

**ANNUAL REPORT
LBJ STUDENT CENTER
Executive Summary**

**Student Affairs Division
Texas State University
2018-2019**

**Major Accomplishments/Retention Initiatives for 2018-2019
LBJSC Expansion**

Successfully coordinated expansion project to ensure timeline and budget are met and the continuation of services and accessibility for students, faculty, staff and guests is maintained.

Provided up to date information to students, faculty, staff and guests on accessibility and project timeline.

Student Employees

Introduced a new student employee evaluation

Increased student merit raise from .25 an hour to .50 an hour

Capital Projects FY2019

Alumni Center and Welcome Center, Completed May 2019

Three New Meeting Rooms, Completed May 2019

Chick-fil-A Upgrades, Completed January 2019

George's Upgrades, Completed January 2019

Progress on Administrative Support Plan

Departmental strategies had significant progress in FY 19. Facilities, programming and services all saw increase in participation, usage and satisfaction.

Strategies completed:

GOAL 1

- Update decor, lighting, sound and furniture in George's.
- Purchase and install new/contemporary recycle/trash stations
- Upgrade alarm system
- Upgrade and renovate Chick-fil-A operation
- Phase 1 of Renovation – MEP
- Incorporate meeting and event space in future construction projects to increase the campus inventory for reservation spaces to meet current and future demands
- Upgrade EMS software to provide on-line services for scheduling

- Redesign current (Riverfest) into an all-inclusive campus wide event
- Develop and implement a Student Organization intake process in collaboration with Conference Services

GOAL 2

- Revise state-mandated risk management program to meet the needs of student organizations and advisors
- Implement a civic leadership award honoring the legacy of LBJ

Strategies implemented/ongoing or making progress

GOAL 1

- Purchase and install new Ballroom and meeting room tables and chairs
- Upgrade and renovate Starbucks
- Review and select options for George's operation
- Identify and create a gallery space within the student center that will accommodate local and visiting exhibits
- Develop and create a more comprehensive audio/visual program and services

GOAL 2

- Develop or purchase online organizational conduct management software

GOAL 3

- Administer StrengthsQuest inventory to all employees to form a common theoretical framework on which to build leadership education and experiences
- Implement an ongoing training process for sexual harassment awareness and Title IX for all student employees
- Develop and implement a student manager training program that is based on the Strength Deployment Inventory and current student employee supervision best practices
- Recruit, hire and train sufficient custodial and maintenance staff to support a 30% increase in square footage of the student center.

GOAL 4

- Create rate structure for use of student center space that meets costs of providing services, including providing in house services for university departments.
- Develop a full service marketing|design center business plan and implement needs analysis, identify product needs and establish cost structure for programs and services.

Assessments for 2018-2019

LBJ Satisfaction Survey N=540/3500

The twelve factors measured showed a consistent level of satisfaction to last year. This is good, considering the building was under construction the full year and all but one entrance was closed. Overall program effectiveness was up 2%. Building cleanliness continues to be the highest level of satisfaction.

Students would like more live music and comedy entertainment and would attend late night or weekend events offering such.

Students indicated that the leadership skills they learned or were enhanced by involvement with the LBJ Student Center's programs or organizations were:

Communication: 20.2%

Interpersonal/Social Skills: 18.4%

Time Management: 16.6%

These same skills were found in similar levels of influence from general out of classroom experiences.

LBJ Student Employee Survey N= 97/106 for a 91.5% response rate

Of the 11 satisfaction factors measured, Collaboration with co-workers measured highest (87%), followed closely by Diverse Interactions (85.2%), and followed closely by Overall Satisfaction (84.8%).

Learning leadership skills (23.6%) and learning skills for future jobs (20.2%) were the most important aspects of student employment. An opportunity to help others was also high (19.1%).

98.9% of respondents feel more connected to the university because of their employment in the student center. 92.5% are satisfied with the training they received to do their job. Both of these elements have been the focus of student staff training and the Student Employee Advisory Cabinet.

With the revamped student employee evaluation process, 86.7% felt their evaluations were positive and that they were able to gain insight and improve their performance.

35.8% of respondents understood the purpose of their position and how it fit into the mission of the student center.

Presentations Presented by Department Staff

89 presentations were presented by departmental staff, graduate students and interns
Six staff were US1100 instructors

Special Recognitions for Department Staff

Vice President of Student Affairs Award to Jack Rahmann, Director, LBJ Student Center for Outstanding Leadership and Achievements

Brenda J. Rodriguez, Texas State University Employee of the Month, December 2018

Thomas Nguyen, Graduate Assistant Outstanding Contribution to Student Affairs

Kat Romero selected to the ACUI Region II Leadership Team

Peter Pereira, NACA Convention Chair, 2019

Lanita Legan, Michael Luna, Dave Rader recognized for 20 years of service

Sarah Bagwell and Lucero Treviño, ACUI “Steal This Idea” annual design competition, First Place, Signs/Banners Design
Nicole Basta, Lucero Treviño, Fatima Rubio, ACUI “Steal This Idea” annual design competition, Second Place, Logos/Brand Identity
Sylvia Reyes, NACA Central – 2018 Outstanding New Professional, October 2018.
SACA, NACA Central Award for Best Multicolor Poster/ Flyer, October 2018.
SACA, NACA Central Award for 100% Volunteer Participation, October 2018.
SACA, NACA Central Award for Best Digital Media – Video, October 2018.
NACA National Award for Division III Outstanding Poster, February 2019.

Major Objectives for 2019-2020

LBJ Student Center Expansion

Develop and implement additional staff and processes to support the newly expanded Conference Services Operation, Diversity and Inclusion Center, Alumni/Welcome Center and public spaces.

Implement an expanded custodial and maintenance staff and to provide services for the new tenants and the new conference services ballroom and meeting rooms.

Complete a “Room Naming/Fundraising Proposal for the existing and new meeting rooms.

Develop and implement a comprehensive visual art program for the new spaces created in the expansion.

LBJ Student Center Capital Projects

Complete the upgrades and brand refresh to the Lair Food Court retail concepts working collaboratively with Chartwells

Upgrade remaining restrooms on the second and third floors

Upgrade the existing meeting rooms and conference service corridors and lounge areas.

LBJ Student Center Revenue

Implement an update AV services rate schedule

Submit a current room rental recommendation

Collaborate with Chartwells to insure a successful transition and implementation into an “exclusive catering” program for Conference Services.

LBJ Student Center Organizational

Move Directors office, Business Office and PALM to the Student Involvement Suite.

Move Student Government, USAC and Greek Council to other office spaces in LBJ TBD.

Create cross-training opportunities that support promotions and job reclassifications as well strategically providing new job responsibilities that benefits the career of individuals and the effectiveness of programs and services.

LBJ Student Center Programs and Leadership

Certification leaders training for Strength's Quest

Dean's List Program re-defined to include per college presentation program/ceremony

Revised LBJ Student Center Advisory Board Charter

Art and LBJ and Texas State University historical displays for the new addition to the LBJ Student Center

Major Trends for 2019-2020

Increased student participation in Student Organizations

Social media primary source for student information/communication/networking

Minority, majority student population increasing

Male population decreasing

Pressure from outside political, religious and social organizations

Major Obstacles for 2019-2020

Flat student enrollment

Student fees declined for FY2020

Student fee at maximum capped rate

Minimal revenue growth in revenue centers of foodservice and conference services

Increased operation costs with expansion of Student Center

Staff turnover

Marketing and student awareness of events and programs