

Division of Student Affairs and Enrollment Services
Annual Report – 2014-2015
Student Centers

1. Department Overview

We accomplish our mission and goals 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 our facilities that support services and programs that enhance the social, cultural and leadership activities and experiences that complement the formal education of our students. Through our contract partner relationships, we generate approximately one-third of our operational income. As a result 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-nine (29) person full-time staff to support the day-to-day operation of the Student Center South, Student Center North and the Student Center 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.

2. Department Mission

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

3. Department FY15 Goals

Strategic Initiative: Complete the UC Transformation Project through continued renovation and expansion of the existing University/Student Center in order to further meet the needs of an expanding Tier 1 student body.

Action Step: Support and work with UC Project 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 2. **DSAES 2B**

Status Update: Completed. Phase 2 opened on time in January 2015.

Action Step: Successfully complete Phase 2 (January 2014-December 2014) and fully open the University/Student Center to the campus community in January 2015. **DSAES 2B**

Status Update: Substantial completion was achieved for the Transformation Project on December 15, 2014. Reached substantial completion on May 15, 2015 of all phases of the project and all punch list items, including additional audio-visual infrastructure.

Action Step: Fully complete the implementation of the University/Student Centers staffing reorganization to accommodate the expanding needs of the new University/Student Center. Initiate any outstanding search processes in order to achieve full staffing in time for the full facility opening in January 2015 at the end of Phase 2. **DSAES 2A**

Status Update: Completed. Two additional Event Services Setup Specialist positions were posted and successfully filled to meet the growing event services needs of our facilities. In addition, a new Manager position to support Operations and Information Services was hired in May of 2015.

Action Step: Plan, coordinate and execute a comprehensive Grand Opening to celebrate all new and renovated space for the University/Student Centers in January 2015 with students, staff, faculty, alumni and additional members of the UH campus community. **DSAES 2E**

Status Update: Completed. Grand Opening Event occurred on January 21, 2015.

Action Step: Further the development and implementation of a comprehensive development and fundraising program. This program will potentially 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'. **DSAES 2D**

Status Update: Work with DSAES Director of Advancement to develop fundraising price options and financial utilization plans to ensure student engagement through funds potentially raised.

Strategic Initiative: Provide support and leadership for the planning, marketing, and implementation of all events and programs sponsored by the Student Centers and DSAES Special Programs areas (i.e. Cat's Back, UH Weeks of Welcome, Student Centers' Events, Cougar Trading Card Program).

Action Steps: Working with the Student Centers Events Committee, increase the amount of unique and innovative student focused events hosted throughout the year. These events are designed to create awareness of resources available in the Student Centers and enhance student life and foster campus traditions (Cougar Resource Fair, OctoberFest, Stress Free Finals Week, Art/Cultural Learning Exhibits, etc.). **DSAES 5C**

Status Update: Partially Completed. Cougar Resource Fair was sponsored again during the fall 2014 at the Lynn Eusan Park given the Student Center was still under renovation. The fall 2014 Octoberfest was successfully held in the new Student Center Circle Drive. Planning for spring 2015 events is continuing.

Action Steps: Expand the amount of event offerings and university department participation during UH Weeks of Welcome.
DSAES 1D

Status Update: Completed. The 2014 Weeks of Welcome experienced another successful year of growth. The fall 2014 UH Weeks of Welcome (UH WOW) included a total of (97) events (compared with (93) events in 2013 and (65) events in 2012).

Action Steps: As the Cat's Back event continues to grow in attendance and popularity, increase the participation from Registered Student Organization and staff volunteers. **DSAES 1D**

Status Update: In Progress. The fall 2014 featured (153) registered student organizations compared to (155) in 2013.

Action Step: Expand the number of users of the Get Involved (uh.edu/getinvolved) website by fully integrating campus departments into this student-centric virtual platform. **DSAES 5B**

Status Update: Changed. The Get Involved functions were transitioned to the Center for Student Involvement. Marketing and Programs staff provide support as requested.

Action Step: Complete the expansion and installation of the Student Centers Digital Signage to include multiple monitors within new and renovated space of the Student Center North and South buildings. **DSAES 2B**

Status Update: Completed. Digital signage has been installed throughout Student Center North and South.

Action Step: Produce electronic communication pieces, program calendars, press releases and other marketing and promotional materials focused on the Student Centers' services and programs, while continuing to enhance distribution processes. Continue to provide marketing consultation to vendors, contract partners and other offices within the Student Centers. **DSAES 5A**

Status Update: Partially Completed. An updated New UC Tour Guide featuring facility enhancements was created to accompany weekly tours that were provided on Wednesdays by Marketing and Programs staff during the month of October and also for special events during Homecoming Week. Tours were also provided to students and family members both days of Family Weekend in October. A press release announcing the opening of the reservations process for new Phase 2 as of October 1, 2014 was completed in September. A new Student Centers website landing page as well as new facility maps and area content were in progress during November and December 2014 and continue towards completion in preparation for the launch of the new Student Centers website prior to the Grand Opening. Grand Opening banners were completed and hung before the end of the fall 2014 semester to advertise the upcoming event to the UH community prior to the winter break.

Action Step: Increase sponsorship and creation of evening and weekend programming through the newly renovated Games Room. Explore additional sponsorship of tournaments that promote and support the usage of the Games Room (billiards, table tennis, bowling and video games). **DSAES 1D**

Status Update: Partially Completed. A series of tournaments and special events were sponsored during the fall 2014 semester both within the Games Room and also near the arbor lounge space adjacent to the Games Room to provide more visibility of programs and also increase space for participants. Refer to Appendix A for more specific program details.

Strategic Initiative: Manage the liaison relationship with Facilities Management to ensure Student Centers facilities are effectively maintained with maximum efficiencies.

Action Step: Manage the quarterly review of facility Service Level Agreements to ensure facility needs are met and cost savings are achieved where applicable as well as continue regularly scheduled meetings with Facilities Management Auxiliary Services Senior Project Manager and Supervisors assigned to the Student Centers. **DSAES 6D**

Status Update: Ongoing Completion. Bi-weekly meetings occur between Facilities Management and Student Centers staff to identify problems and consider cost-saving initiatives to ensure that needs are met. Collaborative work continues between Facilities Management staff and Student Centers staff to correct building maintenance warranty items through the project.

Action Step: Work with Facilities Management to further investigate efficiencies, define/adjust needs to achieve greater service continuity for the new Student Center South and North buildings and the Student Center Satellite related to use of contracted custodial services. Proceed with implementation of contracted custodial services for the Student Center and continue review of contracted services currently in place in the Student Center Satellite. **DSAES 6D**

Status Update: Ongoing Completion. The contract housekeeping services scope was reviewed for expansion during summer 2014 to cover the full footprint of surrounding walkways and grounds areas for the Student Center South and North buildings. The contract addendum negotiations and paperwork were officially completed in November 2014 with work beginning immediately after the contract was fully executed in the same month. Contract housekeeping also began scheduled make-ready and daily cleaning of all new Phase 2 completed space in late December 2014. Monthly meetings are set with Facilities Management and Contracted Housekeeping management to identify and eliminate trends in cleaning deficiencies.

Action Step: 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. **DSAES 6D**

Status Update: Completed. All cleaning frequency charts were reviewed for updates and completed during 2014. Monthly meetings and additional contacts via phone and email are completed between Facilities Management, Marcis and Associates and Student Centers' staff as needed to ensure cleaning deficiencies are addressed in a timely manner and scheduled cleaning is effectively maintained.

Action Step: Review, evaluation, and adjustment of the prioritization of short term and long term critical facility needs included in the Facilities Management Facility Condition Report for the Student Center Satellite based on identified funding sources. **DSAES 6D**

Status Update: Initial planning for the Student Center Satellite has begun; planning will continue into FY16.

Action Step: Prioritize needs and feasibilities for use of the space vacated by Student Publications and The Daily Cougar in December 2013 at the Student Center Satellite. Work with Facilities Management Minor Planned Projects to re-purpose and renovate the vacated space. **DSAES 6D**

Status Update: Initial planning for the Student Center Satellite has begun; planning will continue into FY16.

Strategic Initiative: Complete a review of UC Conference and Reservation Services event planning and event management daily operations utilizing compiled customer service assessment information and data, results obtained from the implementation of the EMS upgrade to EMS Enterprise and launch an online reservation process to meet conferencing, meeting and event needs for the New UC.

Action Step: Fully implement the upgrade to the EMS Enterprise event management software, space and resource configuration, and the online reservation process and make operational or procedural adjustments as needed to further meet needs of registered student organizations and campus departments. **DSAES 2E**

Status Update: Completed. The EMS Enterprise event management upgrade was completed during 2014. A pilot for online reservations was completed during the fall 2014 semester. System adjustments were implemented and the online reservation process for registered student organizations and campus departments has been fully launched.

Action Step: Review the success, progress, and impact of the implementation of recommendations made by the One Stop Shop Task Force on Student Organization Event Registration. Make operational adjustments as needed to continue to meet needs of registered student organizations. **DSAES 2E**

Status Update: Completed. EMS Enterprise event management system is being used for meetings and basic events. In partnership with the Center for Student Involvement, the event registration process was re-designed utilizing the Get Involved portal. This process was launched in August 2015.

Action Step: Review Student Centers' facilities use policies and procedures and further define/revise as needed to continue to meet customer's needs related to the use of all new conferencing and event spaces brought back online for use within the Student Center. Work with the Student Center Policy Board Facilities Use Policies and Procedures Committee to review any proposed recommendations for adjustments or new additions to policy. **DSAES 2B**

Status Update: Completed. Reservation and usage policies were developed for the (4) new drop in Study Rooms and approved by the Student Centers Policy Board at their last meeting for the fall 2014 semester in early December. Study rooms are in use, with a weekly average of 243 students during the spring 2015 semester and 81 students during the summer 2015 semester.

Strategic Initiative: Utilize recommendations obtained from the implementation of the Student Centers' annual Assessment Plan to continue to enhance Student Centers' sponsorship and support of programs and services to meet the changing needs of the UH campus community and also its contributions to the campus life environment benefitting students through student learning, student development, and increased student success.

Action Step: Adjust/revise the Student Centers' annual assessment plan based on prior year plan results and recommendations and implement changes in initiatives in order to continue to meet changing or identified needs for future services or programs. **DSAES 4A**

Status Update: Partially Completed. Monthly customer service surveys were scheduled to occur in 2014-2015 to capture more customer service feedback as newly renovated Phase 1 spaces were utilized and Phase 2 completed spaces were brought back online for use. The Games Room initiated a new customer service survey to capture feedback related to reservations for special events scheduled to occur in the renovated Games Room. A survey to assess the training and student employment program for the new Shasta's Cones and More Ice Cream Store will be implemented during the spring 2015 semester after the store has been opened for business and operates for the semester period. Results suggested need for more customer service training and that is a focus of current year.

Action Step: Complete a full Educational Benchmarking Incorporated (EBI) facility, program or service assessment for the expanded New University/Student Centers North and South buildings as well as the continued assessment of the UC Satellite. **DSAES 4A**

Status Update: Completed. Results are being used to define areas for improvements and growth.

Action Step: Implement revised/revamped student staff training programs focused on achieving increased student learning and development through the use of student learning outcomes that are aligned with meeting the needs of current students who are supporting programs and services operating within the New UC. **DSAES 2C**

Status Update: Not Complete. A department wide Student Employment Program is in the planning phase led by the new Manager. This will be a priority for FY16.

4. Department Major Accomplishments

- Successfully completed the Student Center Transformation Project. Some of the major highlights include:
 - Substantial completion was achieved and officially granted for the majority of Phase 2 space for the Transformation Project on December 15, 2014. Project substantial completion was made on May 15, 2015. All extended audio visual infrastructure work was completed on May 15, 2015.
 - The Dean of Students Office was successfully relocated and moved from their temporary office space outside of the building from the Student Service Center 1 and into newly completed Phase 2 permanent office space on December 16, 2014.
 - Staff members occupying (5) different temporary locations within Phase 1 completed space (Student Centers Staff, Student Affairs IT Services Staff, Business Services Staff and AVPSA staff) were successfully moved into newly completed Phase 2 permanent office space December 17-23, 2014.
 - Furniture and equipment stored within various temporary locations within Phase 1 completed space and also at the Student Center Satellite were relocated into newly completed permanent storage space.
 - Major equipment and furniture purchases were completed to support event services functions to occur in Phase 2 completed space scheduled to open in January 2015.
 - Student Centers' staff collaborated with UH Dining Services, Auxiliary Services, Project contractors, and University IT Services to support the opening of a new retail food service operation Freshii and the return of the retail operation CougarByte Technology Store which had relocated out of the building during Phase 2 construction.
 - The Student Centers Leisure Services unit completed the hiring of the student staff to set up for opening and operate the newly completed Shasta's Cones and More Ice Cream Store scheduled for public opening on January 19, 2015.
- Emergency Training and Active Shooter training was implemented and training classes were offered to all occupants of the Student Centers.
- The Student Centers Department was selected by the Association of College Unions International to officially host the 2016 Fall Region 11 Regional Conference at the University of Houston.

5. Utilizations Reports

Refer to Appendix A for departmental utilizations stats breakdowns and additional program/operations details related to SC Leisure Services, CreationStation and SC Event Services.

Marketing and Programs: FY15- September 1, 2014- August 31 31, 2015

- For the third year in a row, the Cat's Back 2014 Fall Event was hosted within the Campus Recreation and Wellness Center (CRWC). The planning team included staff from Student Centers. During the three hours of the event, 6,532 students attended; an increase from an attendance of 5,600 students for the fall 2013 event.
- As part of the official opening of the transformed Student Center, a day-long Grand Opening Event, which featured several activities, food, entertainment and games in throughout the Student Center, drew about 9,300 students. The 2015 Cat's Back Spring Event was planned in conjunction with the Grand Opening. There were a total 2,354 students that attended in comparison to the 2014 Cat's Back Spring event, which was had 3,423 students. The fall 2014 UH Weeks of Welcome (UH WOW) included a total of (97) events (compared with (93) events in 2013 and (65) events in 2012). The Campus Prowl Open House Event included (26) campus departments (compared to (22) in 2013).
- The 2014 UH WOW events utilized technology in promotion through Guidebook and Scavify. This year there were 1589 Guidebook downloads and 15,000 UH WOW website hits. The 2014 UH WOW Scavenger Hunt had (670) participants compared with (506) participants in 2013.
- The fall 2014 Stress Free Finals was held December 1st-9th and featured (20) events sponsored by departments and student organizations. This fall's event also featured an Instagram contest, which included (97) participants and resulted in a 6% increase in Instagram followers. The spring 2015 Stress Free Finals was held April 27- May 5 and featured (17) events sponsored by departments and student organizations. This semester's program reintroduced Karaoke in the Student Center Legacy Lounge space as an evening program to add to the diversity of events during Stress Free Finals and increase awareness of the Legacy Lounge as a location available for reservation.
- In celebration of the City of Houston's annual Citizenship Month held during November, (53) University of Houston sponsored events were submitted to the City calendar.

6. Assessment Projects

Assessment #1: Leisure Services Reservation Customer Satisfaction Survey

Frequency: Annual: Distributed after completed reservations

Partial Results/Findings: Total of (27) Respondents to date from Sept. 2014 to August 2015

Respondent Types included (15) 55.56% Registered Student Organizations; (4) 14.81% Campus Departments; (2) 7.417% Campus Individuals and (6) Off-Campus Groups/Individuals 22.00%

Level of Satisfaction with Event Pricing: (18) 66.67% Very Satisfied; (4) 8.33% Moderately Satisfied; (1) 0.00% Neither Satisfied nor Dissatisfied

Facility Event Readiness Upon Arrival: (8) 66.67% Very Satisfied; (7) 25.93% Moderately Satisfied; (1) 3.7% Moderately Dissatisfied

Customer Service Received During Event: (18) 66.67% Very Satisfied; (6) 22.27% Moderately Satisfied; (3) 11.11% Neither Satisfied nor Dissatisfied; (1) 3.70% Moderately Dissatisfied

Satisfaction with Overall Reservation Process from Start to Finish: (13) 48.15% Very Satisfied; (10) 37.04% Moderately Satisfied; (2) 16.67% Neither Satisfied nor Dissatisfied; (1) 3.7% Moderately Dissatisfied

Planned Actions Based on Results: Feedback is reviewed ongoing for customer service improvements.

Assessment #2: Conference and Reservation Services (CARS) Customer Satisfaction Survey

Frequency: Annual; After each event

Partial Results/Findings: Satisfied and Very Satisfied responses are up 23% on average. Details of satisfied and very satisfied responses for the following: Room Arrangement - up 7.8%, Condition of Space up 21%, Process up 33%, CARS staff 41%, AV services 11.2% and Overall Experience up 26.2%.

Planned Actions Based on Results: Continue customer services training. Based on individual responses be more informative on AV services policies to avoid confusion. Work to improve arrangement selection.

Assessment #3: Shasta's Cones & More Student Staff Job Satisfaction

Frequency: Spring Semester 2015

Results/Findings: Total of 21 respondents (student staff/employees)

Are you satisfied with your job: 80% indicated they were slightly satisfied or higher (25 % extremely satisfied; 45% moderately satisfied; and 10% slightly satisfied).

If returning to school in the fall how likely are you to continue your employment at Shasta's Cones and More: 95% indicated they were slightly likely to return (45% extremely likely; 15% very likely; 20% moderately likely; and 15% slightly likely).

Planned Actions Based on Results: Continue to involve student employees in the planning process and preach our philosophy of "student managed, student operated."

7. Areas for Continuous Improvement

Growth and Opportunities

- Progress continued with the Transformation Project Phase 2 scheduled for completion during December 2014.
- Dispersed meeting/event space in additional campus facilities continued to be coordinated through the Conference and Reservation Services Office through collaborations with departmental partners for registered student organizations and campus departments.
- The Student Centers organizational and staffing structure continued to evolve/expand as preparations continued for the opening of Phase 2 renovated space in the Student Center South.

Critical Challenges

- The Student Center has continued to experience reduced conference/meeting room and equipment rental revenue and space availability for meetings, large/special events, and lounge space due to the continued Transformation Project Phase 2 (January 2014 - December 2014).
- Unclear processes and communications from Business Services poses many difficulties as the department is a frequent user of their services. The inconsistent processes, messages, and enforcement and/or use of policy makes it difficult to be effective and efficient in our work with vendors and payments.

8. Budget/Fundraising/Grants

Issues and Challenges: The Student 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.

- Student Centers dedicated fees of \$35 per semester (Fall/Spring and \$17.50 for summer) continued to support the facility maintenance and operations for all Student Centers facilities. The 2012 fall semester increase in the Student Center Fee, \$100 per semester (Fall/Spring and \$50 for summer) continued to be utilized to fund the Transformation Project, and provide for a deferred maintenance reserve.

- Student Centers does not receive state funding for deferred maintenance, emergency issues and capital expenditures. Funding for repair and replacement costs must be accumulated to fund a systematic maintenance program, renovations, furniture, fixtures and equipment replacement, and a contingency for unforeseen emergencies or major building systems failures.
- Self-generated income obtained through meeting and event space rentals, retail services and operations revenue, and contracted/leased operations revenues continued to remain at reduced levels due to the Transformation Project.
- Student Centers continued to receive Food Service Cost Recovery (primarily utilities expenses) from contracted services with ARAMARK that are operated out of the Student Center Satellite.

Advancement (Fundraising/Grants/Scholarships, etc.):

- Student Centers has continued to seek opportunities for fundraising/development to support programs, services and facilities.

9. Staff Highlights

Personnel Updates/Achievements

New Staff Hires:

- Two additional Event Services Setup Specialists were interviewed and selected for hire in December 2014 with a start date scheduled for January 20, 2015.

Staff Promotions:

- Mehdi Tabaktori-Fard's position was reclassified from a Maintenance Mechanic 1 (grade level 105) to an Equipment Technician (grade level 107) in November.
- Beverly Garcia's position was reclassified from a Program Coordinator 1 (grade level 106) to a Program Manager 1 (grade level 108) in November.

Departures:

- Cheryl Grew-Gillen resigned as the Director on July 31, 2015 to assume the position of Executive Director at the University of North Dakota.

Committee Involvement and Oversight

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

During FY2015 Student Centers had (7) staff members participate in (6) different Campus Wide Committees.

National, Regional, Local and Campus Recognition and Leadership

Student Centers participated in ACUI (Association of College Unions International) through the new Region 11 which includes: Arkansas, Louisiana, Oklahoma, Kansas, Missouri, Texas and Mexico.

- Three (3) student leaders, and (6) Student Centers staff members attended the fall 2014 ACUI Region 11 conference held at Louisiana State University in Baton Rouge, LA.
- Lauren Sposato served on the ACUI Region 11 2015 Region II Conference Planning Team 2016 is the Region II Conference Planning Team Host Coordinator.
- CreationStation participated in the annual ACUI "Steal this Idea Graphics Competition 2015" obtaining honorable mention in 2 categories for student designed artwork, poster and brochure/booklet.

10. Student and Faculty Shared Governance

The Student Center Policy Board (SCPB) serves as the primary policy recommending agency for the Student Center South, Student Center North and Student Center Satellite facilities in the following areas: contracts, prices involved with lessee contracts, lease operations, and facilities policies and procedures. Policy considerations encompass all phases of our operation exclusive of compensation and employment decisions. The Student Centers Policy Board is made up of (10) students (as a majority), (4) appointed faculty and staff and (6) departmental ex-officio members.

- The Policy Board's primary project accomplishments during the fall 2014 semester included the drafting and approval of Study Room Reservations and Usage Policies in the spring 2015 semester, a recommendation in the form of a Board Resolution to be forwarded to the UH Smoking Policy Committee to recommend a replacement designated smoking area adjacent to the new Student Centers to limit smoking exposure on walkways, patios and at building entrances (previously to the current tobacco-free campus policy), and lastly the approval of fall Student Organization Carrel Space Applications for use of assigned space which resulted in all (106) established carrel spaces to now reach full capacity usage.
- During spring 2015, the SCPB approved a Greek Life display wall in coordination with the Center for Student Involvement, reviewed the Amplified sound policy of the Monumental Staircase in Student Center South, A-frame usage and posting policies. During summer 2015, the SCPB approved the carrel space allotments for student organizations through the Center for Student Involvement.

11. Collaborations/Partnerships

Refer to Appendix C for information related to Collaboration/Partnerships.

12. Department FY16 Goals

Strategic Initiative: Manage the liaison relationship with Facilities Management and make needed quality and operational adjustments to ensure Student Centers facilities are effectively maintained with maximum efficiencies.

Action Step: Manage the quarterly review of facility Service Level Agreements to ensure facility needs are met and cost savings are achieved where applicable as well as continue regularly scheduled meetings with Facilities Management Auxiliary Services Senior Project Manager and Supervisors assigned to the Student Centers. **DSAES 6D**

Action Step: Work with Facilities Management to further investigate efficiencies, define/adjust needs to achieve greater service continuity for the new Student Center South and North buildings and the Student Center Satellite related to use of contracted custodial services. **DSAES 6D**

Action Step: Complete another cycle review/revision of facility Custodial Cleaning Frequency Charts and the FY15 newly developed and implemented plan for expanded grounds cleaning services to ensure facility cleanliness and consistent staffing is successfully covering identified needs. Pursue elimination of duplication and reduction of costs as determined to be possible or applicable. **DSAES 6D**

Action Step: Further prioritize and complete identified facility replacement and repair needs for the Student Center Satellite from the Facilities Management Facility Condition Report after the completion of FY15 projects are funded and fully implemented. **DSAES 6D**

Action Step: Monitor and adjust as needed the financial business plan as well as the implemented Memorandums of Understanding with Campus Partners in order to ensure the long-term stability for the future of the Student Centers. **DSAES 2B**

Strategic Initiative: Complete further reviews of SC Conference and Reservation Services event planning and event management daily operations utilizing compiled customer service assessment information and customer statistics and usage data to meet expanding conferencing, meeting and event needs and demands for the New Student Center.

Action Step: Evaluate the effectiveness and future needs of the upgraded and implemented EMS Enterprise event management software, space and resource configuration, and the online reservation process and make operational or procedural adjustments as needed to further meet needs of registered student organizations and campus departments. **DSAES 2E**

Action Step: Review Student Centers' facilities use policies and procedures and further define/revise as needed to continue to meet customer's needs related to the use of all new conferencing and event spaces fully back online for use within the Student Center. Work with the SC Policy Board Facilities Use Policies and Procedures Committee to review any proposed recommendations for adjustments or new additions to policy. **DSAES 2E**

Action Step: Establish and implement additional SC Event Services electronic survey tools that could interface with the web based Event Management Enterprise System to assess customer satisfaction. **DSAES 2E**

Strategic Initiative: Responsibly maintain a safe, clean, livable, efficient and effectively managed Student Center that remains focused on providing high quality customer service with planning focused for the long term.

Action Step: Work with Student Leaders, Plant Operations, facility stakeholders and the UH community in identifying a plan for the renovation efforts for the SC Satellite facility. **DSAES 2B**

Action Step: Manage the transition of equipment from Warranty status to University managed repairs through a process of preplanning and tracking of furniture and equipment. **DSAES 2B**

Action Step: Create and maintain a depreciation schedule for all Student Centers inventory. This will include lounge furniture, audio/visual, games center, office furniture, and events equipment. **DSAES 2B**

Action Step: Create and maintain a capital replacement program that will track all non-inventory related items within the Student Center. Examples of this would include flooring, roofs, HVAC units, paint, and ceiling covers. **DSAES 2B**

Strategic Initiative: Provide support and leadership for the planning, marketing, and implementation of all events and programs sponsored by the Student Centers and DSAES Special Programs areas (i.e. Cat's Back, UH Weeks of Welcome, Student Centers' Events, Cougar Trading Card Program).

Action Step: Further develop and expand the Weeks of Welcome program, specifically taking advantage of new programs and services offered in the renovated and expanded Student Center. **DSAES 1D**

Action Step: Work collaboratively with the Center for Student Involvement to identify additional uses and strategies for the Get Involved (uh.edu/getinvolved) website in order to increase campus wide participation by fully integrating campus departments and all student organizations. **DSAES 5B**

Action Step: Working with the Student Centers Events Committee and new Student Center program and tenant occupants, increase the amount of unique and innovative student focused events hosted throughout the year. These events are designed to create awareness of resources available in the Student Centers and enhance student life and foster campus traditions (Cougar Resource Fair, OctoberFest, Stress Free Finals Week, Art/Cultural Learning Exhibits, etc.). **DSAES 5C**

Strategic Initiative: Post the completion of the UC Transformation Project 2 identify, and initiate additional marketing and outreach plans after evaluating existing programs and plans to ensure the New Student Center is still meeting the needs of an expanding residential and Tier 1 focused student body.

Action Step: Further the development and implementation of a comprehensive development and fundraising program based on the achieved results and progress of the FY15 plan that targeted both large-scale donors for naming of the new theater, student organizations suite, and south lounge as well as offering a low-investment option for graduating students to commemorate their involvement on campus as part of a 'Leadership Wall'. **DSAES 2D**

Action Step: Review and expand existing marketing and public relations efforts for adjustments to further increase the awareness of enhanced and expanded program and service offerings and increased reservable space options as well as recognition and celebration of the newly named Student Center North, Student Center South and Student Center Satellite. **DSAES 2B**

Strategic Initiative: Utilize recommendations obtained from the implementation of the Student Centers' annual Assessment Plan to further enhance Student Centers' sponsorship and support of programs and services to meet the changing needs of the UH campus community and also its contributions to the campus life environment benefitting students through student learning, student development, and increased student success.

Action Step: Adjust/revise the Student Centers' annual assessment plan based on prior year plan results and recommendations and implement changes in initiatives in order to continue to meet changing or identified needs for future services or programs. **DSAES 4A**

Action Step: Complete a full Educational Benchmarking Incorporated (EBI) facility, program or service assessment for the expanded New Student Centers North and South buildings as well as the continued assessment of the Student Center Satellite. **DSAES 4A**

Action Step: Implement revised/revamped and expanded student staff training programs focused on achieving increased student learning and development through the use of student learning outcomes as well as evaluated and assessed needs identified through the support of the SC staff member assigned the permanent responsibility of the departmental Student Employment Program as a result of the organizational shifts identified to accommodate the needs of the New Student Center. **DSAES 2C**

Action Step: Revisit/explore internship possibilities, graduate assistantships, and student employment experiences more intentionally linked with an academic department to continue to support services and programs and provide more students with a high quality experiential learning opportunity. Areas to focus on include: Shasta's and HRM, Graduate Assistants with COE, CreationStation with Graphic Design Program, and Customer Relations Managers with HRM, COT, Engineering, COB. **DSAES 2C**

**Student Centers Semi-Annual Report – Appendix A
Utilizations Detailed Summary**

Leisure Services – Student Center South and Satellite

Type	FY13	FY14	FY15
Student Centers Games Rooms' Revenue Totals	\$88,402.00	\$210,981.00	\$384,396.00
Games Room Usage Totals			
Number of Games Bowled	19,628	66,431	108,822
Hours of Pool/Billiards Played	3,596	9,986	20,661
Hours of Table Tennis Played	917	3,502	6,019
Total Games Room Reservations By Customer Type			
Student Organizations	N/A*	N/A*	157
Campus Departments	N/A*	N/A*	67
Non-UH Sponsored	N/A*	N/A*	89
Revenue from Games Room Facility Rentals/Event Reservations by Customer/Event Type			
Student Organizations	N/A*	\$8,874.00	\$26,658.00
Campus Departments	N/A*	\$4,684.00	\$12,163.50
Non-UH Sponsored	N/A*	\$7,614.00	\$14,328.25
Total Revenue	\$6,302.00	\$21,172.00	\$53,149.75
Shasta's & Little Shasta's Items Sold			
Single Scoop Cones/Bowls	4,930	4,872	25,317
Double Scoops Cones/Bowls	416	436	5,323
Total Shasta's Revenues	\$46,134.00	\$31,016.00	\$180,471.00

Notes

*Games Room was closed for renovation beginning November 21, 2012 and re-opened January 2014.

N/A* Data tracking not available - began January 2014.

Shasta's Cones & More at the SC closed for renovations June 2012 – present. Opening Spring 2015.

Little Shasta's at the Satellite began operations August 2012. Revenue sales for Little Shasta's were affected the second half of FY2014 due to decreased traffic at the Student Center Satellite as a result of the opening of the new Student Center in January 2014 and the shutdown of Little Shasta's from May–August 2014.

Games Room Special Promotions:

- Participated in the Student Center Open House/Welcome Back; sponsored a table to distribute coupons, t-shirts and misc. promo items
- \$1 Victory Days promotion at Student Center and Satellite Games Rooms: \$1 bowling, billiards, and table tennis the following Monday after a Cougar football victory
- Come Back Coupons

Games Rooms Evening/Weekend Program

- Hosted the following tournaments for the campus community

1. Bowling Tournaments

- Dutch double (9/19)
- Low Game/3-6-9 Odd-Even (10/25)
- 9-Pin No-Tap (11/21)
- Singles Tournament (2/20)

2. Board Game Tournaments

- Omaha Poker (9/15)
- Chess (10/13)
- Monopoly (10/31)
- Black Jack (11/3)
- Scrabble (11/14)
- Chess (2/10)
- Risk (2/14)

3. Billiards/Table Tennis Tournaments

- 9-Ball Billiards (9/22)
- Table Tennis (10/6)
- 8-Ball Billiards (10/27)
- 9-Ball Billiards (11/17)
- 8-Ball Billiards (1/26)
- 8-Ball Billiards (3/10)
- 9-Ball Billiards (4/7)

4. UH Series of Poker / Texas Hold'Em Tournaments

- Texas Hold'Em (9/8)
- Texas Hold'Em (9/29)
- Texas Hold'Em (10/20)
- Texas Hold'Em (11/10)
- Texas Hold'Em (12/1)
- Texas Hold'Em (1/27)
- Texas Hold'Em (2/12)
- Texas Hold'Em (3/9)
- Texas Hold'Em (4/10)
- Series of Poker Finals (4/25)

Bowling Leagues

1. Faculty/Staff League bowled Thursday evenings (Sept – April); 6 teams, 4 person teams
2. Cougar Bowling Club bowled Tuesday evenings (Sept – April); 10 teams, 4 person team

Cougar Bowling Club / Bowling Team Sponsorship

- Hosted and directed the following tournaments (Leisure Services Staff Members: Tommy Mohwinkel, Jeff Scott and Bill Schwehr)
 1. 38th Annual Southwest Texas Fall Classic Singles Tournament for collegiate bowlers (Sept 13 @ Palace Lanes, Houston, TX.)
 2. Back to School High School Scholarship Tournament for high school age bowlers (Sept 13 @ Palace Lanes, Houston, TX.)
 3. Hosted Bowl-a-thon at Cougar Lanes (Nov. 1) to benefit Cougar Bowling Club
 4. Jeff Scott and Tommy Mohwinkel accompanied student bowlers to the following tournaments:
 - SWIBC I (Amarillo, TX Sept. 27)
 - BYBRYT Invitational (The Colony, TX Oct. 4-5)
 - Midstates Championships (Wichita, KS Oct. 11-12)
 - SWIBC II (Baton Rouge, LA Oct. 18)
 - SWIBC III (College Station, TX Nov. 8)
 - Glen Carlson Las Vegas Invitational (Las Vegas, NV Dec. 20-21)
 - Collegiate Shoot-Out (Las Vegas, NV Dec. 22-23)
 - SWIBC III (Plano, TX Jan. 18)
 - SWIBC IV (Richardson, TX Jan. 19)
 - SWIBC Conference Championships (Oklahoma City Feb. 8-9)

Co-sponsorships

- Participated with the Dean of Students Office in Family Weekend (provided free bowling/ billiards)
- Provided bowling / party certificates for the Office of International Students and Scholar Services Orientation Programs
- Participated in the DSAES Cougar Resource Fair (Sept)

Misc.

- Hosted DSAES Division Holiday Party in the Student Center Games Room (Dec. 11)

Little Shasta's Notes of Interest

- Participated in the Student Center Welcome Back (ice cream eating contest, and free mini cones)
- \$1 Cones for Victory Days: Purchase a cone for \$1 on Mondays following a Cougar football team victory
- Provided \$1 cones for purchase for Family Weekend
- Catered College of Education Ice Cream Social for homecoming weekend (Nov. 11)
- Catered College of Liberal Arts & Social Sciences Ice Cream Social (Sept. 25)
- Staff worked on completing the details for the scheduled opening of Shasta's Cones & More at the Student Center South January 2015
- Provided mini cones at Cougar Resource Fair (Oct. 8)
- Provided root beer floats as part of Oktoberfest (Oct. 28)
- Blue Bell Ice Cream discontinued shipping (March, 2015).
- Ashley's Ice Cream / House of Flavors new vendor for Ice Cream (March/April)

CreationStation

Revenue* by Customer Type	FY 13	FY14	FY15
Students/Student Organizations	\$57,018.89	\$ 82,690.24	\$91,512.39
Sponsor Sales	\$2,099.06	\$ 2,907.26	\$4,859.75
Departments	\$54,587.58	\$ 53,945.72	\$117,121.40
General Public	\$1,612.20	\$ 914.29	\$2,774.24
Total Revenue*	\$115,309.80	\$140,457.51	\$216,267.78
Customers Served			Amount
Students Total	421	669	942
Individual Students	268	437	739
Student Organization's Projects	153	232	203
General Public	15	15	50
Sponsor Sales	12	13	18
UH Department's Projects	171	210	368
UH Departments	68	90	114

*Revenue based on our QuickBooks Invoice System.

ACTUAL TOTAL SALES FROM 1074 REPORT FROM 09/01/14 through 08/31/15: \$247,931.43 WHICH INCLUDES SC VOUCHERS NOT ADDED INTO OUR QUICKBOOKS SYSTEM YET.

Conference and Reservation Services

Type	FY13		FY14		FY15	
	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
<i>Bookings by Customer Type</i>						
<i>Campus Departments</i>	4,320	40.7% 4	3,569	33.95%	5,565	43.04%
<i>Non-UH Sponsored</i>	148	1.40%	180	1.71%	524	4.05%
<i>Student Organizations</i>	6,137	57.87%	6,763	64.34%	6,842	52.91%
Total	10,605		10,512		12,931	
<i>Total Event Hours by Customer Type</i>	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
<i>Campus Departments</i>	35,347	49.73%	21,110	39.73%	33,358	47.80%
<i>Non-UH Sponsored</i>	911	1.28%	959	1.80%	2,668	3.82%
<i>Student Organizations</i>	34,813	48.96%	31,227	58.47%	33,763	48.38%
Total	71,071		53,406		69,789	
<i>Estimated Attendance by Customer Type</i>	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
<i>Campus Departments</i>	330,455	46.66%	609,046	63.56%	786,414	71.11%
<i>Non-UH Sponsored</i>	6,505	0.92%	9,789	1.02%	32,216	2.91%
<i>Student Organizations</i>	371,215	52.42%	339,327	35.41%	287,261	25.98%
Total	708,175		958,162		1,105,891	
<i>Customers Served by Type</i>	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
<i>Campus Departments</i>	89	N/A	83	N/A	224	N/A
<i>Non-UH Sponsored</i>	77	N/A	77	N/A	191	N/A
<i>Student Organizations</i>	310	N/A	298	N/A	597	N/A
Total	476		458		1,012	
<i>Discount to Campus Departments</i>	Discount	% of Total Discount	Discount	% of Total Discount	Discount	% of Total Discount
<i>Admissions</i>	N/A	N/A	47,675	18.07%	156,038	26.25%
<i>Student Centers</i>	28,935	34.57%	31,833	18.07%	50,841	8.55%
<i>Center for Student Involvement</i>	35,714	42.67%	81,751	30.99%	82,652	13.90%
<i>Dean of Students Office</i>	3,885	4.64%	NA	NA	N/A	N/A
<i>Children's Learning Centers</i>	N/A	NA	N/A	N/A	N/A	N/A

Center for Mexican American Studies
Center for Fraternity and Sorority Life
Division of Student Affairs & Enrollment Services
Total Discounts for Departments
Total Discounts for All Groups

N/A	NA	N/A	N/A	N/A	N/A
2,795	3.34%	NA	NA	N/A	N/A
8,385	10.02%	29,634%	11.23%	52,718	8.13%
83,689		263,780		594,536	
90,717		290,748		648,708	

Totals Discounts by Customer Type

Campus Departments
Non-UH Sponsored
Student Organizations
Total

Discount	% of Discount	Discount	% of Discount	Discount	% of Discount
83,689	92.25%	263,780	90.72%	594,536	91.65%
153	0.17%	54	0.02%	7,306	1.13%
6,875	7.58%	26,914	9.26%	46,866	7.22%
90,717		290,748		648,708	

Revenue by Customer Type

Campus Departments
Non-UH Sponsored
Student Organizations
Total

Net Sales	% of Net	Net Sales	% of Net	Net Sales	% of Net
51,558	41.34%	138,637	66.91%	295,095	55.23%
16,318	13.08%	20,666	9.97%	139,774	26.16%
56,841	45.58%	47,905	23.12%	99,456	18.61%
124,717		207,208		534,325	

Notes for Quarterly 2014

Student Organizations do not have the same base price for rooms and some equipment as Departments and Non-UH Groups.
Non-UH Groups receive discounts when being sponsored.

**Student Centers Semi-Annual Report – Appendix B
Committee Involvement and Oversight**

Campus Committees

- UH Food Service Advisory Committee
 - Cheryl Grew-Gillen

- UH Bookstore Advisory Committee
 - Cheryl Grew-Gillen
 - Matthew Sebby

- UH Internal Logistics Committee
 - James Pettijohn

- UH Campus Communicators
 - Ashriel Dunham
 - Renee Cleare
 - Julian Cearley
 - Alicia Garcia Valero

- LGBT Resource Center Speakers Bureau
 - Renee Cleare

- LGBT Resource Center Advisory Board
 - Renee Cleare

Student Centers Semi-Annual Report – Appendix C Collaborations

Internal to the Division of Student Affairs and Enrollment Services

- The Student Centers staff all participated in the Student Center Grant Opening event of the newly renovated Student Center South and Student Center North buildings, with student activities in every room.
- The Student Centers and CreationStation staff volunteered for Student Government Association Elections Polling Stations.
- The Student Centers staff volunteered for Play It Safe Spring Break, Frontier Fiesta, Cougar Casino and Stress Free Finals Kick Off.
- The Student Centers placed 2nd in fundraising for the March of Dimes March for Babies, raising \$2,560.
- CreationStation staff participated in the Staff Morale Work Team to host gatherings throughout the year to promote unity and community among the staff.

- **Department of Campus Recreation**
 - The Student Centers and the Department of Campus Recreation collaborated on creating an Octoberfest themed event which was held the last week in October. The event included a Student Center OctoberFest event and a Haunted House at the Campus Recreation and Wellness Center.

- **Cat's Back/Weeks of Welcome**
 - Student Centers Marketing and Programs staff coordinated with departments participating in Cat's Back and Weeks of Welcome and most Student Centers staff volunteered for The Cat's Back, held at the Campus Recreation and Wellness Center. Student Centers staff also volunteered for the Student Centers Welcome Back event.

External to the Division of Student Affairs and Enrollment Services

- **Cougar First Impressions**
 - La Donna Hogan and Beverly Garcia of the Student Centers' staff volunteered during this event.

- **Facilities Management Building Coordinator Program**
 - Three (3) Student Centers Staff served as building coordinators for the facility operations of the Student Centers buildings: Beverly Garcia, Matt Sebbly, and Cheryl Grew-Gillen as a backup.

- **College of Education**
 - Student Centers Marketing and Programs worked with the College of Education to help identify student candidates for Graduate Assistantships.

- **Cougar Movers**
 - The Student Centers staff (Beverly Garcia, Renee Cleare, Tommy Mohwinkel and Alicia Garcia-Valero) volunteered for Student Housing & Residential Life's Cougar Movers.

- **Facilities Management Auxiliary Services**
 - Student Centers' staff worked 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**
 - Student Centers' staff worked 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.

- **University IT Services**
 - Student Centers' staff worked with UIT Network Operations staff on Phase 1 project IT needs and on additional Phase 2 IT identified needs for the new Student Center South and North buildings. Student Centers' staff also worked with IT on the transition of ATMs as well as bank branch T1 and network switch needs during the lease contract changes with Woodforest National Bank leaving the Student Center and TDECU coming into the Student Center as the new financial institution. Lastly Student Centers' staff worked with UIT on facility needs and logistics to accommodate the return of the CougarByte Technology Store to their new space in the Student Center South.