

FY22 LBJ Student Center Annual Report

Staffing

Number of:	Fiscal Year		
	2020	2021	2022
Full-Time Staff	34	24	24 (2 open positions)
Part-Time Staff	1		
Graduate Assistants	10	2	3
Student Assistants	95	34	56

Satisfaction

LBJSC Satisfaction Survey. N=3500, 12% response rate from survey via web.

Factors measured indicate percentage of respondents that found satisfaction in the questions that comprise this factor. This survey is annually administered in the Spring semester.

<u>Factor</u>	<u>FY22 Satisfaction </u>	<u>% Change from FY21</u>
Publicizes Student Center/Promotes Campus	74%	+3%
Student Center has a Positive Environment	84%	-1%
Student Center is Student Oriented	83%	+4%
Student Center is a Source of Entertainment	80%	+4%
Student Center Enhances Life and Leadership	63%	+5%
Student Center Cleanliness	88%	+13%
Student Center Staff	83%	+1%
Overall Program Effectiveness	73%	+1%

With the return to full services, in person programming and meetings, we are pleased to see improvement in all but one area of the factors measured. The most significant improvement, 'Enhances Life and Leadership' can be reflected in the intentionality of an increased programming in George's, outreach efforts at recruitment events, and engagement opportunities at the Information Desk. This factor continues to measure below the standard of 78% for the survey but is consistent among all institutions reporting on the survey. Our custodial team brought the cleanliness of the student center back to the elevated level of satisfaction we are accustomed to seeing. Also significant is the increase in the recognition of the Student Center as a source of entertainment as well as being student oriented.

Tenants group survey. N=9

Variable	FY21 Satisfaction	
Building Cleanliness	78% Very Satisfied	22% Fairly Satisfied
Restroom Cleanliness	78% Very Satisfied	22% Fairly Satisfied
Office Custodial Services	89% Very Satisfied	11% Fairly Satisfied
Courtesy of Staff	100% Very Satisfied	
Repairs and Maintenance	89% Very Satisfied	11% Fairly Satisfied
Response Time for Repairs & Maintenance	89% Very Satisfied	11% Fairly Satisfied
Overall Satisfaction	100% Very Satisfied	

Tenants were surveyed in late spring semester of 2022 regarding their satisfaction with the building, services, and facilities. Satisfaction rates overall are improved from the past year as noted by the green highlights.

Conference Services customer surveys

Large Events N= 122

Event planning/principal contacts for large events were surveyed after their event for satisfaction.

Variable	FY22 Satisfaction		%Change
Timely service in processing and confirming reservation	88.43% Strongly Agree	9.09% Somewhat Agree	+3.4% in Strongly Agree
EMS process easy to navigate	63.33% Strongly Agree	21.76% Somewhat Agree	+5.33% in Strongly Agree
Setup/Location was as requested	88.52% Strongly Agree	8.02% Somewhat Agree	+10.52% in Strongly Agree
Appearance, Cleanliness, Comfort met expectations	96.72% Strongly Agree	.82% Somewhat Agree	+.72% in Strongly Agree
AV worked properly with effective support	82.79% Strongly Agree	7.38% Somewhat Agree	+.79% in Strongly Agree
Received prompt support on issues day of event	86.55% Strongly Agree	3.36% Somewhat Agree	+6.55% in Strongly Agree
Overall Satisfaction with Event Experience	88.52% Strongly Agree	7.38% Somewhat Agree	+10.52% in Strongly Agree

Large events included those with food. Those items in green had significant improvement reflecting the emphasis placed on customer service and support of these events. The low satisfaction level of the EMS process, even though improved this year, supported the decision to change to Mozevo for event management software.

Recurring Events N=35

Meeting organizers of meetings or events that took place on a regular schedule (i.e., weekly) were surveyed at the end of the spring semester.

Variable	FY22 Satisfaction		% Change
Timely service to process and confirm reservation	85.71% Strongly Agree	11.43% Somewhat Agree	+2.71% in Strongly Agree
EMS was easy to navigate for booking	55.88% Strongly Agree	26.47% Somewhat Agree	+5.88% in Strongly Agree
Setup was as requested	80% Strongly Agree	2.86% Somewhat Agree	+13% in Strongly Agree
Appearance, cleanliness, and comfort met expectations	91.43% Strongly Agree	5.71% Somewhat Agree	+24.43% in Strongly Agree
AV was working and support effective	82.35% Strongly Agree		+15.35% in Strongly Agree
Event issue support was prompt	75.76% strongly agree	3.03 % somewhat agree	+25.76% in Strongly Agree
Overall Event Satisfaction	77.14% Strongly agree	14.29% somewhat agree	+27.14% in Strongly Agree

Strong satisfaction in all areas except in using EMS scheduling software. As noted, before, this led to the change to Mozevo as our scheduling software. The conference services staff returned to a full team after COVID, with more returning staff to lend stability and experience to the customer service provided. This can be reflected in the improvement in set up, cleanliness, AV support and overall satisfaction.

Building Spot Count:

Count	Fall 2021 (one day) October 6	Spring 2022 (two days) AVG March 1-2
Total	17,835	16,231
Users*	39.29%	42.5%
Busiest Hours	12-2 and 3-4	12-1

Process:

Hand counters placed at 7 entrances: Bus Loop, Main Entrance, Starbucks/George's, Chick Fil A, Lair, Paseo, 3rd & 4th floor catwalk entrance.

*Users are those who enter an area where there are services or programs – all except Bus Loop and Main Entrance.

Hours 7 a.m. – 8 p.m. Total hours: 91/day

#Volunteers: 32 on March 1; 44 on March 2 (full time, graduate, and student employees)

Findings: The increase in traffic is consistent with national averages as campuses return to full time in person services.

Dean’s List Receptions Satisfaction Survey

The return to in person receptions was rocky in the Fall Semester. Through assessment and diligent attention to details to improve the process, the Spring Semester reception was received significantly better. All Dean’s List recipients were surveyed, regardless of their attendance.

Item Measured	Fall N=120	Spring N=117	Change
Attended	71%	58%	-13%
Did not Attend	29%	42%	+33%
Overall Satisfaction	31%	72%	+41%
Check out (Fall) Check out (Spring)	38%	84%	+46%
T-Shirt/4.0 pin pick up	39%	72%	+33%
Food Options	54%	66.5%	+12.5%
Deans meet and greet	58.6%	78.5%	+19.9%
Came mainly for memorabilia	49%	28%	-21%
Attended to meet dean	9%	14%	+5%
Attended to celebrate achievement	39%	63%	+24%

Attention was given to management of lines, better communication on the schedule, staffing, and distribution of memorabilia. As one can see, all these areas were significantly improved from one semester to the next. The receptions were scheduled on two nights with four colleges on each night and the Honors College invited to both. This distributed the crowds and lines but added to the logistics that were new in the Fall. By the Spring, there was significant improvement in this area as well as the satisfaction of those attending.

About 10% of the students invited to the receptions attend. They average about three guests per person, making each reception attendance averaging 500-750.

Student Employee Satisfaction Survey

N=51 in Fall and N=52 in Spring (99.5% average response) administered at the beginning of the Fall semester and at the end of the Spring semester.

Noteworthy results:

- 98 % of student employees feel more engaged with TXST because of their employment in LBJSC
- 97.9% said their staff training was effective
- 98% felt their level of success on campus increased due to their employment at LBJSC
- 92.3 were satisfied with their individual supervisor

The highest satisfaction rate was 'Quality of Supervision' at 90% both semesters.

Average Top 5 satisfaction

Collaboration with coworkers – 89%

Overall Satisfaction 88%

Overall Program Effectiveness 87%

Overall Learning 84%

Most improved factors from Fall to Spring:

Co-workers are respectful +3%

Learning Self-knowledge and skills at +3%

Learning Empathy at +2%

Goals FY23

- Complete room renumbering project in conjunction with wayfinding and branding project.
- Complete the Student Center Wayfinding/Branding design project. Begin implementation.
- Develop Graduate Assistant for George's for programming and outreach.
- Expand student employee development to address NACE competencies. Update rubric for end of semester evaluations to reflect the competencies.
- Implement a new reservation system.
- Increase business revenue in food service, conference services, creative services, tenants, and retail space.
- Increase leadership workshop and training experiences for student organizations, departments, and campus partners.
- LBJ Ballroom, hallways, and meeting Room renovations.
- Roof repair/renovation.

Progress on the Administrative Support Plan (Last year of this strategic plan)

GOAL 1: Provide a state-of-the-art student center for the university community that will contribute to a comfortable, welcoming, and contemporary environment that enhances the educational mission of the university.

OBJECTIVE 1.A: Maintain and improve furnishings of the Student Center offices and public spaces.

STRATEGIES:

1. Remodel fourth floor to create a more unified, one stop area for users **completed**
2. Refresh NTSO office and kitchenette area **completed**
3. Update décor, lighting, sound, and furniture in George's **completed**
4. Remodel Student Involvement Information Desk **completed**
5. Remodel and update LBJ Student Center Information Desk **completed**
6. Renovate and update conference rooms **DEFERRED**

OBJECTIVE 1.B: Maintain and improve the infrastructure of the Student Center including MEP upgrades.

STRATEGIES:

1. Upgrade alarm system **completed**
2. Renovate existing infrastructure to include HVAC, Electrical, Plumbing, Lighting, and Water/Sewage **completed**
3. Replace roof **FY23**

OBJECTIVE 1.C: Upgrade Food Service Operations *in cooperation with Chartwells Food Service*

STRATEGIES:

1. Upgrade and renovate Starbucks **completed**
2. Upgrade and renovate Chick-fil-A operation **completed**
3. Review and select options for George's operation **completed**
4. *Develop and implement new food concepts* **completed**
5. Implement preventive maintenance program **FY23**

OBJECTIVE 1.C: Establish collaborative partnerships with university partners that will enhance the program, services, and facilities of the LBJ Student Center.

STRATEGIES:

1. Partner with Auxiliary Services and Chartwells to develop a comprehensive campus dining strategic business plan taking into consideration the LBJ Expansion for retail. **On going**
2. Partner with Auxiliary Services and Chartwells to program the Jones Dining Hall with activities and events that build community and foster learning in a lively and engaging manner. **eliminated**
3. Partner with Auxiliary Services and Chartwells to develop a comprehensive campus dining strategic business plan taking into consideration the LBJ Expansion for catering. **completed**
 - a. Develop an exclusive catering program that meets the needs of University Departments and Student Organizations for price and variety. **completed**
 - b. Complete and update the approved outside caterers list and develop a system for the verification and collection of their agreed upon commissions. **In progress**
 - c. Revise the billing system for Chartwells to make more efficient and direct. **Completed**

OBJECTIVE 1.D: Complete architectural programming and budgeting process for proposed remodel, renovation, and expansion.

STRATEGIES:

1. Complete Phase 1 of Renovation – MEP **completed**
2. Hire an architectural firm to lead expansion design. **completed**
3. Incorporate meeting and event space in future construction projects to increase the campus inventory for reservation spaces to meet current and future demands. **completed**
4. Identify space needs for 4th floor offices, creating logical adjacencies as well as ample room for needed and future staff. **FY23**

OBJECTIVE 1.E: Implement digital signage and way finding system.

STRATEGIES:

1. Create process for marketing promotions on digital signage **completed**
2. Install room-specific signage **in progress**
3. Conduct room re-naming program **FY23**
4. Upgrade EMS software **completed**
5. Upgrade to new signage software **completed**
6. Redesign information and board displays **FY23**

OBJECTIVE 1.F: Implement a comprehensive Arts program including curated exhibits, art acquisitions and educational opportunities and collaborations with the university community.

STRATEGIES:

1. Update existing exhibits **completed**
2. Identify and create a gallery space within the student center that will accommodate local and visiting exhibits. **completed**
3. Identify/update art exhibits/themes for meeting rooms **FY23**
4. Implement 'coffee-shop-style arts program throughout the dining areas of the facility. **FY23**

OBJECTIVE 1.G: Develop an effective advisory/governing body to allow input and feedback for Student Center functions.

STRATEGIES:

1. Update LBJSC Advisory Board governing documents *in progress*
2. Create opportunities for significant student involvement within the LBJSC Advisory Board *In progress*

OBJECTIVE 1.H: Develop and Implement a comprehensive Pride and Traditions programming experience

STRATEGIES

1. Merge the Involvement Fair with Wow-a-Palooza to provide a more dynamic experience to both programs. **completed**
2. Redesign current spring concert (Riverfest) into a day-long festival. **completed**
3. Develop late night and weekend programs **completed**
4. Develop 'What's Afloat' program **Eliminated**
5. Provide updated Cat Camp experience to incoming students **completed**
6. Develop a sophomore experience to promote engagement and retention **Eliminated**
7. Collaborate with campus partners to produce and support Pride and Tradition programs **Ongoing**

OBJECTIVE 1.I: Upgrade conference service operation and related systems

STRATEGIES:

1. Complete and implement room naming program **FY23**
2. Upgrade EMS software **completed**
3. Implement online reservations system **completed**
4. Conduct yearly customer meetings **completed**
5. Develop and create a more comprehensive audio/visual program and services **completed**
6. Implement a more engaging onsite customer service program. **Completed**
7. Implement transition from EMS scheduling software to Mozevo scheduling software **FY23**

OBJECTIVE 1.J: Upgrade technical services

STRATEGIES:

1. Research and engage applicable services and technology to enhance the customer experience at the student center **Ongoing**
2. Implement inventory system **completed**
3. Revitalize 4th floor computer lab **Eliminated**

OBJECTIVE 1.K: Revitalize George's

STRATEGIES:

1. Enhance audio and visual system **completed**
2. Replace and upgrade furniture and layout including pool tables **completed**
3. Replace and upgrade lighting **completed**
4. Upgrade food and beverage offerings **completed**

GOAL 2: Provide diverse programs that engage students in co-curricular activities, leadership experiences and community building that model civic responsibility, social justice, and professional growth.

OBJECTIVE 2.A: Identify and provide services and programs that will assist student organizations in planning and implementing successful programs and events. *Develop and implement an ongoing student organization development and training program*

STRATEGIES:

1. Develop an intake /approval process that is administered by Student Involvement for all Student Organizations meetings and events to ensure that policies and guidelines are properly administered for successful event planning and production. Develop student organization event intake system for events in the student center. **completed**
2. Revise state-mandated risk management program to meet the needs of student organizations and advisors. **completed**
3. Develop on-line training modules for student organizations and advisors, including state-mandated risk management training components. **completed**
 - a. Canvas modules as online, "on demand" workshops and resources for a variety of different topics
 - i. Required components for CSO officers and RSO registration
 - ii. Optional components for general student org/leader development
 - iii. Potential organizational conduct sanction options
 - iv. Student organization funding
4. Implement a general 'event planning' model for Student Involvement programming and student organization resources. **completed**

OBJECTIVE 2.B: Develop and improve programs that promote leadership, volunteerism, and social responsibility.

STRATEGIES:

1. Implement at least one international Bobcat Break. **Eliminated**
2. Implement a civic leadership award honoring the legacy of LBJ **completed**
3. Deliver programs that raise awareness for students, faculty, and staff regarding free speech on campus **completed**
 - a. Landing page on Student Involvement website that includes all policy/information/guidance regarding demonstrations and free speech on campus **Eliminated**
 - b. Education regarding difference between free speech and hate speech **Eliminated**
 - c. Provide module/information regarding free speech and demonstration during Bobcat Preview and/or Cat Camp **Eliminated**
4. Assess and develop a plan to insure a safe and welcoming environment for all students at student tailgating events. **Eliminated**
5. Identify and promote a leadership program that fills a need for student organizations, departmental groups, and other units within the university community. **Ongoing**
6. Create a leadership certificate program for student organizations and individual students in collaboration with Leadership Institute **Eliminated**
7. Develop/clarify standard operating procedures (SOP) for organization conduct **Eliminated**

8. Development and rollout of Service-Learning component within Student Involvement
Eliminated
 - a. Provide a common language surrounding social responsibility and civic engagement for CSOs **Eliminated**
 - b. Implementation of All Paws In (service project during Bobcat Preview) **Eliminated**
 - c. Expand database for reliable community partners **Eliminated**
9. Develop an alumni engagement initiative for former CSO officers **Eliminated**
 - a. Implement procedures for gathering & maintaining post-graduation information for former students, method for or sharing news/updates of former students (i.e., alumni newsletter) **Eliminated**

OBJECTIVE 2.C.: Develop the use of technology in programming and student organization development.
Eliminated (DEPARTMENT REORGANIZATION)

STRATEGIES:

1. Conduct training for Guidebook and implement comprehensive usage guidelines CX
2. Develop (or purchase) online organization conduct management software **completed**
3. Enhance current organization, service, and event management system **Eliminated**
4. Develop identifiable brand for iCAT **CX**
5. Partner with SA Tech to develop database and matching system for Bobcat Build. **Eliminated**
6. Utilize an ongoing evaluation and assessment process/tool to utilize for assessing technological needs within Student Involvement (machinery, programs, best practices surrounding technology) **Eliminated**

GOAL 3: Provide a comprehensive employee development program and efficient staffing structure that provides LBJ Student Center employees with skills training, professional growth opportunities, effective evaluation, and recognition opportunities.

OBJECTIVE 3.A: Create and implement a comprehensive student employee on-boarding program that will address expectations, provide an orientation to the department and its mission, and introduce opportunities for skills and professional development opportunities.

STRATEGIES:

1. Create common in-service programs regarding areas such as leadership, ethics, and safety for student employees to attend **Ongoing**
2. Administer Strengths Quest inventories to all employees to form a common theoretical framework on which to build leadership education and experiences. **Ongoing**

OBJECTIVE 3.C: Develop and implement a position-specific certification program for student employee positions.

STRATEGIES:

1. Create an outcomes-based workshop series that provide incremental levels of competency **Ongoing**
2. Conduct certification workshops each month for employees to become more proficient and eligible for advancement within the department's organization structure **Ongoing**
3. Create and implement a web-based sign up and certificate system for the student employee program. **FY23**

OBJECTIVE 3.D: Identify staffing needs to address and meet the needs of the department's programs, services, and facilities.

STRATEGIES:

1. Recruit and hire Assistant Director for Operations **completed**
2. Recruit and hire Department Web Master **Revised**
3. Develop Graduate Assistantships that will enhance the SAHE program's 'theory to practice' philosophy as well as meet programmatic, service and facility needs of the department. **FY18-23**
4. Recruit and hire a Fine Arts Coordinator **CX**
5. Recruit and hire an Assistant Director for Organization Conduct **Eliminated**
6. Recruit and hire an AV Coordinator **completed**
7. Assess custodial operations and staffing to fully support the LBJSC programs and services. **FY23**

GOAL 4: Develop and implement a comprehensive financial plan to strengthen the position of the LBJ Student Center by effectively utilizing allocated funds, creating efficient reporting mechanisms, and maintaining adequate reserves for future LBJ Student Center needs.

OBJECTIVE 4.A: Develop financial strategies for building operations and conference services that will meet the cost of providing services.

STRATEGIES:

1. Create a Conference Services rate structure for the Student Center that meets the in-house operating costs of providing such services for University Departments **Implemented/Ongoing**
2. Review the Retail Commissions Rates and Retail Operating costs to keep pace with increases **completed**
3. Review and revise tenant fee structure **FY22 Revise to FY23**

OBJECTIVE 4.B: Develop and implement an effective accounts receivable process.

STRATEGIES:

1. Review and develop a plan that improves the accountability and collections for off campus caterers in collaboration with Conference Services and Auxiliary Services. **completed**

OBJECTIVE 4.C: Create a full-service design center.

STRATEGIES:

1. Develop business plan and implement cost for products and services **Implemented/Ongoing**
2. Identify needs of university **Ongoing**
3. Develop a marketing campaign to generate business **Ongoing**

OBJECTIVE 4.D: Research and implement complimentary auxiliary services **CX**

STRATEGIES:

OBJECTIVE 4.E: Address catering needs and services for Student Center

STRATEGIES:

1. Revise catering plan for Student Center **completed**

OBJECTIVE 4.F: Create fundraising plan to create additional revenue to support programs and initiatives of the LBJSC.

STRATEGIES:

1. Prioritize LBJSC programs/events needing one-time funding and select at least two to participate in Step Up for State each fall. Revised
2. Identify and seek out possible corporate sponsorships and gift-in-kind opportunities for facilities and services. FY23
3. Develop and implement LBJSC Alumni network to create giving opportunities for student scholarships, program support and endowments. FY23
4. Provide naming opportunities for LBJSC spaces. FY23

Major Accomplishments

- Developed a comprehensive student programming series in George's
- Became Fully operational in the Grand Ballroom and conference center
- Provided new space for Parent and Family Relations office, Student Affairs Technology and Planning, Assessment, Leadership & Marketing offices
- Created and implemented separate budgets for the LBJ Student Center and Student Involvement
- Completed comprehensive website redesign and separation of LBJ Student Center and Student Involvement site maintenance.
- Provided significant leadership and organizational development workshops for university departments and student organizations.
- Successfully revised Dean's List Receptions format to accommodate a two-night schedule and related logistics.
- Supported the addition of Revolution Noodle as a new food concept with Chartwells
- Successfully operated as a separate entity after reorganization in FY21
- Successfully moved marketing and promotions services to a fee-based service for Student Affairs departments

Trends

The campus returned to fully in person in the Fall of 2021. This translated to a fully functioning Student Center. Demands for reservations, program support, engagement opportunities, and facility usage increased throughout the year.

Wages for part time employees have increased. The limitations of our budget and campus staffing create a challenge for hiring student employees for part time jobs. Increased priorities in training and development help to attract quality employees.

The boom in enrollment may continue for the short term, but attention needs to be given to reserves management as well as future income generation efforts.

Obstacles/Challenges

Moving into a new year without a director in place has placed unique challenges on the leadership team of the department with the addition of responsibilities while moving the department forward.

Space continues to be of highest importance on this growing campus. Fluid decisions made outside of the department about building space continue to present challenges.

Additional square footage has presented challenges in custodial coverage and necessitates further review moving forward to determine an effective staffing pattern.

Technology needs will continue to be a challenge to determine best practices, support, and delivery methods.

The building is entering into its second quarter century – aging equipment, dining services upgrades, and infrastructure will continue to be a challenge coupled with budgetary and reserve limitations.

The operations of two separate departments out of a single fee budget has necessitated internal practices to best support the programs and services of both the LBJ Student Center and Student Involvement while maintaining the facility in such a manner that it is capable of the demands placed upon it.

Staff Development/Recognitions (attainments over the past year)

Staff Member	Attainment
Lanita Legan	Serves as Co-Convener of the ACUI Educational Council
Kat Romero	Serves on ACUI Region II Leadership Team as Business Manager
Charlie Salas	Selected to serve as ACUI Senior Professionals and Retirees Liaison to Region II