

**ANNUAL REPORT
LBJ STUDENT CENTER**

**Student Affairs Division
Texas State University
2016-2017**

Major Accomplishments/Retention Initiatives for 2016-2017

Student Center

The LBJ Student Center renovation is 50% complete and on schedule and within budget. There were cost savings in areas which has allowed for the lighting upgrades to be added to the project.

Upgrades to the HVAC, Plumbing and Life Safety systems are well underway the project renovations are scheduled to be completed by the spring of 2018.

The Expansion design is underway with a total construction budget of \$35.7 million. Design documents will be ready to present to the Board of Regents in November of 2017. Once approved the construction documents will be prepared and put out to bid. The expansion is scheduled to break ground in May of 2018 and completed May of 2020.

Additionally a Master Plan for the existing building is underway to identify areas in need of upgrades/renovations and to develop a time-line and budget. These include but are not limited to the bathrooms, the Lair kitchens and retail concepts, George's, Boko's Living Room, the back dock, existing meeting rooms and the roof on the existing building.

A collaboration between Building Ops/Student Center Ops created the first ever Hogwarts Halloween. It was a big success with 570 people in attendance at a cost of roughly \$2 per person.

Refitted LBJSC Fountain with appropriate water pump.

Renovated Information Desk and transferred management to PALM.

Upgrades to Décor in George's from a collaboration of the administrative team. Transfer of management to Student Involvement.

Completed SA Tech Office near Teaching Theater.

Successfully hosted the Board of Regents site visit in May, 2017 with extensive technical setup and technical support. Also provided support for an off-site meeting.

Arts Programs

6 exhibitions this year which is an increase of 100% over last year. Total artists participating doubled over last year: 64 versus 32. Increase of 25% for opening reception attendees this year: 173 over last year: 138. Total visitors to exhibitions showed a significant increase of 245%; 476 over 138 in the first year

Created Faces of America Video Series (8 total) highlighting artist's work and statements. These videos were put on social media leading up to and throughout the duration of the exhibition as well as running during the opening reception.

Bobcat Build

Now in the fifteenth year, Bobcat Build hosted 4,170 (17.13% increase) participants at its 261 jobsites, Bobcat Build reaches just over ten percent of the student population at Texas State University.

This year, Bobcat Build received \$16,300 in material/in-kind sponsorship. Of that amount, \$15,500 of material donations included assorted food and beverages for participants on the day of the event.

Bobcat Build made changes to the Jobsite Request Forms asking residents to self-identify if someone in their household identified as one of these categories: 65+ years old (74), disability (29), and veteran (22) for a total of 47% of the job sites.

Bobcat Preview

Bobcat Preview developed and implemented an online application review process for Co-Chair team. Allowed team to evaluate applicants through an online form, increased staff applications from 250 applicants in 2016 to 345 applicants in 2017.

Bobcat Preview namesake nominations increased from 595 in 2016 to 735 in 2017.

Moved all Bobcat Preview assessments to the TXST Events app and collected over 35,000 responses during the week long program.

Developed a Bobcat Preview banquet that served as a recognition of our namesakes and sponsors, as well as an opportunity for staff to have closure of the year's program.

Coordinated the first Bobcat Preview Committee Retreat to look at overall scope of the program and recommend changes and improvements, many of which will be implemented in FY18.

Created a new schedule that will debut at Bobcat Preview 2017. The core change is creating three shorter days for students.

Cat Camp

Total registration for 2017 Cat Camps = 965. Both 2017 NSO/Cat Camp sessions were among the first NSO sessions to reach full capacity.

Both 2016 NSO/Cat Camp sessions sold out. Each session had 200 students sign up. The 2016 Traditional Session of Cat Camp had 150 students register. Camp had an increase in registrants in 2016 (850) in comparison to 2015 (676).

Two new programs were introduced to the traditional session of Cat Camp: Faculty Chats with student-nominated faculty members invited to have casual conversations with campers to encourage relationship building with faculty and in team building activities on a Low Ropes Course.

Conference Services

Conference services increased: Total Bookings 8,388 (up from 8,064 in FY16); Total estimated attendance 844,820 (up from 630,729 in FY16) and Revenue \$464,969.74 (up from \$455,226.97 in FY16). Bookings with catering increased to 1,074, up from 756 in FY16. The conference services office receive an average of 32.2 bookings per day. Upgraded reservation intake form. Created a permanent online reservation form for all incoming LBJ reservations with an automated response emailer that includes a tracking number. This new system has given us the ability to consistently track submission date and status of the reservation.

Moved the submission date for Fall reservations to the first week in April to create a shorter gap between submission date and the release of the President's schedule and football schedule, which determines Family Weekend, Homecoming, Alumni Gala, etc.

Updated all forms on the Conference Services website to reflect the new online reservation process, plus added a new "Schedule Grid" for multi-day / multi-room events.

Room 3-4.1 now has an 80-inch flat screen with touch-screen technology.

George's

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

Leadership

Worked with SOC/Student Involvement to be included in all advisor communication.

Re-focused recognition and events Graduate Assistant to be dedicated to the development of leadership programming.

Marketing and Promotions

Print:

Processed a record 500 marketing requests, an increase of 16 % over last year and 43% over the past three years. Major campaigns included: Grow Cats Grow for the renovation and expansion and #MYLBJSC to engage with New Student Orientation students. Implemented LBJSC Marketing and Brand Guidelines including Editorial Style Guide, Publications Calendar/Media planner and AP Style Guide.

Web:

Worked to bring all sights compliant with ADA standards Hosted 41,696 unique visitors to the LBJ Student Center homepage and 72,000 sessions, <2% increase. Use of mobile increased from 48.5% to 56.5%. Pages were created to provide information and progress updates for the LBJ Student Center renovation and Expansion. Weekly construction maps are posted on the page.

Digital Signage: Down slightly (6.5%) over last year with 140 requests received. Network issues caused individual screens to not update or not show any content for days or in a few cases weeks at a time. Quad sign received 140 requests that were posted.

Media:

Twitter - followers: 4,502; a 34% increase with 203.2K overall impressions. The most popular tweet was the image of the election protests with an engagement of over 8,000. Facebook - followers: 2,574; a 27% increase. The most popular posts were the protest images (3,103 views) and AWITL video (1,345 views).

Instagram - followers: 1,049; an 88% increase. Introduced Instagram stories with 20 videos.

Tumblr- followers: 95; a 79% increase with 120 posts. Most popular Tumblr post was a photo set of students protesting the election results with 170 notes. Our second most popular post is "Eight Secret Spots on Campus" with 88 notes.

Photo:

Over 1,500 images were posted and shared this year. Of those, 80% were taken at student programs or events (almost 1,200) such as Boko Awards, Homecoming and Bobcat Preview.

Photography has supported several Staff Development programs as well; such as headshots for the Stars of the Month program as well as professional headshots for those staff and graduate assistants who are serving in roles for professional organizations. Several images of important events on our campus (election protests) also received very high levels of student engagement and interaction on social media

Video:

45 videos and motion graphics clips produced and distributed. Most popular videos were "[LBJSC fountain is up and running](#)" with over 4,000 views, "[A Week in the Life](#)" with over 3,000 views and "[5 Things to Do Before You Graduate](#)" with approximately 2,200 views.

NTSO

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

PALM

Transfer of management of Information Desk to PALM included a major renovation of space, function and training of staff. Created school supply swap pantry.

Implementation of the Student Employee Development program, RECESS. Included LBJ 101 for all current staff and each new hire within first month of employment; Title IX training, Evaluation training for Supervisors, Leadership, Marketing and Branding Programs. Full implementation will take place in FY18, including Strengths Quest training, supervisor training, and workshops focused on core values.

Recognition Programs

Created a Dean's List Reception program assessment via Qualtrics
 Implemented a successful new photo booth station during the spring reception
 Fall 2016 Dean's List: 629 student attendees, decrease of 55 students from Fall 2015 reception
 Spring 2017 Dean's List: 836 student attendees, decrease of 93 students from Spring 2016.
 Family and guests continue to be a significant part of the program, bringing the total attendance at each program to nearly 1500.

Created the LBJ Civic Leadership Award. This award will be presented annually to Texas State students who exhibit outstanding civic service and leadership focusing on education, civic engagement, diversity and inclusion. The three outstanding student leaders who were recognized at the annual Boko's awards in this pilot year of the award are: *Chelsea Whittington, Gabriel Schrader, and Fatima Ah-Dhahi*

SACA

Event attendance increased by 76.8% compared to the previous academic year. Event attendance was 13,048 resulting in \$8.61 cost per person.

A formal event proposal was implemented as well as an evaluation system for executive board members.

SACA's active membership increased by 200%. Implemented a committee system to include novelty, special events, awareness, and marketing committees. The committee system allowed members to engage more in the event planning process.

SACA collaborated with seven other organizations for programs such as Salsa Night, De-stress Fest, and 2016 Election Watch Party.

SOC

6% increase in registered student organizations with a total of 411 organizations. 3,122 participants at Student Organization Council Events with an average cost of \$5.78 per person.

Student Involvement

Overall number of students served or attended programming events was 27,047 at 198 events. Registered Student Organizations = 411.

Student Involvement presentations were held for departmental trainings and academic classes both in the LBJ Student Center as well as throughout campus. As a listed US 1100 faculty resource, Student Involvement was able to facilitate 44 presentations and provide useful information on the benefits of getting involved on campus, ways to get involved, service and volunteer initiatives, campus activities, and events.

Organization Conduct had 13 OCR cases and 11 Administrative Review². Five organizations were suspended, with two appealing decisions. Four cases were mediated, six were sent to an organizational judicial board or council, two were referred to Title IX and two were information only. Allegations included hazing (15), providing alcohol to minors (17), unregistered events (11) and potential drug use (9).

Campus Access Data indicated that 1852 Quad Spaces were requested (including 1222 information only) out of the total 2609 requests. Mall spaces accounted for 435 requests and Bobcat Trail had 198. Amount of hours observing and staffing campus access spaces: 98

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 understand university policies and procedures. Since its implementation in spring 2017, Student Involvement has reviewed and routed 158 event intake forms with 133 routed and 25 requiring a meeting with staff.

SVC

Student Volunteer Connection held 21 programs focusing on 11 different social issues/topics. As part of this programming, SVC saw an increase in participation in their Bobcat Acts of Kindness program series held bi-weekly throughout the fall and spring semester. In line with active citizenship continuum, each program provided participants with a brief presentation on the social issue and agency the service would be benefiting.

The Volunteer Fair portion of the Student Involvement Fair included 42 community partners, an increase of 31% from the previous year.

Progress on 2017-2022 Administrative Support Plan

Completed/Ongoing Strategies on Goal 1 (Provide a state of the art Student Center...)

Completed more than 50% of Phase 1 of Renovation-MEP-In progress, through Bookstore and three floors

Hire an Architectural firm to lead expansion design-Atkins hired to assume design work

Update décor, lighting, sound and furniture in George's-Ongoing,

Décor changes in progress, setup for games stations, lighting options being reviewed,

Remodel and update of LBJ Student Information Desk-Completed

Purchase and install new/contemporary recycle/trash stations-purchased bins for Conference level -Ongoing

Purchase and install new Ballroom and meeting room table and chairs-Purchased 200 chairs to complement existing inventory, additional tables also purchased - Ongoing

Upgrade Alarm systems-Part of MEP upgrade -Ongoing

Review and select options for George's operation-Ongoing

Upgraded EMS- Ongoing

Renovation of Information Desk-Complete

In progress strategies on Goal 1

Upgrade and Renovate Starbucks-Pending design

Upgrade and Renovate Chick-fil-A-Waiting for review by Design firm

Initiated food service options for George's

Completed/Ongoing Strategies on Goal 2 (Provide diverse programs...)

Develop and implement a Student Organization event intake process in collaboration with Conference Services-Ongoing

Investigating option for digital screens software-installed two screens in Lair

Implemented a Civic Leadership Award honoring LBJ-Ongoing

In progress strategies on Goal 2

- Collaborative effort with Leadership Programming to fill the need for student organization development
- Guidebook app development training
- Development of late night and weekend programming
- Successful implementation of Weeks of Welcome brand and program

Completed/Ongoing Strategies on Goal 3 (Provide a comprehensive employee development program...)

- On-line employee handbook developed – Ongoing
- Employee recognition program (Stars of the Month/Semester) - Ongoing

In progress strategies on Goal 3

- Student employee development program
- Implemented Title IX training for all student employees
- Developed position for a graduate assistant to assist with web and other digital information development

Assessments for 2016-2017**Student Center Satisfaction**

Annual EB1/ACUI Benchmarking Student Center Satisfaction Survey was administered to a random sample of 3500 students on the San Marcos campus. Response of 725, or 20.7%.

Eight factors were measured on a 7 point scale. Satisfactory is a 5.5, however our goal is a 5.95.

Factor 1- Publicizes and promotes campus - 5.27 (+.07 from FY16)

Factor 2 – Student Center has a positive environment – 5.81 (+.08 from FY16)

Factor 3 – Student Center is Student Oriented – 5.77 (no change from FY16)

Factor 4 – Student Center is a source of entertainment – 5.59 (+.18 from FY16)

Factor 5 – Student Center enhances life and leadership – 4.63 (+.39 from FY16)

Factor 10 – Student Center cleanliness – 6.11 (+.19 from FY16)

Factor 11 – Student Center Staff – 5.7 (+.20 from FY16)

Factor 12 – Overall Program Effectiveness – 4.79 (+.19 from FY16)

We are pleased that every area of the Student Center improved or remained level. We have several factors that do not meet our goal and those will be part of the action plan for the coming year.

(Factors 6-9 relate to Food Service and Bookstore and are not part of our reporting line. This information is shared with the Director of Auxiliary Services.)

Student Employee Satisfaction

An EB1 Benchmarking survey was administered to the Student Center Student Employees in April of 2017. N= 133, 107 responded or 80.5%. It was last administered in 2015.

Eleven factors are measured on a seven point scale. The goal is 5.5, with an aspirant goal of 5.95.

Factor 1. Satisfaction: Support and Training – 5.61 (+.11 from FY15)

Factor 2. Satisfaction: Quality of Supervision – 5.73 (-.34 from FY15)

Factor 3. Satisfaction: Collaboration with Co-Workers – 5.83 (-.13 from FY15)

- Factor 4. Learning: Co-workers are Respectful – 5.75 (New measure)
- Factor 5. Learning: Empathy – 5.75 (-.14 from FY15)
- Factor 6. Learning: Self-knowledge and Skills – 5.77 (-.01 from FY15)
- Factor 7. Learning: Personal competence – 5.90 (+.01 from FY15)
- Factor 8. Learning: Diverse interactions – 6.12 (-.05 from FY15)
- Factor 9. Overall Satisfaction – 5.95 (-.18 from FY15)
- Factor 10. Overall Learning – 5.70 (-.26 from FY15)
- Factor 11. Overall Program Effectiveness – 5.90 (-.16 from FY15)

While most factors have not changed significantly from the last administration of this survey, it is notable that the Quality of Supervision has declined the most. This will be a focus of training of student managers, graduate assistants and new supervisors. All areas will be addressed in the full implementation of the student employee development program in Fall 2017.

Bobcat Preview: Assessment data is provided to the Bobcat Preview Committee so session presenters can use it to make changes within their presentation. This year we moved every facet of the assessment process into the TXST Events application. Presenters were allowed to develop a short (4-7) list of outcomes for their session and students were asked to complete the assessment immediately following the presentation.

Of the 6,144 students who met the requirements for attending Bobcat Preview, 5,694 (93%) checked in to the program. Over 83% completed 6 out of the 7 required sessions that took place during the course of the Bobcat Preview program. The Friday and Saturday programs yielded a lower attendance.

Positive agreement with learning outcome statements is reflected for the sessions below:

We Are Academically Successful

Alkek Library Orientation - 99% - 4,419 responses

College Note Taking - 97% - 4,893 responses

Computers...Time to Get Online! - 97%- 5,022 responses

We Are Healthy & Responsible

Alcohol 101 - 97% - 4,506 responses

Diversity Experience - 97% - 4,903 responses

Protecting & Serving Our Rising Stars - 99% - 4,519 responses

You Got This! Healthy Minds, Healthy Students - 97% - 3,989 responses

Campus Clarity

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.

Overall our results yielded a strong response in number of responses (35,000+) and students felt that sessions were meaningful and met the established learning outcomes.

Bobcats CARE (Connect, Advocate, Relate, Engage)

Two main areas were measured for this program: Part-Time Job Fair and Student Organizations. This section yielded 1,234 responses out of the 3,862 who attended – a 32% response rate.

Part-Time Job Fair: 43% [534] of students were not interested in getting a part-time job and 38% [469] were interested but did not find one at the event. There were a good number of students who did find a part-time job they were interested in, which yielded a 19% [231] response.

Student Organization Fair: 95% of students [1,174] agreed that they were able to connect with a student organization at the event.

Bobcats are Proud

Positive agreement with learning outcome statements are reflected below. This section yielded 1,234 responses out of the 4,384 who attended – a 28% response rate.

Getting to know other students – 92% [1,128]

Learning about traditions – 96% [1,181]

Likelihood to attend other athletic events – 93% [1,155]

Convocation

Positive agreement with learning outcome statements are reflected below. This section yielded 1,234 responses out of the 4,600 who attended – a 27% response rate.

March Through the Arch- Connection to Academic Career – 78% [964] (Event has been cancelled for future years)

Feeling of community after New Student Convocation – 93% [1,153]

Only 7.2% of students did not attend any sessions.

Cat Camp

Through a paper survey administered during the last small group, 2016 Cat Camp participants were given the opportunity to provide feedback on their experience. Key findings include: an overwhelming agreement (95-99%) on getting to know others, perceiving small group leaders as future resources and as positive representatives of Texas State, being positively impacted in their transition to Texas State, becoming more familiar with campus traditions, making at least one new friend and feeling confident in succeeding at Texas State.

We assessed our new programs at the single session that they occurred. The responses are as follows: 100% felt more prepared to approach professors and they enjoyed the large team building activity.

Conference Services

A customer satisfaction report was implemented in FY17 to assess satisfaction of major event users (mostly in the ballroom) and of recurring meeting users. 77 surveys were sent out with 71 responding. Key findings included: 36% were student organizations, 53% were university departments and 11 % were off campus entities. 86% were satisfied with the timeliness of

processing reservations; 87% agreed the room set up was as requested; 81% received effective A/V Technical support; 89% felt the facility was comfortable and met their expectations; 82% received prompt support for event issues and 87% were satisfied with the overall event experience. These will be baseline numbers that will be used to plan for future improvements.

Dean's List

We assessed satisfaction with the event overall and with each component of the event. The fall assessment was sent to 7,168 students, which received 357 respondents for a response rate of 5% and the spring assessment was sent to 6,614 students, which received 317 respondents for a response rate of 5%. Overall satisfaction on the Dean's List Receptions decreased by approximately 20% from fall to spring, with the fall satisfaction at 59% and the spring satisfaction at 39%.

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.

Attendance in Fall 2016: 629 student attendees, decrease of 55 students from Fall 2015 reception
Spring 2017: 836 student attendees, decrease of 93 students from Spring 2016 reception.

LBJSC Marketing

A satisfaction survey was conducted in May of 2017. 72 surveys, which included all user profiles on Basecamp, were distributed with a unique access code via Qualtrics and had a response rate of 44%.

Design staff competencies were all in the agree range (5 on a 7 scale) with knowledgeable as the highest ranked competency (76%) and timelines at the lowest competency (63%). 33% of respondents access basecamp whenever they receive a notification, while 25% of respondents access their projects less than once a week. 33% do not support using LBJSC branding on all marketing materials. 77% expressed satisfaction with staff, policies and procedures and 80% attributed marketing and promotion assistance as successful contribution to their programs and services

Leadership: Out of 16 workshops only 6 organizations returned completed 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. Out of a total of 83 responses: 100% of participants Agreed or Strongly Agreed that 'The workshop fulfilled the original request.' Similarly, the Agreed or Strongly Agreed responses for the following:

99% 'The workshop activities gave me the opportunity to practice applying the concepts discussed.' 99% 'The workshop benefitted the organization.' 99% 'The presenter(s) was/were prepared.' 100% 'The presenter(s) was/were engaging.' 94% 'I will reach out to the PALM Office for another workshop.'

Areas covered in comments from the workshops included learning in self-awareness, leadership qualities, techniques for empowering and inspiring, strategic thinking, collaboration, using strengths effectively, leadership styles, communication, cooperation, self-confidence, and values.

Service

Community Partners were sent satisfaction survey post-service events (Meet & Greet, Involvement Fair, and All Paws In) and received a 33% response rate. Through this data we found that agencies who participated in the inaugural Meet and Greet and the Volunteer Fair were eager to continue engaging with Texas State students at similar events. Additionally, 72% of respondents reported they would be interested in attending future Volunteer Fairs held indoors.

Student Volunteer Connection sent surveys to former staff and graduate facilitators resulting in a shift on training to provide more resources and/or clarity on policies and procedures.

Pre and post assessments were conducted for Bobcat Break with response rates of 60% and 57%, respectively. As a result of participating in Bobcat Break, there was an increase of students who felt their service made a difference in a community.

Throughout the year, volunteer/Service hours were reported from students, student organizations, sport clubs, and one athletic team (Track and Field). Total Number of Hours Reported – Individual service 2017: 1,761.5 Total Number of Hours Reported – Organization service 2017: 18,022.65

Student Center Operations

The tenants group was surveyed in the spring semester. Satisfaction results included 100% rating for building cleanliness; 88% on restroom cleanliness; 100% on custodial service, helpfulness and courtesy; 75% were satisfied with repairs and maintenance and response time. 100% were overall satisfied with service from the LBJ Student Center.

Student Involvement

Student Involvement implemented an electronic assessment survey provided to attendees at the Student Involvement presentations that allowed us to obtain the following information: overall presentation effectiveness, current campus involvement, projected campus involvement, and effectiveness of media presence. 96% agreed the presentation was beneficial; 97% agreed the speaker was engaging and 79% felt they were better informed about campus events and activities.

Presentations Presented by Department Staff

Consford, K. and Vaught, D. (2016) Social Media for Student Organizations, Student Organizations Conference, San Marcos, TX

Consford, K. and Vaught, D. (2017) Your Digital Identity and Developing Your Personal Brand, Texas State Leadership Institute Annual Conference, San Marcos, TX

Duncan-Ashley, K., & Pereira, P. (2017). *Professional development*, Graduate Assistant Training, Texas State University.

Foster, M. (2017) Surviving Without a Creative Team, ACUI Annual Conference, Philadelphia, PA

Ghinelli, T. (2016) Intro to Strengths, Bobcat Preview, San Marcos, Texas

Ghinelli, T. (2016) Leadership 101, Greek Affairs Programming Board, San Marcos, Texas

- Ghinelli, T. (2016) StrengthsQuest & Teambuilding, University College Advising Center, San Marcos, Texas
- Ghinelli, T. (2016) StrengthsQuest, Student Foundation, San Marcos, Texas
- Ghinelli, T. (2016) StrengthsQuest, University Ambassadors, San Marcos, Texas
- Ghinelli, T. (2016) True Colors, US100-Ashley Shoemake, San Marcos, Texas
- Ghinelli, T. (2017) Intro to Strengths, Alpha Phi Omega, San Marcos, Texas
- Ghinelli, T. (2017) Intro to Strengths, LBJ Student Center Staff Meeting, San Marcos, Texas
- Ghinelli, T. (2017) Intro to Strengths, Lead Peer Mentors, San Marcos, Texas
- Ghinelli, T. (2017) Intro to Strengths, Peer Mentor [Small Group], San Marcos, Texas
- Ghinelli, T. (2017) Intro to Strengths, SACA, San Marcos, Texas
- Ghinelli, T., Severt, A., & Legan, L. (2016). Fall Co-Chair Retreat, Bobcat Preview, Wimberley, TX.
- Ghinelli, T., Severt, A., & Legan, L. (2017). Spring Co-Chair Retreat, Bobcat Preview, Burnet, TX.
- Hillegeist, M. (2016-2017). *Student Involvement*. US 1100 Classes.
- Hillegeist, M. (2017) *Title IX, New Student Orientation*. Northeast Lakeview College San Antonio, Texas
- Legan, L & Salas, C. (2017) Using Assessment in Student Employee Training, ACUI Annual Conference, Philadelphia, PA
- Legan, L & Salas, C. (2017) Using Assessment in Student Employee Training, ACUI Region II Conference, Houston, TX
- Legan, L (2017) Teambuilding, Registrar's Office Retreat, San Marcos, TX
- Legan, L. & Salas, C. (2016) Using Assessment in Student Employee Training, NACAS Annual Conference, Indianapolis, IN
- Legan, L. (2016) Evaluating your Staff, LBJSC Student Employee Training, San Marcos, TX
- Legan, L. (2016) Leadership 101, Lambda Pi Eta, San Marcos, Texas
- Legan, L. (2016) Strengths Quest, GSAC, San Marcos, TX
- Legan, L. (2016) Transitioning Leadership Workshop, Pi Kappa Phi officer training, San Marcos, TX
- Legan, L. (2017) Leadership Institute Conference Facilitator training, San Marcos, TX
- Legan, L. (2017) SDI, Bobcat Preview, Burnet, Texas
- Legan, L. (2017) Strength Deployment Inventory, Dean of Students Retreat, San Marcos, TX
- Legan, L. (2017) Strength Deployment Inventory, Leadership Institute Capstone program, San Marcos, TX
- Legan, L. (2017) Strengths Quest & Teambuilding, DHRL Residence Education Staff Retreat, San Marcos, TX
- Legan, L. (2017) Teambuilding, McCoy Administrative Team, San Marcos, TX
- Legan, L. (2017) Teambuilding, McCoy College of Business Administrative Assistants Retreat, San Marcos, TX
- Legan, L. (2017) Teambuilding, PACE MAC, San Marcos, Texas
- Legan, L. and Rahman, J. (2016) LBJ 101, LBJSC, San Marcos, Texas
- Lenartowicz, B. (2017). *Latinas logrando. The PhD journey*. NASPA Annual Conference, San Antonio, TX.
- Lenartowicz, B. (2017). Lenartowicz, B. (2017). *First Time Attendee Orientation*. NASPA Annual Conference, San Antonio, TX.

- Lenartowicz, B. (2017). *Project innovation*. Chartered Student Organizations Kick-Off, Texas State University.
- Lenartowicz, B. (2017). *Time management*. Graduate Assistant Training, Texas State University.
- Lenartowicz, B., Duncan-Ashley, K., & Pereira, P. (2017). *Policies and procedures*, Graduate Assistant Training, Texas State University.
- Lenartowicz, B. (2017). *Making change when change is hard*. NACA HLW Staff, New Braunfels, TX.
- Lenartowicz, B. (2017). *Student planning facilitation*. US 1100 Faculty Training, Texas State University.
- Lenartowicz, B. (2017). *Syllabus planning*. US 1100 Faculty Training, Texas State University.
- McCoy, K. & Stonebrook, M. (2017). *Not an undergrad, not yet a full-timer: Navigating life as a GA*. National Association for Campus Activities Central Conference, Oklahoma City, OK.
- McCoy, K. (2016-2017). *Student Involvement*. US 1100 Classes.
- McCoy, K. (2017). *Create your own elevator pitch*, SACA Executive Board Spring Retreat.
- McCoy, K. (2017). *Social Media @ SACA*. SACA Member Spring Retreat.
- McCoy, K., & Meeks, M. (2017). *Group Dynamics*, Chartered Student Organizations Retreat, Texas State University.
- McCoy, K., (2017). *Kick it up with analytics and metrics*, Summer Technology Boot Camp, Southern Association for Colleges and Employers.
- McCoy, K., (2017). *Seasons of GA*, Graduate Assistant Training, Texas State University.
- Meeks, M. (2017). *Student Involvement*. US 1100 Classes.
- Pérez, G. (2016). *Service v. Philanthropy*. Student Organizations Conference, Texas State University.
- Pérez, G. (2016). *Student Involvement*. Austin College Access Network Summit, Texas State University.
- Pérez, G. (2017). Student leader to graduate advisor, Graduate Assistant Training, Texas State University.
- Pérez-Carey, G. & Stonebrook, M. (2017). *Belonging, community, experience*. Chartered Student Organizations Retreat, Texas State University.
- Salas, C. (2016) Safety Information, LBJSC, San Marcos, TX
- Sevart, A. (2016) Teambuilding, Colleges Against Cancer, San Marcos, TX
- Sevart, A. (2017) Vulnerability and team building, Women in Leadership, San Marcos, TX
- Stonebrook, M. (2016-2017). *Student Involvement*. US 1100 Classes.
- White, Kaitlin. (2017). *Dollar and cents*, Graduate Assistant Training, Texas State University.
- Williams, T. & Duncan-Ashley, K. (2017). *Campus Access*, Graduate Assistant Training, Texas State University.
- Williams, T. & Pérez, G. (2016). *Student Involvement*, PACE Peer Mentor Training, Texas State University
- Williams, T., (2017). *Communication and relationship building*, Graduate Assistant Training, Texas State University.
- Williams, T., (2017). *How to plan, execute and market an event successfully*, NPHC Officers Meeting, Texas State University.
- Williams, T., (2017). *Let's talk it out*, Chartered Student Organizations Kick-Off, Texas State University.
- Williams, T., (2017). *Perceptions & conflict-How to manage*, University College, Texas State University.

Williams, T., (2017). *Words have meaning icebreaker & team-builder*, Transfer Transitions, Texas State University.

Williams, T., (2017). *Words have meaning icebreaker & team-builder*, Queer Collegiate Summit, Texas State University.

Special Recognitions for Department Staff

Amber Severt (Graduate Assistant), Graduate Assistant of the Year-Division of Student Affairs, May 2017

Charlie Salas chosen for ACUI, Bogotá Columbia, International Summit.

Charlie Salas completed his appointment on the Educational Council for ACUI

Grisell Pérez-Carey, Chartered Student Organization (CSO) Advisor of the Year

Grisell Pérez-Carey, Division of Student Affairs Champion of Success Award Recipient

Joe Carter, Texas State staff employee of the year.

Karrie Cook, Jasmine Rivera, Doralena Yanes, and Sam Beverly, LeaderShape participants, May 2017

Kimberly Duncan-Ashley, Bobcat Bond Mentor of the Year

Kimberly Duncan-Ashley, Division of Student Affairs Champion of Success Award Recipient

Kimberly Duncan-Ashley, UPD Citizen Police Academy Graduate

Lanita Legan Greek Advisor of the Year, May 2017

Lanita Legan, ACUI Certification program for Student Employee Supervision

Megan Ducote, ACUI Region II Third Place Logo/Identity, November 2016 (The Grow Cats Grow campaign won a regional award for logo design.)

Morgan Meeks, Boko Award for Graduate Assistant of the Year

Peter Pereira, National Association for Campus Activities Convention (NACA) Conference Chair 2019

Tabitha Williams, Living Fraternal Values Award Recipient

Tabitha Williams, Order of Omega Inductee

Tabitha Williams, Texas Association of Black Personnel in Higher Education (TABPHE) State Secretary

Tony Ghinelli (Advisor), Foundations of Excellence Award, Student Foundation, October 2016

Stars of the Month

August: Tony Ghinelli and Angeles Blanca; September: Dave Rader and Bria Crane; October: Rigo Guterrez and Kamryn Dixon; November: Scott O'Neal, Cody change and Evan Gatlin; December: Frank Rodriguez and Paige DeLeon; January: Brad Johnson and Chelsea Whittington; February: Robert Hollub-Fletcher and Rachel Leuken; March: Grisell Perez-Carey and Ahmed Alshalkhahmed; April: Tabitha Williams and Gabe Williams; May: Kim Burns and Brody Thrash; June: Kait White and Katherine Hornak.

Major Objectives for 2017-2018

- Complete the renovations of mechanical and life-safety systems in the existing building.
- Begin the construction of the planned expansion by May 2018.
- Continue to address phased facility expansion and renovation planning.
- Develop and implement the Master Plan for the existing building to upgrade and renovate existing spaces providing new furniture and equipment where needed.
- Digital Signage and wayfinding for building assessment

- Enhance Ballroom-audio, video, lighting, décor
- Upgrade lighting and sound concerns for George's
- Complete Cyber Lab on Fourth Floor
- Upgrade computers in Clicks Cyber Café
- Replace tables and chairs on Conference level only as needed
- Review of all cost and fees for Conference Services
- Upgrade existing custodial and maintenance equipment
- Continue to explore external/offsite supplemental storage
- Address emergency preparedness and business continuity
- Security policy for major events-University Police
- Implement programming calendar of events in the Bobcat Trail area to increase visibility and encouragement for use of the space.
- Work with campus partners in learning database (StarRez) for record keeping and case management of conduct files and organizational correspondence.
- Create and maintain a functioning database that tracks student organizations and departments who reserve campus access spaces.
- Increased collaboration with Greek Affairs and Student Organizations Council in regards to educating student organizations in topics related to risk reduction, policies, and procedures.
- Implement comprehensive assessment plan for department.
- Continue to diversify the staff in chartered organizations to represent the student body.
- Create a permanent fourth session of Cat Camp
- Create an event evaluation to solicit immediate feedback from attendees of events.
- Create a collaboration model similar to trends nationally where student organizations would host late night events on weekends in George's.
- Create a survey to determine what Nontraditional students' needs are.
- Begin to survey satisfaction of community partners we have worked with through our various programs (e.g. All Paws In, Bobcat Acts of Kindness, Bobcat Build, and Bobcat Break).
- Develop a Weekend Bobcat Break Trip option to accommodate those with shorter time commitments.
- Redesign the SACA Executive Coordinator role to a President Role which will encompass membership initiatives, Wow-A-Palooza & Boko's Block Party, and other administrative duties. Additionally, create a new Promotions position for the upcoming Executive Board. Modify the committee structure to include a Music and Arts Committee, a Recreation Committee, and an Outreach Committee. Revamp the membership system by implementing stronger recruitment, training, and retention practices. Create transition strategies such as mentoring opportunities to prepare members to become the subsequent executive board.
- Host a monthly event that highlights registered student organizations on campus. Create events that reach a targeted audience based on organization categories.
- Develop an engagement tool/process to keep Bobcat Preview staff connected between April and August.
- Implement new Bobcat Preview schedule and assess how changes impact our staff and students.

- Create a marketing campaign that includes a more robust social media profile and videos capturing the Bobcat Preview experience.
- Solidify conduct processes for students who attend the Bobcat Preview including a set of guidelines on how staff should respond to students who are disruptive during the program or may be breaking university rules.
- Integrate Peer Mentors into the program in an effort to help connect students to a continual resource as they begin their academic career.
- Work with Student Involvement and Leadership Institute to help establish PALM's role in developing student organizations at Texas State.
- Increase marketing of Dean's List, improve program planning and logistics to better serve the students who participate.
- Transition to the University digital signage system.
- Provide updated training and resources to better collaborate on marketing projects.
- Develop consistent student and/or staff outreach team to represent LBJSC at Orientation, Bobcat Days, and other major events
- Implement marketing campaigns and events for LBJSC expansion and twentieth anniversary.
- Create a permanent customer service/support presence in third floor meeting area with a Mobile Customer Service Desk in the Rotunda area adjacent to Ballroom. Setup Crew and/or Building Managers will be stationed in this area to respond quickly to Ballroom events and/or meeting room tech issues. Create and implement a meeting room "check-in" system at Info Desk and/or at the Rotunda Hub assistance center for all student org evening meetings.

Major Trends for 2017-2018

- Student programs and events need to be inclusive and campus wide.
- Volunteerism for student organizations and individuals.
- Increased demand for meeting and event space.
- Increase in the number of registered student organizations.
- Continued student activism and activities on the Quad.
- Improving digital information/wayfinding systems
- Increasing need of assessment and evaluation of all services
- In-house customer services programs
- Greater support and interaction with service providers, Chartwells and SCC
- Green initiatives
- Increasing energy cost demand fixture and equipment review and replacement
- Risk and safety management: emergency preparedness and business continuity
- Sustainability
- Space management
- Commercialization
- Online reservations and services
- Art Gallery
- Mobile technology
- Flexible meeting space

- Virtual Meetings, online meetings
- Steady growth in Cat Camp of both staff and campers indicating a need for additional NSO/Cat Camps combos, early move-in for off-site camps, and a site that is within close proximity to campus.
- NTSO Members seem interested in participating in community bonding activities but turn out is poor. Members have very busy schedules. Increase in nontraditional students are veterans.
- Collaboration with registered student organizations in regards to programming that meets their needs (leadership programming, programming of activities that highlight uniqueness of organizations) via surveys and social media
- Growth of the Bobcat Preview program with limited space available on campus. Begin considering the potential impact of the LBJ Student Center renovations and if so, finding additional space to meet the program's needs.
- The largest trend we are seeing is the development of leadership curriculum in various offices within the division that are providing similar resources as PALM.
- Increased demand for media such as GIF's, Animations, Vlogs, Stories and more
- Technical staff are being asked to support software programs for Skype and Zoom.

Major Obstacles for 2017-2018

- Retention of staff has been a challenge as we see staff leaving for better paying jobs. We will look for ways to enhance the workplace through professional development, team building and leadership while also looking at opportunities where appropriate to improve pay.
- Workforce demographics and composition in area
- Competitive wages for students and staff, shallow pool and local competition
- Increasing revenues in the areas of foodservice and conference services.
- Renovations for November 2017-2018 and the closure of the Ballroom. Meeting the demand for ballroom and meeting room requests. Lack of meeting space to meet increasing demand, specifically mid-size room.
- Pending renovation and construction project. Maintaining access to all services during construction and while minimizing the need to shut down areas of the building.
- Increasing cost of labor, supplies and equipment and energy.
- Inability to find inexpensive and effective seating and tables
- Increasing demands on facility and staff on services and facility
- Parking and access to building
- Age and status of infrastructure (HVAC, plumbing, electricity)
- Appropriate guidelines in support services and guidelines for large and challenging programs
- Inability to deal effectively with service providers
- Maintenance upkeep training for Chartwells
- Storage space and inability to secure additional offsite storage
- Changing presentation technology: audio/visual
- Hyper quick improvements in computer technology, University IT policy and procedures
- Mitigating risk management
- Size and access to loading dock

- Several organizations who were previously suspended, have 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.
 - Challenges securing a camp site for Cat Camp within a one-hour radius.
 - Addressing the limitations of the ballroom in all large scale events.
 - Limited labor resources in Marketing and compressed timelines to meet demands of increased marketing requests
 - Maintaining current, accurate and accessible web content
 - Continued network issues prohibited utilizing many aspects of the digital signage system. This, coupled with the University releasing a customized signage system, the digital signage system contract was not renewed and we will be transitioning to the University system
 - Artwork was removed from public spaces due to content. Dedicated space is needed for exhibits.
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