



TEXAS  STATE[®]
LBJ STUDENT CENTER

ANNUAL REPORT 2018–2019

**ANNUAL REPORT
LBJ STUDENT CENTER**

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

Major Accomplishments/Retention Initiatives for 2018-2019

Director's Office

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

Building Operations

397 Work orders processed through LBJSC Building Ops Work Order Database

77 Manual work orders turned in by custodians

Operations bought new equipment such as the Hoshizaki Upright Freezer for CFA Waffle Fries, an Open Top Fryer to fry the waffle fries in, and a Storage Cooler with four drawers to hold hamburgers for Coyote Jack's. Building Operations purchased a new battery operated Sweeper Walk Behind 24". As we deal with an aging building and equipment, numerous parts such as motors, fans, compressors, filters, and various other parts have been ordered for and replaced in refrigerators, freezers, toaster, meat slicer, and ice machines.

Conference Services

Configuration, testing, and implementation of upgraded EMS Campus (Event Management Software) system. Collaborated with EMS representatives, Texas State IT, Registrar's Office, and Alkek teams to determine usage needs for new iteration of EMS software.

Conference Services staff participated in numerous training and testing sessions with Registrar's Office and Alkek staff to configure the new EMS system, discuss requirements and processes, and test the first versions of the product. Transitioned reservations, reports, and billing information from legacy version of EMS to EMS Campus system, and captured event data from previous two years for future reference.

Transitioned significant portion of the billing process to the LBJSC Business Office, allowing Conference Services to focus on accuracy of billing, event planning, and reservations. The transition included extensive training of Business Office staff and revising billing procedures to streamline the process. Utilized the "billing worksheets" feature in EMS software, which increased the accuracy and timeliness of invoicing.

Completed rates proposal involving extensive benchmarking and recommendations for pricing for student organizations, university departments and off-campus clients.

Reclassified Administrative Assistant II positions held by Val Johnson and Mitzi Hardeman to Event Coordinator to reflect the extensive range of their job duties and added responsibilities.

Received and processed approximately 800 event intake forms from Student Involvement to finalize student organization events.

Prepared and introduced (3) newly constructed meeting rooms into reserveable inventory. Meeting rooms 3.14.1 and 3-13.1 were renovated returned and reserveable inventory.

Installed A/V systems and trained George's team to support reopening and events.

Collaborated with Student Involvement to clarify and streamline reservation process for George's. Transitioned the booking of this venue to George's staff and trained them in EMS.

Staff, Setup Crew, and Building Managers successfully managed the building during the student sit-in of the LBJSC Teaching Theater and adjacent balcony areas on May 2, 2019. Staff maintained a presence until almost 3am during the Student Government emergency meeting held in the Teaching Theater on May 8, 2019.

Successfully coordinated with TSUS legal counsel and ITAC to facilitate a high-profile event that included extensive technology, live streaming, multiple meeting rooms, and a high level of discretion in March 2019.

Assisted Admissions in conducting two of the highest-attended Bobcat Days on record. Assisted in coordinating one of the first Athletics events held in LBJSC in recent history, specifically for the baseball team.

Conducted site visits with members of the American Concrete & Pipe Association regarding their week-long conference for 400 guests in January 2020.

Coordinated the HPN Naturalization Ceremony for 250+ new citizens and their guests (700+ attendees).

Coordinated (3) high school proms, each with 400+ guests.

Assisted with crowd control during early voting in the LBJSC Paseo (October 2018) and efficiently accommodated last-minute request to extend voting days.

Helped set up and fill 200 “matter boxes” for the “One Million Acts of Good” project hosted by Chartwells and Cheerios that took place in LBJSC 2nd floor HUB area in March 2019.

Helped facilitate the Board of Regents visit to campus (May 2019), which is a very labor-intensive and technologically-challenging event for the entire team.

Conference Services, Building Ops and Student Center Ops planned and executed the 3rd Annual Hogwarts Halloween event in the Ballroom on October 29, 2018. Over 750 guests attended. Sixty (60) LBJSC staff members, student workers, ADCS community service workers, and TXST staff helped to set up, staff, and tear down this program. Over 40 student employees and TXST staff dressed up in Harry Potter character costumes, adding a festive theme-park ambience to the event. In conjunction with the event, the second annual “Dobby’s Sock Drive” collected and donated over 150 pairs of socks to the Hays-Caldwell Women’s Center.

All LCD projectors in 3rd floor meeting rooms were converted to fiber optics, providing standard HDMI capability for all laptops. New house sound system was installed in George’s. New house sound systems were installed in the new meeting rooms (3-21.1, 3-21.2, 3-21.3) and also in room 3-13.1. Increased inventory of laptops to provide more LBJ rental units during full-building events.

Six (6) Screenflex mobile room divider panels were purchased and added to inventory. These panels serve multiple uses and offer clients more options for displaying posters and signage or for providing sectioned-off areas for privacy.

Guests continue to enjoy the new LED uplights in the ballroom and requests for the lighting package have increased.

PALM (Planning, Assessment, Leadership & Marketing)

Leadership

Implemented a new marketing campaign to help bring more awareness to leadership programs.

Increased leadership workshop presentations by 30% from the previous year.

Dean's List Reception

Conducted assessment via program evaluation from the college deans.
Record attendance at the spring 2019 Reception.

Information Desk

Name changed from the LBJ Student Center Information Desk to the Texas State Information Desk to more accurately reflect the services the desk provides.

Added a Graduate Assistant to help oversee the student manager and student workers at the Information Desk.

Expanded services to include game rentals for students, weekly snack giveaways, earplugs to help alleviate construction noise, and an informational wall.

Over 50 lockers were sold during the 2018-2019 school year.

Provided support for Bobcat Days in the fall and spring semester.

Bobcat Preview

The 2018 program was largest to date, transitioning a total of 5,881 students.

Namesake nominations were increased from 1,368 in 2018 to 1,410 in 2019.

Applications for student staff (specifically PALs and Pro-Ops) increased from 283 in 2018 to 378 this year.

Digital recruitment materials were well received through our new Bobcat Preview Instagram platform that the Directors launched in the fall 2018 semester

At the beginning of the spring semester, our entire Co-Chair team, plus the two Directors, Graduate Assistant and Coordinator went through Allies Training and opted to become an Official Ally of Texas State. This training and knowledge allows our Co-Chairs to better welcome in the newest Bobcats and be able to be a resource to every new Bobcat.

This year we moved from a model of three weeks of staff interviews to a weekend. We chose to move to this model to be more considerate of our Co-Chairs' limited time availability and decrease the amount of no-shows from interviewing staff candidates.

The partnership between Bobcat Preview and Barefoot Athletics renewed for a second year. This partnership provided a gift in kind of full funding for Bobcat Preview staff polos, Class of 2022 shirts, and student staff/den shirts during the program.

Creative Services

To meet the increase in requests for Creative Services, Marketing benchmarked new project management systems over the fall semester. With the support of Student Affairs Technology, Wrike Project Manager was selected in February of 2019. The results of this process will lead to a division-wide adoption of the system and provide ease of collaboration on shared initiatives.

LBJSC Creative processed over 600 marketing requests, which is a 9% increase over last year. 66% (447) of all requests required comprehensive creative services with multiple deliverables. The remainder (154) were primarily approvals for promotional goods with a smaller number of organization-created content.

96 print requests were processed since tracking of large-format and photo printing began on October 10, 2018.

Over 50 expansion related requests have been completed to enhance wayfinding and environmental branding for students and visitors. Many of these individual requests required several deliverables. For example, one of these requests included 40 different banner designs to enhance the spaces that included temporary construction walls. The banners represented our diversity, our core values, academics, recreational activities, and pride & traditions.

Major marketing campaigns for 2018-2019 included: Hogwarts Halloween, Grow Cats Grow (building expansion), New Student Orientation, Bobcat Preview recruitment, and the Grand Reopening for George's and Chick-fil-A. "This past year, Bobcat Preview marketing included consistent and relatable branding with more deliverables for recruitment purposes. We saw a 34% increase in staff applications from last year due to intentional branding and a well-rounded marketing campaign"

Media

The student media team, consisting of a Photographer, a Videographer, a Social Media and a Digital Media specialist, completed a record number of projects this year. 54 video projects were produced and ranged from thirty-second social media content to longer, multi-video campaigns. A marked increase in demand for photography (84 documented requests) yielded Over 500 student headshots plus zip files of images for every LBJSC major event/program. In addition, photography has been instrumental in sharing the progress of the LBJ Student Center expansion on social media, including before and after images, progress check-ins and assistance in construction-related information.

Student engagement through social media channels has seen a 15% increase over last year. Specifically, a 16.2% increase on Instagram, 15.9% increase on Facebook and a 12.6% increase on Twitter. Impressions on twitter have increase five and a half times over last year. The increase from 40,000 to 225,000 impressions helped us to cross the 6,000-follower mark in February. New initiatives, such as student leader + core value profiles and frequent expansion updates have received high rates of engagement.

Digital Marketing

The LBJSC web sites experienced an approximate 7% increase in overall traffic over last year with 48,586 new users, 68,481 sessions, and 117,709 total page views for the main page. An ADA compliance audit was conducted with 19 errors total found on all 300 pages. As a result of the audit, a process was created to track who is placing content on LBJ Student Center pages and provides those editors with regular reminders on updating content and ADA compliance.

Arts Programs

The Fine Arts Advisory Board (FAAB) programmed 8 student exhibitions during the 2018-2019 year, which is an increase of one exhibition over last year. Several new initiatives were implemented, including a comprehensive exhibition timeline for the full academic year with dates and deadlines, video profiles of artists, and artwork displayed on construction walls.

A new, interactive art program was piloted this year with positive feedback from students. The Student Curator hosted three “Artist Demo Days” in the HUB space, collaborating with three student artists. Students were encouraged to watch the artists as they created works, ask questions and even shown specific techniques. The works that the each of the student artists created will be displayed over the summer.

Because of targeted outreach, A Week in the Life (AWITL) photography competition received an approximate increase of 15% in student submissions (40).

Student Involvement

Overall number of students served or attended programming events:

Programming Area or Service/Resource Component	Approximate number of students served	Number of Events (if applicable)
Registered Student Organizations	474 organizations	
Event Intake Requests (implemented February 2017)		760 Requests submitted/19 required a 1x1 meeting
Involvement Fairs (Fall & Spring)	2867	2
Volunteer Fair (fall)	126	1
Risk Management Training	672	16
SACA	6787	38
Bobcat Build (Day of)	2400	1
Cat Camp	775	4
NTSO	245	10
SOC	3908	9
SVC	1036	32
Bobcat Breaks	41	4
George's	3252	41
Bobcat Trail Events	285	3
Total (minus RSOs)	22,394	161

Total organization misconduct allegation received = 32. Mediations = 7, Administrative Reviews = 17, and OCRs = 2. Mediations were completed in 38 business days (avg.), Administrative Reviews were completed in 37 business days (avg.), and OCRs were completed in 64 business days (avg.).

Campus Access

Student Involvement implemented the use of an online Event Intake form to streamline the facilities reservation process in collaboration with Conference Services. The form allows Student Involvement staff to identify and address events that may require more information or changes to ensure they meet all university policies and procedures. Since summer 2018, Student Involvement has reviewed and routed 779 event intake forms with 19 requiring a meeting.

In spring 2018, Student Involvement created a Campus Access Tracker to monitor student organizations, departments and outside entities reservations, no-shows and pop-ins for Quad and Mall and Bobcat Trail spaces. This tracker was created to help identify and monitor those who requested space and did not utilize it as well as those who did not request spaces but show up anyway. The Tracker also recorded the amount of time Student Involvement staff conducted Quad Runs. During the 2018-2019 academic year, an estimated **24** minutes was spent on average on daily Quad Runs.

Pop-Ins		No-Shows				Athletic No-Shows		
219		866						
Campus Access Reservations		Quad		Mall		Bobcat Trail		
2607		1789		656		162		
Reservation Type	Department	Athletics	Solicitation	Info Only	Food Sales	Special Events	Amplified Sound	Vendors
	568	95	474	1495	285	137	38	172

Cat Camp

Both 2018 NSO/Cat Camp sessions sold out. Each session had 200 students sign up. The off-campus August session of Cat Camp had 200 students sign up. Many students were waitlisted for this session due to high demand

Introduced option for transfer student small groups at the third on-campus session.

Increased transfer student attendance by 200%

Introduced diversity training at overnight training for staff to learn about power, privilege, oppression, and the importance of diversity and inclusion

George's

Late night events were held weekly, and attendance had an increase of 101% in comparison to 2017 – 2018. Total of 4 events that reached over 250 students in attendance: Ocean's 8, Incredibles 2, UFC Fight 229, and Stuff-a-Critter. Average cost per head for programs was \$3.96 in comparison to \$8.40 in FY18. Collaborated with several organizations to host events: Comedy Association, Ritmo Latino, SACA, .

Made major renovation improvements inside George's, as well as completing a rebranding of the George's logo and marketing.

Created and served a menu of food items focused on the student population.

NTSO

NTSO's scholarship endowment allocated \$2,200 in financial assistance to 5 students. Paid membership almost doubled in size to 113 members in comparison to 57 the prior year.

SACA

Created Taco Throwdown as a new program for Homecoming Week meant to engage students not affiliated with an organization.

Initiated a new spring event to replace Riverfest – Gaillardia Fest.

Collaborated with General Counsel, Athletics, Risk Management, and Parking Services to determine best practices and create a safe environment for Gaillardia Fest.

Established So You Think You Can Drag as an annual program with the second year and secured funding from the Office of Equity and Inclusion. So You Think You Can Drag event raised \$80 to support the Bobcat Pride Scholarship.

Initiated SACA Segments, a mini video series to interact and engage with students.

Bobcat Build

Now in the seventeenth year, Bobcat Build recruited over 4100 volunteers and 311 jobsites. Bobcat Build reached just over 9.75% percent of the student population at Texas State University.

Bobcat Build raised \$19,402 in total sponsorships. Of that amount, \$16,902 of material donations included assorted food and beverages for participants on the day of the event, while \$2,500 was in monetary form.

Increased information captured through Jobsite Request forms by asking potential jobsite recipients to self-identity:

65+ Years Old	Disability	Veteran	Outside Pets
130 in 2019	65 in 2019	31 in 2019	66 in 2019
174 in 2018	89 in 2018	48 in 2018	94 in 2018

Student Volunteer Connection

SVC held 31 programs including 6 educational events, 5 days of service, 4 Bobcat Break trips, 7 outreach events, and 7 Bobcat Acts of Kindness which led to 1,263 hours of service programs.

SVC worked with 33 community partners during the 2018-2019 school year while focusing on 13 social issues/topics such as mental health, women's empowerment, hunger, diversity and inclusion, sustainability, and many others.

Raised \$678.76 through fundraising efforts that benefitted two community partners

A record number of 37 students applied for the two Bobcat Break Spring Break trips.

The 41 participants of Bobcat Break for the 4 trips (2 weekend trips and 2 Spring Break trips) accumulated 870 hours of service.

213 students attended SVC's Bobcat Acts of Kindness during the 2018–2019 school year giving an average of 30 at each event. Previously, this event occurred bi-weekly, but we have found better attendance hosting this program once month

Outreach Initiatives

The Fall Volunteer Fair attendance was 126 students engaging with 31 community partners. The Spring Volunteer Fair attendance was combined with the Student Organization fair hosted by SOC. Attendance was 1023 students engaging with 19 community partners and over 100 student organizations including service-related organizations.

The Volunteer Opportunities Newsletter is being sent out to 1729 individuals and averaging around a 23.64% open rate.

Student Organizations

68 registered student organizations and 1844 student attendees participated in the annual Fall Involvement Fair. 51 registered student organizations and 8 community partners participated with 1023 student attendees in the Spring Involvement Fair.

672 students participated in one of the 16 available Risk Management Training Sessions, representing 431 student organizations; a 47% increase in organizations from FY 18.

47 student organizations applied for SOC organization funding, a 47% increase from FY18.

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.

Conference Services

Customer Satisfaction Survey N=129

Survey results from all major ballroom, teaching theater, and a random selection of meeting rooms for 2018 and 2019 indicate the following combined categories of “strongly agree” “agree”:

Conference Services provided timely services in processing/confirming reservation (91.41%) -4.35

Setup of the room/event location was in the manner requested (94.53%) -2.08

Audio/Visual/Technical support was effective (85.93%) +2.03

Appearance, cleanliness and comfort of the facility met expectations (97.66%) +.20

Received prompt support for event issues (87.30%) -6.76

Satisfaction with the overall event experience (97.64%) +.20

Conference Services Statistics

5,892 Reservations

15,137 bookings

33 average bookings per day

191 Ballroom Bookings

212 Teaching Theater bookings

19,852 event hours

22,417 reserved event hours

349,880 estimated attendance for events

36,927 Stacking Chairs

4,104 6-ft Tables

665 8-ft Tables

859 Seminar Tables

1,818 Round Tables

1,081 Rolling Trash Cans

598 Customers w/ Reservations

196 Room Relocations to accommodate need for space

3,566 bookings w/ audio/visual equipment

1,747 bookings w/ catering or food served

118 bookings with technical support or security

466 Food Waivers

388 laptop rentals

184.25 Dedicated Technical Support hours

102 Meeting Room Rearrangement Fees Charged

184 Ballroom Set Changes

Leadership

Workshop Evaluations N=41 Respondents who Agreed or Strongly Agreed:

96% ‘The workshop fulfilled the original request.’

98% ‘The workshop activities gave me the opportunity to practice applying the concepts discussed.’

96% ‘The workshop benefitted the organization.’

98% ‘The presenter(s) was/were prepared.’

98% ‘The presenter(s) was/were engaging.’

98% ‘I will reach out to the PALM Office for another workshop.’

Overall, workshop request submitters were also satisfied with the PALM Leadership Workshops. Out of a total of the 6 responses:

100% of request submitters Agreed or Strongly Agreed that the request form was easy to understand.

100% of request submitters agreed or Strongly Agreed that they received a timely response to their workshop request.

100% of request submitters agreed or strongly agreed that the presenter(s) was/were on time and prepared.

100% of request submitters said that Yes they would request a workshop from PALM Leadership again.

Dean's List Reception

Dean Satisfaction Survey

100% of respondents said they were moderately or extremely satisfied with the reception.

Participant Satisfaction Survey

Fall: N= 325/7197 for 4.5% response rate

Spring: N= 522/7812 for 6.6% response rate

The top three reasons students did not attend the event are: (1) scheduling conflicts specifically because of work and class, (2) other unspecified scheduling conflicts, and (3) not wanting to attend.

Overall, 60% of students rated the fall 2018 Dean's List Reception excellent or good, an increase of 13% from the fall 2017 Reception. At the spring 2019 Reception, 52.8% of students rated it excellent or good, a decrease of 12% from the spring 2018 Reception.

Attendance

Fall 2018: 598 student attendees, decrease of 84 students from Fall 2017

Spring 2019: 959 student attendees, increase of 246 students from Spring 2018

Bobcat Preview

Student Assessment:

Of the 6,309 students who met the requirements for attending Bobcat Preview, 5,881 (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.

"Strongly Agree" responses in regard to learning outcome statements:

College Note Taking - 79% - 4,871 total responses

Computers...Time to Get Online! - 83%- 3,557 total responses

Protecting & Serving Our Rising Stars – 86% - 3,283 total responses

You Got This! Healthy Minds, Healthy Students - 80% - 4,157 total responses

Stand Up, Speak Up - 81% - 4,548 total responses

Diversity Experience - 90% - 4,001 total responses

Campus Clarity: 5,179 (86%) of students completed the module by mid-September

Only 7.2% of students did not attend any sessions.

Staff Assessment: N=119/143 for a 83% response rate

78% were first time staff as part of Bobcat Preview.

70% of staff noted they would return to be part of the program again

87% would recommend the staff experience to a friend.

Changes to be implemented from this assessment:

The key changes that will take place from this assessment include training our staff more effectively in providing a strong guest experience for our new students. Moreover, we would also like to enhance our presentation atmosphere through logistical tweaks, as well as creating more standardized expectations for the type of experience we desire to provide incoming students. Furthermore, we believe that we can implement a new structure for commuter students to complete their Bobcat Preview requirement that will lead to a better transition experience for this population.

Cat Camp

Through a 14-question paper survey administered during the last small group, participants were given the opportunity to provide feedback on their experience. Sections with low scores, such as check-in at session 1, were thoroughly examined and improved upon as demonstrated in the next session's evaluation. Overall, participants strongly agreed or agreed found the camp organized, gained knowledge of campus resources, enhanced spirit, and created relationships.

Presentations Presented by Department Staff (66 total presentations)

Akin, J. (2019, April). Conflict, Bobcat Preview Co-Chair Meeting, Texas State University, San Marcos, TX.

Amy Rubio (April 2018) Thesis and Portfolio- Texas State University, JCM

Bagwell, S. (February 2019) Student Involvement Spring Kickoff: Welcome to Marketing

Bagwell, S. (October 2018) Bobcat Build & Marketing

Bagwell, S. (October 2018) Student Volunteer Connection & Marketing

Birdwell, B. & Till, C. (2018, August). StrengthsQuest & Teambuilding, PACE Staff Retreat, Texas State University, San Marcos, TX.

Birdwell, B. (2018) True Colors, US 1100 Course, San Marcos, TX

Birdwell, B. (2018, December). Leadership Theories, Bobcat Preview Co-Chair Meeting, Texas State University, San Marcos, TX.

Birdwell, B. (2018, September). True Colors, US1100 Course, Texas State University, San Marcos, TX.

Birdwell, B. (2019) Leadership Development, LBJSC Student Involvement, San Marcos, TX

Birdwell, B. (2019, March). A Leader Worth Following, P.A.W.S. Leadership Series, Texas State University, San Marcos, TX.

Birdwell, B. and Till, C. (2018) Teambuilding and StrengthsQuest, PACE, San Marcos, TX

Birdwell, B., Cliffel, A., Krulac, J., Legan, L., & Wollenberg, K. (2019). Spring Co-Chair Retreat, Bobcat Preview, Burnet, TX.

Birdwell, B., Cook, K., Krulac, J., & Rivera, J. (2018). Staff Training, Bobcat Preview, San Marcos, TX.

Birdwell, B., Cook, K., Krulac, J., Legan, L., & Rivera, J. (2018). Co-Chair Training, Bobcat Preview, San Marcos, TX.

Birdwell, B., Krulac, J., & Legan, L. (2018). Fall Co-Chair Retreat, Bobcat Preview, Wimberley, TX.

Cliffel, A. & Wollenberg, K. (2019, March). Directions, Bobcat Preview Co-Chair Meeting, Texas State University, San Marcos, TX.

Cliffel, A., & Wollenberg, K. (2018, November). What the Heck is a Pro-Op, Bobcat Preview Co-Chair Meeting, Texas State University, San Marcos, TX.

Cliffel, A., & Wollenberg, K. (2018, October). Bobcat Preview Policy and Bylaws, Bobcat Preview Co-Chair Meeting, Texas State University, San Marcos, TX.

Cliffel, A., & Wollenberg, K. (2018, October). Co-Chair Duties, Bobcat Preview Co-Chair Meeting, Texas State University, San Marcos, TX.

Cliffel, A., & Wollenberg, K. (2019, April). Welcome, Staff Roles, and Program Overview, Bobcat Preview Staff Orientation, Texas State University, San Marcos, TX.

Cliffel, A., & Wollenberg, K. (2019, March). Draft Night, Bobcat Preview Co-Chair Meeting, Texas State University, San Marcos, TX.

Cliffel, A., & Wollenberg, K. (2019, March). So You Have a Namesake, Now What? Bobcat Preview Co-Chair Meeting, Texas State University, San Marcos, TX.

Krulac, J. & Patlan, A. (2018, November). Applications, Programs, & Interviews: OH MY. Pathways to the Profession, Texas State University, San Marcos, TX.

Krulac, J. & Till, C. (2018, August). Team Building Workshop. Peer Mentor Training, Texas State University, San Marcos, TX.

Krulac, J. & Till, C. (2018, December). StrengthsQuest Workshop. Office of Undergraduate Admissions Training, Texas State University, San Marcos, TX.

Krulac, J. (2018, November). Maximizing Your Experiences, Bobcat Preview Co-Chair Meeting, Texas State University, San Marcos, TX.

Krulac, J. (2019) Leadership Development, US 1100 Course, San Marcos, TX

Krulac, J. and Till, C. (2018) Teambuilding, Pace Peer Mentoring, San Marcos, TX

Legan, L and Till, C. (2018) Teambuilding, Upward Bound Program, San Marcos, TX

Legan, L. (2018) Strengths Development Inventory, Student Affairs in Higher Education 2020 Cohort, San Marcos, TX

Legan, L. (2018) StrengthsQuest, LBJSC Set-up Crew and Building Managers, San Marcos, TX

Legan, L. (2018) StrengthsQuest, Undergraduate Admissions, San Marcos, TX

Legan, L. (2018) StrengthsQuest, University Advancement, San Marcos, TX

Legan, L. and Till, C. (2018) StrengthsQuest, LBJSC Information Desk, San Marcos, TX

Till, C. (2018) Conflict Resolution, Lambda Xi Delta, San Marcos, TX

Till, C. (2018) StrengthsQuest, Pace Peer Mentoring, San Marcos, TX

Till, C. (2018) StrengthsQuest, SACA, San Marcos, TX

Till, C. (2018) True Colors, US 1100 Course, San Marcos, TX

Till, C. (2019) StrengthsQuest, Peer Leaders, San Marcos, TX

Till, C. (2019) Teambuilders, Women in Leadership, San Marcos, TX

Till, C. (2019) Teambuilding, Lambda Xi Delta, San Marcos, TX

Bell, A. (2018) US1100 Presentation, Student Involvement, San Marcos, TX

Bell, A. (2019) Site Leader Training One, Student Volunteer Connection, San Marcos, TX

Bell, A. (2019) Site Leader Training Two, Student Volunteer Connection, San Marcos, TX

Bell, A. and Major, M. (2019) Student Involvement 101, Student Involvement, San Marcos, TX

Duncan-Ashley, K. (2019) Risk Management Training, San Marcos, TX

Major, M. (2018). Dance Floor Theory: Engaging Texas State Students, San Marcos, Texas.

Major, M. (2019). Meanings behind Mardi Gras, Austin, TX.

Martindale, A. (2019) As a CSO Leader, I..., CSO Retreat, San Marcos, Texas

Nguyen, T.V., & Duncan-Ashley, K. (2018), Risk Management Training, San Marcos, TX
 Reyes, S. (2018). Sympathy v. Empathy, San Marcos, TX
 Reyes, S. (2018) How to Write an Effective Email, San Marcos, TX
 Reyes, S. (2018) Event Planning 201, Wimberley, TX
 Reyes, S. (2018) Avoiding the Seagull Effect: The 30/60/90 Framework for Feedback, San Marcos, TX
 Reyes, S. (2018) Cross Bracing SACA, Wimberley, TX
 Reyes, S. (2018) Diversity: It's A Piece of C.A.K.E., Arlington, TX.
 Reyes, S. (2018) Programming Board Roundtable". Arlington, TX
 Reyes, S. (2018) How to Get Unstuck, San Marcos, TX
 Reyes, S. (2018) Social Identity Wheel, San Marcos, TX
 Reyes, S., Ayoade, D., & Jones, J. (2019) It's All Greek to Me! But It Doesn't Have to Be – Translating Your Fraternity/Sorority Life Experiences, Columbus, OH
 Rodriguez, B. (2019) Co-piloting to Help Women Take Flight, Texas Women in Higher Education Conference, San Antonio, TX
 Stites, A. (2018) Self-Care: Tips and Suggestions, Wimberley, TX
 Stites, A., & Basta, N. (2018) Diversity Initiatives, San Marcos, TX
 Stites, A (2019) Mindfulness and Meditation, San Marcos, TX
 Taylor, H. (2019) Maximizing Your Power, CSO Retreat, San Marcos, TX
 Staff did 23 US1100 presentations in the fall and spring semesters.

Special Recognitions for Department Staff

- Jack Rahmann, Director, LBJ Student Center: Vice President of Student Affairs Award to Outstanding Leadership and Achievements, 2018
- Kat Romero, selected Business Manager, ACUI Region II Leadership Team
- Lanita Legan, Employee Recognition Event, 20 years of service 2019
- Michael Luna, 20 Employee Recognition Event, 20 years of service 2019
- David Rader, Employee Recognition Event, 20 years of service 2019
- Setup Crew Manager Tristan Jones earned 3rd runner up for Student Employee of the Year, April 2019
- 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
- Amanda Martindale, Chartered Student Organization Advisor of the Year, April 2019
- Andrew Bell, Graduate Advisor of the Year, April 2019
- Brenda J. Rodriguez, Texas State University Employee of the Month, December 2018
- Peter Pereira, NACA Convention Chair, 2019
- Sylvia Reyes, Texas State Student Affairs Champions of Success, September 2018.
- 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.

- Thomas Nguyen, Graduate Assistant Star of the Semester, Fall 2018
- Thomas Nguyen, Graduate Assistant Outstanding Contribution to Student Affairs

Major Objectives for 2019-2020

Director's Office

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

Building Operations

- Major Objectives are to help with the continuing effort of refurbishing the building along with finishing work on the expansion of the LBJSC as the student population continues to grow.
- Constantly, repairing and cleaning the existing building with the increasing population of the

Conference Services

- Implementation of EMS Campus software for fall 2019 reservation requests in summer of 2019.
- Open reservation requests for spring and summer 2020 in November 2019.
- Enhance proficiency in the new reservation process and software system for Conference Services and Student Involvement team.
- Train student organizations and university departments in the new web-based EMS system for requesting event space and also managing their existing reservations.
- Reduce the number of “last-minute” event cancellations (especially in Ballroom and Teaching Theatre) and same day requests through software reminders, policy updates and increased client accountability.
- Incorporate newly constructed meeting rooms and additional ballroom into room inventory and make related training, staffing and equipment adjustments.
- Recruit, hire and train full-time Audio Visual Technician.
- Continue to develop student employee training program and customer service performance standards.
- Collaborate with LBJSC Marketing team to redesign Conference Services web pages.

PALM

Leadership

- Work with Student Involvement and Leadership Institute to help establish a collaborative role in developing student organizations at Texas State.
- Restructure the marketing and outreach that is done for leadership programs.
- Develop a programmatic plan for the use of the Clifton Strengths inventory for student employees, student leaders and the university community.

Dean’s List Reception

- Exploring additional options for space and execution of the event will be a top priority to accommodate the growing number of students and guests.
- Continuing to further define the event’s identity will be a major project wherein we revamp marketing and communication regarding this event.

Information Desk

- Promote the Information Desk as a visible source of information for students and guests through the navigational challenges of the construction.
- Develop more in depth and intentional training for student workers to provide them with the resources to better serve students and guests.

- Increase marketing and have more intentional branding for the services that are provided at the Information Desk.
- Develop a collaborative partnership with Bobcat Bounty for emergency food bags for students with food insecurity who are unable to attend Bobcat Bounty hours.

Bobcat Preview

- Facilitate an effective and efficient move of the reporting line of this program to Student involvement.
- A major new student retention initiative for the 2019 Bobcat Preview program is to infuse components of Customer Service adapted from the Disney Institute's customer service philosophy.
- This year we will have six Co-Chairs and both Directors attending LeaderShape's The Institute hosted by the Dean of Students Office's Leadership Institute. This is a soft beginning to a partnership with the Leadership Institute and Bobcat Preview. Next year, attendance at LeaderShape's The Institute will be part of the Co-Chair role and an expectation set during interviewing for the position.
- Implement small communication changes to enhance the commuter student population's transition experience.
- Place feather flags in front of all buildings that host Bobcat Preview Workshops on the Tuesday-Thursday of the program. This will better help for wayfinding for our new students since they are still unfamiliar with campus and many have reported difficulty in knowing how to get to their sessions.
- Edit and update the Bobcat Preview website to better reflect the mobile-first future vision for the University's websites. Evaluate the cost effectiveness of the Guidebook branded app for the schedule of the program.
- Continue to enhance our Namesakes' experiences pre-program and post-program.

Marketing

- Complete the Wrike migration and provide at least three training sessions for users
- Increase social media following by an average of 15% across all LBJSC-specific channels
- Complete major projects related to the LBJ Student Center expansion, such as environmental graphics, displays and wayfinding by the completion of construction
- Expand the scope of the Fine Arts Advisory Board to include one to two additional student board members and implement at least three interactive programs per long semester
- Migrate the LBJ Student Center web architecture from GATO to Calico by Fall 2020
- Develop photo storage/organization process by May 2020
- Complete comprehensive project/program resource tool kits for each Marketing and Arts area
- Licensing approval to provide income-generating creative services to Fraternity and Sorority Life

- Collaborate with other Student Affairs departments on larger programs and initiatives (NSO, Back-to-School)

Student Involvement

- Due to staffing changes at the end of the semester, currently reorganizing duties of professional staff. This includes reclassifying a coordinator position to assistant director.
- Organization conduct is implementing the use of Maxient, a software management program for organization conduct.
- Change in organization conduct UPPS moves all investigations from a committee model to an individual investigator model. All full-time staff in Student Involvement will be responsible for assisting in investigation organization conduct allegations assigned by the Associate Director or Assistant Director that oversee organization conduct.
- Work with Conference Services to learn the new EMS system that will allow for online submission of Event Intake and Campus Access forms.
- Increase Cat Camp registration to 200 students per session. Continue to diversify the staff; hire transfer students as counselors and CREW to serve as resources. Introduce pronouns on nametags to maintain inclusivity and awareness
- Utilize George's event evaluation more frequently to solicit immediate feedback from attendees of events.
- Work to implement programming on a wider range of days including Thursday and Saturday nights.
- Develop NTSO outreach initiatives to increase awareness of the organization - more presence in the quad, more utilization of Social Media to create awareness of the organization.
- Create a survey to determine what Nontraditional students' needs are.
- Partner with VATS to create joint events that are beneficial for both student populations.
- Redesign Homecoming Royalty nomination and selection process.
- Create a general Homecoming logo that will be used by the entire campus.
- Continue to design Gaillardia Fest to be an inclusive, large-scale event.
- Redesign SACA-ventures to be a more cost-effective program and continue this initiative through the graduate assistants.
- Retain membership from fall to spring and have at least 50% of the exec applicant pool come from general membership.
- Continue to create professional development workshops for general membership.
- Continue Service outreach and relationship building with various students and student organizations to increase knowledge of and reporting of service hours. Consider offering an incentive to participating in and reporting service opportunities.
- Implement a new service landing page using a calendar to communicate the volunteer needs of community partners as well as service events that are taking place on and off-campus instead of the Student Volunteer Newsletter.
- Work with Environmental Health, Safety, and Risk Management to develop a more in-depth rain plan and timeline for Bobcat Build

- Create a process for student organizations to utilize an option for pre-payment of goods/services when receiving organization funding.
- Create comprehensive trainings on funding, organizational development, and leadership for student organizations, officers, and advisors
- Create learning outcomes and assessments for each SOC event
- Develop new program to introduce presidents to each other to foster collaboration
- Recruit officer positions for the Student Organizations Council through Career Services

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
- Increased requests for dedicated technical support for events.
- Clients desiring customization of room set vs. using standard room configuration.
- Increase of Friday daytime events by university departments taking advantage of fewer academic classes scheduled on this day.
- Less registered student organization large (Ballroom and Teaching Theater) events held in student center.
- The Ballroom is not big enough to accommodate the growing numbers of attendees at the Dean's List Reception. In addition, the construction has made it challenging to navigate the flow of the event.
- Visibility of Information Desk services will continue to be an issue throughout the construction.
- Differentiating the Information Desk brand from the Student Involvement Desk to ensure there is a distinction in the services that each desk provides.
- Significant decrease in the number of students and guests that utilize the Information Desk and its services.
- As incoming class numbers continue to increase, Bobcat Preview may be required to reassess the structure of the existing workshop schedule. Most of the Class of 2023 will belong to Generation Z. With this, we will need to start actively looking at new ways to engage and meet the needs of this generational cohort of students.
- UI/UX and Mobile First websites
- Social Media risk management and increased digital activism
- Increased environmental graphics and rebranding of LBJSC spaces
- Income generation to cover stagnant budgets
- Digital/Video art
- Dynamic content on Digital Signage
 - Live social media streaming and 360° video
 - "Home Grown" social media influencers
 - Election year
 - Lack of males attending events, in particular, service events.

- There is need for increased education and accountability for student organizations who are unaware of the consequences of violating policies as it relates to events and campus access.
- Moving to online platforms for all forms – addressing advisor approval for student organizations will be a challenge (i.e. confirming advisor signature).
- Event attendance in George's - events that were held in the LBJSC Teaching Theater and Ballroom while George's was closed had a higher attendance than those held in George's once it opened.
- More nontraditional students are veterans. Partnering with VATS and increasing awareness of resources for NTSO members.
- Continue to increase sustainability in programming efforts.
- Determine best practices for ADA-friendly programming.

Major Challenges/Obstacles for 2019-2020

Director's Office

- 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

Building Operations

- Working in the building that is under renovation and large crowds of students and visitors with NSO and the new upcoming school year.

Conference Services

- EMS upgrade / retirement of legacy EMS system and server, including history of past events for statistics, reporting and reference.
- Implementation of exclusive catering policy.
- Changing campus culture and expectations as we move to opening reservation requests each semester instead of an entire academic year.
- Unknown decision on rates proposal.
- Cancellation notification policy has been reduced to just 24 hours, which contributes to last-minute cancellations of event space, including premium venues like the Ballroom and Teaching Theater.
- Construction resulting in narrower hallways in all meeting space areas and loss of Ballroom lobby space, which affects food service and check-in location.

PALM

- Assess how we market leadership education and training availability of our resources to students and campus partners.
- Managing the Dean's List Reception event/event space to accommodate growing numbers of attendees (students and their guests).
- Attaining necessary amount of staff support to help the event run smoothly.

- Visibility for the Information Desk due to the construction.
- Reduced number of hours may impact the services that are provided at the Information Desk.
- Transition of the bobcat Preview program supervision to the Student Involvement office
- Growth of the program with limited space available on campus, especially due to the impact of the LBJ Student Center renovation.
- Enhancing the staff experience to increase retention of staff members year to year.
- No campus-wide software for cloud photo storage
- Slow computers and outdated software crashing in the Creative Suite
- Comprehensive program for digital signage needs to occur. Requests are down ~20%
- Project Management migration and training will stretch resources and challenge timelines
- Approved vendors consistently send mockups and not artwork proofs. Approved vendors also consistently print logos incorrectly on t-shirts and promotional items
- Catering restrictions/requirements have the potential to negatively impact small receptions, such as exhibition openings.

Student Involvement

- Overall impact of demonstrations and campus climate on staffing and chartered student organizations. Significant amount of time monitoring demonstrations and free speech. Concern amongst student staff in CSOs expressed feeling a divide amongst their peers.
- Campus construction both on campus and to the student center. Finding spaces for programming impacting George's, Cat Camp, and SACA significantly.
- Availability of camp sites for Cat Camp within a one-hour radius.
- LBJ Student Center has minimal activity in the building on Friday, Saturday, and Sunday nights besides George's. Need to create events that are more appealing to all audiences to cater to the diverse student population at Texas State University.
- NTSO Members seem interested in participating in community bonding activities but turn out is poor.
- Continued limited space availability for programming due to LBJSC expansion project
- Funding for Bobcat Break impacted the number of students that could attend the Spring Break. Although 37 students applied, there were only spots for 24.
- There continues to be a decrease in the amount of service hours being reported although our outreach to student organizations improved.
- Bobcat Build occurred on the same day as the Spring Football Game. The location of both events overlapped and caused challenges to Bobcat Build.
- Recruiting more officers to serve on the SOC Executive board