- ❖ The LBJ Student Center Expansion construction is underway with a total construction budget of \$35.7 million and will include a new ballroom, three new meeting rooms, a new Multi-Cultural Center, a renovated and expanded amphitheater, renovated Welcome Center and a new Alumni Center.
- ❖ This past year presented a number of financial challenges to meet the new debt for the renovation and the now in progress expansion. Effective budget management helped to reduce spending and build reserves.
- ❖ A comprehensive five year Capital Projects Master Plan in the existing building was completed
- ❖ Hired an Assistant Director to support the Conference Services and Operations teams.
- ❖ With significant assistance from Building Ops and Student Center Ops, Conference Services planned and executed the 2nd Annual Hogwarts Halloween event on 10/25/2017. The event was attended by estimated total of 900-1,000 guests. Over 55 LBJSC staff members, student workers, ADCS community service workers, and Retention Management staff volunteered their time and efforts. Highlights of the event included the educational display of three live owls in the ballroom and amphitheater, plus a sock drive that resulted in over 100 pairs of socks donated to the Hays County Women's Center.
- ❖ Two new laser projectors were installed in permanent locations against the back ballroom walls, significantly reducing staff setup time while providing a very sharp visual display that can be appreciated from any location or angle in the room. To operate the new high-powered laser projectors, a permanent desktop PC has been installed and is now used for all ballroom events. Two new elevated screens were installed in permanent locations on the ballroom ceiling to complement the new projectors.
- ❖ An impressive new speaker system in the back of the ballroom replaced damaged equipment. The new house system has greatly improved the sound quality across the entire ballroom. Purchased two new soundboards for the ballroom to facilitate the increase in performance events and panels of multiple guest speakers.
- ❖ Purchased eight LED lights for up-lighting effect in the ballroom.
- ❖ Successfully worked with UPD and Director's Office to safely evacuate the LBJ Student Center for three bomb threats in an 8-day period.
- ❖ Staff, Setup Crew and Building Managers successfully managed the building and kept the peace during the student sit-in of the LBJSC teaching theater and adjacent balcony areas.

- ❖ Coordinated and facilitated the high profile State Senator Hearing in January 2018, dedicating entire staff to ensure event ran smoothly.
- ❖ Coordinated and facilitated the high-profile Barbara Jordan Media Awards in April 2018. This award ceremony, which is hosted by the Governor’s Office, spotlights journalists who portray people with disabilities in a respectful, positive manner.
- ❖ Coordinated TASFAA Regional Training event, which required extensive trouble-shooting in order to facilitate Skype in the ballroom for the first time.
- ❖ Collected 399 food waivers to track food service in LBJSC.
- ❖ Facilitated 159 ballroom events (including 18 career fairs and 11 graduation ceremonies), 107 teaching theatre events, 52 amphitheater events, and 4,418 meeting room events through May 31, 2018.
- ❖ A new Bobcat Preview schedule was debuted fall 2017. The new schedule proved to be extremely successful, enhancing student satisfaction during the program.
- ❖ Bobcat Preview 2017 was the largest program to date, serving a total of 5,766 students.
- ❖ Bobcat Preview Namesake nominations increased 54% to 1368 in 2018.
- ❖ 62 Leadership workshops, retreats and presentations were facilitated for a number of student organizations, university groups and offices.
- ❖ Marketing processed over 550 marketing requests, an increase of 10 %.
- ❖ An LBJSC 20th Anniversary celebration was planned and implemented in February 2018.
- ❖ Marketing established an ADA compliance review process for all web pages in the LBJSC architecture.
- ❖ The LBJSC web sites had an approximate 8% increase in overall traffic over last year with 45,034 unique visitors to the LBJ Student Center homepage and 66,000 sessions.
- ❖ Marketing processed 165 Quad Sign requests which is a 17.8% increase over last year.
- ❖ Twitter - followers: 5,503; a 22.2% increase with 240.92K overall impressions. The most popular tweet was the animation of the expansion with an engagement rate of 20% and 25,630 impressions (and growing).
- ❖ Facebook - followers: 3,228; a 25.4% increase
- ❖ The Fine Arts Advisory Board purchased and hung the first student-created art acquisition for the LBJSC – Ashee Brunson’s “Drowning Lessons.”
- ❖ The LBJSC purchased and hung a large, staff-created Mosaic of Old Main entitled “Home Away From Home” created by Glynis Christine.
- ❖ The number of exhibitions increased by one this year over last year, for a total of 7. This included an installation of photos from the Student Involvement program, “Dear World.”
- ❖ 410 work orders were completed by LBJ Student Center Building Operations.
- ❖ The women’s wall display of Southwest Texas State, in the 3rd floor Atrium, was removed to prep for the renovations.
- ❖ Outreach to student leaders and recruitment of student leaders included 29 US1100 class presentations focusing on Getting Involved, 27 Risk Management training workshops, two involvement fairs to connect students to organizations seeking membership, 20 Student Organization Council programs including officer training and recognition programs, 14 service events, 5 Bobcat Break locations, 24 George's entertainment events and 59 SACA/Student Involvement programs.
- ❖ Overall number of students served or attended programming events:

✓ 475 Registered Student Organizations	✓ 390 students at volunteer Fair
✓ 1425 students served at Involvement Fairs	✓ 741 students served at Risk/Food Handling Presentations

- ✓ 9850 students served at SACA events
- ✓ 3200 students served at Bobcat Day
- ✓ 891 students served at Cat Camp
- ✓ 133 students served through NTSO
- ✓ 3122 students served through SOC
- ✓ 3373 students served through SVC
- ✓ 34 students attended Bobcat Break
- ✓ 1731 students attended events at George's
- ❖ Implemented new programs in Bobcat Trail – Dear World, Throwback Thursday, Stuff a'Plush, and Wind Down Wednesday - reaching 891 attendees.
- ❖ 32 cases of organizational conduct were handled.
- ❖ Both 2017 NSO/Cat Camp sessions sold out. Each session had 200 students sign up. The 2017 off-campus August session of Cat Camp had 200 students sign up.
- ❖ Weekly George's late night events attendance increased 8%.
- ❖ NTSO's scholarship endowment allocated \$2,000 in financial assistance to four students.
- ❖ SACA Total Fall and Spring Event Attendance: 9,850
- ❖ Bobcat Build hosted 3200 participants at 330 jobsites; 17 residents have been participating in Bobcat Build for 10 years or more. Bobcat Build raised \$19,039 in material sponsorships.
- ❖ Hours for individuals and organizations who participate in service:
Individual service 2018: 1,318.5 Organization service 2018: 23,277
- ❖ Registered student organizations increased by 16% with 475 as of May 1, 2018.
- ❖ 20% increase in registered student organization's participation in the annual Fall Involvement Fair. 77% of respondents rated the Fall Involvement Fair to be overall excellent or very good.

Progress on 2017-2022 Administrative Support Plan

See full version of Annual Report

Assessments for 2017-2018

Conference Services Customer Satisfaction Survey: N=214

Survey results from all major ballroom, teaching theater, and a random selection of 3rd floor meeting rooms for the same reporting period between 2017 and 2018 indicate an average 11.54% improvement in "Strongly Agree" for setup/location, prompt support, satisfaction with experience, reservation process, A/V support. Overall evaluation in 'Strongly Agree and Agree' for this reporting period in the same categories averaged 95.25%.

The information gathered from focus groups of tenants continues to be at near the 100% Very Satisfied/Satisfied for all areas by all tenants.

LBJ Student Center Benchmarking Survey N= 572 (3500 random sample size)

Student Center Cleanliness:	FY18=5.94 on 7 point scale. (-.17) from FY17
Providing a Positive Environment:	FY18=5.62 on 7 point scale. (-.19) from FY17
Student Center Staff:	FY18=5.61 on 7 point scale. (-.09) from FY17
Student Center is Student Oriented:	FY18=5.67 on 7 points scale (-.1) from FY17

The bi-annual **Student Employee Survey** (N=133 with 80% responding) indicated that 100% of student staff attributed their employment to increasing their level of success as a student. However, work needs to continue to increase leadership skills and to work to make their responsibilities in the Student Center relevant to their professional goals:

23.5% said their experience increased leadership skills;

5.9% said their experience enhanced their professional goals;
84% said their personal competence increased;
82% indicated an improvement in their self-knowledge skills.

The **Student Employee Leadership Rubric** is used to measure growth of student staff in a number of functional areas from Tasker to Team Member. Student Employees averaged **20/30** on the matrix (+4 from FY17). Of the evaluations reported, 35.6% improved in one or more variables of competence in consecutive semesters of employment. Those areas showing the most improvement were:

Role Perception in the LBJSC (up 51.7%)
Benefit to LBJSC (up 51.2%)
Discretion level (up 49%).

The **LBJSC Benchmarking and Satisfaction Survey** was administered in the spring semester as a web-based survey to a random undergraduate sample of 3500 students. N= 572 (16%)

87.5% stated co-curricular activities provided leadership training experiences (+1.5%);
90.83% said Student Center activities provided opportunities for a leadership role. (+7.8%)
89.8% said that co-curricular and student center activities enhanced their interpersonal skills and ability to interact socially (-2.7%)
86.6% said their co-curricular experiences expanded their understanding of diverse populations. (-3.6%)
82.3% were exposed to new and different ideas (-10.7%)
93.2% felt a sense of belonging to campus through their involvement (+7.2%)
75.72% indicated that involvement and leadership opportunities contributed positively to their sense of self-worth and community (+1.72%)
68.4% were satisfied with the level of support of their organizational advisor
77% were satisfied with the programming they experienced on campus (+3%)

Specific areas of skill development findings/results:

93.3% indicated increased satisfaction in leadership training (+7.3%)
80.0% attributed their involvement to increased opportunities to pursue leadership roles (-2.2%)
72.25% of respondents indicated high skill development in various leadership skills
88.6% responded that they experienced Leadership and personal growth in their out of classroom experience.

Student leaders were evaluated each semester using the **Student Leadership Rubric** that measures their level of competence in organizational involvement from Member to Visionary. N= 28. 86% showed improvement through at least one growth stage. Personal skills continue to have the highest frequency of improvement. The average score on the rubric was 11.58 out of 15 (+1.91) (the desired rating of 12/15):

Variables Average Score/Change

Nuts & Bolts 3.02 (-.07) Coordinator level
People & Places 3.49 (+.5) Coordinator level
Personal Skills 3.31 (+.34) Coordinator level

Bobcat Preview - Of the 5,770 students who met the requirements for attending Bobcat Preview, 5,766 (99%) checked in to the program. Over 93% completed 6 out of the 7 required sessions that took place during the course of the Bobcat Preview program. Unfortunately, Friday evening and Saturday programs were cancelled due to Hurricane Harvey; thus, assessment data was not collected for these sessions.

Positive agreement (Somewhat Agree or Strongly Agree) with learning outcome statements is reflected for the sessions below:

College Note Taking - 97%	You Got This! Healthy Minds, Healthy Students - 97%
Computer: Time to Get Online! - 98%	Stand Up, Speak Up - 95%
Protecting & Serving Our Rising Stars – 98%	Diversity Experience - 95%

Overall our results yielded a strong number of responses (25,000+) and students felt that sessions were meaningful and met the established learning outcomes. Only 4% of students registered did not attend any sessions.

The Campus Clarity module, which was opened to students in the summer before Bobcat Preview, was completed at a notable level. By September 21st, 5,179 (86%) of students had completed the module. By end of the semester, 98% had completed the module.

2017 **Cat Camp** participants were given the opportunity to provide feedback on their experience.

99.66% Strongly Agreed or Agreed that they believe this program has positively impacted their transition into Texas State University.

94.87% felt it was convenient to have Cat Camp connected to New Student Orientation.

99.14% would recommend Cat Camp to other incoming students.

100% now feel confident that they will succeed at Texas State University.

Presentations Presented by Department Staff

- Professional staff, graduate assistants, graduate interns and student managers presented over 30 professional conference or retreat-based presentations.
- Leadership programs, teambuilding activities and other development activities were presented to over 60 student organizations.

Special Recognitions for Department Staff

- ❖ Marina Nolen, ACUI “Steal This Idea” annual design competition, Honorable Mention, Environmental Graphics, February 2018
- ❖ Alyssa Nodorft, ACUI “Steal This Idea” annual design competition, Second Place, Brochure Design, February 2018
- ❖ Team Conference Services planned and executed the 2nd Annual Hogwarts Halloween event, which was awarded ACUI’s 2018 Shirley Bird Perry Staff-Driven Program of the Year Award.
- ❖ Kelsey McCoy, Boko Award for Graduate Student Advisor of the Year, 2018
- ❖ Sylvia Reyes, Boko Award for CSO Advisor of the Year, 2018
- ❖ Kimberly Duncan-Ashley, Michael Wilkerson Service Award, December 2017
- ❖ Kimberly Duncan-Ashley, Staff Mentor of the Year, April 2018
- ❖ SACA, NACA Central Award for People’s Choice for One-Color Poster, 2017
- ❖ SACA, NACA Central Award for People’s Choice for Multi-Color Poster, 2017
- ❖ SACA, NACA Central Award for Division III Best Student Designed Apparel, 2017
- ❖ Thomas Nguyen, Megan Curry Advocacy Award, April 2018
- ❖ Peter Pereira, NACA Convention Chair 2019

Major Objectives for 2018-2019

- ❖ LBJ Student Center Expansion. We will work directly with Atkins Architects and Vaughn construction management to coordinate the project details and to insure that the time-line and budget are met. Additionally the continuation of services and accessibility for students and guests is critical to maintain as well as provide up to date information to students, faculty, staff and guests on accessibility, emergency procedures and safety. Implementation of the Master Plan for the existing building to upgrade and renovate existing spaces providing new furniture and equipment where needed is key.
- ❖ Financial needs must be met through targeted price increases. This year, AV rentals will increase. We will also complete several capital projects (Student Involvement Front Desk, Room 3-14.1 remodel, Chick-fil-A upgrade and an upgrade to George's).
- ❖ Core Value for FY19 will be STEWARDSHIP – with a focus on a high standard of care of our staff, students and tenants as they cope with and adjust to the construction. We will work to make sure the existing building looks and feels consistent with the addition, and that services are not interrupted more than necessary.
- ❖ Implement the RECESS program, including workshops for staff skill development and proficiency. Certification and badging programs for skills-based positions and workshops will be offered in connection to the Strengths Quest curriculum for new staff, Title IX training and professional goal development. A supervisor's boot camp will be developed and implemented for all student, graduate and first time supervisors.
- ❖ Install uniform A/V technical equipment in stationary podiums that include the same laptop, LCD, wireless presenter, and cables for hooking up with VGA or HDMI laptops.
- ❖ Update EMS software to current version.
- ❖ Complete the digital signage transition
- ❖ Develop a partnership with the Bobcat Pantry to expand outreach and service to students with food insecurity that cannot go to the pantry during the posted hours.
- ❖ Collaborate with campus partners in utilizing StarRez for record keeping and case management of conduct files and organizational correspondence.
- ❖ Create a permanent 4th session of Cat Camp
- ❖ Increase partnerships with Student Organizations to co-sponsor events on weekends.
- ❖ Work with VATS to create joint events that are beneficial for both student populations.
- ❖ Revamp Riverfest to be a more inclusive event
- ❖ Locate more creative places to host events due to the on-going expansion project.
- ❖ Decrease the amount of Bobcat Break Trips that are offered and put more resources into focusing on 1 winter trip and 2 spring trips while hosting one local service program.

Major Trends for 2018-2019

- Increased initiatives and programs for safety and security of students and staff.
- Student programs and events that are inclusive and campus wide.
- Volunteerism for student organizations and individuals.
- Student involvement and activism in campus polices, programs and inclusiveness.
- Ballroom and teaching theater clients requesting tech support for their events.
- As incoming class numbers continue to increase, Bobcat Preview may be required to reassess the structure of the existing workshop schedule.
- Expansion-related marketing content is priority throughout the construction project.
- An increased focus on customer service to provide 'above and beyond customer service'

- with communication and motivated employees to meet the needs of our guests and users.
- Modernized furniture and fixtures will result in continued need for training for new equipment operation, and cleaning techniques.
- Increase assessment strategies in an effort to gather data on events and services.
- Explore fundraising opportunities for programs and services.
- Need to continue to develop leadership skills in student organizations through collaboration with the PALM office and other Texas State departments.
- Develop and implement a new SOC funding process.
- Concern among students given the national climate and attention to campus issues

Major Obstacles for 2018-2019

- Retention of staff.
- Aging foodservice facility requiring high maintenance costs to keep in operation.
- Staff shortages in custodial and maintenance.
- Maintaining full access and a high level of safety for students to insure continuous operation and availability of all services during construction and while minimizing the need to shut down areas of the building.
- There were a number of events this Spring that were hosted by an off-campus user, but a department “fronted” the event. This creates confusion in the billing process when the client is given the departmental prices, but the department refuses to pay for the event.
- Due to TXST IT Security restrictions, Event Management Software (EMS) has not been updated in over two years and is now operating without the ability to receive customer support. Many components of EMS are outdated and some reporting glitches and other features cannot be repaired without an update to the current version. Several necessary improvements to the reservation process aren’t available in the current outdated version, which significantly impacts our ability to progress in those areas.
- Growth of Bobcat Preview with limited space available on campus, especially due to the impact of the LBJ Student Center renovation.
- Dean’s List Receptions are challenging as the ballroom is nearly too small to accommodate growing numbers of attendees (students and their guests).
- Workload placed on Operations staff during Expansion’
- There are several student organizations suspended, who continued to function as an organization. Communication with those national bodies have maintained, however it is challenging to hold these student organizations accountable for their actions.
- There has also been an increase in newly founded RSOs with a membership previously affiliated with suspended fraternities on campus. Continued communication with students wanting to establish a new organization to ensure the organizational culture from the suspended organization does not carry over into the newly established RSO.
- With this fall being an election year with primaries we expect electioneering and free speech to continue to impact campus climate.
- Locating viable and available Cat Camp sites within a one hour radius of campus
- Navigating campus construction and finding new spaces for activities
- LBJSC expansion project will limit space availability for SACA Programming.
- Educating and engaging Bobcats in reporting individual service hours.
- Bobcat Build received feedback from students who were unable to participate due to Bobcat Day happening on the same day (will also happen in 2019).