

**ANNUAL REPORT
LBJ STUDENT CENTER**

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

Major Accomplishments/Retention Initiatives for 2017-2018

Overall Department

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. This major expansion 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. Savings were accomplished in the areas of more efficient and effective programming, more efficient purchasing and due to position vacancies there was significant savings in salaries as positions were not always filled right away.

A comprehensive Master Plan for Capital Projects in the existing building was completed with a schedule put in place for the next five years. Projects for the first year were approved, funded and are now in progress. Those in progress include George's, the Student Involvement Information Desk, Chick-fil-A, Starbucks and Meeting Room 3-13.1. Planned completions dates are in the fall semester 2018 and over winter break.

Conference Services

To streamline and improve the reservation process, updated online GATO reservation system by adding two new forms and reformatting all existing forms. Current updated system now includes the following specialized forms:

- Student Org One-Time Reservation Form
- Student Org Recurring Reservation Form
- Department One-Time Reservation Form
- Department Recurring Reservation Form
- Off Campus User Form

To simplify and improve the Student Organization Event Intake form process, Conference Services combined reservation and event intake forms into one GATO form, resulting in a streamlined reservation process for student organizations and also for Conference Services/Student Involvement offices.

Updated all forms on the Conference Services website to reflect the new online reservation process and formatted the “Space Request/Forms” page into sections to guide students, departments, and off campus users to select the correct forms.

Updated all reservation forms to improve customer experience and acquire necessary event information that had previously been missing (i.e. room layout preferences, alternate date choices).

Updated all reservation confirmation messages with new construction information to prepare clients with the information they will need to navigate the LBJ Student Center and apprise them of the expected noise levels during renovations.

Added a new “status” category in EMS that enables staff to run reports for up-to-date info on events with outstanding forms or requiring special support (i.e. early/late building access; need Food Waiver, Tech Support requested). Updated EMS to include the option of adding Building Managers’ contact information to ensure evening and weekend clients have access to staff support.

Hired a new Administrative Assistant II to assist with invoicing for all events, event planning, and customer service and support at reception area.

Hired a Conference Services Supervisor to supervise Setup Crew and provide technical support for LBJSC events. Manages day crew and their work schedules, set changes.

Hired an Assistant Director to support the Conference Services team and Associate Director Charlie Salas.

Implemented zero balance policy for student organizations to encourage them to pay outstanding invoices within 30 days. Monitored ageing report and event intake form status to prevent students from meeting or holding events with balances due or incomplete event intake forms. Ended the Spring semester with only 6 student organizations on hold for unpaid invoices.

Facilitated several complicated skype and webinar events in 3rd floor meeting rooms and the ballroom.

Val Johnson represented Conference Services and LBJ Student Center on the LBJSC 20th Anniversary Celebration committee, helping to plan, coordinate and execute the special event in April.

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 670 guests plus additional attendance (not captured) at the outdoor “flying owl” program in the amphitheater, for an estimated total of approximately 900-1,000 guests. Over 55 LBJSC staff members, student workers, ADCS community service workers, and Retention Management staff volunteered their time and efforts to set up, staff, and tear down this production event. Highlights of the event included the educational display of (3) 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.

Technical Improvements

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.

Two new elevated screens were installed in permanent locations on the ballroom ceiling to complement the new projectors. The new screens are not only visually impressive, but they have significantly decreased event setup time for staff and student employees. As an additional bonus, elevating the screens has opened up the space on the floor directly below the screens, increasing usable event space in the ballroom that was previously occupied by bulky portable screens.

To operate the new high-powered laser projectors, a permanent desktop PC has been installed and is now used for all ballroom events. Clients are required to use this PC and cannot decrease their costs by bringing their own laptop.

An impressive new speaker system was installed in the back of the ballroom to replace damaged equipment. The new house system has greatly improved the sound quality across the entire ballroom.

Purchased two (2) new soundboards for the ballroom to facilitate the increase in performance events and panels of multiple guest speakers.

Purchased eight (8) LED lights for up-lighting effect in the ballroom. The new up-lighting equipment has been a source of great excitement for our guests for the visual impact in changing the atmosphere in the ballroom-----especially for performance events, pageants, proms, etc.

Conducted first joint training for Building Managers and Setup Crew.

Two Conference Services student employees (Setup Crew / Building Managers) participated in the LeaderShape program in May.

Setup Crew performed a total of 301 set changes (includes ballroom and meeting rooms for Spring 2018 semester).

In addition to performing numerous late-night set changes and late night/early morning and weekend shifts, several student employees made Dean's List.

Launched new A/V Checklist for student employees to effectively track technical equipment.

Began working on a new Student Training Badge system for Fall semester.

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.

Events

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.

Statistics

Conducted (98) event review meetings with clients since 12/5/2017, when "Event review meeting complete" status category was added to EMS.

Provided 128 technical support hours in ballroom, teaching theater, and 3rd floor meeting rooms.

Opened the building early 26 times and kept the building open past normal operating hours on 3 occasions since 12/5/2017, when "Early access" and "Late access" status categories were added to EMS.

Processed 24 reservations with less than 24-hr. notice since 12/5/2017, when "Reservation requested on event day" status category was added to EMS.

Processed 33 reservations on the same day as the event, when "Reservation requested less than 24 hrs. in advance" status category was added to EMS.

Collected 399 food waivers to track food service in LBJSC.

Received 1,229 event intake forms since 11/9/2017 from Student Involvement to finalize student organization events. After receiving event intake forms, sent final confirmations to student organizations to advise them that their event was cleared to move forward.

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. Statistics above reflect events through May 31, 2018.

Planning Assessment Leadership & Marketing

Bobcat Preview

A new Bobcat Preview schedule was debuted fall 2017. The new schedule proved to be extremely successful, enhancing student satisfaction during the program and creating lighter program days for students.

Boko's Block Party and the President's Reception were combined to create a new event: The President's Picnic. Tours for the President's House were restructured to be voluntary for students instead of mandatory. This eliminated the long entrance line and the challenge of students standing in the sun.

Bobcat Preview 2017 is the largest program to date, transitioning a total of 5,766 students.

All Bobcat Preview program assessments were moved from Guidebook to the Qualtrics platform to enhance analysis and security of data.

Namesake nominations were increased from 735 in 2017 to 1368 in 2018.

Bobcat Preview formed a partnership with Barefoot Athletics. Partnership provides a gift in kind of all Bobcat Preview uniforms, Class of 2022 shirts, and student staff/den shirts during the program.

Applications for Bobcat Preview staff topped the 300 again this year for approximately 150 positions. Six outreach days were held in the HUB to increase awareness, with a 58% contact increase.

Leadership

62 Leadership workshops, retreats and presentations were facilitated for a number of student organizations, university groups and offices.

A new, efficient system for collecting, coordinating, and assessing leadership programming was implemented.

Updated assessment pieces to gather pertinent information regarding satisfaction and learning from PALM Leadership workshops.

Marketing

The Marketing area processed over 550 marketing requests. This is an increase of 10 % over last year and 57% over the past three years.

Major marketing campaigns included: Hogwarts Halloween, Grow Cats Grow for the expansion and a brochure re-design.

An LBJSC 20th Anniversary celebration was planned and implemented by a department-wide committee.

A student-designed wall graphic was installed in the first floor Lair featuring icons of TXST. The LBJSC brochure re-design and wall graphic received recognition at the national level.

Marketing established an ADA compliance review process for all web pages in the LBJSC architecture.

The LBJSC web sites experienced 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.

Mobile use continues to remain between 50-55% and 82.5% of mobile users are IOS. An expansion site with resources and timelines has been created and is active. We processed 210 digital sign requests which is a 50% increase over last year. We processed 165 Quad Sign requests which is a 17.8% increase over last year.

Twitter - followers: 2017- 4,502; 2018- 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: 2017- 2,574; 2018- 3,228; a 25.4% increase. The most effective engagements on Facebook are parents who tag their students to attend events and check-ins during New Student Orientation.

Instagram - followers: 2017- 1,049; 2018- 1,152; a 9.8% increase over last year. Still images have been far more successful than video on Instagram. The addition of long-term stories allowed for an expansion story to share highlights of the process.

A review of social media effectiveness on all of our channels led to the deletion of our Tumblr account. It was replaced with a web blog – the LBJ Journal- for in-depth and student-led storytelling.

Photography continues to be one of the most essential and engaging aspects of LBJSC media efforts. Of the thousands of images shot, several hundred images were posted on a variety of social media and web pages to promote and support LBJSC programs and services. Most notably, Homecoming, Cat Camp, and the Lair food court all had high engagement and comments on the quality of the images.

The video team created and produced a successful “Ask Bobcats” video series. The seven videos asked students a variety of questions ranging from “Your favorite animal” to “What will you miss about Texas State after graduation?” 47 videos and motion graphics flips were produced and distributed.

Arts Programming

An additional student member was added to the Fine Arts Advisory Board.

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 Student Curator, with support from the board, completed an interactive student mural project: the “I am” art program and photo mural which was installed on the first floor Lair and remained up for nine months.

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.”

The Fine Arts Advisory Board received the first proposed and accepted exhibition by the Student Association of Illustrators.

Reclassified Graphic Designer position to Marketing Coordinator.

Created and hired first Graduate Assistant for Marketing.

Recognition

Implemented a separate 4.0 t-shirt room helped alleviate some congestion in the Ballroom. A restructured food station also helped alleviate some congestion in the Ballroom. A first-ever assessment via program evaluation from the college deans conducted.

Information Desk

Implemented a marketing outreach team to assist Marketing during Bobcat Days and New Student Orientation. Participated in the Deans List Reception and other major departmental events.

Student Supply Closet usage and donations were increased through marketing and personal outreach.

Operations

Repaired and replaced a number of appliances and pieces of equipment.

Built and transported ramp for soap box derby along with building 3 or 4 soap box derby cars.

Purchased and installed new trash/recycle cans on 2nd, 3rd, and 4th floors.

Patched and painted walls in a number of heavily used areas and offices experiencing transition of staff.

Broke down for storage or relocated the outdoor furniture and planters until after the renovations are over.

410 work orders were completed by LBJ Student Center Building Operations along with all other projects listed.

The women’s wall display of Southwest Texas State, in the 3rd floor Atrium, was removed to prep for the renovations.

All lights were replaced in the Paseo to make it as bright as possible during the renovations and the windows being removed.

Student Involvement

We made outreach to student leaders and recruitment of student leaders a priority. Presentations 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:

Programming Area or Service/Resource Component	Approximate number of students served	Number of Events (if applicable)
Registered Student Organizations	475 organizations	
Event Intake Requests (implemented February 2017)		256 Requests submitted/31 required a 1x1 meeting
Involvement Fairs (Fall & Spring)	1425	2
Volunteer Fair	390	2
Risk Management Training	650	11
Food Handling Presentations	91	14
SACA	9850	42
Bobcat Build (Day of)	3200	1
Cat Camp	891	4
NTSO	133	2
SOC	3122	29
SVC	3373	18
Bobcat Breaks	34	5
George's	1731	29
Bobcat Trail Events	891	4
Total (minus RSOs)	25781	163

Implemented new programs in Bobcat Trail – Dear World, Throwback Thursday, Stuff a’Plush, and Wind Down Wednesday reaching 891 attendees. Surveys indicate that students value programs hosted mid-day in this outdoor location.

Student Involvement implemented the use of an online Event Intake form to streamline the facilities reservation process in collaboration with Conference Services. The form allows Student Involvement staff to identify and address events that may require more information or changes to ensure they meet all university policies and procedures. Since its implementation in spring 2017,

Student Involvement has reviewed and routed 256 event intake forms, 31 required meetings. In spring 2018, in collaboration with Conference Services, Student Involvement was able to offer students a combined submission for both Conference Services room reservations and event intake.

In spring 2018, Student Involvement created a Campus Access Tracker to monitor student organizations, departments and outside entities reservations, no-shows and pop-ins. This tracker was created to help identify and monitor those who requested space and did not utilize it as well as those who did not request spaces but show up anyway. The Tracker also recorded the amount of time Student Involvement staff conducted Quad Runs. An estimated 35 minutes was spent on average on daily Quad Runs.

The following information has been gathered since the tracker began in spring 2018:

Pop-Ins		No-Shows			Athletic No-Shows			
61		200			15			
Campus Access Reservations		Quad		Mall	Bobcat Trail		Amphitheatre	
~950		706		157	54		27	
Reservation Type	Table Tents	Department	Athletics	Solicitation	Info Only	Food Sales	Special Events	Vendors
	15	291	42	87	192	59	24	25

Organization Conduct

Organization Conduct Case Breakdown	Total:
OCR	9
Administrative Review	7
Mediation	5
Referred to Greek Affairs (IFC, NPHC, MGC, Panhellenic)	2
Information Only	9
Referred to Title IX	1
Appealed	2

Cat Camp

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. Many students were waitlisted for this session due to high demand. Introduced parent and family Meet & Greet after August move-in.

George's

Late night events were once again held weekly and attendance increased 8% in comparison to 2017 – 2018.

Collaborated with several organizations to host events: Comedy Association, Ritmo Latino and Table Tennis Association.

Average cost per head for programs was \$8.40 in comparison to \$13.54 in FY17.

NTSO

NTSO’s scholarship endowment allocated \$2,000 in financial assistance to four students.

SACA

Total Fall and Spring Event Attendance: 9,850 and Average Cost Per Person: \$12.82

Adapted NACA NEXT assessment to the training for all executive board members and facilitated “how-to” sessions to strengthen transferrable skills

Increased followership on Instagram by 13%, Twitter by 28%, Facebook by 1.25% between August 2017 and May 2018. Added Bobcats Blogs.

Collaborated with the Office of Student Diversity and Inclusion to implement an inaugural Drag Show featuring 5 student performers and one featured professional as the host

Created a new off-campus program: SACA-Ventures – designed to introduce students to community events in San Marcos and the surrounding communities

Service

Educating and engaging Bobcat in reporting individual service hours. We know that more Bobcats are participating in service, yet few know where, how, or why to report.

Bobcat Build received feedback from students who were unable to participate due to Bobcat Day happening on the same day.

Bobcat Build

Bobcat Build hosted for 3200 participants at 330 jobsites, 17 residents have been participating in Bobcat Build for 10 years or more

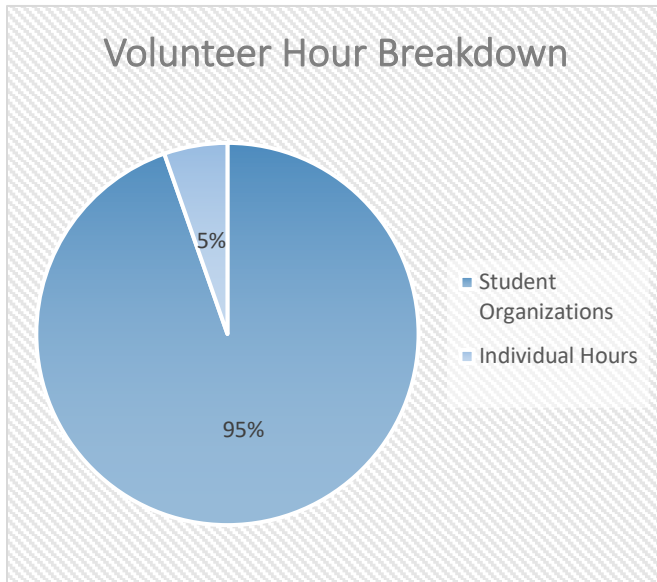
Bobcat Build raised \$19,039 in material sponsorships. Of that amount, \$18,539 of material donations included assorted food and beverages for participants on the day of the event.

Hosts of sites included:

65+ Years Old	Disability	Veteran
174	89	48

The Fall and Spring Volunteer Fairs allowed community partners an opportunity to come on campus and provide volunteer opportunities to students. The Fall Volunteer Fair attendance was 231 students engaging with 21 community partners. The Spring Volunteer Fair attendance was 159 students engaging with 13 community partners.

Hours for individuals and organizations who participate in service are tracked and listed below:



Total Number of Hours Recorded –

Individual service 2018: 1,318.5

Organization service 2018: 23,277

SOC

16% increase in registered student organizations with a total of 475 organizations as of May 1, 2018 compared to 411 on May 1, 2017.

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. Increased Outreach efforts to student organization advisors by hosting 8 Meet & Greets events and 7 Outreach Days at the HUB.

Increased SOC’s social media presence in all channels: 47% on Instagram, 11% on Twitter 3% on Facebook.

Execution of Organization Olympics

Progress on 2017-2022 Administrative Support Plan

Goal 1- Provide state of the art student center that supports the mission of the university:

Objective: Maintain and improve furnishings of offices and public spaces

Strategy: Upgrade fourth floor - temporary offices places in organization lounge.
Postponed until FY20

Refresh NTSO furnishings: Complete FY18
Update decor in George's: Projected completion FY18
Remodel LBJ Information Desk: Complete FY17
Purchase new trash/recycle bins: Complete FY18
Purchase new Ballroom furniture: Ongoing

Objective: Improve infrastructure through MEP upgrades

Upgrade alarm system: Complete FY18
Upgrade and renovate Starbucks: projected Completion FY18
Upgrade and renovate Chick-fil-A: Projected Completion FY19
Select options for George's operations: Projected completion FY19

Objective: Establish collaborative partnerships that enhance the programs and services of the LBJSC

Partner with Aux. Services and Chartwell's for strategic business plan: In progress
Partner with campus departments to program events that build community: In progress

Objective: Complete expansion of the Student Center

Complete Phase 1 - MEP: Complete FY18
Hire architecture firm to lead expansion: Complete FY18
Incorporate meeting and event space in expansion: In progress
Identify space needs for 4th and 5th floor offices: In progress

Objective: Implement digital signage and wayfinding system

Upgrade EMS for online services: Not started

Objective: Implement a comprehensive arts program

Update existing exhibits: In progress
Identify a gallery space within the student center: In progress

Objective: Develop a pride and traditions experience

Redesign Riverfest to be more inclusive festival format: In progress

Objective: Upgrade conference services operations and systems

Develop comprehensive audio/visual program and services: In progress
Develop a student organization event intake process collaborative with Student Involvement and Conference Services: Complete FY18

Objective: Upgrade technical services

Revitalize 4th floor computer lab: not started

Goal 2 - Provide diverse programs to engage students...

Objective: Identify programs and services that will assist student organizations....

Revive state-mandated risk management program for student organizations: Implemented and Ongoing

Develop monthly workshops specifically for student organizations: In progress

Develop on-line training for student organizations and advisors: In progress

Objective: Develop leadership, volunteerism, social responsibility programs

Implemented one International Bobcat Break: No Progress

Implement a civic leadership award honoring LBJ: Implemented and ongoing

Identify and promote leadership program for student organizations: In progress

Objective: Develop use of technology in programming and student org development

Conduct training for Guidebook: No progress

Implement use of online conduct management software: Complete FY18

Develop identifiable brand for iCAT: No progress

Partner with SATech to develop matching system for Bobcat Build: No progress

Goal 3 - Provide comprehensive employee development program...

Objective: Implement a comprehensive student employee onboarding program.

Administer Strengths Quest inventories for all student employees: Implemented and Ongoing

Implement ongoing Title IX training: Implemented and Ongoing

Develop and implement a student manager training program: Implemented and Ongoing

Develop position specific certification program for specific student positions: In progress

Create outcomes-based workshops providing incremental levels of competencies: In progress

Create monthly certification workshops to increase employee proficiency: No progress

Objective: Identify staffing needs to meet needs of department

Recruit and hire department webmaster: Complete FY18

Develop graduate assistantships that will complement the SAHE program and meet department needs: Implemented and Ongoing

Recruit, hire, train a Fine Arts Coordinator: Revised

Recruit, hire and train sufficient custodial and maintenance staff: Implemented and ongoing

Goal 4: Develop and implement a comprehensive financial plan...

Objective: Develop financial strategies for Conference Services to meet costs...

Create new rate structure for providing services: In progress

Objective: Develop an effective accounts receivable process

Create new process for accountability and collections for off campus catering: In progress

Objective: Create a full service marketing/design center

Develop business plan with cost structure, products and services: Revised

Identify design needs and implement services to meet them: Revised

Develop a marketing campaign to generate business: Revised

Objective: Collaborate to improve catering needs and services

Identify select catering partners for LBJSC along with improved

Chartwells relationship: No progress

Assessments for 2017-2018

Conference Services

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 the following increase in “strongly agree” and a decrease in “agree”.

	Strongly Agree			Agree		
	(increased)			(decreased)		
Setup/location was as requested	71.43%	84.75%	13.32%	17.14%	11.86%	-5.28%
Prompt support for event issues	74.29%	85.59%	11.30%	10.00%	8.47%	-1.53%
Overall experience satisfied	70.00%	83.05%	13.05%	18.57%	14.41%	-4.16%
Timely processing of reservation	64.29%	83.05%	18.76%	21.43%	12.71%	-8.72%
A/V Tech Support was effective	67.14%	72.88%	5.74%	15.71%	11.02%	-4.69%
Room was as expected	75.71%	83.05%	7.34%	14.29%	14.41%	0.12%

Planning Assessment Leadership & Marketing

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

Student Center Cleanliness: FY18=5.94 on 7 point scale. (-.17)

Providing a Positive Environment: FY18=5.62 on 7 point scale. (-.19)

Student Center Staff: FY18=5.61 on 7 point scale. (-.09)

Student Center is Student Oriented: FY18=5.67 on 7 points scale (-.1)

The reduction of satisfaction can be attributed to the disruption of areas throughout the student center during the renovation of the infrastructure systems. Trends in the past have been consistently higher, with the renovation as the only variable this year.

Conference Services Customer Satisfaction Survey: N=214

Overall satisfaction with their experience: FY18= 97.76% (+10.46%)

Satisfaction with receiving timely services in processing and confirming reservations:

FY18=95.52% (+9.81%)

Satisfaction with the set up of the room and event location in the manner requested:

FY18=97.01% (+9.98%)

Satisfaction in effective AV/Tech support: FY18=85.61% (+4.68%)

Satisfaction in appearance, cleanliness and comfort FY18 = 97.75% (+8.86%)

Satisfaction in receiving prompt support for event issues FY18=94.74% (+11.19%)

The addition of a new Assistant Director, and changes in night and weekend managers helped to create a new standard for customer service. This can be evidenced by the customer service satisfaction survey results.

The **Student Staff Employment Development program: RECESS** (Respect, Empowerment, Collaboration, Excellence, Service and Stewardship) has continued to grow. The LBJ 101 on-boarding workshops were presented to the full staff in August and then suspended due to staff shortage. Individual units worked to provide similar information to new hires. The workshop will be reinstated in FY19. Workshops were held for students throughout the year to administer and facilitate the Strengths Quest Inventory for students from the Information Desk, Bobcat Preview, Student Building Managers, Student Involvement Associates, Chartered Student Organization officers and the PALM design staff. 100% of the participants agreed the workshops befitted their team and their role in the department.

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, as noted in the results from the FY18 survey: 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. Personal competence and self knowledge skills will be ongoing strategies. All evaluated students are utilizing leadership and managerial skills in their role as student employees and continue to score well above the 85% goal.

The Student Employee Leadership Rubric is used to measure growth of student staff in a number of areas:

Tasker (1 point) Able to complete repetitive tasks, works for a paycheck, and does not identify as part of the team.

Employee (2 points) Able to complete general tasks, answer minimal operational questions, positive job attitude, feels a sense of belonging and can take on specific tasks.

Manager (3 points) Knows and completes all tasks of respective functional area, may be trained to supervise other employees, will volunteer to help students and is eligible to attend professional development conferences.

Leader (4 points) Regularly completes significant tasks of functional area, sees themselves as key part of the student center and are recognized as a leader among other student employees.

Team Member (5 points) Fully understands their functional area as well as the overall student center, makes significant decisions and takes on full time staff responsibilities when needed; sees job as important to resume content, is able to understand and contribute to the fulfilling of the vision of the department.

Total possible points= 30 N= 37

Student Employees averaged **20/30** on the matrix (+4). There is still some significant inconsistency in how supervisors evaluate their staff. While student managers were provided additional training to effectively evaluate staff, graduate and professional staff did not participate last year. In order for more consistency in evaluations, more training of all supervisors is needed. Of the evaluations reported, 35.6% improved in one or more variables of competence in consecutive semesters of employment. This is down from last year, and may be attributed to inconsistent evaluation by supervisors and inconsistent reporting of results. This will be addressed in a new submission process online as well as ongoing training for supervisors.

Those areas showing the most improvement were:

Role Perception in the LBJSC (up 51.7%), Benefit to LBJSC (up 51.2%) and Discretion level (up 49%). These three areas directly benefited from an increased effort in empowerment and collaboration with student staff. Of the 102 eligible student employees, 82 (80%) were evaluated as exceeding expectations on their performance appraisal, resulting in eligibility for wage increases.

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

Leadership Training: 87.5% stated co-curricular activities provided leadership training experiences (+1.5%); 90.83% said Student Center activities provided opportunities to assume a leadership role. (+7.8%)

Interpersonal Competence: 89.8% said that co-curricular and student center activities enhanced their interpersonal skills and ability to interact socially (-2.7%%)

Diverse Populations: 86.6% said their co-curricular experiences expanded their understanding of diverse populations. (-3.6%)

Principled Dissent: 82.3% were exposed to new and different ideas (-10.7%)

Sense of Belonging: 93.2% felt a sense of belonging to campus through their involvement (+7.2%)

Self Worth: 75.72% indicated that involvement and leadership opportunities contributed positively to their sense of self worth and community (+1.72%)

Advisor Satisfaction: 68.4% were satisfied with the level of support of their organizational advisor (first time measured).

Programming: 77% were satisfied with the programming they experienced on campus (3%)

Students overall are very satisfied with their out of classroom experiences and the leadership development they've received. Specific changes downward in satisfaction may be correlated to the campus climate during FY18.

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 these areas of highest skill development:

Communication 22.8% (+6%)

Conflict management 7.1% (+.5%)

Decision Making 14.3% (+3.4%)

Delegation 5.1% (-.1)

Ethics 8.2% (+1.4%)

Interpersonal Skills 18.2% (+3.6%)

Organizational Management 8.4% (-.6%)

Time Management 16% (+2.5%)

88.6% responded that they experienced Leadership and personal growth in their out of classroom experience in these areas:

Appreciation of diversity 12.2% (-.3)

Being a team player 10.3%. (+.3)

Collaboration 10.9% (+.1)

Communication skills 16% (+1%)

Conflict management 7.4% (-.4%)

Leadership Skills 12.3% (+.7%)

Problem Solving 10.7% (no change)

Project Management 6.2% (-.6%)

Showing initiative 9.6% (-.6%)

The significant positive ratings for leadership, communication and interpersonal skills can be seen in the record 457 (+11%) student organizations registered this year . The downward trend of perceived skills is an area we will continue to address through more leadership and organizational

workshop and outreach. Nationwide concern among students given the climate and national attention to campus issues certainly had an impact on some of these areas, but it bears our concern and attention. Open dialogue, thoughtful and specific programming around current issues of the day and officer training are priorities for the coming year.

Student leaders were evaluated each semester using the **Student Leadership Rubric** N= 28

Member (1 point) – minimum level of participation, learning about organization

Volunteer/Contributor (2 points) – learning how to contribute to organization, building skills for future leadership roles

Coordinator (3 Points) – beginning to assume leadership roles, learning about campus resources, can manage personal commitments

Organization Veteran (4 points) – knows organizational operations, shares leadership, sees connections for organization within community

Visionary (5 points) – sees organization's fit into the bigger picture, can turn ideas into action, networks on behalf of organization and sees how experience translates to life after college

Total possible points: 15

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 or 12/15):

Variables Average Score/Change

Nuts & Bolts 3.02 (-.07) Coordinator

People & Places 3.49 (+.5) Coordinator

Personal Skills 3.31 (+.34) Coordinator

While the normal bell curve of leaders (with more members than leaders) was present, it is significant to see stability and / or improvement in each of these variables.

The **Conference Services Satisfaction Survey** was administered to large event and frequent event users of the LBJ Student Center. All users of the ballroom and recurring or large meetings were surveyed throughout the year. We had a good response for the first full year of the survey. N= 214

99.76% indicated satisfaction with receiving timely services in processing and confirming reservations (+10.46%)

95.52 % indicated satisfaction with the set up of the room and event location in the manner requested. (+9.81%)

85.61% indicated satisfaction in effective AV/Tech support (+4.68%)

97.75% indicated satisfaction in appearance, cleanliness and comfort (+8.86%)

94.74% % indicated satisfaction in receiving prompt support for event issues (+11.19%)

The addition of a new Assistant Director for Conference Services as well as new staff in the night and weekend managers area has helped to bring the professionalism of conference services to a new level. This renewed focus on service as well as continued positive communication has been a

key factor in these results. We recognize there will be continue to be changes in these satisfaction levels, especially as room use and availability will be impacted as the renovation and expansion progresses. Transparency, clear and frequent communication and timely assistance will be our focus with our clients and guests as well as student users. The information gathered from focus groups of tenants continues to be at near the 100% Very Satisfied/Satisfied for all areas by all tenants.

Bobcat Preview assessment data is provided to the Bobcat Preview Committee to allow session presenters to review feedback and implement changes within their presentation. Furthermore, we utilize assessment to better facilitate training with our student staff and improve the overall program. This year, the assessment process was conducted on the TXST Events application. Presenters developed a short (4-7) list of outcomes for their session and students were asked to complete the assessment immediately following the session/presentation.

Student Assessment:

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% - 5,008 responses
- Computers...Time to Get Online! - 98%- 3,093 responses
- Protecting & Serving Our Rising Stars – 98% - 3,603 responses
- You Got This! Healthy Minds, Healthy Students - 97% - 4,188 responses
- Stand Up, Speak Up - 95% - 4,697 responses
- Diversity Experience - 95% - 4,199 responses

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.

Bobcat Preview Staff Assessment:

Our staff assessment focused on their experience with the program, beginning with training and concluding with convocation. Additionally, we assessed the staff after each day of training to learn about the effectiveness of our schedule and topic materials.

Upon completion of the program we had 116 out of 147 staff respond to our final survey, yielding a 79% response rate. For the majority of staff (over 80%), this was their first time working as part of Bobcat Preview. Training was seen as effective and staff provided a number

of ways to improve the program and training days. The staff seemed to enjoy the experience as 98% noted they would return to be part of the program again and 99% would recommend the staff experience to a friend.

Changes to be implemented from this assessment: The key changes that will take place from this assessment include training our staff more effectively in regards to risk management, enhancing PALs/Pro-Ops understanding of their positional roles, and lastly, increasing support for presenting campus partners.

The **LBJSC Marketing survey** was conducted in May of 2018. 61 surveys, which included all user profiles on Basecamp, were distributed with a unique access code via Qualtrics. The assessment had an open time of four weeks and had a response rate of 14.7%. Questions asked on the assessment focused on users' perceptions of staff competencies, types of resources utilized and how often, brand awareness and overall satisfaction. Overall satisfaction of respondents was 78% which is up slightly over last year. The low response rate of only 9 completed surveys makes it difficult to determine if the changes based on last years' results have made a positive impact.

Leadership

This year, we created separate evaluation pieces for the participants and the workshop request submitters. This separation allows us to determine if our workshop met the submitter's expectations without asking all participants for that information.

Out of 15 workshops only 7 organizations returned completed PALM evaluations. This continues to be one of our biggest challenges as many of the additional workshops were provided assessments but they were not returned to our office or they conducted their own evaluation.

Overall, workshop participants were satisfied with PALM Leadership Workshops throughout the year. Of the 21 responses received, all agreed or strongly agreed that the workshop fulfilled their request and gave them opportunity to practice applying the concepts. Everyone felt their workshops benefitted the organization. Presenters were rated as prepared and engaging. All organizations indicated they would reach out to the PALM office for future workshops.

Workshop requesters/organizers were also surveyed. They found the request form easy to understand, and felt they received a timely response. Presenters were timely and well prepared. All requesters indicated they would request another workshop from PALM again.

A new assessment for **Dean's List** was created to gather opinions regarding the reception from college deans. Six of the seven respondents said they were Moderately or Extremely Satisfied with the reception.

The Dean's List assessment is distributed to all students on the Dean's List. The fall assessment was sent to 7,166 students, which received 322 responses for a response rate of 4.5%. The spring assessment was sent to 7,138 students, which received 317 responses for a response rate of 4.4%.

When asked why students did or did not attend the reception, the feedback was consistent from the fall to the spring semesters (and from FY17 to FY18). The top three reasons students did not attend the event are: (1) scheduling conflicts specifically because of work and class, (2) other unspecified scheduling conflicts, and (3) not wanting to attend. Overall satisfaction on the Dean’s List Receptions increased by approximately 57%, with the fall satisfaction at 43% and the spring satisfaction at 64%.

Attendance for each reception:

Fall 2017: 682 student attendees, increase of 53 students from Fall 2016 reception

Spring 2018: 712 student attendees, decrease of 124 students from Spring 2017 reception

Operations

The annual **LBJSC satisfaction/benchmarking survey** was administered in Spring, 2018 to a random sample of 3500 San Marcos campus students.

Respondents were 572 (16%). We were pleased to have a third year of reliable responses.

Twelve factors were measured on a 7 point scale, and cover satisfaction of programs, staff and services in the Student Center. The standard acceptable score is 5.5 on the survey, however, our goal is 5.95 to meet our 85% expectation.

The factors that specifically measure this areA, percentage to goal and change from FY17 are:

Student Center Cleanliness 5.94 (84.85%) -.17

Providing a Positive Environment 5.62 (82.28%) -.19

Student Center Staff 5.61 (80.14%) -.09

Student Center is Student Oriented 5.67 (81%)

We continue to have the 'cleanest bathrooms on campus' as the cleanliness of the building is a significant factor of satisfaction again. There is a great deal of pride in keeping the building clean and welcoming. The ongoing renovation and expansion projects have certainly challenged this area. We have continued to address staff needs in this area, bringing new staff on board and increasing attention in all service. The downward turn in scores is not significant, but can be attributed to the ongoing renovation of mechanical, electrical and plumbing facilities in the building that disrupted and created inconveniences throughout the year.

Student Involvement

Cat Camp

Through a 14-question paper survey administered during the last small group, 2017 Cat Camp participants were given the opportunity to provide feedback on their experience. Sections with low scores, were thoroughly examined and improved upon as demonstrated in subsequent session’s evaluation. Below are excerpts:

Total Collected Evaluations	Strongly Agree	Agree	Disagree	Strongly Disagree
I believe this program has positively impacted my transition into Texas State University	517	67	2	

It was convenient to have Cat Camp connected to New Student Orientation	417	119	24	5
I would recommend Cat Camp to other incoming students	530	47	5	
I now feel confident that I will succeed at Texas State University	496	89		

Presentations Presented by Department Staff

- Adkins, C. (2017) True Colors, *University Ambassadors*, San Marcos, Texas
- Adkins, C. (2018) StrengthsQuest, *University Ambassadors*, San Marcos, Texas
- Adkins, C., Ghinelli, T., Legan, L., and Lynn, A. (2017) Teambuilding, *Upward Bound Program*, Gruene, Texas
- Duncan-Ashley, K. (2018), Risk Management Training, San Marcos, Texas
- Ghinelli, T. (2017) StrengthsQuest, *PACE Mentoring*, San Marcos, Texas
- Ghinelli, T. (2017) Teambuilder, *LBJSC Kick-Off*, San Marcos, Texas
- Ghinelli, T., Krulac, J., & Legan, L. (2017). Fall Co-Chair Retreat, Bobcat Preview, Wimberley, TX.
- Krulac, J., Cook, K., Rivera, J., & Legan, L. (2018). Spring Co-Chair Retreat, Bobcat Preview, Burnet, TX.
- Legan, L. (2017) SDI, *Student Foundation*, New Braunfels, Texas
- Legan, L. (2018) Strength Deployment Inventory, *AdvoCats*, San Marcos, Texas
- Legan, L. (2018) Strength Deployment Inventory, *LBJSC Admins*, San Marcos, Texas
- Legan, L. (2018) StrengthsQuest, *Bobcat Build*, San Marcos, Texas
- Legan, L. (2018) StrengthsQuest, *LBJSC Set-up Crew and Building Managers*, San Marcos, Texas
- Legan, L. (2018) StrengthsQuest, *Retention Management and Planning*, San Marcos, Texas
- Legan, L. (2018) Teambuilder, *Student Leadership Board*, San Marcos, Texas
- Legan, L. (2018) Teambuilding, *Hip Hop Congress*, San Marcos, Texas
- Lynn, A. (2017) Conflict Management, *Alpha Kappa Psi*, San Marcos, Texas
- Lynn, A. (2018) Teambuilders, *Health Professions Staff*, San Marcos, Texas
- McCoy, K. & Stonebrook, M. (2017). Not an Undergrad, not yet a Full-Timer: Navigating Life as a GA, NACA Central Regional Conference in Oklahoma City, OK
- McCoy, K. (2018). How-To Be A Person Finance Guru, San Marcos, Texas
- McCoy, K. (2018). How-To Write a Tailored Resume and Cover Letter, San Marcos, Texas
- Nguyen, T. & Bell, A. (2018), Professionalizing the Intern and Graduate Assistant Experience in an International Office, San Antonio, Texas
- Nguyen, T. & Duncan-Ashley, K. (2017), Risk Management Training, San Marcos, Texas
- Rodriguez, B. J. & Meiers, C. (2018). First-time attendee orientation for mid-level/senior professionals. NASPA Annual Conference, Philadelphia, PA.
- Rodriguez, B. J. & Williams, T. (2018). Investigation and adjudication: A look into organization conduct practices and the impact on student development. Webinar hosted by TACUSPA.
- Rodriguez, B. J., Williams, T., & Alexander, M. (2018). Investigation and adjudication: A look into organization conduct practices and the impact on student development. NASPA Annual Conference, Philadelphia, PA.
- Smith, J., Fleming, J., Arellano, M., & Rodriguez, B. J. (2018). Guest leader forum. LeaderShape Institute, New Braunfels, TX.

Stonebrook, M. (2018). How-To Get to the Next Step (Grad School and Job Search), San Marcos, Texas

Stonebrook, M. (2018). How-To Present Yourself Professionally Online and In-Person, San Marcos, Texas

Several leadership and teambuilding activities were facilitated by the Bobcat Preview Leadership Team during weekly meetings, retreats, and training workshops put on for the Co-Chairs and staff. The Leadership Team is made up of the Directors (Karrie Cook and Jasmine Rivera), the Graduate Assistant/Advisor (Jillian Krulac), the Coordinator/Advisor (previously Tony Ghinelli), and Committee Chair (Lanita Legan).

Leadership workshops included StrengthsQuest, Strengths Development Inventory (SDI), and Peer Supervision. Self-reflection and self-disclosure activities included Stand-Up/Step-In, Fish for Thought, and My Coat of Arms.

Special Recognitions for Department Staff

Stars of the Month

September 2017: Cynthia Emery (staff), Garrett Hohman (student), Moses Rodriguez (student)

October 2017: Sabrina Lee (staff), Drew King (student)

November 2017: Lynn Moreno (staff), Allie Moser (student)

December 2017: Sylvia Reyes (staff), Samantha Perkins (student), Amanda Martindale (grad)

January 2018: Mitch Pugh (staff), Austin Vonderheid (student)

February 2018: Kamarie Carter (staff), Alyssa Nodorf (student)

April 2018: Tony Baker (staff), Rebecca Smith (student)

May 2018: Katherine Romero (staff), Arsema Kidane (student) Jillian Krulac (Grad)

June 2018: Dusty Vaught (staff), Alyssa Cormier (student)

July 2018: Kacee Baker (staff), Lauren Yoes (student)

Kaley Consford, Nominee, Texas State Student Employee of the Year

Marina Nolen, ACUI “Steal This Idea” annual design competition, Honorable Mention, Environmental Graphics, February 2017

Alyssa Nodorft, ACUI “Steal This Idea” annual design competition, Second Place, Brochure Design

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. LBJSC Staff in attendance at the ACUI event received the award on behalf of Team Hogwarts.

Aaron Keith, Boko Award for Breakthrough Leader (SACA), 2018

Kelsey McCoy, Boko Award for Graduate Student Advisor of the Year, 2018

SACA-ventures, Boko Award for Innovative Program 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

Overall Department

Complete the scheduling and implementation of the full RECESS program, including workshops for skill development and proficiency. Certification programs for skills-based positions will be implemented. Consistent evaluation and reporting process will be assisted with the implementation of an online reporting process, alleviating inconsistencies in reports, formats and data. Workshops throughout the year will be offered in connection to the Strengths Quest curriculum and new staff will be trained with the inventory, Title IX training, timely on-boarding and professional goal development. Title IX training will be held every two years (completed their first semester of employment). New staff will participate in the LBJ101 within their first month of employment. A supervisors boot camp will be developed and implemented for all student, graduate and first time supervisors. Use of the Guidebook app will provide clear communication and scheduling information for students to access programs and experiences. This will also provide opportunity for on the spot evaluations of programs and experiences.

We will enhance our brand and increase our outreach to student organizations and university units desiring leadership/teambuilding and organizational development training. Increased attention will be given via staffing to the department's website, as it continues to be a critical connection to the students and our message/brand. We will begin an ongoing collaboration with other departments to provide high quality interactive and effective leadership development opportunities. We will work to assure that resources are maximized and that students are able to gain the experiences necessary to enhance their leadership. Campus-wide programming, including a spring festival, will provide more opportunities for students to lead and to engage the university community in partnering to produce a large scale event.

The LBJSC expansion is underway and will be the primary focus of several objectives. Coordinating budgets, accessibility and assuring the continuation of services will be a priority. Clear, up to date information to students, faculty and guests will be paramount. With the new space, financial needs must be met through targeted price increases. This year, AV rentals will increase. It will be important for users to understand and support this change. We will also complete several departmental 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: the responsible oversight and protection of something considered worth caring for and preserving
With the scope of the LBJSC expansion, securing adequate funding and managing cost effectiveness for the department and the expansion will be

critical. We will also 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.

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 will be a key responsibility of the Operations area.

Conference Services

Since every meeting room in LBJ has different A/V setups, install uniform A/V technical equipment in stationary podiums that include the same laptop, LCD, wireless presenter, and all cables necessary for hooking up with VGA or HDMI laptops.

Implement online payments for student organizations to offer faster and more convenient payment methods for students.

Complete and implement student employee certification program for all Conference Services student employees.

Update EMS software to current version.

Planning Assessment Leadership & Marketing

Recruit, hire and train new staff.

A major retention initiative for 2018-2019 is to increase our Bobcat Preview staff application numbers. We will develop an engagement tool/process to keep staff connected between April and August. We will increase social media presence of Bobcat Preview as well as continue to enhance our Namesakes' experiences pre-program and post-program.

Solidify conduct processes for students who attend Bobcat Preview with a set of guidelines on how staff should respond to students who are disruptive during the program or may be breaking university rules.

Complete the digital signage transition

Provide targeted outreach to student artists to increase quantity and variety of submissions by 10%

Develop the supply closet solicitation and distribution process more fully.

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.

Create marketing plan for Information Desk to promote services during expansion. Identify and implement additional services needed by the university community and LBJSC community especially during construction.

Provide earlier, targeted outreach to student photographers to increase the quantity of submissions for the AWITL photography program by 10%
Maintain consistent messaging and brand identity for the LBJSC expansion.

Increase both following and engagement for the LBJSC Instagram account by 15%

Implement at least 4 social media campaigns to increase engagement and support programs and services of the LBJSC.

Work with Student Involvement and Leadership Institute to help establish PALM's role in developing student organizations at Texas State.

Operations

We need to continue working on the existing storage rooms by organizing the areas, getting rid of clutter, and make room for new items that may be of importance for future renovations. Continue preparation for the upcoming year and the larger population of the student body. Major Objectives are to help with the continuing effort of refurbishing the building along with starting work on the expansion of the LBJSC as the student population continues to grow.

New inventory incoming and shipping out of surplus furniture, old kitchen equipment, and miscellaneous items are a continuing process for the inventory database, to stay current.

Student Involvement

Collaborate with campus partners in utilizing StarRez for record keeping and case management of conduct files and organizational correspondence.

Continue to maintain a functioning database that tracks student organizations and departments who reserve campus access spaces (cancellations, "pop-ins", no-shows, and other attendance data).

Continue to enhance and streamline the working relationship with Conference Services as it relates to the Event Intake Process.

Organization Conduct will work with SOC to host organization education sessions regarding organization funding as it relates to record keeping for organizational funds.

Update organization conduct policies and procedures and student travel policy.

Reclassify administrative assistant II position to a student development specialist I position.

Create a permanent 4th session of Cat Camp

Hire transfer students as counselors and CREW to serve as resources

Create an event evaluation to solicit immediate feedback from attendees of events at George's.

Continue to offer a diverse range of events and activities for students to attend.

Increase partnerships with Student Organizations to co-sponsor events on weekends.

Increase leadership development for student employees with the hiring of a Graduate Assistant that will help manage George's.

Develop outreach initiatives to increase awareness of the NTSO. Review organization structure to ensure resources are allocated appropriately.

Create a survey to determine what Nontraditional students' needs are.

Work with VATS to create joint events that are beneficial for both student populations.

Modify the SACA Event Coordinator positions to be more generalist – ability to plan more varied events

Encourage general members and executive board members to participate in NACA initiatives at both the regional and national levels

Implement educational and professional development workshops for general members

Offer programs that fall in line with the Common Reading theme.

Revamp Riverfest to be a more inclusive event

Begin locating more creative places to host events due to the on-going expansion project at the LBJ Student Center

Modify SACA-ventures to be a graduate assistant initiative

Host more events appealing to the male student population. Continue to increase attendance from upperclassmen/off-campus students

Implement a new service landing page using a calendar to communicate the volunteer needs of community partners as well as service events that are taking place on and off-campus.

Restructure site-leader training for Bobcat Break trips to be facilitated by the full-time staff member and graduate assistant to ensure that proper training and preparation occurs.

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.

Begin further limiting the distance Bobcat Build accepts for jobsites so that students are traveling less in order to mitigate physical and financial risks

Streamline the funding process for Student Organizations.

Streamline the Bobcat Recognition Program in order to update the Recognition Wall in a timely fashion.

Create a strategic marketing plan for each events and via social media channels.

Update information on the SOC website in a timely fashion.

Rebrand and redesign the Involvement Fair to Student Organizations Fair.

Major Trends for 2018-2019

Overall Department

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.

Conference Services

Ballroom and teaching theater clients seemed more inclined to request tech support for their events than previous years, as reflected by increased statistics in tech support hours.

Planning Assessment Leadership & Marketing

As incoming class numbers continue to increase, Bobcat Preview may be required to reassess the structure of the existing workshop schedule.

Demand by LBJSC programs and services for media such as GIF's, animations, vlogs, filters and digital content continues to increase.

Hybrid application/website development for programs and services (UX, UI) (User Experience, User Interface)

Displaying interactive art; such as digital/video and installation works

Expansion-related content

Event identity continues to be an area of concern as students are attending with varied expectations.

Operations

An increased focus on customer service will drive more training to provide 'above and beyond customer service' requiring better 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.

Student Involvement

Student Involvement

Increase assessment strategies in an effort to gather data on events and services. Use this information for marketing and branding efforts.

Explore fundraising opportunities for programs and services.

George's

Events that had free food/drinks had better attendance.

Students who attended events expressed an interest in purchasing alcohol. However, no staff were present from Chartwells to sell.

Movies were the most popular genre of events held – based off of attendance.

SOC

Develop leadership skills in student organizations through collaboration with the PALM office and other Texas State departments and new SOC funding process.

Create learning outcomes and assessments for each SOC event.

Major Obstacles for 2018-2019

Overall Department

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.

Conference Services

There were a number of events this Spring that were actually 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 currently 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 improvements we would like to make to the reservation process aren't available in the current outdated version, which significantly impacts our ability to progress in those areas.

Significant increase in last-minute cancellations (less than 24 hours) has risen exponentially since the UPPS policy was reduced to just a 24-hour cancellation policy. This not only affects staffing for set changes that are scheduled weeks in advance, it also impacts meeting space utilization. In turn, last-minute reservation submissions have increased and severely impact the day-to-day flow of reservation processing to accommodate these urgent requests.

Planning Assessment Leadership & Marketing

Growth of Bobcat Preview with limited space available on campus, especially due to the impact of the LBJ Student Center renovation.

Enhancing the staff experience to increase retention of staff members year to year.

Students are unable to check-in early at Dean's List Receptions because the Deans show up at event starting time. There is a minimum amount of waiting area with construction ongoing. Managing the event/event space to accommodate growing numbers of attendees (students and their guests). The Ballroom is not big enough to accommodate the growing numbers of attendees at this event. There has been a continuous struggle to purchase good quality and the appropriate quantity of food for a higher-end reception with the current budget. Attaining necessary amount of staff support through volunteering.

The PALM Office does not have an identifiable brand with which students can connect. We need to assess how we market our office and our resources to students and campus partners.

Integrating a new staff members into operations and programs of the office and department.

Operations

Major obstacles are workload and waiting on budget approvals, and being pulled away for interview teams to hire new employees to help handle the load.

Student Involvement

Student Involvement

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.

Student Involvement has seen an influx of organizational funds misappropriation allegations from our registered student organizations. Many of these cases were resolved through mediation.

With this fall being an election year with primaries we expect electioneering and free speech to continue to impact campus climate.

Cat Camp

Availability of camp sites within a one hour radius

Navigating campus construction and finding new spaces for activities

Few men were on staff; many applicants did not make grades

George's

LBJ Student Center has no activity in the building on Friday or Saturday nights besides George's.

Expansion of George's and Amphitheater will make it difficult for students to access or find George's.

NTSO

Members seem interested in participating in community bonding activities but turn out is poor. Turnout for Graduation Celebration events in comparison to sign ups has become poor. Only approximately 50% of the RSVPs show up.

SACA

Provide at least 12 quality events with a tighter budget

All-female executive board may need to seek additional resources to plan events that appeal to a diverse demographic audience

Retain membership numbers from the fall to spring semester

Beginning of LBJSC expansion project will limit space availability for programming

Collaborating with external entities to reach more people

Service

Educating and engaging Bobcat in reporting individual service hours. We know that more Bobcats are participating in service, yet few know where, how, or why to report.

Bobcat Build received feedback from students who were unable to participate due to Bobcat Day happening on the same day.

SOC

Retention of Officers; specifically in areas of operational focus.

Lack of funding requests despite being promoted in monthly newsletter.

Execution of Organization Olympics
