

University Centers (University Center & UC Satellite)
Annual Report – 2013-2014
Division of Student Affairs and Enrollment Services

Department Overview

University Centers accomplishes its mission and goals primarily 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 the facilities that support services and programs that enhance the social, cultural, and leadership activities/experiences that complement students' formal education. The UC generates approximately one-third of its operational income through contract partner relationships. As a result the UC is able to provide high quality services, facilities and programs at a low cost to students and other users, and keep student fees at a reasonable rate. University Centers supports its efforts through the staffing units of Event Services, Leisure Services, Facilities and Operations, and Administrative Services. Additionally, Marketing and Special Programs which is funded by University Centers also provides support and awareness through annually offered featured programs (Cat's Back, Weeks of Welcome, UC Welcome Back etc.) that introduce and highlight the University Center through marketing communications via the UC website and social media, and graphic design services through CreationStation. University Centers maintains a twenty-two (22) person full-time staff to support daily operations. Additionally the UC employs approximately seventy (70) student employees which returns over approximately \$400,000 annually back into students' hands to help defer education costs.

Department 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 Goals - Strategic Initiatives and Action Steps: 2013-2014

Strategic Initiative: Complete Phase 1 of the UC Transformation Project, through renovation and expansion of the existing University Center South and the construction of University Center North to provide a next-generation facility well-suited to the needs of an expanding Tier 1 student body. *DSAES Strategic Plan Initiative 2b.*

Action Step: Support contractors and Facilities Planning and Construction staff to ensure project is completed on schedule in order to offer maximum amount of services and value to students by end of Phase 1.

Status Update: Phase 1 project work was completed in January 2014. Phase 1 project punch list work has continued during Phase 2.

Action Step: Successfully open all completed Phase 1 space to the campus community in January 2014.

Status Update: Phase 1 completed space began to be occupied and opened for public use beginning December 16th and continuing into January 2014.

Action Step: Develop and implement a comprehensive development and fundraising program. This program will target both large-scale donors for naming of the new theater as well as offering a low investment option for graduating students to commemorate their involvement on campus as part of a 'Leadership Wall'.

Status Update: Case Statements were completed for Phase 1 designated spaces. Naming donors are still being pursued at this time.

Strategic Initiative: Identify additional staffing and resource needs to support the University Centers/Student Life Marketing and Communication post the UC Transformation Project. *DSAES Strategic Plan Initiative 2a. &b.*

Action Step: Develop an organizational structure and culture which is capable of meeting student/student organization/other customer needs for a Tier One Student Center experience (programs, facilities, resources and marketing and information).

Status Update: A departmental organizational structure was expanded to include additional full time and student staff positions to meet the growing service and program needs for the newly renovated and expanded University Center. Four (4) new full time staff positions were posted and filled. Student staffing has continued to expand with new hires as additional services and programs come on board as a result of completed UC project space. Three (3) existing full time staff positions are currently under review for reclassification.

Action Step: Identify potential operational efficiencies and eliminate duplication where possible.

Status Update: We continue to focus on sharing of departmental information through share drives file that continue to be expanded. We continue to focus on cross training among staff where possible to increase efficiencies and maintain service continuity and timeliness.

Strategic Initiative: Support the departments within Student Life by expanding awareness about Resources, Programs and Services across campus. *DSAES Strategic Plan Initiative 5*

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 2013-14*

Status Update: The Get Involved Platform features direct connections to 517 student organizations and campus departments. There are 19,972 active accounts owned by students and staff members.

Action Step: Explore the expansion of the University Centers Digital Signage to include multiple monitors on different floors of the UC and outdoor signage.

Status Update: Ongoing, this project will resume as part of the opening of Phase 2 of the University Center.

Action Step: Develop unique and innovative marketing-based programming endeavors which will serve as traditional Student Life events, and foster campus traditions (Cougar Resource Fair, OctoberFest, Cat's Back, Art/Cultural Learning Exhibits, and Stress Free Finals Week etc.).

Status Update: The University Centers Events Committee continued to plan several events throughout the year.

Action Step: Produce electronic communication pieces, program calendars, press releases and other marketing and promotional materials focused on the University Centers' services and programs, while continuing to enhance distribution processes. *Departmental Strategic Plan 2013-14*

Status Update: Ongoing, four Digital screens were added in University South and one in University Center North. The University Center also erected an outdoor Marquee to advertise Campus wide events and programs.

Action Plan: Provide marketing consultation to vendors, contract partners and other offices within the University Centers as requested.

Status Update: Ongoing

Strategic Initiative: Further develop the strength and scope of the liaison relationship with Facilities Management to ensure University Centers facilities are effectively maintained with maximum efficiencies. *DSAES Strategic Plan Initiative 6d.*

Action Step: Complete quarterly reviews of facility Service Level Agreements to ensure facility needs are met and cost savings are achieved where applicable. *Departmental Strategic Plan 2013-14*

Status Update: Service Level Agreements were reviewed and revised in August 2014 in preparation for the 2015 fiscal year renewal. All agreements were reviewed to accommodate the growing/changing needs for all Phase 1 completed space and soon to be completed Phase 2 space.

Action Step: Ensure all identified University Centers staff remain active and trained as Building Coordinators.

Status Update: All continuing and new departmental Building Coordinators attended quarterly update meetings during 2013-14.

Action Step: Work with Facilities Management to investigate efficiencies, further define needs for greater service continuity, and explore costs where applicable for a pooled maintenance staff model.

Status Update: Staffing support for preventative and ongoing maintenance has continued to be monitored and service level adjustments have been requested as needed. The pooled maintenance staff model was not implemented as a result of continuing Facilities Management department structure changes and transitions.

Action Step: Complete as needed annual review/revision of facility Custodial Cleaning Frequency Charts to ensure facility cleanliness and consistent staffing to cover identified needs and pursue elimination of duplication as determined to be applicable.

Status Update: All facility cleaning frequency charts were updated to meet the needs for all Phase 1 completed space and the anticipated needs of Phase 2 space when completed during fall 2014. The new housekeeping contracted services implemented in January 2014 has continued to be monitored closely for service level adjustments. The contract housekeeping services scope was reviewed and expanded during summer 2014 to cover additional grounds and service levels to meet further identified facility needs with the opening of Phase 1 completed space. This contract addendum is in progress for completion with anticipated implementation to occur immediately upon final execution.

Strategic Initiative: Investigate/research best practices for the upgrade, expansion, reconfiguration, and revision of facility event management reservation services, policies and procedures in order to meet conferencing, meeting and event needs aligned with the facility enhancements and capabilities of the New UC. *DSAES Strategic Plan Initiative 2b. &e. &4b.*

Action Step: Benchmark best practices of online event management system processes and policies with peer institutions that possess comparable demographics.

Status Update: The UC CARS office contacted (4) peer institutions in addition to the vendor for our event management system software. Based on a review of information collected, the UC CARS office began a trial online reservation request process with (2) Fee Funded student organizations and will expand the process to all Fee Fund student organizations before Jan. 2015.

Action Step: Investigate IT needs, costs, and support necessary to implement a system upgrade for online event management.

Status Update: Database was migrated to UH IT and the upgrade was completed. The migration was delayed by UH IT and this delayed the trials until the summer of 2014.

Action Step: Review staffing needs to effectively support operational functions in order to achieve/implement an upgraded online event management system. *Departmental Strategic Plan 2013-14*

Status Update: Due to the delay in trials staff needs are still being monitored. Student staff will be increased while a further analysis of needs for full time staffing to meet increasing service volume and quality standards is completed.

Action Step: Review current event management system configuration to determine necessary configuration adjustments/expansions to meet the New UC facility needs. *Departmental Strategic Plan 2013-14*

Status Update: Due to delays this is still in process. Work has begun in cooperation with the Center for Student Involvement and the Dean of Students Office to transition to a paperless process supported by EMS.

Action Step: Define/revise operational policies and procedures for all new conferencing and event spaces within the New UC.

Status Update: Due to the delay this is in process now. We are able to maintain most of the current policies and will modify policies as needed.

Strategic Initiative: Develop a comprehensive business plan for the University Centers which would enhance relationships with Campus Partners and provide long-term stability for the future of the University Centers. *DSAES Strategic Plan Initiative 2*

Action Step: Identify a strategic financial plan to put in place 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 2013-14*

Status Update: University Centers is in good financial status due to lower interest rates realized during the time of bonds being issued for our project. This financial status will help ensure funding to meet the needs of an extended capital improvement plan which will be developed to adequately maintain all new and renovated space.

Action Step: Negotiate a Memorandum of Understanding for the use of retail space allocated to Auxiliary Services (Food Services, Bookstore and Vending). *Departmental Strategic Plan 2013-14*

Status Update: Memorandums of Understanding were drafted and reviewed for our food service and bookstore contract partners. The MOU for food service was fully completed and executed for 2013-2014. The MOU for the bookstore is near complete with revisions to be incorporated related to square footage finalizations and adjustments as well as revisions related to facility access and key control.

Action Step: Negotiate a Memorandum of Understanding for the use of the new Theater as an academic space. *Departmental Strategic Plan 2013-14*

Status Update: This MOU was not implemented as anticipated for 2013-14.

Action Step: Negotiate a Memorandum of Understanding with all office space holders in the University Centers for use of space and maintenance protocols (International Student Scholars Services Office, Veterans Services Office, Women's Resource Center, and LGBT Resource Center). *Departmental Strategic Plan 2013-14*

Status Update: MOUs for all office occupants were drafted. Two were fully completed and executed in 2013-14, the remainder still require additional revisions related to transitioning reservable space usage.

Strategic Initiative: Complete review and evaluation of short term and long term priorities/critical needs for the UC Satellite pending the Facilities Management Facility Condition Report. *DSAES Strategic Plan Initiative 2*

Action Step: Identify/establish timelines for critical and deferred facility repair priorities based on the recommendations of the Facility Condition Report.

Status Update: The long term repairs identified for the UC Satellite are on hold until after the full completion of the University Center Transformation Project. Anticipated/tentative timeline for implementation to begin is spring 2015.

Action Step: Identify funding sources to meet timelines to implement short term and long term facility repair priorities. *Departmental Strategic Plan 2013-14*

Status Update: Funding for the UC portion of the project will come from departmental reserve funds. Funding for shared spaces has yet to be finalized.

Action Step: Define needs and finalize plan of action and funding sources to complete Lounge Seating enhancement project.

Status Update: This project was put on hold until the full completion of the UC Transformation Project.

Action Step: Prioritize needs and feasibilities for vacated space (Student Publications). *Departmental Strategic Plan 2013-14*

Status Update: This project was put on hold until the full completion of the UC Transformation Project.

Strategic Initiative: Utilize Assessment data to enhance programs and services for the University Centers and UC Satellite. *DSAES Strategic Plan Initiative 4a.*

Action Step: Review accomplishments and recommendations from annual departmental assessment plan to meet current and/or future service or program needs.

Status Update: Assessment results for programs and services have been reviewed and are being utilized for future program and service enhancements and improvements. Additional and extended assessments have been planned and are in progress for design for implementation in 2014-15 based on this year's results.

Action Step: Review results and recommendations from completed Educational benchmarking Incorporated (EBI) facility, program or service assessments.

Status Update: Results have been received for the 2014 administered EBI assessment but not yet reviewed.

Strategic Initiative: Plan and implement intentional staff development programs to meet needs of full-time staff as well as achieve progress on identified Student Life Learning Outcomes for student staff. *DSAES Strategic Plan Initiative 1 & 2*

Action Step: Implement personal and professional development programs targeted at student staff based on recommendations from the Student Employment Work Team.

Status Update: The Student Life Student Employment Work Team was eliminated in 2013. Our department is in the process of identifying future programs for our University Centers student staff employment program. This program has also been assigned as a primary duty for a new position currently under reclassification review. Individual unit training has continued in the interim.

Action Step: Upon approval of a division-wide Student Affairs initiative for student staff, administer the EBI Student Employee Assessment Tool; prioritize needs and implement programs based on results and recommendations.

Status Update: This EBI assessment was administered by the Division of Student Affairs and Enrollment Services in cooperation with Human Resources for all undergraduate student employees across the UH community during spring 2014. Report review is in progress.

Action Step: Determine needs and implement staff development programs based on recommendations from the Student Life Staff Development and Staff Morale Work Teams.

Status Update: This work is still to be completed. The Student Life work teams have been disbanded at this time.

Department Learning Outcomes

University Centers focused on (2) of (6) Student Life Learning Outcomes for our student employment program this year in an attempt to assess levels of learning/achievement among student staff within our department. The two outcomes are as follows:

Student staff of the University Centers will:

- Demonstrate the **critical thinking and reflective reasoning skills** necessary to engage in innovative problem-solving and decision-making.
- Identify and apply strategies that promote **effective teamwork and collaboration** through meaningful relationships.

Department Major Accomplishments

- Completed and opened Phase 1 of the UC Transformation Project in January 2014 (on time) which included the UC North Building and the majority of the UC South building which included the new East Addition.
- Hosted several opening ceremonies of celebration for the UH community. Opening festivities included: UC North Ribbon Cutting, World Trade Center Artifact Dedication, UC Theater Opening, and various Open Houses highlighting new spaces and offices in the University Center.
- Completed major equipment and furniture purchases for departmental units and general UC space as part of

the UC Transformation Project Phase One.

- Coordinated transition plans for all Student Life departments, UC departmental units, and fee-funded organizations with temporary offices to relocate out of the University Center second floor to new and renovated space. Transitions began in mid-December and were completed in January 2014.
- Successfully transitioned all new Phase 1 completed facility space from an in-house UH staffing model for housekeeping services to contracted housekeeping services. Cost savings estimated for the initial time period of January – August 2014 to move to this new staffing model for general level services was just under \$70,000 with the added benefits of increased quality and consistency in the level and frequency of services as well as greater accountability.
- Completed the construction and installation of four additional COUGAR RED bowling lanes for the Games Room and opened for business on August 25, 2014.
- Completed the installation of a new UC Marquee located in the front of the University Center South in the newly configured Circle Drive. This marquee will feature UH campus community sponsored events that are primarily targeted to the entire UH student body.

Utilizations Reports & Program Updates

Refer to Appendix A for departmental utilizations stats breakdowns, revenue figures and comparisons, and additional program/operations details.

Leisure Services: Aug. 1, 2013- Aug. 31, 2014

The University Center main Games Room closed for renovation on November 21, 2012 and reopened in January 2014. The UC Satellite Games Room remained in operation during the 2013-2014 academic year.

Programs/Promotions:

- The Games Room supported/hosted a total of (9) departmental, divisional and co-sponsored programs during 2013-2014.
- Games Room full-time staff provided advisory support for (5) Cougar Bowling Club events/tournaments and UH/CBC Bowling Team participation in (9) local and regional tournaments.

Shasta's Cones & More & Little Shasta's: Aug.1, 2013- Aug. 31, 2014

Shasta's Cones & More at the University Center has been closed for renovations from June 2012 – present. Little Shasta's continued to operate at the UC Satellite during the 2013-2014 academic year but was closed during summer 2014.

Operation Highlights:

- Shasta's continued to serve as a test site for new featured Blue Bell ice cream flavors and holiday favorites.
- Shasta's provided product for or sponsored (9) different programs/promotions.
- A Little Shasta's student employee, Tiffany Weems, was awarded a \$1,000 scholarship in November from NICRA (National Ice Cream Retailers Association).

CreationStation: Aug. 1, 2013-Aug. 31, 2014

CreationStation experienced increases in revenue and customer contacts due in part to increased visibility related to their newly renovated location in the University Center South which opened in January 2014. Revenue increased 23% compared with last year's income recorded on (1074 Reports). Or a 25% increase compared with figures calculated through QuickBooks.

Marketing and Programs: Aug. 1, 2013- Aug. 31, 2014

- For the second year in a row, the Cat's Back 2013 Fall Event was hosted by the Campus Recreation and Wellness Center (CRWC) and planned by a team of UC and CRWC staff. During the three hours of the event, 6,286 students, staff, and faculty attended the event.
- The UH Weeks of Welcome 2013 (UC WOW 2013) events expanded to include department open houses. In its first year, (22) departments participated with a combined attendance of over 1,400 for the open houses. Overall events expanded from (65) sponsored events in 2012 to (93) events in 2013. This year, over (40) departments participated in planning and hosting events. Combined attendance for all Weeks of Welcome events exceeded 10,000. UH WOW 2014 is scheduled for August 21, 2014 to September 7, 2014.
- The Cat's Back 2014 Spring Event was hosted at the University Center and was the first major event held in the UC Ballroom. During the two hours of the event, 3,423 students, staff, and faculty attended the event.

- Almost 1300 students in 2013 downloaded the Guidebook app for use during Weeks of Welcome. In a survey to participants, 100% recommended the use of Guidebook for UH WOW 2014, and 90% felt it was a good use of student fees. Over 400 students participated in the online Scavenger Hunt with Friends during Weeks of Welcome.

Conference and Reservation Services: Aug. 1, 2013-Aug. 31, 2014

The UC Conference and Reservation Services Office (CARS) worked with (298) registered student organizations versus (296) for the same period for 2012-13, (83) UH departments versus (83) for the same period for 2012-13 and (77) off-campus customers versus (48) for the same period for 2012-13. A total of (10,512) bookings versus (8,788) for the same period in 2012-13 for the University Center, UC Satellite, and other reserved facilities. These events equated to over 53,406 "event hours" versus (57,580) for the same period in 2012-13, with an estimated attendance figure (as supplied by the event organizers) of over (958,162) versus (679,040) for the same period in 2012-13.

Assessment Highlights with Discussion

University Centers units administered (3) different types of assessments across the following departmental units during 2013-2014: Conference and Reservation Services, Leisure Services Games Room, and the University Centers student staff program.

Assessment Projects

Assessment #1: Leisure Services Satellite Games Room Programs

Major Results/Findings: Compiled comments for tournament improvements from (4) survey administrations. Learned how majority of program participants are best reached in terms of marketing strategies. The survey also provided an opportunity for open ended responses. **Assessment Highlights:** Out of a total of (40) survey responses, (33) respondents indicated they were completely satisfied with programs offered; (6) respondents indicated they were somewhat satisfied with programs offered; (1) respondent indicated they were dissatisfied with programs offered. Thirty-four (34) Survey respondents indicated they would participate again in a Games Room program. (0) survey respondents indicated they would not participate again in a Games Room program.

Planned Actions Based on Results: Survey responses and all open ended feedback is being utilized for improvements for the planning of future tournaments, programs, and services. Staff members are also exploring options for using the Baseline assessment tool for future electronic assessments.

Assessment #2: University Centers Student Staff Program

Major Results/Findings: The first administration of the assessment results for fall 2013 reported: 56% of students surveyed felt they had "Identified problems and explained context". 88% of students surveyed felt they had "Evaluated and prioritized problem solutions". The 2014 spring semester results that were collected were consistent with the fall 2013 results.

Planned Actions Based on Results: The assessment results did not provide effective data points given the methodology utilized. We are now working with a smaller student staff group using the Baseline assessment tool to measure student staff employment satisfaction.

Assessment #3: Conference and Reservation Services Customer Satisfaction

Major Results/Findings: Feedback received was reported as follows: (39) total respondents: 64.10% registered student organizations; 30.77% by campus departments; 5.13% off-campus groups. (31) Total respondents: Satisfaction with room arrangements: 45.16% of respondents were very satisfied; 32.26% satisfied; 19.35% neutral; 3.23% dissatisfied. Condition of space: 35.48% very satisfied; 35.48% satisfied; 12.90% neutral; 12.90% dissatisfied; 3.23% very dissatisfied. Reservation/Event Planning Process: 32.26% very satisfied; 19.35% satisfied; 25.81% neutral; 9.68% dissatisfied; 12.90% very dissatisfied. Interaction with UC CARS staff: 32.26% very satisfied; 16.13% satisfied; 29.03% neutral; 16.13% dissatisfied; 6.45% very dissatisfied.

Planned Actions Based on Results: We did not receive any responses after Oct. 2013. We have changed the method of survey request for a month mass emailing to a directed email sent the day after each every in hopes of receiving a higher number of responses.

Areas for Continuous Improvement

Growth and Opportunities

- Progress continued with the UC Transformation Project Phase 1 which was completed at the end of December 2013 with new Phase 1 space opening in January 2014 for use by the UH campus community and off campus guests.

- Dispersed meeting/event space in additional campus facilities continued to be coordinated through the UC Conference and Reservation Services Office through collaborations with departmental partners for registered student organizations and campus departments.
- The Information Center and the Customer Relations Manager Office vacated their temporary location on the first floor in November to move to the second floor Houston Room Ticket Booth. Both operational functions moved to new permanent spaces only partially completed in January 2014. The remainder of Phase 2 work in this area has continued and is nearly completed.
- The Administrative Services & Operations Office, Conference and Reservations Services Office, and Marketing and Programs Unit all relocated to a second temporary office location on the second floor in the new east addition. These departmental functions have continued to operate in this temporary location as Phase 2 project work continues.
- The University Centers organizational and staffing structure has continued to evolve/expand.. The staffing structure that has been developed for for the end of Phase 2 is on track.

Critical Challenges

- The University Center continued to experience significantly reduced conference/meeting room and equipment rental revenue and space availability for meetings, large/special events, and lounge space due to the UC Transformation Project Phase 1 (May 2012-December 2013). Limited space opened in January 2014 has provided some relief to accommodate the need for reservable meeting and event space. The University Center will continue to experience space shortages until Phase 2 project work is completed near the end of the fall 2014 semester.
- Program and service space shifts continued to be coordinated and scheduled as needed in order to meet critical construction needs for Phase 1 and Phase 2 of the UC Transformation Project.
- The University Center's deteriorating roof condition continued to negatively and significantly impact offices, retail spaces, and public use spaces. UC staff members worked closely with the UC Project contractor (Tellepsen Builders) and Facilities Management Auxiliary Services staff to manage and prevent leaks. A solution and plan to begin roof work earlier in the project was successfully completed during fall 2013 just prior to the vacation of space on the second floor to accommodate Phase 2 project work.
- Planning work continued for critical long term facility maintenance repairs for the UC Satellite. Project plans, timing and funding are being considered and scheduled based on needs identified in a recently completed Facility Condition Assessment coordinated by Facilities Management. The finalization and scheduling of major/critical repairs for this facility is on hold until after Phase 2 project work is completed in the University Center South.

Budget/Fundraising/Grants

Issues and Challenges: 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) continued to support the facility maintenance and operations for the University center and the UC satellite. The 2012 fall semester increase in the University Center Fee, \$100 per semester (Fall/Spring and \$50 for summer) has continued to be utilized to fund the UC Transformation Project, and provide for a deferred maintenance reserve.
- Self-generated income obtained through meeting and event space rentals, retail services and operations revenue, and contracted/leased operations revenues has continued to remain at reduced levels due to the ongoing UC Transformation Project.
- University Centers continued to receive Food Service Cost Recovery (primarily utilities expenses) from contracted services with ARAMARK that are operated out of the UC Satellite.

Fundraising/Grants:

- University Centers has continued to seek opportunities for fundraising/development to support programs, services and facilities. Case Statements were completed for Phase 1 designated spaces. Naming rights donors are still being pursued at this time.

Committee Involvement and Oversight

Refer to Appendix B for a detailed breakdown of committee involvement.

During 2013-2014 University Centers had (3) staff members participate in a departmental advisory board; and (4) staff members participate in (7) different Division and Campus Wide Committees.

National, Regional, Local and Campus Recognition and Leadership

University Centers continued to contribute to ACUI (Association of College Unions International) nationally as well as within Region 12 which includes: Arkansas, Louisiana, Mexico and Texas.

- Micah Kenfield served on the ACUI Region 12 Fall 2013 Conference Planning Team.
- Cheryl Grew-Gillen served as part of the leadership group for the ACUI Women's Community of Practice.

Student Governance

The University Center Policy Board (UCPB) serves as the primary policy recommending agency for all University Centers facilities in the following areas: contracts, lessee contracts pricing, lease operations, and facilities policies and procedures. Policy considerations encompass all operation phases exclusive of compensation and employment decisions. The UCPB, is comprised of students (as a majority), and appointed faculty and staff. During 2013-14 the UCPB provided recommendations on the following projects/processes: 1) Student Organization Carrel, Locker and Office Space assignment processes, 2) Significant involvement/input with the UC Transformation Project, 3) Initial outline for the use of new Study Rooms; 4) Approved a resolution to rename the University Center facilities to Student Center facilities, 5) Recommendations and approval for the naming of new meeting rooms.

Personnel Updates/Achievements

Staff Departures

- Joaquin Aguilar resigned from his position as an Event Setup Specialist to accept a teaching position near the end of the fall semester.
- Christianna Burwell resigned from her position as Graduate Assistant UC Marketing and Programs at the end of January 2014 after serving in her role since August 2012.
- Linda Jauregui retired from her position as Office Coordinator after 13 years on staff in February 2014.
- Micah Kenfield resigned from his position as Marketing Manager to relocate to Illinois in May 2014.

New Staff Hires

- Andrea Trevino was hired in April 2014 to serve as an Event Setup Specialist.
- Luke Parnell was hired in May 2014 to serve in an added position of Media Services Coordinator.
- Lauren Gentry was hired in June 2014 to serve in the new position of Events and Sales Manager.
- Renee Cleare was hired in July 2014 to serve as the new Office Coordinator.
- Ashriel Dunham was hired in July 2014 to serve as the new Marketing Manager.
- Matthew Sebby was hired in August 2014 to serve in the new position of Assistant Director, UC Facilities and Operations.
- Erica Njoku was hired in August 2014 to serve in the role of Graduate Assistant UC Marketing and Programs.
- Lauren McClusky renewed her commitment to continue to serve in the role of Graduate Assistant UC Marketing and Communications, a position she has held since June 2013.

Collaborations

Refer to Appendix C for additional information.

Internal to the Division of Student Affairs

- Department of Campus Recreation
- Cat's Back/Weeks of Welcome

External to the Division of Student Affairs

- Cougar First Impressions
- Facilities Management Building Coordinator Program
- Cat's Back/Weeks of Welcome
- Facilities Management Auxiliary Services
- Auxiliary Services

University Centers Annual Report – Appendix A Utilizations & Revenues Detailed Summary

Leisure Services – UC and UC Satellite Games Rooms

Type	FY2011	FY2012	FY2013	FY2014
Leisure Services Revenues	\$284,892	\$289,171	\$112,542*	\$209,803*
Number of Participants for Leisure Services Pool/Billiards Tournament Events				
Back to School	N/A*	N/A*	22	32
Scary 8-Ball	N/A*	N/A*	18	N/A
Thanks for Pool	N/A*	N/A*	19	N/A
Spring Fling	N/A*	N/A*	N/A	24
School's Out for Summer	N/A*	N/A*	N/A	28
Games Room Totals				
Number of Games Bowled	71,470	73,154	19,628	66,431
Hours of Pool/Billiards Played	10,280	12,531	3,596	9,986
Hours of Table Tennis Played	3,271	2852	917	3502
Total UC Games Room Reservations By Customer Type				
Student Organization	N/A*	N/A*	N/A*	69
Campus Department	N/A*	N/A*	N/A*	22
Non-UH Sponsored	N/A*	N/A*	N/A*	42

Revenue from UC Games Room Facility Rentals/Event Reservations by Customer/Event Type	FY2011	FY2012	FY2013	FY2014
Student Organization	N/A*	N/A*	N/A*	\$8,874.00
Campus Department	N/A*	N/A*	N/A*	\$4,684.64
Non-UH Sponsored	N/A*	N/A*	N/A*	\$3,111.25
Birthday Parties	N/A*	N/A*	N/A*	\$4,503.50
Notes: *UC Games Room Closed for renovation beginning November 21, 2012 and re-opened January 2014.				
N/A* Data tracking began January 2014 or figures were not available for this time period.				

Games Room Special Programs/Promotions:

- Participated in UC Open House/Welcome Back with bringing in “Road Warriors”, a video trailer loaded with video games (Sept. 4).
- Participated in Cougar Resource Fair giving out “We’re Going Bowling” and bowling coupons in the park (Oct. 9).
- Student Appreciation Days (Dec. 5); 34 hrs. / Billiards (Satellite Games Room) played during Fall Student Appreciation Days.
- Faculty/Staff Cougar Bowling Club/League; Sunday evenings at 6:30PM during fall semester at Palace Lanes (24 members).
- A combined Faculty/Staff & Cougar Bowling Club league bowled at the UC with 11 teams of 5 players each during the Spring Semester.
- PS4 ucgameplayersclub membership drive giveaway of a PS4 occurred during the month of January.
- Leisure Services along with UC Marketing and Programs combined to host the Cougar Casino for another year (March 2014).
- Poker/Texas Hold’em Tournament (April 2014).
- Student Appreciation Days the UC / SAT Games Room (April 2014).

Cougar Bowling Club Sponsorship

- Club bowled at Palace Lanes due to renovation of UC Games Room / Cougar Lanes (24 Members). Team Tryouts (Sept) 16 participants.
- CBC Bowl-a-thon fundraiser (Oct. 19)
- Hosted 37th Annual SWIBC Fall Classic Singles Tournament for Collegiate Bowlers at Palace Lanes (Sept. 21).
- Hosted Back to School High School Scholarship Tournament for high school age bowlers (Sept. 21) at Palace Lanes.
- Hosted SWIBC Reunion Tournament for past collegiate bowlers (Sept. 21) at Palace Lanes.

UH/CBC Bowling Team Participation:

- Sept. 21 SWIBC Fall Singles Classic, Houston, TX (UH host)
- Sept. 28 SWIBC I, Lubbock, TX
- Oct. 12-13 Midstates Championships, Wichita, KS
- Oct. 19 CBC Bowl-a-thon, Houston, TX (Palace Lanes)

- Nov. 9 SWIBC II, Lafayette, LA
- Dec. 18-19 Glenn Carlson Las Vegas Invitational, Las Vegas, NV
- Dec. 20-21 Collegiate Shoot Out, Las Vegas, NV
- Jan. 18 & 19 SWIBC III and IV, Richardson/Plano, TX
- Feb. 8 & 9 SWIBC Championships, Oklahoma City, OK

Games Room Co-sponsorships:

- Distributed FREE game cards (bowling/billiards) at most major UC programs/events.
- College of Pharmacy Jam at UC Satellite Games Room (August 2013)
- Provided support and equipment for UH Chess Club (Sept. - Dec).
- Dean of Students Family Weekend/Homecoming (provided free billiards at Satellite Games Room -Oct. 21).
- Game Day Thursdays weekly during fall semester (worked with student group who brought in specialized video games/home system and played all day at UC Satellite Games Room).
- UC Games Room "Sneak Peek" for all those living in Student Housing (Jan. 2014)
- Hosted College of Optometry orientation date at the UC Games Room (August 2014)

Shasta's Cones & More/Little Shasta's

Little Shasta's Items Sold	FY2011	FY2012	FY2013	FY2014
Single Scoop Cones/Bowls	N/A*	N/A*	13,189	8,899
Double Scoops Cones/Bowls	N/A*	N/A*	1,394	875
Shasta's Cones & More & Little Shasta's Total Revenues				
	\$115,498	\$120,753	\$50,760	\$32,127
<p>Shasta's Cones & More at the UC closed for renovations June 2012 – present. Opening Spring 2015.</p> <p>N/A* Data tracking began January 2014 or figures were not available for this time period.</p> <p>Revenue sales for Little Shasta's were affected the second half of FY2014 due to decreased traffic at the UC Satellite, possibly impacted by the opening of the new UC in January 2014 and the closing of Little Shasta's from May – August 2014.</p> <p>Data shown are 13 months from Aug. 1st to Aug. 31st.</p>				

Shasta's TOP FLAVORS

Little Shasta's top (6) ice cream sellers out of (8) rotating flavors offered (by flavor not in any order): Cookies 'N' Cream, Dutch Chocolate, Homemade Vanilla, Krazy Kookie Dough, Mocha Almond Fudge, Birthday Cake).

Shasta's NEW FLAVORS

New Flavors making their debut this year in three gallon containers: Caramel & Sea Salt, Red, White & Blue Bell, Magic Cookie Bar, Rockslide Brownie, Southern Peach Cobbler, Lemon Bliss, I LOVE Chocolate, Coffee Toffee Crunch, Red Velvet Cake and Party Cake. Holiday favorites (Spiced Pumpkin Pecan, Christmas Cookies, & Peppermint) were brought in during the holiday period.

COUGAR MOVE-IN

Distributed (54) gallons (1100+ FREE cones/bowls) to Cougar Move-In at the Freshman Residence Halls (August 2013). Expanded our service from one day to two days (Friday/Saturday). Increased to (72) gallons (1500+ FREE cones/bowls) to Cougar Move-in at Key Check-In (August 2014). Expanded service from two days to three days (Thursday/Friday/Saturday).

DOLLAR CONE DAYS

Victory \$1 Cone Days took place in conjunction with Cougar Football victories (Aug. – Dec.); Other \$1 Cones days also included special holidays (Presidents Day – Feb., St. Patrick's Day – March, Student Appreciation Days – April).

MINI CONE PROMOTIONS/TEASERS

Free Mini Cones Promotions: Cat's Back (Aug. 2013); UC Welcome Back/Open House (Sept.); Cougar Resource Fair (Oct.); Stress Free Finals Week/UC Satellite (Dec. & April).

UC WELCOME BACK/OPEN HOUSE

Participated in an Ice Cream Eating Contest as part of the UC's Welcome Back/Open House (Sept.).

COOPERATIVE PROGRAMS

- Provided Ice Cream for the Metropolitan Volunteer Program: Rock the Campus program (Oct.).
- Provided \$1 Cones for Parent's Weekend (Oct.).
October/Fall Fest (Oct.) - distributed 750 Coke Floats.
- Catered ice cream for 250 to the Dept. of Education for a Homecoming Event/Ice Cream Social (Oct. 16).
- Set up a Kiosk at Frontier Fiesta selling ice cream during the three day event (March).
- **August 2013:** Seventh 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.
- **August 2014:** Eighth straight year Shasta's participated in the Cougar First Impressions program assisting in the give-a-way of 7,500 frozen desserts during the first two days of school. Less ice cream this year due to budget cut from CFI.

CreationStation

Type	FY2011	FY2012	FY2013	FY2014
Revenue* by Customer Type				
Students/Student Organizations	N/A	\$55,493.97	\$57,018.89	\$82,812.97
Sponsor Sales	N/A	\$1,472.77	\$2,099.06	\$2,907.26
UH Departments	N/A	\$52,526.84	\$54,587.58	\$68,999.66
General Public	N/A	\$1,416.00	\$1,612.20	\$914.28
Total Revenue	\$94,604.60	\$115,309.80	\$110,909.58	\$155,634.17
Customers Served				
Students	N/A	N/A	N/A	669
Student Organizations	N/A	N/A	N/A	87
General Public	N/A	N/A	N/A	15
Sponsor Sales	N/A	N/A	N/A	13
UH Departments	N/A	N/A	N/A	90
<p>Notes for FY2013 and 2014: *Based on Quickbooks data. Our revenue increased by 25% according to Quickbooks invoice system for FY14.</p> <p>Data shown reflects changing fiscal year.</p>				

Conference and Reservation Services Office

<u>Type</u>	<u>FY2011</u>	<u>FY2011 %</u>	<u>FY2012</u>	<u>FY2012 %</u>	<u>FY2013</u>	<u>FY2013 %</u>	<u>FY2014</u>	<u>FY2014 %</u>
Bookings by Customer Type	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Department	3,282	52.30%	3,862	50.53%	3,645	41.48%	3,569	33.95%
Non-UH Sponsored	199	3.17%	136	1.78%	110	1.25%	180	1.71%
Student Organization	2,794	44.53%	3,645	47.69%	5,033	57.27%	6,763	64.34%
Total	6,275		7,643		8,788		10,512	
Total Event Hours by Customer Type								
	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Department	34,071.90	66.13%	34,510.00	52.47%	28,415.50	49.35%	21,220.17	39.73%
Non-UH Sponsored	1,086.75	2.11%	790.50	1.20%	604.25	1.05%	959.00	1.80%
Student Organization	16,360.67	31.76%	30,466.02	46.32%	28,560.18	49.60%	31,226.98	58.47%
Total	51,519.32		65,766.52		57,580.00		53,406.00	
Estimated Attendance by Customer Type								
	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Department	187,245.00	39.44%	342,414.00	54.97%	325,714	47.97%	609,046	63.56%
Non-UH Sponsored	34,899.00	7.35%	14,369.00	2.31%	6,847	1.01%	9,789	1.02%
Student Organization	252,645.00	53.21%	266,167.00	42.73%	346,479	51.02%	339,327	35.41%
Total	474,789		622,950		679,040		958,162	
Customers Served by Type								
	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Department	87	21.91%	80	20.46%	83	19.44%	83	18.12%
Non-UH Sponsored	72	18.14%	57	14.58%	48	11.24%	77	16.81%

Student Organization	238	59.95%	254	64.96%	296	69.32%	298	65.07%
Total	397		391		427		458	
Discount to Campus Departments								
Discount to Campus Departments	Discount	% of Total Discount	Discount	% of Total Discount	Discount	% of Total Discount	Discount	% of Total Discount
Admissions	\$3,600.00	12.87%	N/A	N/A	N/A	N/A	\$47,675.41	16.40%
Office of International Student and Scholar Services	N/A	N/A	N/A	N/A	N/A	N/A	\$29,687.35	10.21%
Center for Student Involvement	\$7,500.00	26.82%	\$10,001.00	26.67%	\$17,736.00	37.95%	\$81,751.42	28.12%
Dean of Students Office	\$1,665.00	5.95%	\$1,765.00	4.71%	N/A	N/A	N/A	N/A
University Centers	\$3,875.00	13.86%	\$9,735.00	25.96%	\$10,520.00	22.51%	\$31,833.42	10.95%
Center for Fraternity and Sorority Life	\$1,670.00	5.97%	N/A	N/A	\$1,605.00	3.43%	N/A	N/A
University Career Services	N/A	N/A	\$1,780.00	4.75%	\$1,590.00	3.40%	N/A	N/A
Division of Student Affairs & Enrollment Services	N/A	N/A	\$3,030.00	8.08%	\$3,940.00	8.43%	\$29,634.21	10.19%
Total Discounts for Departments	\$23,092.50		\$32,051.00		\$38,091.00*		\$263,780.42*	
Total Discounts for All Groups	\$27,967.50		\$37,496.20					
Totals Discounts by Customer Type								
Totals Discounts by Customer Type	Discount	% of Discount	Discount	% of Discount	Discount	% of Discount	Discount	% of Discount
Campus Department	\$23,092.50	82.57%	\$32,051.00	85.48%	\$38,091.00	81.51%	\$263,780.42	90.72%
Non-UH Sponsored	\$1,615.00	5.77%	\$3,218.00	8.58%	\$2,000.00	4.28%	\$54.00	0.02%
Student Organization	\$3,260.00	11.66%	\$2,227.20	5.94%	\$6,642.20	14.21%	\$26,913.56	9.26%
Total	\$27,967.50		\$37,496.20		\$46,733.20		\$290,747.98	
Revenue by Customer Type								
Revenue by Customer Type	Net Sales	% of Net	Net Sales	% of Net	Net Sales	% of Net	Net Sales	% of Net
Campus Department	\$49,254.50	40.56%	\$49,254.50	40.56%	\$49,254.50	40.56%	\$138,637.36	66.91%

Non-UH Sponsored	\$18,021.00	14.84%	\$18,021.00	14.84%	\$18,021.00	14.84%	\$20,665.75	9.97%
Student Organization	\$54,172.17	44.61%	\$54,172.17	44.61%	\$54,172.17	44.61%	\$47,905.39	23.12%
Total	121,447.67		121,447.67		\$121,447.67		\$207,208.50	

Notes: Student Organizations do not have the same base price for rooms and some equipment as Departments and Non-UH Groups.

*Not all campus department groups are listed here.

University Centers Annual Report – Appendix B Committee Involvement and Oversight

Departmental Committees & Boards

- **University Center Policy Board**

Ex officios: Representing the UC included: – Cheryl Grew-Gillen, Micah Kenfield and Linda Jauregui

Division and Campus Committees

- UH Food Service Advisory Committee
 - *Cheryl Grew-Gillen*
- UH Bookstore Advisory Committee
 - *Cheryl Grew-Gillen*
- A.D. Bruce Policy Board
 - *Ex officio: Cheryl Grew- Gillen – (Fall 2013 only)*
- Campus Ministries Association
 - *Cheryl Grew-Gillen – Fall 2013 only*
- UH Internal Logistics Committee
 - *Cheryl Grew-Gillen*
- DSAES Assessment Committee
 - *Micah Kenfield, Marketing Manager - (Through April 2014)*
- DSAES marketing and Communication Committee
 - *Co-Chair, Ashriel Dunham, Marketing Manager*

University Centers Annual Report – Appendix C Collaborations

Internal to the Division of Student Affairs

- **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.
- **Cat's Back/Weeks of Welcome**
 - Micah Kenfield served as the Development Chair for the Cat's Back Committee through the 2014 spring semester.
 - The entire University Centers staff volunteered during this event which is held at the Campus Recreation and Wellness Center.
 - University Centers Marketing and Programs staff coordinated with departments participating in Cat's Back and Weeks of Welcome.

External to the Division of Student Affairs

- **Cougar First Impressions**
 - (4) University Centers' staff volunteered for this event across the fall openings for 2013 and 2014.
- **Facilities Management Building Coordinator Program**
 - Four (4) University Centers Staff served as building coordinators for the facility operations of the UC and UC Satellite; Beverly Garcia, William Schwehr, Cheryl Grew-Gillen, Matthew Seby.
- **Cat's Back/Weeks of Welcome**
 - University Centers Marketing and Programs staff coordinated with departments participating in Cat's Back and Weeks of Welcome.
- **Facilities Management Auxiliary Services**
 - University Centers' staff continued to work closely with the FM Auxiliary Services staff team in the coordination of facilities maintenance, housekeeping, technical services, service level agreement services, work orders, special projects, and operational logistics related to contracted services' use of building space.
- **Auxiliary Services**
 - University Centers' staff continued to work in collaboration with staff teams in this department to support UH contracted parties that occupy leased space and provide services to the University of Houston.