

**University Centers (University Center & UC Satellite)  
Annual Report – 2012-2013  
Division of Student Affairs and Enrollment Services**

**Department/Program Overview**

We accomplish our mission and goals in part through auxiliary operations along with our contract partners to provide a wide range of services to students, faculty, staff and visitors of the University of Houston. Operations rely heavily on student fees to maintain all of the facilities which are extremely important in providing the UH community with services and programs to support the social, cultural and leadership activities and experiences that enhance the formal education of our students.

However, through our contract partner relationships, we generate approximately one-third of our operational income. Consequently, we are able to provide high quality services, facilities and programs at a low cost to our students and other users, and keep student fees at a reasonable rate.

We maintain a twenty-eight (29) person full-time staff to support the day-to-day operation of the University Center and the UC Satellite. In addition we employ approximately seventy (70) student employees while in full operation, which returns over \$400,000 annually back into their hands to help defer the cost of their education.

**Department/Program Mission**

In celebration of our diverse campus community, the University Center and the UC Satellite enrich the campus life experience by providing quality programs, services and facilities focused on student involvement, student learning and student success.

**Department/Program Goals**

***Overall:*** As an auxiliary operation of the University, the goals of the University Center and the UC Satellite are to:

- Provide clean, safe, comfortable, and well-maintained facilities, while fostering a climate that is welcoming to all students and members of the UH community.
- Preserve the facilities for current and future generations of college students by practicing continuous high standards of maintenance, refurbishment and renovation.
- Provide a variety of services, conveniences and amenities which are responsive to the diverse and constantly changing needs of daily campus life.
- Provide programs and activities which enhance personal development, complement the academic experience and promote a cultivation of the arts.
- Provide opportunities for student leadership development through volunteerism, boards, committees, student organizations and student employment.

- Provide an environment that is conducive to innovation, learning, empowerment and creative thought.
- Attract, retain, support and develop excellent staff that is committed to service and to the visions and goals of the University Centers organization and the University of Houston.
- Serve as a unifying force – a point of identification – in the life of the University.

### ***Strategic Initiatives and Action Steps for 2012-2013***

**Strategic Initiative:** In conjunction with the Project Committees, the New UC Committee and other stakeholders (Plant Operations, Student Affairs, etc.) meet the project milestones for the University Center Transformation Project. (*DSA Strategic Plan Initiative, 6*)

**Action Step:** Coordinate relocation of services, staff and student organizations during the UC Transformation Project.

**Action Step:** Collaborate with other campus departments within Student Affairs, and other campus partners to seek strategies and options for access to space for use by registered student organizations during the UC Transformation Project.

**Action Step:** Develop and implement a proactive marketing and communications plan to engage the UH community with updates about the UC Transformation Project, as well as provide weekly updates related to service/office/support impacts.

**Strategic Initiative:** Maintain current and develop additional assessment measurements of department performance and continue to identify efficient and effective improvements as related to all of the University Centers (financial, facility, service, programmatic and personnel issues). (*DSA Strategic Plan Initiative, 2&4*); (*Departmental Strategic Plan 2012-13*).

**Action Step:** Continue to monitor the overall University Centers organizational structure and implement adjustments to maximize effectiveness and efficiencies (*Departmental Strategic Plan 2012-13*).

**Action Step:** Continue to develop a culture of support and collaboration within all of the University Centers which will improve accountability and effectiveness while maintaining an educational/student development philosophy (*Departmental Strategic Plan 2012-13*).

**Action Step:** Continue to work in partnership with Facilities Management and ensure the University Centers are receiving high quality service at the best value from a cost perspective (including Level One Services, Billable Work Orders and Project Management, etc.) (*Departmental Strategic Plan 2012-13*).

**Action Step:** Pending the availability of funds, continue to proceed with renovation/deferred maintenance issues identified on the University Center and UC Satellite project list (*Departmental Strategic Plan 2012-13*).

**Action Step:** Complete review and evaluation of short term and long term priorities/critical needs for the UC Satellite that are identified in the Facilities Management Condition Report (*Departmental Strategic Plan 2012-13*).

**Action Step:** Identify a strategic financial plan to put in place (as part of a comprehensive business plan) to ensure the facilities of the University Centers are adequately resourced through an aggressive deferred maintenance plan for the next 40+ years (*Departmental Strategic Plan 2012-13*).

**Action Step:** Negotiate a Memorandum of Understanding for spaces/operations within the New UC (*Departmental Strategic Plan 2012-13*).

**Action Step:** Continue to conduct benchmarking assessment with peer institutions in the State of Texas, Urban 13, ACUI and ACUI Region 12.

**Action Step:** Continue to annually update necessary data for the University Center and UC Satellite for inclusion in the ACUI INFO benchmarking project through the Association of College Unions International.

**Action Step:** Develop a more comprehensive approach to Welcome Weeks for both the Fall and Spring Semesters, while continuing to support the Cat's Back program and other campus community building initiatives which are designed to provide academic and social enrichment, as well as build Cougar Pride (*Departmental Strategic Plan 2012-13*).

**Action Step:** With Campus Partners, review educational and social programmatic efforts in preparation for the Residential Campus Experience; Develop Non-alcoholic Friday programmatic activities; Enhance evening and weekend programming where gaps exist (*Departmental Strategic Plan 2012-13*).

**Action Step:** Expanding UC Events Committee as hub for collaboration and cross-programming promotion, along with an activities calendar.

**Action Step:** Provide support for the Cougar Trading Card Program, under the leadership of Dr. Simon Bott (*Departmental Strategic Plan 2012-13*.)

**Strategic Initiative:** Explore ways to expand, enhance and/or modify retail services and programs to improve student/customer satisfaction and convenience and/or generate additional revenues. (*DSA Strategic Plan Initiative, 5*)

**Action Step:** Continue to work collaboratively with UH Dining Services and the Division of Administration and Finance to ensure quality customer service and high quality product standards as related to food service operations and services, and to ensure student input is a priority as the food service options are identified in the UC East Addition (UC Transformation Project – Phase 1).

**Action Step:** Continue to work with the Division of Administration and Finance to ensure food service cost recovery efforts are actualized (costs for utilities, service level agreements, and other services required to support UH Dining Services).

**Action Step:** Continue to increase student/customer awareness of the services of CreationStation to the UH community, with specific focus on student organizations.

**Action Step:** Continue to increase evening programming (tournaments, leagues, games, clubs) at the UC and UC Satellite Games Rooms to ensure the "opportunity for participation" is meeting customers/students needs.

**Strategic Initiative:** Maintain and increase marketing and public relations efforts for the University Center/UC Satellite/University Centers to expand awareness of the services, programs and facilities that exist for all members of the University community. (*DSA Strategic Plan Initiative, 5*); (*Departmental Strategic Plan 2012-13*).

**Action Step:** Continue to ensure there are consistent updates and information maintenance for websites supported by the University Centers (UC, CSI, CLFSL, A.D. Bruce Religion Center, Division of Student Affairs Office, Cat's Back Program, etc.).

**Action Step:** Explore new Electronic Communication tools (i.e. Phone apps, Mass Texting programs, text based scavenger hunts etc.).

**Action Step:** Continue to develop unique and innovative marketing-based programming endeavors which will become traditional UC events, and foster campus traditions (Poetry Slam, Pep Rallies, Texas Hold'em Tournaments, Art/Cultural Learning Exhibits, etc.).

**Action Step:** Continue to produce electronic newsletters, program calendars, press releases and other marketing and promotional materials focused on University Centers' services and programs, while continuing to enhance distribution processes.

**Action Step:** Continue to provide marketing consultation to vendors, contract partners and other offices within the University Centers to ensure our facilities are

seen as “Where It All Comes Together” at the University of Houston (*Departmental Strategic Plan 2012-13*).

**Action Step:** Expand users of the Get Involved (uh.edu/getinvolved) website campus wide by fully integrating campus departments and all student organizations (*Departmental Strategic Plan 2012-13*).

**Strategic Initiative:** Continue to enhance UC Event Services and Technology Support in order to increase efficiency and effectiveness for our various students/customers and departmental (and Division) staff as appropriate. (*DSA Strategic Plan Initiative, 2*); (*Departmental Strategic Plan 2012-13*).

**Action Step:** Continue to review/refine all processes, procedures and policies in the UC Conference and Reservation Services Office to ensure services are meeting customers/students’ needs (*Departmental Strategic Plan 2012-13*).

**Action Step:** Continue to review current Event Management System (EMS) software configuration in order to obtain maximum use of the system, increase and refine levels of quality customer service, and ensure accurate data collection for University Center and UC Satellite assessment purposes for future planning (*Departmental Strategic Plan 2012-13*).

**Action Step:** Investigate/research best practices for the expansion, reconfiguration, and revision of facility event management reservation services, policies and procedures as well as for a system upgrade to implement online event management in order to meet conferencing, meeting, and event needs aligned with the facility enhancements and capabilities of the New UC (*Departmental Strategic Plan 2012-13*).

**Action Step:** Work with all offices and centers supported by the UC Technology Support Office to ensure demands are being met and proactive planning is being undertaken at the department level to meet the changing demands of technology.

**Action Step:** Continue to provide in-house training for all staff and student employees in technology areas that would enhance efficiency, effectiveness and productivity.

**Strategic Initiative:** Support the professional growth and development of staff, volunteers and other stakeholders of the University Centers while empowering ownership for the management of our facilities, programs and services. (*DSA Strategic Plan Initiative, 1&2*)

**Action Step:** Continue to support the efforts of the University Center Policy Board and the New UC Committee to ensure maximum student participation and input is gathered in the decision-making process within the University Center and UC Satellite.

**Action Step:** Continue to support Instructional Assistant positions and Graduate Intern experiences offered through the University Centers, and continue to develop an enhanced relationship with the College of Education to attract students from the Higher Education Program (*Departmental Strategic Plan 2012-13*).

**Action Step:** Continue to support the Student Life Work Teams to address important issues and goals as they relate to: Assessment, Marketing and Electronic Communication, Policies and Procedures Review, Staff Development, and Student Employment Programs.

**Action Step:** Continue leadership/involvement in ACUI and other professional development opportunities on behalf of the University of Houston.

**Strategic Initiative:** Fully integrate University Centers Learning Outcomes into departmental educational initiatives and departmental operations. (*DSA Strategic Plan Initiative, 5*)

**Action Step:** Identify overarching learning outcome statements.

**Action Step:** Identify sub-outcome competency areas more directly related to measures.

**Action Step:** Identify specific metrics and measures by Center/department that demonstrates achievement of outcomes.

**Action Step:** Identify and integrate measurement questions into each UC-based survey or assessment project.

**Action Step:** Review first year of implementation and make edits as necessary.

## **Department/Program Learning Outcomes**

University Centers focused on the full set of (6) six Student Life Learning Outcomes this year when assessing the levels of learning/achievement among student staff related to their individual staff positions within our department. The Student Life Learning Outcomes are as follows:

- Demonstrate the critical thinking and reflective reasoning skills necessary to engage in innovative problem-solving and decision-making. (Cognitive Complexity, Knowledge Acquisition, Integration, & Application).
- Develop the leadership skills necessary to positively impact their communities. (Knowledge Acquisition, Integration, & Application, Civic Engagement, Humanitarianism).
- Express personal values and demonstrate behaviors congruent with those values. (Interpersonal & Intrapersonal Competence).
- Identify and apply strategies that promote effective teamwork and collaboration through meaningful relationships. (Interpersonal and Intrapersonal Competence, Humanitarianism, Practical Competence).
- Develop intercultural competence and demonstrate a commitment to humanitarian values. (Humanitarianism, Knowledge Acquisition, Integration, & Application).
- Employ personal, organizational, and academic goals that promote overall achievement and degree attainment. (Practical Competence, Persistence and Academic Achievement).

## **Department/Program Accomplishments**

### ***Equipment Enhancements/Replacements***

- Video Wall Installation in the UC Satellite was completed in September. Enhancement: Campus information can now be shared consistently between both the University Center and the UC Satellite.
- Upgraded facility traffic counting software configuration and implementation was completed in October for the University Center, UC Satellite and the A.D. Bruce Religion Center. Enhancements include: Ability to have all traffic counts pushed from the door counting units directly to our departmental servers which provides further protection to our data and is completed automatically. Data calculations of people are now done automatically versus manually which is more efficient and accurate and also saves staff time. Ability to select report format types and frequency for automatic distribution via email. Weekly count reports, which includes three data format options (Graph, Data Chart, Excel Table), are now being distributed to selected staff to monitor traffic patterns.
- A new truck for equipment and personnel transport was purchased in September to replace the existing truck which was removed from the UC

- property inventory.
- Two new electric golf carts were purchased in September to meet increased departmental demands.

## **Utilizations Reports & Program Transitions**

### **University Centers Facility Traffic Counts**

- While in the midst of the UC Transformation Project, the University Center averaged daily foot traffic of over 3,200 UH community members and guests per weekday during the academic year.
- The UC Satellite has a daily foot traffic average of over 7,000 UH community members per weekday during the academic year.

### **Utilization figures in the UC & UC Satellite Games Rooms**

#### **Utilization figures for UC Games Room: August 1, 2012- November 21, 2012**

UC Games Room Closed for renovations November 22, 2012- present.

- Bowling: 21,284 games bowled.
- Billiards: 3,578 hours played.
- Table Tennis: 924 hours played.
- Amusement Games: 24,060 (based upon \$.25 a play).
- Shoe Rental: 4,131 pairs of paid bowling shoes rented (rental fee charged Mon-Fri after 5pm, and on weekends, no charge Mon-Fri before 5:00 pm).

#### **Utilization figures for UC/Satellite Games Room: August 1, 2012- July 31, 2013**

- Satellite Games Room kept open during summer school period in lieu of the UC Games Room on-going renovation. Satellite Games Room normally closed for summer.
- Billiards: 5,706 hours played

### **Leisure Services Stats and Highlights:FY 8/1/2012 – 7/31/2013 \*UC**

**Games Room Closed for renovation beginning November 21; targeted date of re-opening January 2014**

- Programs/Promotions: Come Back Coupon promotion (Aug-Dec).
- Glow Bowling Friday & Saturday Evenings, beginning at 9PM to closing (Aug-Nov).
- Student Appreciation Days (Dec. 5 & April 30).
- Students played for Free at the UC and Satellite Games Room.
- \$1 Victory Days/fall (\$1 Games: Bowling, Billiards, Table Tennis, \$1 games the following Monday after a Cougar football victory) October 1, 8, 15, 29 and Nov. 26.
- Worked with Special Olympics (bowling facility) on Saturday mornings as a practice facility (Sept - Nov).

### **BILLIARD/POOL TOURNAMENTS**

9/19/2012 Back To School 9-Ball  
 10/17/2012 Roctober 8-Ball  
 11/16/2012 Turkey Shoot-Out 9-Ball  
 2/13/2013 Mardi Gras 9-Ball  
 2/20/2013 Second Chance 9-Ball ACUI

3/27/2012 March Madness  
4/17/2013 End of School

### **POKER TUESDAYS TOURNAMENTS**

10/2/2012 Poker Tuesdays #1  
10/23/2012 Poker Tuesdays #2  
11/6/2012 Poker Tuesdays #3  
3/5/2013 Poker Tuesdays #4  
4/2/2013 Poker Tuesdays #5

### **ACUI RECREATION TOURNAMENT PROGRAM**

(Campus/Regionals/Nationals)

- Campus Tournaments: Jan/Feb (billiards, table tennis and Madden football).
- Regional Competition: Feb. 22-23, Sam Houston State Univ., Huntsville, TX  
Took 12 participants (UH students) in men's and women's table tennis, billiards and Madden football.
- National Competition: 1 UH student (Karen Vichez) participated, June 27-30, Arizona State University, Tempe, AZ.

### **CBC BOWLING CLUB**

Club Members 32

**Team Tryouts** (Sept) 24 participants Sept. 27 - Sept. 23 End of Semester Mini Sweeper (Nov 19) 19 participants Spring Semester Sweeper (April) 20 participants  
CBC Bowl-a-thon fundraiser (Oct. 28), Cougar Lanes, UH Campus.

### **UH/CBC Bowling Team Participation:**

Sept. 22	SWIBC Fall Singles Classic, Houston, TX (UH host)
Sept. 29	SWIBC I, Albuquerque, NM
Oct. 13-14	Midstates Championships, Wichita, KS
Nov. 10	SWIBC II, Houston, TX UH (UH host)
Dec. 17-18	Collegiate Shoot Out, Las Vegas, NV
Dec. 19-20	Glenn Carlson Las Vegas Invitational, Las Vegas, NV
Jan. 12-13	SWIBC III and SWIBC IV, Plano TX
Feb. 9-10	SWIBC Championships, San Antonio, TX

### **FACULTY/STAFF Bowling Club/League**

Fall – Cougar Lanes

### **MISC./Co-sponsorship with UC Marketing & Programs, other Student**

Organizations Cat's Back (August): FREE Glow Bowling

-Aug. 24 Games Night in conjunction with SPB and CSI: FREE games and Glow sticks at the UC Games Room

-Passing out of FREE game cards (bowling/billiards) during Cougar Nights

-Provided support and equipment for UH Chess Club (Sept. – May)

-College of Pharmacy Jam (August 29)

-Dean of Students Family Weekend (Oct. 12-13)

### **UC GAMES ROOM STUDENT STAFFING TRANSITIONS**

-All student staff were released as of December 13 with the closing of the UC Games Room and professional staff being shifted to UC Satellite.

-Will be hiring student staff for UC Satellite Games operation beginning August 2013 with the anticipation and readiness of the UC Games Room re-opening in January 2014.

### **Shasta's Cones & More (& Little Shasta's) Yearly Summary**

**Utilization figures for Little Shasta's @ the UC Satellite: August 1, 2012 - July 31, 2013**

***Shasta's Cones & More at the UC closed for renovations June 2012 - present***

- Little Shasta's Cones (kiosk) at the UC Satellite began operations in mid-August 2012 with the closing of Shasta's Cones & More / on-going UC renovation. Sales are limited to ice cream cones and bowls.
- 12,250 scoops of ice cream served
- Holiday/winter season favorites (Spiced Pumpkin Pecan, Christmas Cookies, Peppermint, Cinnamon) were brought in during the holiday period as well as summer delights (Summer Pie, Italian Cream Cake, Rockslide Brownie). Coffee Toffee Crunch, Orange Swirl and Lemon Bliss made their debut as new flavors in late spring.
- The five most requested ice cream flavors were Cookies 'N' Cream, Dutch Chocolate, Homemade Vanilla, Krazie Kookie Dough, and Mocha Almond Fudge.

**Shasta's celebrated its 7th Anniversary/Birthday (Oct. 1 - 5) with the following events:**

- Oct. 1, \$1 Cone Day
  - Oct. 2, FREE T-shirt
  - Oct. 5, FREE Waffle Cone with Second Scoop upgrade
  - *Distributed 33 gallons (650+ FREE cones/bowls) to Cougar Move-In at the Freshman Residence Halls (August 2012)*
  - *Victory \$1 Cone Days took place in conjunction with Cougar Football victories (Aug - Dec)*
- Free Mini Cones:
- Cougar Nights (Aug-Sept)
  - UC Welcome Back (Sept)
  - Cat's Back (Aug)
  - Stress Free Finals Week/UC Sat (Dec & April)
  - Dollar Cone Days (July-National Ice Cream Month)
- Participated in an Ice Cream Eating Contest as part of the UC's Welcome Back (Sept).
  - Provided \$1 Cones for Parent's Weekend
  - October/Fall Fest (Oct) - distributed 500 Root Beer Floats
  - Catered ice cream for 200 to the Dept. of Education for a Homecoming Event (Nov. 5).
  - Assisted with an Ice Cream Eating contest with the Homecoming Committee for an event.
  - August 2012 marked the sixth straight year that Shasta's participated in the Cougar First Impressions program assisting in the give-a-way of 10,000 frozen desserts during the first two days of school.

### **Shasta's Student Staff Manager Transitions**

- Ngoc Tran (UH Student) General Manger for Shasta's Cones & More for the past two years, transition to a supervisory/training role this past fall and shared her experience with our two new student managers: Sandra Ellis and Lisa Reyes for Little Shasta's. Ngoc left us in December (graduation). Little Shasta's continued to operate with minimal staffing during summer hours.
- Ngoc Tran was presented the FIRST Student Employee of the Year award for the division presented by VPSA.

### **Shasta's Retail Operations Transitions – December 2012**

- Moved merchandise freezer from UC to Little Shasta's. Began selling frozen desserts and pints in December.
- Moved drink vending machine from UC Games Room to UC Front entrance as part of Shasta's operation.

### **CreationStation Utilization Figures & Revenues**

- CreationStation worked with student organizations, UH departments and off-campus customers to provide a unique multi-service center on campus offering a full complement of services involving graphic design services.

- **8/01/2012 – 07/31/2013:**

Students/Student Organizations	\$ 55,493.97
Sponsored Sales	\$ 1,472.77
UH Departments	\$ 52,526.84
General Public	\$ 1,416.00
<b>Total</b>	<b>\$110,909.58</b>

- **CreationStation Revenues Comparison:**

- 08/1/2012-07/31/2013: \$110,909.58
- 09/1/2011-08/31/2012: \$125,435.92
- 09/1/2010-08/31/2011: \$94,604.60

### **UC Conference and Reservation Services Utilization Figures & Revenues**

- The UC Conference and Reservation Services Office (CARS) worked with student organizations, UH departments and off-campus customers for the effective planning and management of events.
  - From 8/1/2012 to 7/31/2013, we served 312 UH registered student organizations, 91 UH campus departments and 76 off-campus customers through 10,335 bookings in the University Center, UC Satellite, and other reserved facilities. These events equate to over 61,270 “event hours”, with an estimated attendance figure (as supplied by the event organizers) of over 628,456.
  - Of the above mentioned bookings, student organization events make up 57.65%, campus department events make up 40.87% and off-campus customer events are at 1.48%.

- Some additional facts include:
  - From 8/1/2012 to 7/31/2013 the UC and UC Satellite provided \$92,176.20 in discounted facility space and services. Campus Departments were the recipient of 90.37% of these discounts, student organizations represent 7.44% in discounts and off-campus events were the recipient of 2.19% in discounts.
  - The largest portions of discounts outside of the UC and UC Satellite were provided to the following offices/programs:
    - Center for Student Involvement = \$35,461.00
    - Division of Student Affairs = \$8,505.00
    - Dean of Students Office = \$4,155.00
    - Center for Fraternity and Sorority Life = \$2,620.00

## **Assessment Projects**

- University Centers continues to participate in benchmarking assessment with peer institutions in the State of Texas, Urban 13, ACUI and ACUI Region 12 as needed or invited.
- University Centers continues to participate in the ACUI INFO benchmarking project through the Association of College Unions International.
- University Centers continues to participate in the EBI – Educational Benchmarking Inc. internal and peer-based evaluation and satisfaction program.
- **Targeted assessment efforts as described below to evaluate unit operations and/or specific programs are in progress.**

### **Assessment #1: UC Sponsored Events (Marketing and Programs)**

*Program Objective:* These program assessments will provide timely qualitative and quantitative participant feedback to utilize for program delivery, content/learning improvements, and provide data on increased awareness about the University Center and its available programs and resources.

*Method:* The use of the iPod Touch will be used to conduct on site assessments. Additionally, with support of Campus Labs Baseline and Collegiate Link, web based surveys will be created and distributed via email as needed.

*Timeline:* Fall 2012 semester and Spring 2013 semester determined by event dates. Currently scheduled events include: OctoberFest, Stress Free Finals Week (Fall and Spring), Valentine's Day Gift Mart, and Safe Spring Break.

*Purpose:* To assess the quality, satisfaction, and student learning at events. Will be administered to student participants.

### **Assessment #2: UC Satellite - Access to Customer Service/Building Resource Information**

*Program Objective:* A "needs" assessment will provide data/information on frequency and types of inquiries/questions, facilities & operations concerns to determine level of service needs existing as justification whether to propose implementation or establishment of UC Satellite based customer service resource/s, an electronic kiosk, or Information Center.

*Method:* A structured tally/inventory checklist form will be utilized/tracked by staff with walk-up customer contacts at existing points of service in the UC Satellite that are within the UC/Student Life organizational structure. Points of Service to include: Little Shasta's at the UC Satellite UC Satellite Games Room and the Student Publications Offices.

*Timeline:* October 1, 2012 – November 20, 2012.

*Purpose:* To assess whether needs exist to justify the establishment of more information resource/s, an electronic kiosk, or Information Center to serve customers who access and utilize the UC Satellite.

### **Assessment #3: University Centers Student Staff Learning and Development**

*Program Objective:* Levels of learning/achievement among University Centers' student staff will be assessed based on the six (6) identified/established Student Life student learning outcomes.

*Method:* Administered individual assessment questionnaire forms

*Timeline:* Administered at the end of the spring 2013 semester.

*Purpose:* To determine level of learning that is occurring as well as identify potential gaps in learning that may exist within the student employment program and experience for University Center student staff. This data will also serve as a guide for student staff supervisors on the establishment of personal and professional development programs.

## **Assessment Highlights with Discussion**

### **Assessment #1: UC Sponsored Events (Marketing and Programs)**

This assessment generated as a survey through Campus Labs was launched in the month of December and covered all fall UC sponsored events. The full assessment time period ran from December 3, 2012- January 16, 2013. and is still in progress.

- The fall assessment was completed by 387 UH students.
- 31.5% of students indicated they received information about our events by email. 17% of this group indicated they received the information via CoogNews specifically.
- 56% identified that timing of events affected whether or not they attended an event. 18.5% indicated that the time frame of 2:00pm-4:00pm would be the preferred time to hold events.
- Demographics were as follows for those students who completed the assessment: 75% female, 68% commuter student, 34% freshmen, 29% seniors, and 30% identified they were involved in at least (1) student organization on campus.
- 41% of student respondents moderately agreed UC events “contribute to overall satisfaction with the University of Houston.”
- 45% of student respondents moderately agreed that attending UC events “made them feel more connected to the campus community.”
- 39% of student respondents moderately agreed UC events “contribute to overall satisfaction with the University of Houston.”

Given the results of this survey some future events will be planned to intentionally target the populations listed above and also consider events that begin at 2:00pm.

**Assessment #2: UC Satellite - Access to Customer Service/Building Resource Information**

This needs assessment was conducted from October 1st – November 20<sup>th</sup>. Included are highlighted results:

- The Student Publications Office received a total of (71) customer questions during the assessment period. Approximately (30) inquiries fell within the pre-set categories anticipated for the facility. More than (20) of these customer interactions involved the reporting of facility problems or concerns. The majority of remaining inquiries were uncategorized. Students appeared to be seeking guidance for the uncategorized inquiries at this office which is the most formal office currently located within the UC Satellite. Questions were spaced out evenly throughout the business operating day of the facility.
- The Games Room received a total of (126) questions during the assessment period. Of this total (90) fell within the pre-set anticipated categories. The majority of these questions were focused on facility items including locations of services and hours of operation. The remaining questions at this location primarily fell within one area, customers seeking how to get change.
- Little Shasta's received a total of (90) questions during the assessment period. Approximately (60) of these were in regards to the location and hours of operation for the various food vendors within the UC Satellite. Of the approximate (25) uncategorized questions at this location, the majority were focused on matters specific to Little Shasta's promotions. More than 75% of the total volume of questions asked at this location occurred before noon.

**Assessment #3: University Centers Student Staff Learning and Development**

This assessment project was administered at the end of the spring semester as a one-time snapshot of a student staff member's 2012-13 work experience within the University Centers department. Highlighted results included:

- (29) UC Student Staff members responded and provided self-analysis covering (31) points for six learning outcomes.
- Seventy-two percent responded that "Identified and applied inclusive behaviors" and "Employed initiative" were used in the examples they provided to the learning outcome questions.
- Sixty-nine percent of the student staff members responded that "Evaluated and prioritized problem solutions" and "Evaluated successful team dynamics" were part of their response to the learning outcome examples.
- The data showed a higher level of identification of reflective points related to each learning outcome for those students who had started

employment this year or served in their employment up until the second year.

- The data for students with two or more years of service showed a lower identification of reflective points.
- The trend for this one-time assessment seems to indicate that the level of perceived growth related to the student learning outcomes appears to be impacted by the students' length of service.

## **Areas for Continuous Improvement**

### ***Growth and Opportunities***

- Dispersed meeting/event space in additional campus facilities was coordinated through the UC Conference and Reservation Services Office through collaborative efforts with departmental partners for registered student organizations and campus departments.
- The Lynn Eusan Park Enhancement Project was completed in April 2013. This new outdoor covered event programming space will offset space availability lost during the UC Transformation Project. New equipment was purchased to support events for the new stage. A successful Ribbon Cutting Ceremony and Celebration was held on April 17, 2013.
- The former Student Information and Assistance Center vacated the existing physical location due to scheduled demolition in August and moved into a new temporary location inside the University Center on the first floor in the former C-Store location. The temporary UC Information Center will operate at this location until the new Center is open adjacent to the renovated Arbor space as part of the UC Transformation Project.
- Significant progress continues to occur with the UC Transformation Project Phase 1 which is scheduled to be completed at the end of the fall 2013 semester.
- University Centers staff continue to participate in campus-based and external training and professional development opportunities.
- The University Centers organizational and staffing structure continues to evolve and expand as planning continues to prepare for the opening of the new UC North facility, and the opening of the East Addition in the UC South facility as part of the UC Transformation Project Phase 1.
- University Centers continues with transition plans for the relocation out of the University Center second floor scheduled to begin in November 2013 and end by January 2014 in order to accommodate the beginning of Phase 2 work for the UC Transformation Project. Several offices, programs, and student organizations will relocate to their newly renovated offices and spaces in the UC North beginning in December 2013.

### ***Critical Challenges***

- The University Center has experienced significantly reduced conference/meeting room and equipment rental revenue and space availability

for meetings and large/special events due to the UC Transformation Project (May 2012-December 2013). A total of (14) meeting rooms and reservable lounge spaces were removed from the reservation inventory as of spring 2012. Of this total, (8) were within the 70,000+ square foot UC Underground which was vacated as of July 30<sup>th</sup>. The additional (7) meeting rooms plus additional identified office spaces were re-purposed beginning in March 2012 in preparation for all office occupants from the UC Underground to relocate to new temporary offices on the University Center second floor.

- The University Center has experienced a significant reduction in available lounge seating space due to the deconstruction of the UC Underground and the UC Transformation Project Phase One Implementation work on the UC Ground Floor. The lounge space lost includes the following spaces: UC Underground World Affairs Lounge, UC Arbor Lower Level/Ground Floor, 1<sup>st</sup> floor seating area adjacent to former Wendy's and Java City retail spaces, the UC Food Court Seating Area and the TV lounge located on Ground Floor.
- Student Organizations have been impacted by the loss of their current space in the UC Underground as their new permanent home is being constructed. During this time, they have been relocated in a much smaller shared temporary space on the UC's second floor.
- The University Centers' overall revenue has decreased due to impacts on the University Center facility as a result of the UC Transformation Project.
  - The Houston Room and perimeters have been utilized primarily by registered student organizations so groups could continue to provide scheduled programs and activities. Campus department events were scheduled on a limited basis if they met revised reservation criteria for annual events targeting UH students. Off-Campus groups have not had access to use the Houston Room and perimeters and have only been able to schedule the use of (3) remaining meeting rooms available on a first-come, first-serve basis only. Adjusted and projected meeting room rental income is estimated to be as low as \$28,000.00 for the remaining reservable spaces.
  - The UC Games Room, located on the Ground Floor, closed on November 21, 2012 due to the UC Transformation Project. Reduced Games Room services continue to be available at the UC Satellite Games Room.
- The University Centers Administrative Services and Operations Office relocated the first week of May 2013 to the first of two temporary office locations in order to accommodate continuing work for the UC Transformation Project. The Office now located in rooms 242 & 238 (former Spindletop and Tejas meeting rooms) will remain at this location until a second relocation scheduled for the first week in November 2013 to a temporary office location that will be housed in the new Medium Event Space in the renovated East Addition of the UC South.
- During the first week of May 2013 the UC Event Services Audio-Visual and Setup Staff vacated their offices in room 272 and moved to a modified and downsized 282 office to accommodate a temporary office modification and

expansion for the Business Services Office. The office modification for the Business Services Office was needed to accommodate new stairwell construction on the west side of the UC for the UC Transformation Project. All moves were successfully completed on time and staff were accommodated in their new office spaces.

- Program and service space shifts continue to be planned and scheduled as needed in order to meet critical construction needs for Phase 1 of the UC Transformation Project.
- The University Center’s deteriorating roof condition has continued to impact some offices, retail spaces, and public use spaces. UC Facilities and Operations staff members have continued to work closely with the UC Project contractor (Tellepsen Builders) and Facilities Management Auxiliary Services staff to manage and prevent leaks as possible with the use of temporary leak diverters. A solution and plan to begin roof work earlier in the project (scheduled to start in mid-August) to provide temporary relief has been implemented.
- Planning work has begun for critical repairs and long term maintenance and space improvements for the UC Satellite. Minor and major project plans are being considered and scheduled in relation to a recently completed Facility Condition Assessment coordinated by Facilities Management. University Centers staff has continued to work in collaboration with Facilities Management staff to identify project timing priorities and funding sources.

## **National, Regional, Local and Campus Recognition and Leadership**

University Centers continues to contribute to the ACUI – Association of College Unions International both nationally as well as within Region 12 as a strong institutional peer institution through staff and student participation and leadership. Sixteen (16) student leaders, graduate assistants and staff members participated in the 2012 ACUI Region 12 conference entitled “Cultivating Campus Communities” in November in Commerce, Texas. Eight (8) staff members attended the Annual ACUI conference in St. Louis, Missouri in March 2013.

Three (3) University Centers’ staff members served on the Association of College Unions International (ACUI) Region 12 Leadership Team through November 2012. One staff member continues to serve on the Region 12 Leadership Team. Region 12 includes Arkansas, Louisiana, Mexico and Texas. One staff member is serving as part of the leadership group for the Women’s Community of Practice.

Cheryl Grew-Gillen was the recipient of a UH Staff Excellence Award in May of 2013.

## **Committee Involvement and Oversight**

***DSAES Student Life Work Teams***

***Marketing and Electronic Communications Work Team***

*Chair: Lawrence Daniel*

To establish and periodically review marketing plans, campaigns, initiatives, website, and social networking page updates for all areas within the Student Life cluster of DSA; To suggest, execute and manage new marketing and website initiatives that support University, Divisional and Department goals; To evaluate the current marketing, website (advertisements, marketing collateral, distribution items, website standards etc.) and to assist in developing new/alternative methods, which ensures centers and the Student Life cluster of DSA are aligned with current trends within the College Union and Student Activities arena.

### **Policies and Procedures Review Work Team**

*Chair: James Pettijohn*

To periodically review the policy and procedures for the centers within the Student Life cluster of DSA – ensuring they are in concert with Divisional, UH, and UH System policies and procedures; and to make recommendations for changes in policies and procedures.

### **Staff Morale Work Team**

*Chair: Sam Nguyen and Alicia Garcia-Valero*

To plan Student Life celebrations; to establish/recommend an employee incentive and recognition program; to coordinate the student scholarship award process; and to promote unity and community amongst the entire staff of the University Centers through other initiatives.

### **Student Employment Work Team**

*Member: Cheryl Grew-Gillen*

*Member: William Schwehr*

## ***Departmental Committees & Boards***

- **University Center Policy Board** - *Ex officious representing the UC includes: – Cheryl Grew-Gillen, Lawrence Daniel, and Secretary, Linda Jauregui; representing DSAES – Keith T. Kowalka*
- **University Center Event Committee** - *Lawrence Daniel, Alicia Garcia-Valero, William Schwehr, and James Pettijohn*
- **Children’s Learning Centers Advisory Board**  
*Cheryl Grew-Gillen, Interim Ex-Officio Member*
- **Children’s Learning Centers Directors Search Committee**  
*Cheryl Grew-Gillen, Chair*
- **Student Organization Event Management One Stop Shop Task Force**  
*James Pettijohn, Cheryl Grew-Gillen*

## ***Division and Campus Committees***

- Cougar First Impressions
  - *Linda Jauregui*
- Cougar Resource Fair
  - *Lawrence Daniel, Chair*
- Divisional/External Search Committees
  - *Lawrence Daniel, Cheryl Grew-Gillen*
- UH Food Service Advisory Committee
  - *Cheryl Grew-Gillen*
- UH Bookstore Advisory Committee
  - *Cheryl Grew-Gillen*
- UH Family Weekend Committee

- *Lawrence Daniel*
- Campus Recreation and Wellness Center Advisory Committee
  - *William Schwehr*
- A.D. Bruce Policy Board
  - *Ex officio: Cheryl Grew- Gillen*
- Bicycle Safety and Use Focus Group
  - *Cheryl Grew-Gillen*
- Freedom of Expression Policy Review Committee
  - *James Pettijohn*
- Campus Ministries Association
  - *Cheryl Grew-Gillen*
- March for Babies Team Coordination
  - *Sam Nguyen*
  - *Linda Jauregui*
- Campus Communicators
  - *Lawrence Daniel*
- DSA Marketing and Communications Committee
  - *Lawrence Daniel, and Kyle Stehling*
- Student Housing and Residential Life Opening Committee
  - *Cheryl Grew-Gillen*
- UH Internal Logistics Committee
  - *Cheryl Grew-Gillen*

## **Student Governance**

The University Center Policy Board (UCPB) serves as the primary policy recommending agency for the University Center and the UC Satellite. Policy considerations encompass all phases of our operation exclusive of compensation and employment decisions. The UCPB, made up of students (as a majority), faculty and staff has the responsibility for providing guidance and advice to the Assistant Vice President for Student Affairs – Student Life in the following areas: contracts, prices involved with lessee contracts, lease operations, and facilities policies and procedures.

## **Personnel Updates/Achievements**

### ***Staff Retirements/Departures***

- Theresa Crosslin, Reservationist, UC Conference and Reservation Services Office, retired on January 18, 2013.
- Albert Chao, Web Developer 2, UC Technology Support departed effective April 30, 2013.
- Cathy Cozine’s Reservationist position in the UC Conference and Reservation Services Office was upgraded to a level 106 position effective May 1, 2013 to accommodate current facilities space reservation and event coordination needs as well as anticipated needs with the completion of the UC Transformation Project.

### ***New Staff Hires***

- A new Graphic Designer 1 position was created for CreationStation and Julian Cearley was hired effective July 8, 2013.
- Colin Adams, Audio-Visual Services Manager was hired effective Monday, July 29, 2013. The Audio-Visual Services Manager position was created to meet increasing audio-visual services needs to include event support and coordination for the newly renovated Lynn Eusan Park Stage as well as expanded facilities and event support coordination needs due to the UC Transformation Project.

### **Budget/Fundraising/Grants**

The University Centers funding comes primarily from three sources of revenue/income: dedicated student center fees; approved fee allocations from the Student Fees Advisory Committee, and self-generated income.

- University Centers dedicated fees of \$35 per semester (Fall/Spring and \$17.50 for summer) support the facility maintenance and operations for the University center and the UC satellite.
- With the 2012 Fall semester increase in the University Center Fee, \$100 per semester (Fall/Spring and \$50 for summer) will be utilized to fund the UC Transformation Project, and provide for a deferred maintenance reserve.
- University Centers does not receive state funding to address deferred maintenance, emergency issues and capital expenditures. Funding for repair and replacement costs must be accumulated in order to maintain a systematic maintenance program. The Centers accumulates cash to fund repairs, renovation, and replacement.
- University Centers maintains contingency funds to cover costs associated with unforeseen events such as hurricanes, fire damage, internal system failure, severe weather damage and the like.
- Primary sources of additional funds are through self-generated income obtained through meeting and event space rentals, retail services and operations, and revenue from contracted/leased operations.
- University Centers also receives ongoing Food Service Cost Recovery (primarily utilities expenses) from contracted services with ARAMARK that are operated out of the UC Satellite.
- University Centers continues to seek opportunities for fundraising/development to support programs, services and facilities.

### **Collaborations**

#### ***Internal to the Division of Student Affairs***

- **DSA Marketing Communications Committee**
  - Lawrence Daniel and Kyle Stehling served on this committee. This group assists with the development and enhancement of DSA Marketing.
- **Student Housing and Residential Life**

- Cougar Casino at Frontier Fiesta: Each year, the full-time and student staff for both University Centers and Student Housing and Residential Life sponsor and staff this event.
- Cougar Movers: University Centers Staff volunteered to assist students during move-in.
- Cheryl-Grew Gillen served on the Student Housing and Residential Life Fall Opening Committee.
- **Department of Campus Recreation**
  - Each year, the University Centers and the Department of Campus Recreation collaborates on creating an Octoberfest themed event which takes place the last week in October and includes a UC OctoberFest event and a Haunted House at the Campus Recreation and Wellness Center.
  - Vyckie Avila (Campus Recreation) served on the University Centers Events Committee (UCEC).
- **UH Wellness**
  - Each year, UH Wellness and University Centers collaborate on creating a Safe Spring Break themed event which is traditionally held the Wednesday the week before Spring Break.
  - Gaylyn Mauer (UH Wellness) served on the University Centers Events Committee (UCEC).
- **Dean of Students Office**
  - UH Family Weekend
    - Lawrence Daniel served on the UH Family Weekend Committee.
- **Division of Student Affairs and Enrollment Services**
  - Kyle Stehling (UC Technology Support) continued to provide web development and support by refreshing multiple department, program and student organization websites.
- **Cat's Back/Weeks of Welcome**
  - Lawrence Daniel served as the Chair for Cat's Back Committee and helped lead the marketing efforts for this initiative.
  - The entire University Centers staff volunteered during this event. It was held in the University Center from 2003-2011. This fall's event was held in the Campus Recreation and Wellness Center.
  - Plans for the first ever Cat's Back Spring Event began in November and the event took place on January 16, 2013.

### ***External to the Division of Student Affairs***

- Cougar First Impressions
  - Selected University Centers' staff volunteered during this event.
- Facilities Management Building Coordinator Program
  - Three (3) University Centers Staff served as building coordinators to support the facility operations of the UC and UC Satellite; Beverly Garcia, William Schwehr, Cheryl Grew-Gillen.
- Athletics

- The Cat's Back Event Pep Rally
- The UC Games Room worked with Athletics as part of the "Annual Turkey Bowling" event held during the UH Men's Basketball season.
- Shasta's Cones and More sold "\$1 Victory" cones each Monday after a UH Football win.
- University Services
  - University Centers staff were represented in the annual RecycleMania recycling event.
    - Beverly Garcia serves as a team leader on behalf of the UC.
- College of Education
  - University Centers Marketing and Programs continued to work with the College of Education to help identify student candidates for Graduate Assistantships.
- Women's Resource Center
  - Beverly McPhail served on the University Centers Events Committee (UCEC).
- UC Contracted Retail Vendors
  - Cougar Byte and Woodforest National Bank received Operations, Communications and Marketing support.
  - Cougar Byte, and Woodforest National Bank participated as sponsors in University Centers traditional events.
- UH Dining Services
  - Cheryl Grew Gillen served on the UH Food Service Advisory Committee.
- UH Internal Logistics Committee
  - Cheryl Grew-Gillen served on this committee on behalf of Student Affairs.