

LBJSC FY21 Annual Report



**ANNUAL REPORT
LBJ STUDENT CENTER**

**Student Affairs Division
Texas State University
2020-2021**

Major Accomplishments/Retention Initiatives for 2020-2021

Director's Office & Business Office

Maintained a safe and sanitary environment throughout the LBJ Student Center by adhering to the University, State of Texas, and CDC guidelines for COVID-19.

Provided hand sanitizer stations at all entrances, lounges, classroom spaces, food court, restrooms, and departmental reception areas.

Signage throughout the building messaging mask wearing, social distancing and other actions for safe practices Examples include, 3 per elevator, Hand Sanitizing Guidelines and, not clearing food court tables.

Adhered to the University sanitizing procedures and schedule for the virtual classrooms, ballrooms, LBJ Computer Lab, and the Teaching Theatre.

Provided only 50% capacity of furniture in the Lair Food Court, meeting rooms, George's, LBJ Computer Lab, virtual ballrooms and marking off 50% of existing lounge furniture.

Installed plexi-glass shields for all departmental reception and customer service areas.

Sanitized all public areas and restrooms 3xs daily.

Responded immediately to areas of reported COVID-19 per University and CDC guidelines.

Led, developed, and managed LBJ Student Center Operations, Student Involvement and PALM under FY21 budget cut of \$690,000 and 7 staffing vacancies to maximize student and guest satisfaction and engagement.

Revised work assignment plan for staff in areas affected by vacancies and retirements.

Developed a virtual programs budget with the remaining program funds in Student Involvement to engage and support students and student organizations.

Identified areas for cost savings in the purchasing of supplies, maintenance, and equipment.

Delivered virtual and hybrid programs to support and promote student engagement and inclusion.

Provided software and social media platforms for Student Organizations to recruit and meet with student members.

Produced events and activities virtually and in-person that were safe and low risk for students at the LBJ Student Center.

Completed FY21 capital projects and expansion project.

LBJ Student Center \$32 million Expansion completed on time and on budget.

Lair second floor dining area renovated.

Lair kitchen and service area renovated

Planning, Assessment, Leadership and Marketing

Creative Services:

Providing division-wide support and collaboration continues to be a key accomplishment for LBJSC Creative. This year, the team completed multiple design, web and video projects for the Counseling Center, Dean of Students Office, Housing & Residential Life, and the Vice President for Student Affairs Office. Notable projects include the design and implementation of a temporary Health and Wellness site hosted by the VPSA Office and Student Government video messages for the Board of Regents.

Video was paramount in engaging with students during remote instruction this past year. The LBJSC Creative team produced **over 100 video and motion graphics deliverables** – an approximate 100% increase in the number of deliverables over any of the previous three years. To add to this achievement, several deliverables were part of high-profile, campus-wide initiatives. Highlighted projects include: [2020 Return to campus student ambassador video](#), Art direction for the 2020 Bobcat Preview video series, New Student Orientation video, Fall 2020 and Spring 2021 [Dean's List video messages](#), Homecoming 2020 Soap Box and Royalty reveal videos, and the "More than a Student" series animations.

The completion of the renovation and expansion project created opportunities for the Marketing unit to contribute to the planning and execution of wayfinding and environmental graphics throughout the LBJ Student Center. Student and staff Creatives conceived and designed a graphic icon representing our new architectural feature to be used as a part of our identity, wayfinding that included floor numbers, updated maps, vinyl wraps for elevators and columns in the amphitheater, and a graphics package for the esports arena that included lighted signage.

An updated project workflow was implemented in Fall 2020 to improve the request process for clients. Tasks are now generated based on the scope of the project and multiple campaigns were created, streamlining communications on long-term projects. Workflows now include client-briefs, multiple edit rounds and social media deliverables. In the new process, over 500 projects have been completed since implementation. Project management tasks increased 11.8% over last year with 1,677 completed by the LBJSC Creative team. Remote instruction only slightly impacted the quantity of print media produced at 218 requests. Key print accomplishments include the weekly updating and printing of COVID19-related signage, identity for the SOC podcast series, the Boko Awards winners poster series, and providing timely vaccination event signage.

All the above have increased both effectiveness and efficiency in supporting division-wide programs and services as well as creating opportunities to expand and improve our brand reputation.

Digital Marketing:

Several major digital initiatives were implemented over the past year. The Graduate Assistant for Marketing successfully transitioned the 125-page LBJSC web architecture to the Calico template. In addition, he facilitated the transition of two smaller sites (Homecoming and SACA) and worked with the Assistant Director to create content for and build out a Health & Wellness site for the VPSA Office. Marketing also coordinated the transition to virtual for a range of typically in-person activities and built host pages for events including the Dean's List Reception, Art exhibitions, Student Organizations Fair and Homecoming. Digital signage continued to perform well approximately 80 digital screen requests – a positive considering remote instruction and periods of lockdown over most of 2020/2021.

Our strategic campaign to increase followers on Instagram was successful. The LBJSC Instagram saw a 21% increase in followers, with a milestone of 66.7K impressions in August 2020. Intentional messaging on Facebook directed at alumni and parents proved successful as well. Following and page likes have seen marked increases across all channels an average of 24% and 16% respectively over the past two years and continue to expand our engagement with audiences that frequent this channel.

Digital campaigns for the fall and spring semesters were student-initiated: “More than a Student” campaign and “Lifelong Connections Built Here” both spotlighted achievements of individual students and featured messaging connecting them to the LBJSC. “More than a Student” received over 1,200 engagements on Instagram over the course of the campaign and “Lifelong Connections” is ongoing.

The LBJSC Creative team developed content for and implemented a phased launch for TikTok. Benchmarking and strategy were developed in Fall 2020 and five initial videos were shot and edited over the spring semester for a summer launch. Currently, the first video has over 700 views.

Arts Programs:

Adaptability was an area of strength for arts programs this spring. Three student art exhibitions, “Truth”, “New Normal” and “AWITL” were moved to a virtual gallery format which included a virtual guest book and were promoted on LBJSC social media channels. The exhibition, “Truth” was one 36 programs recognized in the Texas State Inclusive Excellence Showcase.

A large mural was commissioned and installed in the LBJSC amphitheater. The artist, Neftaly Torres, is an alumnus from 2020 and previously exhibited in two other Fine Arts Advisory Board exhibitions.

Information desk:

Starting in Spring 2021, a new position at the information desk was created. A programming and outreach coordinator was hired to develop more ways to get engagement at the information desk.

Promotion at the desk

- Bi-weekly posts on Instagram and Facebook stories for ‘Ask Me Anything’ and weekly giveaways

- Weekly events

 - Ask me anything

 - Trivia Wheel

 - Connect 4

 - Draw a picture

 - Guess song mashup

 - Kahoot

 - Student poll

- Locker sales

- School Supplies

- Game check-out

- Food Pantry bags

Due to COVID-19 there was a major decrease in presentations for both semesters.

Both fall and spring semesters had information desk training to go over normal tasks and duties that were expected during the job.

Fall semester 7 student employees.

Spring semester 6 student employees

Monthly meetings were held throughout the fall and spring semester to build community with the student employees at the desk.

Dean’s List

Due to COVID-19 the Dean’s List became a virtual celebration. The marketing team filmed each Dean from their respected area congratulating the students who were on the dean’s list. At the end of the video, a list of student’s names scrolled down the screen to recognize their accomplishments. We also provided a Dean’s List T-shirt and 4.0 pin for the students who signed up at the end of the video.

We updated the 3rd floor of area of LBJ with the list of students who made the Dean’s List.

Student Employee Advisory Cabinet

The cabinet had a regular attendance of 6 student employees who represented different departments within the student center. A major accomplishment was the end of the year social held for all the student employees at LBJ.

Student Center Operations

Continuing work on certain aspects of the Expansion Project

Repaired space affected by Snow/Ice event

Responded to COVID policy effect on the facility and use of meeting space.

Hosted COVID Vaccinations in building.

Reallocation of work duties and responsibilities after retirement of key personnel
Relocated Student Involvement staff back into original space: purchased office furniture, activated phones, painted offices, cleaned carpet.
Upgrade in Food Services venue completed: Lair Marketplace.
Hosted Remote Learning Hubs in Ballrooms.
Hosted COVID Antigen Testing in LBJ Ballroom
Hosted TSUS Regents Spring 2021
Work continues on EMS: reviewing options for wayfinding use
A/V system upgrade work continues in both Ballrooms, remote access in meeting rooms.
Working with Access Management to retire existing Locknetics System-streamline access.
Continuing review of food policy and procedures between SC and Chartwells for LBJSC.
Response to COVID: Building Operations-sanitizing space, signage, social distancing.
Guidelines that create foundation to process large and challenging events
Updated Event Management policy and procedures as needed to address COVID policy.
Work in support of Digital Screen campus initiative
Changed out carpet in 3rd floor meeting rooms, Welcome and Alumni Center pending
E-Sports Venue: infrastructure, tables, projector—continuing work
Support reorganization of Student Affairs/Student Center
Work to address Encelium lighting issues

Building Operations

304 Work orders completed through LBJSC Building Operations Work Order Database.

Building Operations adapted custodial cleaning procedures to focus on disinfection of the public spaces of the building throughout the day, and nightly disinfection after closing.

Building Operations purchased two electric misters, and two backpack misters to disinfect building public spaces throughout the day and all meeting room spaces after each event.

Floor stand and wall mounted hand sanitizer stations were installed throughout the building and checked daily.

The ballrooms, teaching theatre, meeting rooms, and offices were provided with sanitation stations that included gloves, microfiber towels and disinfectant which were replenished daily by Building Operations.

Numerous floor signs, vinyl posters, and open/closed stickers were hung inside and outside the building to address Covid protocols and social distancing within the building.

Building Operations installed plexiglass dividers throughout the building in response to Covid.

Soap Box Derby ramp was removed from storage for repair and restraining/waterproofing. All derby cars were tested and refurbished as needed. A modified Soap Box Derby was held following Covid protocols, with Building Operations providing the set up and tear down of the ramp.

The Chartwell's kitchen on the 2nd floor was completely renovated, building operations has since maintained, troubleshooted, and submitted warranty requests for all new equipment.

The exhaust fan for the Lair kitchen was repaired, and the flooring of the 2nd floor walk in cooler was removed and replaced.

Building Operations completed a renovation of the E-Sports lounge in Bokos which included wall repair, painting, and repositioning of the lower entry door.

Numerous parts such as motors, fans, compressors, filters, paper towel and toilet paper dispensers, and various other parts have been ordered for and replaced in air conditioning units, refrigerators, freezers, toaster, meat slicer, ice machines, and public restrooms by Frank and Joe, or Mike from facilities.

All cubicles were removed from Career Services suite and numerous televisions and whiteboards were hung in the new IIE and Alumni offices and conference rooms.

Conference Services

Conference Services staff adapted and successfully enforced all event and meeting guidelines pertaining to the pandemic as they continued to evolve over the course of the year.

Reconfigured all meeting rooms and common spaces in LBJSC to meet capacity requirements and social distancing guidelines.

Reconfigured EMS reservations software settings to adjusted room capacities and sets.

Continually revised Conference Services website to include the most current COVID-19 guidelines for meetings and events.

Conference Services staff absorbed additional roles and responsibilities due to multiple staff vacancies such as: monthly reports on Ricoh printer, monthly reports on vehicle usage, processing of Student Center Operations work-orders, new monthly content for the 2nd floor bulletin board, processing procurement card purchases for all of Student Center Operations, and fielding all phone calls for Building Operations.

Conference Services staff continued serving students and the community by remaining operational with normal Fall and Spring hours with reduced staffing of only 10 student employees (whereas in a normal semester we would have 20-25 student employees.)

Combined student employee staff to be one team of Building Managers to best accommodate building and event needs during the pandemic.

Conference Services staff successfully transitioned from fully working on campus to a remote working environment and effectively communicated as a team using Microsoft Teams.

Successfully supported clients and events during the spring semester while rotating remote working arrangements.

Assisted clients with navigating their way to and around LBJ Student Center and discussed best methods for hosting successful events during the pandemic.

Provided monthly facilities programming throughout the academic year in the HUB including gifting over 220 “thank you” cards for a “Week of Giving” around Thanksgiving, over 200

holiday gift tags, semester goals activity sheet for the start of the spring semester, over 500 Valentine Pun cards, Storm Relief Resources after 2021 Winter Storm, Mother's Day bookmarks, and coloring sheets for finals stress relief.

Decorated the second-floor entrance, Paseo, and HUB areas for Homecoming and winter to boost student spirit.

LBJSC successfully assisted the Student Health Center in hosting 7 University-wide vaccination events distributing approximately 7,000 vaccines, contributing \$4,935 in audio/visual needs, furniture, and equipment.

Conference Services staff supported the 7 full-day vaccine events held in LBJSC by staffing line control and check-in.

The Grand Ballroom was utilized as a Learning Hub for students to access online courses and complete online coursework for 236 days of the academic year.

The LBJ Ballroom was utilized as a Learning Hub for students to access online courses and complete online coursework for 113 days of the academic year.

The Conference Services staff monitored and assisted students in the Grand Ballroom Learning Hub from 7:00 am – 6:00 pm daily during the first four weeks of classes in Fall semester.

Successfully hosted the May 2021 Board of Regents and Texas State University System office meetings.

Conference Services staff assisted with calling students and reviewing applications for the Bobcat Cares Scholarship committee.

Kat Romero and Tracy Goodman assisted with the two Texas State University and Hays County mass vaccine events held at the University Events Center in March and April. Approximately 4,796 vaccines were given.

Revamped post-event client surveys by adding questions and created a new survey to differentiate between one-time and recurring events.

Created additional assessment tool as a QR code flyer with survey instructions in all meeting rooms so that any guest can submit their event experience.

Conference Services actively participated in various professional development opportunities on campus and virtually through ACUI, Linked-In Learning and the TXST ODC department.

Hired and onboarded two new student employee Building Managers in Spring 2021.

Purchased new lavalier microphones that connect to the laptops to better support hybrid events utilizing Zoom.

New tables were put in rooms 3-13.1 and 3-14.1.

Reviewed pricing structure and benchmarked with similar universities in our region.

Worked with Chartwells to propose a Student Organization Catering Menu for Fall 2021.

Participated and presented at the Staff Resources Virtual Fair in April 2021.

Student Center Operations and Conference Services staff proactively coordinated with VIP campus clients and LBJSC offices to secure 2021-2022 Ballroom dates for signature events and opened for Fall 2021 reservation requests.

Ashley Padalecki successfully supported PALM in their Marketing office for 20 hours a week in the Fall 2020 semester, and 16 hours a week the spring semester until May 1st.

Val Johnson assisted with the Building Operations custodial search committee.

Val Johnson served on the Student Affairs division spring staff appreciation event planning committee.

Kat Romero assisted with the Career Services Employer Relations Coordinator search committee.

Tracy Goodman served on the Continuity of Student Life Work Group.

Tracy Goodman served on the 2020 Elections Task Force committee, June 2020-January 2021.

Tracy Goodman, Kat Romero and Scott O'Neal continue to serve on the Demonstration Response Team.

Successfully cross-trained Event Staff and Reservations Staff, reservation staff can confidently unlock and set up basic audio and visual needs for all meeting rooms as well as the Teaching Theater.

Conference Services staff virtually attended Accruent EMS conference in October 2020.

Conference Services staff virtually attended the Region II conference for Association of College Unions International in November 2020.

Conference Services staff attended the Association of College Unions International Virtual Conference in March 2021.

Conference Services staff assisted with line control for during early voting and Election Day voting in October and November.

Student Involvement

The unit transitioned to its own department within the Division of Student Affairs in late spring 2021. The reorganization will enhance current services and programming efforts, as well as, introduce new goals and initiatives. The reorganization allows for Student Involvement to build, support, and sustain a campus-wide culture that centers student involvement and engagement for the student community.

Throughout the year, Student Involvement's services and programs pivoted to virtual or hybrid delivery. New modes of training, delivery, and integration into current practices were implemented.

Officer Leadership Development (CSO)

Developed and implemented a comprehensive assessment of chartered student organization leaders using the Leadership Identity Development (LID) theory. Student Involvement CSO leaders completed pre- and post-test utilizing a canvas site and advisor evaluation of leadership development based on LID model with guided reflections to assess evidence of individual leadership growth and career readiness.

This report is to be considered baseline data for the pilot semester (Spring 2021) of the Leadership Development initiative with Student Involvement's CSO officers. The original goal for this outcome was to see an 80% rate of progression from one stage to the next in each category over two long semesters with the office. This summary currently only includes one semester of data and will be used to analyze longitudinal patterns moving forward. For the purpose of this report, data from the beginning of Spring 2021 is being compared to data from the end of Spring 2021.

Over the 5 categories in the [Leadership Identity Development \(LID\) Model](#), there was a progression of students from one leadership development stage to the next in 36.36% to 54.55% of those that completed all components of the assessment. In the original learning outcome, the goal was for there to be an 80% rate of progression from one stage to another in each category over two long semesters so this is promising information to see progression occurring after only one semester. Also, the percentage of students that progressed from one stage to the next OR maintained in the same stage (in other words – did not regress in their leadership evaluation) was 78.89% to 87.88% across the categories.

Division-wide team was created to respond to elevated campus expressive activity. Student Involvement maintained responsibility for training the team, partnering effectively with UPD and on- and off-campus stakeholders, and responding to low-risk and elevated-risk campus expressive activity. Student Involvement responded to 24 activities, time monitoring activity ranged between 5 minutes to 2.25 hours. The longest amount of time monitoring activity was 5.5 hours.

The university was a polling location for the 2020 Presidential Election. Student Involvement managed the polling site, recruited and trained volunteers, and maintained oversight for compliance to electioneering and campus access policies and procedures. Total voting over early voting and election day was 8,229. Student Involvement partnered with stakeholders to host the Election Day programming (watch party, virtual program, and election stress program).

Campus Access

Campus Access Tracker monitors 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 access outdoor campus spaces. The Tracker also recorded the amount of time Student Involvement staff

conducted Quad Runs. During the **2020-2021** academic year, an estimated **17 minutes** was spent on average on daily Quad Runs.

Due to COVID-19 event guidelines, outdoor reservable space was limited most of the year to Bobcat Trail, but was expanded in Spring 2021 to include limited space in the LBJ Mall and the Quad.

Campus Access request process was pivoted entirely online within the event management system. Most forms, other than Off-Campus Solicitation and Electioneering forms, can now be submitted online. This has streamlined the event review and approval process tremendously and allowed the department to introduce additional COVID -19 event requirements.

The following information has been gathered since Fall 2020:

The following information has been gathered since Fall 2020:

Pop-Ins			No-Shows					Athletic No-Shows		
72			289						58	
Campus Access Reservations			Quad		Mall			Bobcat Trail		
762			106		84				569	
Reservation Type	Department	Athletics	Solicitation	Info Only	Food Sales	Special Events	Amplified Sound	Vendors		
	260	132	77	323	0	141	6	218		

Event Attendance Tracking

Due to COVID-19, an Event Attendance Tracking process was created and implemented to give student organizations a digital and hands-free way to track attendance for contact tracing purposes. A form was created and housed on the Student Involvement website that allowed student organizations to submit information for each event, which Student Involvement staff turned into a digital check in using the MAKO Event Management System. All registered student organizations, apart from orgs housed in Fraternity and Sorority Life, were required to submit event attendance tracking forms for both on and off-campus events (FSL used their own internal event attendance tracking process). **475** Event Attendance tracking forms were submitted between August 2020-May 2021.

Both Campus Access reservations and Event Intake reservations were down this academic year, due to stricter COVID-19 event/meeting guidelines. Despite the pandemic, we were able to further streamline the Campus Access request process. This has allowed for faster turnaround time between request submission and event confirmation and better transmission of new guidelines.

Programming Proposal Form

In April 2021 due to relaxed guidelines for student organization events during COVID, the Programming Proposal form was created to allow for a more streamlined review of proposed student organization events. It also allowed for clearer transmission of new event guidelines and

requirements, as well as closer review of student organization event risk management and COVID prevention protocols. 12 Programming Proposal forms were submitted in the month of April.

Bobcat Build

Now its nineteenth year, Bobcat Build had 127 confirmed jobsites and 860 volunteers prior to cancellation on April 31st. Jobsites were intentionally low in consideration of COVID-19 safety measures. A newly developed sponsorship was created with McCoy's Building Supply and expected to continue.

Bobcat Preview

A comprehensive review of Bobcat Preview began in Fall 2019. In Spring 2020, a Presidential Task Force was created to further identify changes to the program. Due to COVID-19 pandemic the review had to pivot in creating a hybrid-program with all required components being hosted online via Canvas and in-person optional events offered throughout August 17-23, 2020.

The task force completed its review in Spring 2021. The results of the task force, for August 2021, reduced the timeframe of Bobcat Preview, shortened the residential move-in timeframe, and integrated academic components with intentional aims for fostering a sense of belonging and student success.

George's

George's opened in fall 2020 with reduced capacity set for 25% and increased to 50% capacity by spring 2021. 40,000 visitors participated in games, sat at the bar, or in general seats throughout the year.

"Meet Me @ George's" programming and SACA programming contributed to limited, but well attended, programs. Most notable, So You Think You Can Drag was originally set for 1 show from 7:30-9 PM with a reduced capacity of no more than 75 guests. When doors opened, the line was more than double this max capacity and a quick decision was made to create two shows - one from 7:30-8:30 PM and a second one from 9-10 PM. Attendance was maxed at both shows.

NTSO

Graduate celebration participation increased by 25%.

Implemented a Career Development series with Career Services that was well received and will continue to enhance collaborative and outreach efforts.

Increased intentional partnership and programming efforts for non-traditional student population at Round Rock campus.

Organization Conduct

Mediations = 2 and Administrative Reviews = 7. Total allegations = 13.

SACA

Coordinated multi-area registration and participation in the NACA Virtual Conference (including Student Involvement, Bobcat Preview, Cat Camp, NTSO, SACA, SOC, SVC, DHRL, RHA, Hall Councils, & Student Government) with a total of 386 registrants

Increased rate of collaboration on programs with other departments or organizations from 4% to 30%

Hosted 33 events (26 open to entire campus, 7 required membership or open to selected participants), ~3403 recorded participants, 10 events hosted with collaborating departments or organizations.

Student Organizations Council

Due to the pandemic, new delivery modes were implemented in the fall – YouTube Channel, Podcast, and virtual organizations fair hosted on Microsoft Teams.

YouTube Channel – 39 student organization videos. 1,236 views.

Bobcat Boost Podcast – participating organizations = 2, views = 68 per video.

Student organization fair (fall) – participants = 443, entries = 735, student organizations = 100, Average visits per 40 min session = 1.5 (based on 16% of student organization booths reporting attendance).

Student Volunteer Connection

Student Volunteer Connection (SVC) was able to facilitate a total of 9 service-related events including a Bobcat Break day of service. Each month was dedicated to a different social issue (ex. Voter awareness, educational inequity, accessibility and accommodations, and pollution). The three (3) BAK in Service, 3 (three) Bobcat Acts of Kindness, two (2) Serve w/ SVC events and one (1) Bobcat Break day trip.

Progress on Administrative Support Plan-

Information desk: Goal 1:

In the process of developing a plan to clean out and organize the information desk space to make it more engaging for the student employees and make the services more accessible.

Use of social media and technology were used to showcase and inform students of opportunities at the desk.

Objective 2.c

Student employees at the information desk are required to have an account on Teams so that we can communicate effectively.

Dean's List: Goal 1; objective 1.J

As a team we were able to research and engage applicable services and technology to enhance the Dean's List experience for students, faculty, and loved ones.

Goal 2; objective 2.c

As a team we utilized Teams to communicate effectively

Student Employee Advisory Cabinet: Goal 1; Objective 1.G

With the changes in departments, the Cabinet will be able to come together in order to develop an effective advisory strategy to build community and involvement within the student center

Lair Renovation-LBJ Marketplace and new concepts

Revolution Noddle

Progress to develop and implement Catering Plan for Student Center

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.

The need for a mezzanine in the 2nd floor storage room has been addressed and waiting for budget to be available to move forward with bids.

Assessments for 2020-2021

Tenants group surveys

Conference Services customer surveys

Daily, weekly and monthly inspections of facility.

Annual tenants survey.

Completed Work Orders.

Dean's List

On Sunday, February 28, 2021, we had an event total of 408 and 16.37% total users visited the "Virtual Dean's List Fall 2020"

On Sunday, February 28, 2021, we had an event total of 609 and 24.44% total users visited the "4.0 Pin and t-shirt request form."

On Sunday, February 28, 2021, we had an event total of 2,492 users.

Moving forward we plan to incorporate a congratulatory video from the Provost in order to maintain an online audience.

Conference Services Customer Satisfaction Survey

Survey results from one-time events in meeting rooms, Teaching Theater as well as Ballrooms, recurring Student Organization meetings as well as results from the QR codes in the meeting rooms for 2020-2021 indicate the following combined categories of "strongly agree" and "agree", followed by an increase, or decrease vs. stats from 2019-2020.

Note: The pool of surveys is typically higher than the results we have seen for 2021 and 2020 due to the significant number of event cancellations in 2021 due to COVID-19*.

N=129 surveyed 2018-2019

N= 24 surveyed 2019-2020*

N= 63 surveyed 2020-2021*

Conference Services provided timely services in processing/confirming reservation
99.8% / +3.96 improvement

The Event Management System (EMS) booking process was easy to navigate and user-friendly
77.6% / Newly added question to the survey in 2020-2021

Setup of the room/event location was in the manner requested
87.22% / - 8.61 decrease

Received prompt support for event issues
81.34% / -1.27 decrease

Audio/Visual/Technical support was effective
84.57% / 6.31 improvement

Appearance, cleanliness, and comfort of the facility met your expectations
98.33% / 6.66 improvement

I was satisfied with the overall event experience
88.27% / -7.56 decrease

Statistics:

44 Student Organizations held recurring meetings in LBJSC this year.

855 Student Organization meetings were held in LBJSC this year.

238 Departmental meetings/ events were held in LBJSC this year.

110 Reservations requested the use of a Webcam / Zoom Package for hybrid meetings and events.

Due to the pandemic, we had 668 cancellations in LBJSC this year, 27 of those being major annual events that involved Ballrooms and multiple breakout rooms.

Bookings per Room/Venue:

14	Grand Ballroom & LBJ Ballroom
91	Teaching Theater
43	The Hub
6	LBJ Amphitheater
8	George's
84	3-3.1
20	3-4.1
93	3-5.1
42	3-6.1

42 3-7.1
 21 3-8.1
 115 3-9.1
 68 3-10.1
 99 3-13.1
 195 3-14.1
 83 3-21.1
 62 3-21.2
 85 3-21.3
 77 4-1.9
 2 Plaza
 65 Mall

**1,315 total bookings = including Mall, Plaza and all meeting/specialty rooms LBJSC
 Bobcat Preview**

An in-depth analysis of the August 2020 program was conducted in Fall 2020. You can find the full report here: <https://documentcloud.adobe.com/link/track?uri=urn:aaid:scds:US:7b3bfb77-6d7f-4d7f-b65a-6a67a20e837b>

The three components of August 2020's program that consistently stayed highest rated by new students across all questions asked was: Navigating TXST as a First-Generation College Student; Cat Camp's Ring Ceremony; and Service Saturday. These results could speak to the desire for students to connect within identity groups and/or topics that they feel personally connected to during Bobcat Preview Week.

Student Organizations Council

Org Fair Survey Data

Org Fair Satisfaction		
Extremely Satisfied	11	26%
Satisfied	16	38%
Neutral	4	10%
Dissatisfied	7	17%
Extremely Dissatisfied	4	10%

What did students appreciate about a virtual org fair?

Many students describe an appreciation for the casual nature of a virtual student organizations fair as compared to an in-person fair. Some students appreciate this because they did not want to talk to every organization and some students stated that their fear of crowds usually prevents them from going to events like the org fair.

Students also told us that they appreciated visiting the org fair from home because they don't typically have time to visit large events like the organizations fair.

What did student dislike about a virtual org fair?

Many students took issue with the organization of the website. The website was difficult for some students to navigate and some students felt that they were unable to gather enough information about organizations on our website.

Most students also believed that the event was not well promoted and that people were not aware of how and where to participate.

Presentations Presented by Department Staff

Charlie Salas (2020-2021) Emergency Building Procedures, Building operations, Texas State

Lanita Legan (2020-2021) Strengths Quest, PALM, Texas State

Romero, K. (2020) Long-Term Strategies to Utilize CliftonStrengths for Team Development, Association of College Unions International, San Marcos, Texas

Clift, A. R. (2021). SACA How-To: Resumes & Transferable Skills, Student Association for Campus Activities, San, Marcos, TX.

Clift, A. R., & Frazier, C. J. (2020). Grad staff development: Boundaries and support systems, LBJ Student Center, San Marcos, TX.

Clift, A. R., & Frazier, C. J. (2020). It's your career, do what ya wanna do: Reimagining professional development, National Association of Campus Activities (NACA) Virtual Conference, Virtual.

Birdwell, B. (2020) Leadership 101, *Bobcat Build Officer Meeting*, San Marcos, Texas

Birdwell, B (2020) StrengthsQuest, *Bobcat Build Officer Meeting*, San Marcos, Texas

Birdwell, B (2020) StrengthsQuest, *Bobcat Preview Co-Chair Retreat*, San Marcos, Texas

Birdwell, B (2020) Get Involved!, *US 1100- Matt Phelps*, San Marcos, Texas

Birdwell, B. & Chadha, S (2021) Appreciation Languages, *Bobcat Build Officer Retreat*, San Marcos, Texas

Birdwell, B. & Chadha, S (2021) Get Involved! (Adapted), *Orientation Leader Training*, San Marcos, Texas

Chadha, S (2020) Get Involved!, *US1100- Jeremy White*, San Marcos, Texas

Chadha, S (2020) Social Change Model: Consciousness of Self, *Bobcat Build Officer Meeting*, San Marcos, Texas

Dotson, A. M. & Brooks, B. J. (2020). SACA How-To: Emceeing 101, Student Association for Campus Activities, San Marcos, TX.

Dotson, A. M. (2021) SACA How-To: Time Management, Student Association for Campus Activities, San Marcos, TX.

Dotson, A. M. (2021) Time Management, College Inn Staff Meeting, San Marcos, TX.

Hellman, P., Shehane, M. E., Matthews, B., Clift, A., Berger, L., Wolfe, D., Zenn, Z., & Study, C. (2021). From internship to mentorship: The undergraduate Higher Education & Student Affairs (HESA) internship program, Student Affairs Administrators in Higher Education (NASPA) Virtual Conference, Virtual.

Frazier, C. J. (2021) Creating an Inclusive Camp Experience, Cat Camp staff Training, San Marcos, TX.

Frazier, C.J. (2020) Student Involvement, US1100, San Marcos, TX.

Godoy, J. A. (2020). Supporting multiracial students in a racialized world. *Texas Association of College and University Student Personnel Administrators Conference*, Virtual.

Godoy, J. A. (2021). Supporting multiracial students in a racialized world. *Academic Counselors Association at The University of Texas at Austin Professional Development Day Conference*, Virtual.

Moreno, J. A. (2020). SACA How-To: Recruitment, Student Association for Campus Activities, San Marcos, TX.

Moreno, J. A. (2021). Reflecting on Leadership, Student Association for Campus Activities, San Marcos, TX.

Reyes, S. (2020). George's and SIAs Employee Training Refresher, Student Involvement Student Workers, San Marcos, Texas

Reyes, S. (2020). Creating Bimoji Classrooms, NACA Fellows, Virtual

Reyes, S. (2020). Student Involvement, US1100 Classes, San Marcos, Texas

Reyes, S. (2020). SACA How-To: Dance Floor Theory, Student Association for Campus Activities, San Marcos, Texas

Reyes, S. (2021) Student Involvement, US100 Classes, San Marcos, Texas

Reyes, S. (2021) Pushing Past the N.O.I.S.E.: Finding Ways to Improve, Maryville University, Virtual

Reyes, S. (2021) SACA How-To: 16 Personalities in the Workplace, Student Association for Campus Activities, San Marcos, Texas

White, K.R. (2020). Campus Access: A How To Guide, LBJ Student Center, San Marcos, TX.

White, K.R. (2020). A MAKO Walkthrough, LBJ Student Center, San Marcos, TX.

White, K.R. (2020). Campus Access: A How To Guide, Bobcat Preview, San Marcos, TX.

Yanes, D. (2020) SVC Officer Training, *SVC Executive Board Meeting*, San Marcos, Texas

Special Recognitions for Department Staff

Lanita Legan selected to Association of College Unions International Education Council for a three-year term

Information Desk: Runner up for best Homecoming decorations- Fall 2020

Tori Grist: Student Employee of the month- Spring 2021

<https://www.lbjsc.txstate.edu/services/staff-resources/Star-Archive.html>

Vaught, Dusty (Jan. 2021) Judge, ACUI "Steal this Idea" design competition

Polanco, Jailene (Sep. 2020) LBJSC Star of the Month

Garver, Hope (Nov.2020) LBJSC Star of the Month

Vaught, Dusty (Feb. 2021) LBJSC Star of the Month

The Assistant Director was accepted into the Texas State master's in mass communication program and received professional development assistance Spring 2020.

Texas State Student Affairs-Unclassified Employee of the Year, 2020, Charlie Salas

Texas State Student Affairs- Above and Beyond Award, 2020, Tracy Goodman

TXST Bobcat J.E.D.I Certification, May 2021, Tracy Goodman

Tracy Goodman, J.E.D.I. Program, May 2021
 Abby Gruenwald, Star of the Month, January 2021
 Scott O'Neal, Master of Business Administration, December 2020
 Ashley Childs, Star of the Month, November 2020
 Kat Romero, Shirley Plakidas New Professional Award, ACUI Region II, November 2020
 Kat Romero, Champions of Success, Division of Student Affairs, September 2020
 Tracy Goodman, Above and Beyond Award, Division of Student Affairs, September 2020
 Kat Romero, Bobcat Preview 2020 Namesake, August 2020
 Alyssa Clift, LBJ Student Center Full-Time Star of the Month, April 2021
 Amanda Dotson, Graduate Advisor of the Year, April 2021
 Bobcat Build Team Officers, CSO Stars of the Month, May 2021
 Brenda J. Rodriguez, NASPA's Center for Women Chair-Elect (March 2020-March 2021)
 Brenda J. Rodriguez, NASPA's Center for Women Chair (March 2021-March 2022)
 Brenda J. Rodriguez, TACUSPA's New Professionals Institute Co-Chair
 Brianna Mascorro, LBJ Student Center CSO Star of the Month, March 2021
 Charles Frazier, CSO Advisor of the Year, May 2021 (Boko Awards)
 Jade Godoy, Graduate Assistant of the Semester, Spring 2021
 Joclyn Martinez, LBJ Student Center CSO Star of the Month, February 2021
 Lacey Parker and Nicole Rojas, CSO Star of the Month, January 2021
 SACA, Outstanding Chartered Student Organization of the Year, April 2021
 SACA, NACA Central Best Static Image – Large Division, November 2020
 Simmi Chadha, Graduate Representative, Graduate House of Representatives, September 2021
 Sylvia Reyes, LBJ Student Center Full-Time Star of the Month, October 2020
 Sylvia Reyes, LBJ Student Center Full-Time Star of the Month, March 2021
 SOTM: June: Jennifer Metcalf (staff), Jamie Hayes (student)
 May: Val Johnson (staff), Millenia Watkins (student)
 Spring GA Jade Godoy
 April: Alyssa Clift Joclyn Martinez
 March: Sylvia Reyes, Tori Grist
 February: Dusty Vaught, Trinity Walker
 January; Frank Rodriguez, Abby Gruenwald
 Fall GA: Josh Hines and Daniel Rau
 November: Ashley Childs, Hope Garver
 October: Sylvia Reyes, Jessica Healey
 September: Debbie Hohensee Jailene Polanco

Major Objectives for 2021-2022

Capital Projects

- Renovate the Student Involvement Lounge, remove the temporary walls and refresh the office spaces for the GA staff, CSOs and full-time staff.
- Renovate the first floor Men's and Women's bathrooms.
- LBJ Ballroom renovation and meeting room upgrades.
- Create programming/performance space on patio and plaza with shading.

Operationalize the expanded conference center with necessary staff and technology

- Hire an AV Coordinator and expand existing student staff to support new ballroom and additional meeting rooms.
- Review and recommend an updated room rate schedule.
- Partner with Chartwells to create and deliver a contemporary and affordable catering program for student organizations and university departments.

Implement the room naming project for the meeting rooms

- Submit room naming program to AVPSA and VPSA for approval.
- Confirm selection of room names/themes and submit to VPSA for approval, fall 2021.
- Develop a timeline for curation of rooms for the fall semester 2021.
- Hire a Graduate Assistant to facilitate curation program

Branding the LBJ Student Center and wayfinding.

- Install a wayfinding touch screen at the south main entrance. Develop strategies for wayfinding throughout the building (meeting rooms and offices).
- Install a conference event screen in the Grand Ballroom lobby.
- Brand the Lair dining areas with Texas State and LBJ Student Center messages.
- Brand the Amphitheatre and newly remodeled lair dining area on the first and second floors.
- Install the LBJSC Expansion Art Project in Ballroom Lobby ceiling.
- Facilitate the re-dedication of the expansion according to the UPPS guidelines and committee's needs

Develop an outreach program within the LBJ Student Center to promote school spirit.

- Create a series of celebration programs (holidays, special events) to engage students.
- Identify and implement a trademark program that showcases the Student Center (Hogwarts).

Despite significant shifts in the delivery of programs and services to students due to remote instruction four of the six major objectives from 2020-2021 were achieved.

The critical objective for 2021-2022 is rebuilding staffing back to 2019 levels. This includes approval for and hiring of the Coordinator for Marketing position as well as several student creative positions.

Solidify the department identity within the new organizational framework

Implementation of the comprehensive wayfinding and environmental design plan

Reinstate in-person arts program

The information desk

Implementation of NACE competencies for students to become career ready

Improved communication between leadership team and the student employees
Commit and create individual key roles and responsibilities for student employees
Revise and implement more strategic ways for tasks at the desk to be completed
Make task processes more efficient
Clean and organize the information desk to add visibility and comfortability draw students
Utilize Teams and other technology to better communicate

Dean's List

In person reception for students, family, and faculty to celebrate students who earned a 4.0 for the last semester. Also implementing a congratulatory video from the Provost with a list of students who earned a 4.0 that semester for the reception. This will also get posted online for students and family that are not able to attend.

Efficient way for students, family, and faculty to attend an in person reception

Evaluation of Reservation policy and procedures for Conference Services-Event Management
Address supplement storage space shortage
Reviewing appropriate service pricing structures: Food Services, Conference Services, Building Operations
Create venue/stage to host outdoor events: Student Center Plaza, Mall
Infrastructure of E-Sports venue: Boko's Theater
Continuing clarification of roles for IT, Student Affairs IT, A/V and support
Address security and access for Building: retirement of Locknetics System, purchase of smart key box.
Identify supplemental outdoor activity space and effective use of space.
Address A/V challenges and opportunities
Engage EMS Kiosk feature for wayfinding.
Create comfortable, accessible and technology ready space.
Upgrade additional Restrooms
Renovate and remodel 3rd floor space: Conference Level.
Renovation work on 1st floor
Address changes to George's management, technology and layout
Continue to create and implement LBJSC operations programming initiatives

Continue to refurbish, repair and maintain the Student Center.
Continued COVID protocols: disinfection and cleaning of spaces.
Better maintenance of all kitchen equipment and timely submission of all warranty work.
Strive to better equip facility with better quality furnishings and accommodations.
Maintaining "above and beyond customer service"
Provide staff with better communications and motivational activities and programs for employees.
Continue work on building cosmetic needs and modernization of current facilities.
Improving and upgrading custodial equipment and cleaning techniques for staff.
Creating efficient and effective storage areas.
Renovate Loading Dock area and access.
Locate window cleaning services.
Create student training opportunities.

Implement new UPPS No. 08.01.17 for Large Event Policy for Sponsored Student Organizations.

Maximizing utilization of current storage spaces within LBJSC.

Promote awareness of new reservable Grand Ballroom and its available resources and features.

Continue to educate and update campus partners and clients on event guidelines, policies, and procedures as well as new catering guidelines.

Educate campus partners and clients on differences between LBJ Ballroom and Grand Ballroom.

Promote the usage of our reservable spaces and Conference Services.

Successfully operate with all post expansion spaces including new Grand Ballroom.

Establish and implement new student employee structure.

Continue to maintain and grow monthly facilities programming.

Student Involvement

Develop the Student Involvement department. Create a comprehensive department that provides a co-curricular experience for the campus community, including creating new, and elevating, current policies, procedures, and practices.

Further streamline operational effectiveness – updating website architecture, moving paperwork to digital formats, provide instructional guides for university community.

Continue to develop and enhance student organization leader and advisor development components. Rolling out the next phase of the student leadership inventory development assessment tool for all registered student organizations. Launch required and optional workshops for student organization leaders and student organization advisors in fall 2021. Integrate a leadership certificate program. Connect leadership components to career readiness and marketable skills.

Managing the facility of George's will no longer remain in Student Involvement's portfolio, but programming efforts will remain.

Education, training, and responding to campus expressive activity continues to be a primary responsibility. Educating the campus community in policies and procedures is in compliance with the senate bill. Training the team in policies, procedures, and de-escalation procedures had varied levels of success. Responding to campus expressive activity on campus, by both campus entities and non-campus entities, resides with Student Involvement. A division-wide team was implemented to respond to elevated and high-risk campus expressive activity. The members of the team that were not staff of Student Involvement rarely engaged or assisted with activity.

Currently benchmarking other institutions' practices, though the majority currently have low-risk campus expressive activity in one office and elevated high-risk oversight in another.

Bobcat Build

Enhance efficiency – move operational components to digital format, restructure and enhance organization committee structure, update assessment practices to align with purpose of the program.

Bobcat Preview

Standardize how to efficiently assess required and optional programming for Bobcat Preview.

Establish the Signature Events as long-standing traditions within Bobcat Preview that provide new students with a successful transition to Texas State University.

Elevate the January Bobcat Preview experience so that the experience feels more similar to the transition new students receive in August, albeit with smaller numbers.

Cat Camp

Develop a longitudinal assessment plan to track Cat Camp participants' retention, campus engagement/involvement, GPA, and graduate rates compared to non-participants.

Implement fall programming for Cat Camp participants to increase level of engagement.

Explore increasing the camp fee, solicit corporate sponsorships, and incorporate campus partners into programming.

Leadership & Service

Integrate Leadership Institute's curriculum and programming into overall Student Involvement services and programs.

Develop and elevate leadership and service component.

Develop an inaugural signature service event during Bobcat Preview. The signature event will launch service/volunteer and service-learning components.

Develop a more effective process for connecting students with service providers/community partners.

Develop a more effective process for documenting student services hours and engagement with service/volunteering.

Organization Conduct

Establish standard operating procedures for overall functions. Maintain clerical reporting compliance.

NTSO

Continue to increase collaborative programming and outreach efforts with other entities on campus.

Increase and enhance outreach and programmatic efforts for non-traditional student population, both within the chartered student organization, and in the university community.

SACA

Reintroduce fully in-person programming that still prioritizes health and safety of all parties for campus community in response to any ongoing impacts of COVID-19.

Maintain innovative strategies from virtual/hybrid experience of 2020-2021 to engage a wider demographic of students.

Continue development in strategies to further engage key stakeholders in Homecoming Week to further institutionalize the brand and program.

Continue to develop professional development curriculums for Executive Board and general members.

Retain membership from fall to spring and have at least 60% of the executive applicant pool come from general membership.

Implement department-wide event planning philosophy and process to increase effectiveness/efficiency.

Restructure advising/supervision to one full-time staff member and two graduate assistants.

Reorganize SACA website hierarchy and content to better inform students about upcoming events, membership opportunities, and general organizational information.

Student Organizations Council

Assess and enhance student organization members and advisor administration practices.

Increasing accessibility in the Student Organizations Fair by maintaining a virtual component while having an in-person org fair.

Building a workshop series with information relevant to organization members, officers, and advisors.

Rebuilding organization trainings, risk management trainings, and constitution submission processes. These processes need to be updated to be more efficient and effective.

Major Trends for 2021-2022

Once COVID-19 is over the Conference Center will return to being busy with meetings and events. The expansion has added 4 new meeting rooms and a grand ballroom. The cost to operate this large conference center is significant and the contribution from University Departments minimal. Based on benchmarking from like sized conference operations at large Texas Universities we are well below the standard fees being charged for ballroom and conference services.

There are opportunities to improve the revenue operations at the student center in the areas of tenant fees, retail and catering dining commissions, marketing and promotional services, and conference services. Student fees were increased in 2018 to \$100 per semester for a full-time student and cannot be raised as the cap set by the state legislature is \$100. With a slowdown in enrollment growth these and other revenue opportunities have to be explored.

A return of students to campus

In person events assuming with large turn outs

Smaller attendance in the Cabinet due to department changes

Returning to campus will require specific strategies for those students who are unfamiliar with the LBJSC due to a year of remote instruction.

New divisional leadership as well as new leadership across campus could create significant change

Digital delivery of programs and services are normalized due to remote instruction

Interactive digital information/wayfinding systems

COVID response and care

Increasing need of assessment and evaluation of all services

In-house customer services and professional development programs

Greater support and interaction with service providers: Chartwells and SCC

Risk and safety management: emergency preparedness and business continuity planning

Space management: warehousing and storage

Mobile technology and information distribution

Flexible meeting space

Virtual Meetings/Conferencing

E-Sports

Increasing crossover of A/V and IT

Reduction in floor care requiring extra maintenance.

Special maintenance of new floors and space.

Continuing evolving COVID response-review of health and safety procedures

Student Involvement

Overall, Student Involvement will need to prepare to “return to normal” after an unprecedented year. This includes both training and educating new and returning students to overall policies, procedures, and practices, as well as, reintroducing those components within the departmental and chartered student organizations’ operations.

Bobcat Preview

Will need to prepare to, and intentionally plan to, welcome more sophomores to traditional first-year programs, as many sophomores may feel like they did not get a standard first year and crave the more traditional orientation programs.

Historically, the student leaders within the chartered student organization have been excluded in providing insight to major changes. Utilizing feedback from student leaders within the organization is beneficial to its continued evolution as a signature transition program for Texas State students.

Leadership & Service

With the addition of leadership components due to Student Involvement’s elevation to a department, the current trend on many campuses is an integration of leadership and service into one unit. This will be implemented for fall 2021. This will result in a comprehensive review of current programs and practices. In particular, Student Volunteer Connection (SVC), has historically struggled with establishing an identity. SVC as a chartered student organization will be disbanded. The services and programs will be reimaged. The graduate assistant is being realigned to better serve the overall functions of the department.

Organization Conduct

Increased collaboration and connection with Fraternity and Sorority Life groups, especially as we “return to normal”.

NTSO

Non-traditional students have varying needs and the organization needs to work to provide the best opportunities to offer support and programming that can accommodate the special population, both within the student organization and university community.

SACA

Partnerships with Athletics and the San Marcos Music Friendly Community Advisory Board to establish more opportunities for concerts and music-related activities.

Opportunity to continue development of Bobcats After Dark as well as Pride & Traditions programming.

Increased student participation as COVID-19 restriction loosen and allow for more in-person programming.

Increased desire for user-friendly, technological solutions and initiatives related to events.

Increased desire, by other departments and student organizations, to collaborate with SACA. Will need to further leverage those partnerships.

Student Organizations Council

The “return to normal” will require elevated outreach and training for new and returning student leaders and advisors.

Challenges

Creating and supporting customer service and personnel training programs

Lack of storage space

Increasing cost of labor, supplies and equipment.

Size and access to loading dock

Increasing demands on facility and staff to provide additional services.

Parking and access to building

Roof life cycle-roof replacement

Overcoming lost knowledge and experience due to staff retirements

Lack of empathy, understanding and support from University departments and programs

Growing intervention from Administration in the operations of Student Center

Inability to deal effectively with service providers, administration, facilities issues: reducing effective response.

Ever-changing presentation technology: audio/visual

Expanding challenge to being everything to everybody with little regard to SC limitations

Expansion related issues: support activities, equipment and technology.

Mitigating risk management: facility, safety, contractual and political

Challenging purchasing policy and procedures

Competing use for facility

Adjustment to organizational structure changes

Ending life cycle of roof

Challenge of EMS in current configuration

Large event management

Ever changing University IT policy and procedures: lack of communication and understanding

External intervention in allocation and use of space; independent of Student Center plans

Continued high usage of webcams and laptop compactable microphones to accommodate hybrid events.

Less reservations for Departmental meetings.

Returned usage of catering in event spaces.

Return of highly attended nightly Student Organization meetings on 3rd floor.

Possible continued increase in requests for Student Organizations usage of Teaching Theater for recurring meetings.

Return of large events.

Creating and supporting customer service and personnel training programs

Lack of storage space

Increasing cost of labor, supplies and equipment.

Size and access to loading dock

Increasing demands on facility and staff to provide additional services.

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Ever changing University IT policy and procedures: lack of communication and understanding

External intervention in allocation and use of space; independent of Student Center plans

Continued high usage of webcams and laptop compactable microphones to accommodate hybrid events.

Cost and availability of equipment and supplies.

Additional space to clean and maintain in facility.

Increasing and changing customer expectations.

Evolving Covid-19 response of custodial procedures.

Evolving control access and related services.

Creating a well trained and experienced maintenance staff.

Appropriate certification and training for staff.

Aging equipment.

Major Obstacles for 2021-2022

Ever since the COVID-19 pandemic began the LBJ Student Center has sought creative solutions to stay true to its mission and at the same time meet or exceed CDC guidelines and university health policies. Despite a necessary budget cut of 10%, \$690,00, we maintained regular hours being open 7 days a week from 7:00 am to midnight. The Grand Ballroom and the LBJ Ballroom were converted into computer labs for all students to use. Use numbers were low and by mid-semester the LBJ Ballroom computer lab was closed but the Grand Ballroom computer lab remained open. During the semester we have been averaging 6,500+ visitors per day and over 1,500 meals a day (M-F) are being served in the food court. Students are using the food court, George's, public lounges, patios, and outdoor amphitheater to meet, eat and study.

Building Operations launched a thorough sanitation effort that met or exceeded these safety standards. Sanitizing stations, social distancing signs, floor stickers, and information posters were put into place.

Some of our large traditional events such as the Student Organization Fair, Dean's List and Homecoming Royalty were done virtually with great success recording a high number of student participants. Student Involvement was also successful with smaller more frequent in-person programs and hosted a variety of virtual activities. Other traditional large in-person events such as the Homecoming Talent Show, Homecoming Carnival/Spirit Rally and Wow-Apaoolza had to be cancelled. Around mid-semester about 30 student organizations began to hold weekly in-person meetings in the LBJ Student Center.

The LBJ Student Center, while operating with 7 vacant positions this past year, has a strong experienced team. I am proud of past accomplishments during the year of COVID and look forward with confidence to the staff's ability to meet the challenges of the coming fall 2021 semester with great success. For FY 2022 the vacant positions will be filled and our building and Conference center fully operational enabling us to deliver expanded as well as new student programs, activities and business operations for our students and campus community.

With the return of students and campus is back to full capacity, student employees may become overwhelmed because of this drastic change in the community.

Majority of employees are new and have not seen campus to its full capacity. In the upcoming fall semester, we can assume that the desk will be getting a lot of calls and students coming in person to ask questions.

The student center funding will not be enough to cover staff and the new traffic patterns

The information desk branding and signage lacks attention seeking abilities and fades into the background which creates the problem of it not being seen.

The cabinet will be down sized and have less students than in previous years due to department changes

Marketing Coordinator position delimited to meet budget reduction requirements. Reduction of student staffing led to elimination of a student designer and the Student Curator.

Limited in-person filming and significant problem-solving/logistics for gathering content for digital media.

No 2020 in-person outreach for NSO or Bobcat Days

To reduce impact on budget, did not participate in any student design competitions
LBJSC homepage numbers were statistically flat over last year, holding steady at 43,448.
Homepage sessions decreased by 18.3% over last year (61,722), with a 27% decrease in page views (91,061.)

The LBJSC Twitter channel mirrored trends across the platform and experienced significant declines with just a 3% loss in followers, but over 60% decline in impressions (reach).

Due to remote learning and COVID19 impacts, in-Person art programs and activities were eliminated. The Student Curator position was delimited in May 2020 but is planned to be reinstated for Fall 2021.

Storage space

Increasing share in rising Utility Costs

Re-learning of systems after COVID

Inability to control HVAC locally.

Control of light fixtures through Encelium

Adjusting to policy and procedures to accommodate Access Services, Locknetics retirement

Inability to self-acquire renovation and maintenance project assistance.

Recovery from lost revenue from multiple sources (SC fee, catering, food venues, conference services), budget

Hiring and training to fill positions vacated during COVID

Change to Organizational structure

Sufficient and properly allocated custodial services.

Access Services on campus-continued upgrade and replacement of current system.

Increasing demands for storage space.

Sufficient electrical capacity and outlets.

Finding plant care at an affordable cost.

Rising utility costs.

Accommodating events at 100% capacity while also ensuring clients feel comfortable with social distancing.

Navigating the new divisional structure, specifically with the creation of the Student Involvement department.

Overcoming Student Organizations and new officers' lack of familiarity concerning reservable event spaces and resources at LBJSC.

Student Involvement

The elevation of Student Involvement to a department is an opportunity for continuing to support students' sense of belonging, success, and persistence. Yet, transitioning the operations and integrating leadership components from the Dean of Students Office has resulted in establishing new priorities, new organization chart, different reporting structures, and the possibility of sunseting programs and services. Due to the pandemic's impact to operations and the transition to a new department, with shared funding with the LBJ Student Center operations, addressing various resources must be made conservatively. This has resulted in redistributing funding and

staffing resources that have created some concern that cannot be fully understood until operations are fully underway in the fall.

Overall, COVID impacted programming opportunities and student engagement. Transitioning out of the pandemic will play a significant role in how large events will need to adapt to campus being back to full capacity, especially considering the eagerness of a student population ready to return to a robust in-person campus life experience.

Furthermore, students are currently tracking low in receiving COVID vaccinations. This can impact programming efforts and staffing components.

Training, educating, and establishing a campus culture will be paramount as operations “return to normal”. Proactively, different modes of delivery will need to be implemented to establish connection to various processes and procedures for new and returning campus community stakeholders that utilize services, most specifically, registered student organizations.

Establish a collaborative partnership with LBJSC, the entity managing the facility, in enhancing late-night and weekend programming in George’s.

Bobcat Build

Sponsorships will be critical in the continued elevation of Bobcat Build.

Bobcat Preview

With various departments responsible for first-year experiences, it is important to integrate Bobcat Preview into the culture of orientating and integrating students, as well as, creating an intentional approach with all the departments/programs responsible for orientation, transition, and retention efforts.

Funding will continue to be impacted as more students are admitted and committed to attending the university. The program will need to explore sponsorships or consider the implications of adjusting programmatic efforts.

Cat Camp

Funding for the operational costs of the program may need to be supported by revenue, which may result in increasing the cost of the program.

Leadership & Service

Integrating and adapting goals, programming efforts, and staffing responsibilities with only two months before the fall will be a challenge due to changes in staffing structure and vacant positions realigned or in process of being created.

Organization Conduct

Organization conduct investigations have only been conducted by the Associate Director, due to staff vacancies that were not filled due to COVID. The function has transitioned to the new associate director and staff will need to conduct investigations, as they become available, to gain experience. Maintaining oversight for organization conduct in the department creates challenges due to the time commitment and dissonance to the typical mission statement of a student involvement office.

NTSO

The non-traditional student population is a special population that requires both similar and more intentional focus, as compared to the traditional student population that the department typically serves. This creates challenges in aligning goals and aims for the overall department – both in developing chartered student organization officers/members and in supporting the university-wide community.

Non-traditional students join the organization but do not actively participate in events.

SACA

Due to elevation of Student Involvement to a department, staff responsibilities have been reassessed and realigned resulting in redistributing advising responsibilities which may impact programming post-COVID.

Reduced name/brand recognition for Student Involvement, SACA, and its signature programs due to limited large-scale and off-campus programming throughout 2020-2021.

Retain/recruit Event Coordinators & Graphic Designers from fall to spring and for the 2022-2023 academic year.

Maintained reduction in Executive Board hours may continue to impact student leader retention and make positions less appealing in the current economic climate.

Student Organizations Council

The student organizations component has moved to a different staff member and the student members are all new, except the returning president.