

Division of Student Affairs and Enrollment Services
Annual Report – 2015-2016
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 to the University of Houston. Operations rely heavily on student fees to maintain our facilities, which supports services and programs that enhance the social, cultural and leadership activities and experiences to 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 a hundred-three (103) student employees while in full operation, which returns over \$574,000 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 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**

Status: Completed. Quarterly reviews were completed and meetings held monthly with Facilities Management and the Student Centers Staff. Based on recommendations developed through these meetings, modifications have been made to process in which the Student Centers submit work orders to provide a faster turn-around. Additionally, we have addressed some HVAC issues within the building to more adequately maintain building temperatures.

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**

Status: Completed. Monthly meetings held to address staffing models and to identify patterns of cleaning deficiencies. Concerns regarding weekend staffing were addressed and staff have been shifted to adequately address the concerns without adding any additional staff. Participated in RFP process to select a new custodial vendor to increase level of service and decrease cost.

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**

Status: Completed. Completed RFP response in October and returned to Facilities Management. RFP response was based from meeting discussions and best practices developed while working with the current custodial team and was designed to ensure all improvements developed since the last RFP were included.

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 completion of FY15 projects are funded and implemented. **DSAES 6D**

Status: On Hold. An initial plan of renovation of the Student Center Satellite has been developed, including some drawings and possible cost estimates. Plan is on hold at this time based on Division leadership discussions related to possible space needs in Student Centers facilities over the next two/three years.

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**

Status: In Progress. Completed new Memorandums of Understanding with internal campus partners to cover the Bookstore, Dining Services and Cougar Byte locations within the Student Centers. Updated budget and business planning will be developed during FY17 with the new Director of Auxiliary Services.

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**

Status: Completed. The online reservation request process is operational and we continue to refine and enhance as new options as become available. Made videos to help educate users on how to use the virtual scheduling system.

Action Step: Review Student Centers' facilities use policies and procedures and further define/revise as needed to continue to meet customers' 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**

Status: Completed. The Facilities Use Committee of the Student Center Policy Board submitted changes that were accepted by the Policy Board during the 2016 spring semester. These changes included updating the name of the facility from University Center to Student Center, adding language relevant to campus weapons policies, and created 2 additional tabling locations to meet needs.

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**

Status: Completed. The survey is operational and collected information for the FY16 as part of Assessment #4: Conference and Reservation Services (CARS) Customer Satisfaction Survey.

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**

Status: On Hold. An initial plan of renovation of the Student Center Satellite has been developed. Plan is on hold at this time based on Division leadership discussions related to possible space needs in Student Centers facilities in the future

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**

Status: Completed. All equipment has been transitioned to University managed repairs.

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**

Status: Completed. Depreciation schedule has been completed. Quarterly updates are being done to ensure schedule remains up to date. This schedule will help predict when equipment or furniture will need to be replaced and will provide a projection of the costs associated with each replacement.

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**

Status: Completed. Capital replacement program has been completed and quarterly updates are being done to ensure program remains up to date. The capital replacement program provides an estimated lifespan on large building features. This program will help track these estimated lifespans and provide a projection for the costs of replacement for each system.

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**

Status: Completed. The 2015 UH Weeks of Welcome (UH WOW) included a total of (111) events [compared with (97) events in 2014, (93) 2013 and (65) events in 2012]. The Campus Prowl Open House Event included (29) campus departments [compared to (26) in 2014]. The 2015 UH WOW events utilized technology in promotion through UH Redline and Scavify.

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**

Status: Completed. In collaboration with DSAES IT Services and UIT, the Get Involved platform has been interfaced with PeopleSoft to provide live student data, which allows for card swiping at events, the creation of co-curricular transcripts, and online elections, just to name a few. For the first time ever Homecoming Court voting was done via Get Involved.

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**

Status: Completed. In fall 2015 we hosted our second Snack & Paint Event and reintroduced Poetry Slam to the UH community. Additionally, in collaboration with Campus Recreation, we held our first Madden video game Tournament and Monday Night Football watch party in the Student Center Theater. We also hosted a watch a watch party for the national Republican Presidential Debate.

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**

Status: In progress. AVPSA has worked with Development Office on the development of a plan for event spaces, meetings rooms, lounges and other notable areas of the Student Centers to have development dollars attached to areas. Proposals have been developed for the Student Organization Complex and the South Lounge. AVPSA/Director provided ground work for the development of the leadership wall in the Legacy Lounge. Will launch a campaign with support of Development officer in FY17.

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**

Status: In progress. Meetings will be established to assess current efforts and establish plans for improvements. A new Marketing Plan will be completed by the end of fall 2016 that will outline current and new initiatives, which include #SCSUSTAIN, #MYSTUDENTCENTER, programs, and Eat, Relax, Connect, Learn.

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 meet changing or identified needs for future services or programs. **DSAES 4A**

Status: Completed. Based on last year's results, we have taken steps as reported in the FY15 Annual Report that includes additional training and ongoing assessment of services which are presented in Section 6 of this report. Based on recommendations from the assessment review team we have also adjusted this year's assessments to include Student Employment Learning Outcomes.

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

Status: Completed. Results received in late August 2016. Will work to incorporate results in FY17 plans.

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. Also 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**

Status: Completed. Implemented an introduction to a new student staff training program for the Student Centers that includes training in leadership, customer service, and occupational training. Chair of the Student Centers student training program is Co-Chairing an overall Student life student training program for all nine departments to make best use of resources and staff time.

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, Engineering, and COB. **DSAES 2C Status:** Completed and On-going. Areas listed worked with academic departments to identify appropriate educational employment opportunities. Student Centers has 3 graduate students, which includes a new position working with assessment and customer service.

4. **Department Major Accomplishments**

- SC installed People Counters at all entrances and recorded over 30,000 visitors on August 30th in Student Center North & South. This is significant because previous estimates for the renovated facility was 15,000.
- SC increased revenue in Leisure Services by 9%. Sold approximately 5,000 more items in Shasta's this year, which lead to an 18% increase in revenue which will be a good baseline as the first full year of operation since renovation began.
- SC increased number of events held in Student Centers from 12,931 to 17,419, a 35% increase that included over 1,900 more student events. Clients' Satisfaction with Event Reservation Process also increased significantly (48% Very Satisfied in FY15 to 77% Very Satisfied in FY16). This hopefully shows success of renovation and success of Assessment Projects to monitor and improve Event process.
- SC installed additional security cameras, bringing total to 118 cameras covering the Student Centers North and South facilities 24 hours a day, which should mitigate potential crime, as well as provide info to security personnel of possible perpetrators.
- SC installed an indoor marquee at the Grand Staircase, which is used to market student and university wide events.
- SC installed a state of the art audio/video system to the Student Centers Games Room which provides significantly more options for reservations and other special events, which can possibly have impacted the increase in the number of reservations.

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.

6. **Assessment Projects**

Refer to Appendix B for charts related to Assessment Projects

Assessment #1: Student Employment Program Training Needs Assessment

Frequency: Twice annually, at the beginning of each semester – Fall & Spring

Results/Findings: The students took an assessment on to self-identify their skill in 10 Categories (Critical Thinking/Problem Solving; Oral/Written Communication; Information Technology Application; Teamwork/Collaboration; Leadership; Professionalism/Work Ethic; Career Management; Management/Supervision; Flexibility/Adaptability/Managing Multiple Priorities; and Multicultural Sensitivity/Awareness. Results show that student employees feel reasonably comfortable (>70% of Expert and Proficient Levels) in 8 of the 10 categories assessed. The two (2) outlying categories are Career Management (66% of Expert and Proficient) and Management and Supervision (45% of Expert and Supervision).

Planned Actions Based on Results: Created a Learning Outcomes based program for Student Employees that is rolling out Fall 2016, which includes specific trainings focusing on these categories to provide students with opportunities to grow their skills.

Assessment #2: Student Centers Effectiveness in Creating/Maintaining a Positive, Safe, & Community Oriented Environment

Frequency: Annual: SkyFactor (formerly EBI) was distributed Spring 2016

Results/Findings: Overall scores improved slightly on Factors 2 & 3 by .8% and 1.2% respectively.

Planned Actions Based on Results: Results received late in August 2016 and will develop an Action plan in FY17.

Assessment #3: Leisure Services Reservation Customer Satisfaction Survey

Frequency: Annual: Distributed after completed reservations

Results/Findings: Total of (47) Respondents to date from Sept. 2015 to August 2016, up from 27 in FY15. As in the past year/assessment FY 2015, there were no "Very Dissatisfied" responses in FY 2016

Planned Actions Based on Results: Feedback is reviewed routinely for customer service improvements. Changes made that could possibly account for improved scores include: On line payment was put into place in January with much success. We have pre-posted home football games on the reservations calendar for the coming year to avoid confusion and parking issues. Reservation form has been revised to address the lane selection/assignment and request for portable tables. We will be reviewing the results of this assessment including comments with all staff at our annual Games Room training in August to see how we can improve in the areas of customer satisfaction. Work has begun on a reservation package (on-line) for the Student Centers Games Room to include map, parking areas, facility pictures, etc. for those having an interested in a reservation but not familiar with the Student Center Games Room.

Assessment #4: 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: Developed online video to demonstrate how to use the online reservation system. Worked to communicate room setup arrangement to customers by giving a direct link to examples when using the online reservation system. Provide more information to customers about Audio/Visual services on requesting procedures and simplified the large event information request form to make it easier to understand. Have continued customer service training and staff coaching to improve the customer experience when working with staff. Added one additional fulltime staff member to improve response time for request and in office services.

Assessment #5: Student Centers Program Effectiveness (EBI) Factors 5 & 12

Frequency: Annual; SkyFactor (formerly EBI) was distributed Spring 2016

Results/Findings: Factor 5 showed a slight decrease (.6%) while Factor 12 showed a more significant increase (2.2%).

Planned Actions Based on Results: Results received late in August 2016 and will develop an Action plan in FY17.

7. Areas for Continuous Improvement

Growth and Opportunities

- Expanded available lounge furniture to allow for additional seating due to increased traffic in Student Centers
- Created additional lobby table locations for folks to reserve due to volume of requests.
- Expanded use of reservation software to include Campus Recreation and the Wellness Center.
- The Student Centers organizational and staffing structure continued to evolve and with the renovated spaces that have necessitated additional staffing (1 Full-time and 1 student reservationist, 1 Media Services (AV) Coordinator, 5 students working with Set up Crew).

Critical Challenges

- The volume of use of the new building was so overwhelming for AV staff that they were blocking off spaces. This has been resolved with the hiring of an additional AV staff member.
- The Student Centers Director transition also overlapped with a transition of the office coordinator position which has led to some communication issues and confusion in some areas that should be resolved in FY17.
- The Student Center Satellite has continued to experience issues with lack of deferred maintenance, facility renewal and operation issues based on the age and location of the facility. Discussions on the future of the facility remain unresolved.

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) continues 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 continue to increase since completion of the Transformation Project.
- Student Centers receive rental from Auxiliary Services (for food service and bookstore operations), University Information Technology (for Cougar Byte) and TDECU.
- Student Centers continued to receive Food Service Cost Recovery (primarily utilities expenses) from contracted services with ARAMARK in 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. AVPSA has worked with Development Office on the development of a plan for event spaces, meetings rooms, lounges and other notable areas of the Student Centers to have development dollars attached to areas. Proposals have been developed for the Student Organization Complex and the South Lounge. AVPSA/Interim Director provided ground work for the development of the leadership wall in the Legacy Lounge. Will launch a campaign with support of Development officer

9. Marketing and Programs: FY16- September 1, 2015- August 31 31, 2016

- For the fourth year in a row, the Cat's Back 2016 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, 7,223 students attended; an increase from an attendance of 6,532 students for the fall 2015 event.
- A First Birthday party was held for the transformed Student Centers, which included several activities, food, entertainment and games in throughout the Student Center, drew about 3,986 students.
- The 2016 Cat's Back Spring Event was planned in conjunction with the Birthday. There were a total 2,225 students that attended which is slightly lower than the 2015 event, which was had 2,354 students. The fall 2016 UH Weeks of Welcome (UH WOW) included a total of (111) events (compared with (97) events in 2015 and (93) events in 2014). The Campus Prowl Open House Event included (29) campus departments (compared to (26) in 2015).
- The 2016 UH WOW events utilized technology in promotion through RedLine and other social media outlets. This year there were 129,217 UH WOW website hits and 102,817 views through RedLine.
- The fall 2015 Stress Free Finals was held December DATES and featured (15) events sponsored by departments and student organizations. This fall's event also featured an Instagram contest, which included (10) participants and resulted in a 5% increase in Instagram followers. The spring 2016 Stress Free Finals was held April 25- May 3 and featured (17) events sponsored by departments and student organizations. This semester's program won the Brand Champion award for Best Individual Website.

10. Staff Highlights

Personnel Updates/Achievements

Student Employment

- Event Services area added 6 Student Setup Staff positions, and an additional student reservationist
- Leisure Services employs approximately 35 student employees at any given time (22 at the SC and Satellite Games Rooms and 13 at Shasta's Cones & More)
- Brooklyn Tanner was named as Student General Manger for Shasta's Cones & More

New Staff Hires:

- Brandon Ferkel – Hired July 2016 - New staff position SC Media Services (AV) Coordinator
- Andrea Trevino – Hired March 2016 – Filled vacant Office Coordinator position
- Sigmound Thomas and Christopher Ramos – Hired January 2016 – Filled vacant Setup Staff Specialist positions
- Eve Esch – Hired January 2016 to fill vacant Director, Student Centers position
- Keiry Lazo – Hired December 2015 as new Reservationist for CARS
- Ashley Shem was hired as an Assistant Cash Control for Leisure Services and Creation Station in December of 2015.
- Oliver Sandoval – Hired September 2015 to fill Setup Staff Specialist open position

Staff Promotions:

- Lauren Sposato – promoted to Assistant Director – Event Services in September 2015
- Tommy Mohwinkel – promoted to Program Manager –Student Centers Leisure Services in September 2015
- Alicia Garcia Valero – promoted to Manager for CreationStation in September 2015

Departures:

- Ollie Lotts resigned as the Setup Staff Coordinator on August 31, 2016 after over 33 years of service to the University.

Committee Involvement and Oversight

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

National, Regional, Local and Campus Recognition and Leadership

- Student Centers staff participated in ACUI (Association of College Unions International) through Region II which includes: Arkansas, Louisiana, Oklahoma, Kansas, Missouri, Texas and Mexico. One (1) student leader, and five (5) Student Centers staff members attended the fall 2015 ACUI Region II conference held at Kansas University in Lawrence, KS. CreationStation Participated in the ACUI Region II Graphics Competition in November of 2015, receiving the following prizes: First place for Out of the Box 3D category & Second place for Brochure Design category.
- Lauren Sposato serves as the ACUI Region II Conference Planning Team Host Coordinator.
- Eve Esch served on ACUI Education & Research Fund and was selected to serve on the Conference Planning team for the 2018 Conference in Anaheim, CA.
- Matthew Sebbly attended the 2016 Essentials of Facilities Management Training Seminar and presented on the topic of "Capital Replacement and Equipment Depreciation Budget Planning."

- CreationStation took part in the annual ACUI “Steal This Idea Graphics Competition 2016” receiving the following awards: First place for Logo Design category, first, second, and third place for Poster Design category, First place for Interior and Wall Art category, and Third place for T-shirt Design category
- CreationStation Participated in the First UH Brand Champion Graphics Competition during the Summer of FY16 receiving nomination for Poster Design and Wall Interior Graphic Design Finalist

11. 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 (9) 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 2015 semester included the drafting and approval of Banner policies and a recommendation for the posting of health and wellness information to be rotated monthly.
- Spring accomplishments included the update to policies and procedures, approval of a wall display to recognize the membership and accomplishments of the SCPB, the purchase of a piano for all guests to enjoy and lastly the approval of fall Student Organization Carrel Space Applications which resulted in all (106) established carrel spaces to reach full capacity usage.

12. Collaborations/Partnerships

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

13. Department FY17 Goals

Strategic Initiative: Responsibly maintain a safe, clean, sustainable, efficient and effectively managed Student Centers that remains focused on providing high quality customer service with planning focused for the long term. **DSAES 2**

Action Step: Create customer service standards for Student Centers’ facilities and work standards into Memorandums of Understanding with SC community. **DSAES 2b**

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**

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 largescale donors for naming for meetings rooms and large gathering spaces within the Student Centers as well as offering a low-investment option for graduating students to commemorate their involvement on campus as part of a ‘Leadership Wall’ in the Legacy Lounge. **DSAES 2d**

Strategic Initiative: Complete further reviews of Student Centers 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 of the UH community. **DSAES 2 & 4**

Action Step: Review Student Centers’ facilities use policies and procedures, and make changes as appropriate to ensure the newly transformed Student Centers event and conferencing spaces are being maximized in terms of use and flexibility for the UH community. **DSAES 2b**

Action Step: Establish event planning workshops to improve efficiencies within the event reservation process and to educate customers about available resources. **DSAES 2e**

Action Step: Evaluate EMS and online tools (room design software, WhenToWork, etc.) to ensure success/determine opportunities for growth. **DSAES 2e**

Action Step: Study and evaluate building, reservation, and resource usage to ensure adequate staffing needs are achieved during hours of operation to ensure events and programs are professionally managed. **DSAES 2a**

Action Step: Evaluate SC Event Services assessment plan and electronic survey tools to ensure customer satisfaction is being actualized, and make changes as necessary to increase satisfaction as possible. **DSAES 4a**

Strategic Initiative: Develop a short-term and long-term plan for the Student Center Satellite: reviewing return on investment for renovation required; and perceived value added for the needs from the UH community/student perspective. **DSAES 2**

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 implemented. **DSAES 2b**

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 18**

Strategic Initiative: Create long-term programs to ensure the on-going renewal and maintenance of the Student Centers' facilities and manage the relationship with Facilities Management to ensure facilities are effectively maintained on a day-to-day basis with maximum efficiencies. **DSAES 2 & 6**

Action Step: Create and maintain a capital replacement program that will track all non-inventory related items within the Student Centers (i.e. flooring, roofs, HVAC units, paint, ceiling covers, etc.). **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: Work with Facilities Management to improve custodial response times and meet cleaning standards, while continuing to adjust needs to achieve greater service for the Student Centers North, South & Satellite facilities. **DSAES 6d**

Action Step: Decrease reliance on on-going maintenance department through technology and facility building improvements (facility wall protection, paint quality, corner guards, etc.). **DSAES 2b**

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**

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, University Centers' Events, Cougar Trading Card Program). **DSAES 1 & 5**

Action Step: Working with the Student Centers Events Committee and Student Center Partners group to 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, enhance student life and foster campus traditions (Cougar Resource Fair, FallFest, Stress Free Finals Week, Art/Cultural Learning Exhibits, etc.). **DSAES 1d**

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: 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 5c**

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 student success. **DSAES 2 & 4**

Action Step: Develop a department wide Student Employee Development Program. This program would address issues like Diversity, Customer Service, and Communication with a goal to prepare students for transitioning into a professional career and developing a Tier One service approach. **DSAES 2e 19**

Action Step: Evaluate Games Room reservation customer service satisfaction survey to ensure satisfaction is being actualized, and make changes as necessary to increase satisfaction as possible. **DSAES 4a**

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 needs for future services or programs. **DSAES 4a**

Action Step: Complete a full Educational Benchmarking Incorporated (EBI) assessment for the Student Centers North and South facilities. **DSAES 4a**

Student Centers Semi-Annual Report – Appendix A

Utilizations Detailed Summary

Leisure Services – Student Center South and Satellite

Type	FY13	FY14	FY15	FY16
Student Centers Games Rooms' Revenue Totals	\$88,402.00	\$210,981.00	\$384,396.00	\$419,088.00
Games Room Usage Totals				
Number of Games Bowled	19,628	66,431	108,822	114,990
Hours of Pool/Billiards Played	3,596	9,986	20,661	21,985
Hours of Table Tennis Played	917	3,502	6,019	6,867
Total Games Room Reservations By Customer Type				
Student Organizations	N/A*	N/A*	157	209
Campus Departments	N/A*	N/A*	67	90
Non-UH Sponsored	N/A*	N/A*	89	153
Revenue from Games Room Facility Rentals/Event Reservations by Customer/Event Type				
Student Organizations	N/A*	\$8,874.00	\$26,658.00	\$21,618.00
Campus Departments	N/A*	\$4,684.00	\$12,163.50	\$30,769.00
Non-UH Sponsored	N/A*	\$7,614.00	\$14,328.25	\$34,846.00
Total Revenue	\$6,302.00	\$21,172.00	\$53,149.75	\$87,233.00
Shasta's & Little Shasta's Items Sold				
Single Scoop Cones/Bowls	4,930	4,872	25,317	29,142
Double Scoops Cones/Bowls	416	436	5,323	6,394
Total Shasta's Revenues	\$46,134.00	\$31,016.00	\$180,471.00	\$212,499.00

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 –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 since August 2014.

Games Room Special Promotions:

- Glow Bowling Friday/Saturday Evenings 9pm - closing
- \$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
- Welcome Back Party/Fall (free play)
- Student Centers Birthday Party/Spring (free play) Held drawing for PlayStation 4 as part of the event.
- Student Appreciation Day (free play end of fall and spring semesters)

Games Rooms Evening/Weekend Program

- Hosted the following tournaments for the campus community

Fall Tournaments

9/14	Billiards Tournament (9-Ball)
9/24	Texas Hold'em Tournament
9/28	Monopoly Tournament
10/8	Table Tennis Tournament
10/19	Risk Tournament
10/29	Billiards Tournament (8-Ball)
11/2	Texas Hold'em Tournament
11/12	Scrabble Tournament
11/23	Billiards Tournament (9-Ball)

Spring Tournament

1/28	Billiards Tournament (9-Ball)
2/1	Poker Tournament
2/11	Table Tennis Tournament
2/15	Chess Tournament
2/25	Billiards Tournament (8-Ball)
2/29	Poker Tournament
3/24	Scrabble Tournament
3/28	Table Tennis Tournament
4/7	Poker Tournament
4/18	Billiards Tournament (9-Ball)

Bowling Leagues

Fall Leagues

- Faculty/Staff League bowled Thursday evenings (Sept – Dec) 6 teams, 4 person teams
- Cougar Bowling Club bowled Tuesday evenings (Sept – Dec) 8 teams 4 person team

Spring Leagues

- Thursday Night Fun Club League bowled Thursday evenings (Jan – May) 6 teams, 4 person teams

SC Games Room was Home for the following Student Organizations

- Cougar Bowling Club (bowled Tuesday evenings)

- Air Hockey Club (played Wednesday evenings)
- Billiards Club (played Friday afternoons – Satellite Games Room)

Cougar Bowling Club / Bowling Team Sponsorship

- Hosted and directed the following tournaments (Leisure Services Staff Members: Tommy Mohwinkel, Jeff Scott and Bill Schwehr)
Hosted Bowl-a-thon at Cougar Lanes (Nov. 1) to benefit Cougar Bowling Club
- Jeff Scott and Tommy Mohwinkel accompanied student bowlers to the following tournaments:
 - SWIBC I (Amarillo, TX Sept. 26)
 - SWIBC II (Fayetteville, AR Oct. 17)

Co-sponsorships

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

Misc.

- Hosted DSAES Division Holiday Party in the Student Centers Games Room (December 2015)
- Hosted Summer Orientation Nights (9) at the Games Room in partnership with the Office of Admissions (June – August 2016)
- Hosted DSAES Student Life Retreat Gathering in Student Centers Games Room (June 2016)

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/Oct.
- Catered College of Education Ice Cream Social for homecoming weekend (Nov)
- Catered College of Liberal Arts & Social Sciences Ice Cream Social (Sept)
- 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 Fall Cougar Resource Fair
- Shasta's participation in CFI (Cougars First Impression) were 6500 pieces (frozen desserts) were distributed to our students 8/22 & 8/23
- Participated in Cougar Move-In 2016 were thirty 3-gallon tubs (roughly 1860 individual servings) were scooped to students returning to their residence halls (Aug. 18-20).
- Assisted with the EBI Assessment survey in providing FREE Ice Cream for those students who submitted their questionnaire (total of 156)

CreationStation

Revenue* by Customer Type	FY 13	FY14	FY15	FY16
Students/Student Organizations	\$57,018.89	\$ 82,690.24	\$91,512.39	\$65,699.70
Sponsor Sales	\$2,099.06	\$ 2,907.26	\$4,859.75	\$2,197.71
Departments	\$54,587.58	\$ 53,945.72	\$117,121.40	\$119,524.29
General Public	\$1,612.20	\$ 914.29	\$2,774.24	\$9,437.83
Total Revenue*	\$115,309.80	\$140,457.51	\$216,267.78	\$196,859.53
Customers Served	Amount	Amount	Amount	Amount
Students Total	421	669	942	909
Individual Students	268	437	739	747
Student Organization's Projects	153	232	203	162
General Public	15	15	50	67
Sponsor Sales	12	13	18	10
UH Department's Projects	171	210	368	
UH Departments	68	90	114	446

**Revenue based on our QuickBooks Invoice System.*

ACTUAL TOTAL SALES FROM 1074 REPORT FROM 9/1/15 - 08/31/16 is \$234,463.27. There is a discrepancy due to the dates SC Vouchers are run and the date they are given to us and imputed into our invoice system.

Notes of Interest: Revenue increased by approximately 8% from last FY15

Conference and Reservation Services

Type	FY13		FY14		FY15		FY16	
	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Bookings by Customer Type								
<i>Campus Departments</i>	4,320	40.7% 4	3,569	33.95%	5,565	43.04%	7,801	44.78%
<i>Non-UH Sponsored</i>	148	1.40%	180	1.71%	524	4.05%	858	4.93%
<i>Student Organizations</i>	6,137	57.87%	6,763	64.34%	6,842	52.91%	8,760	50.29%
Total	10,605		10,512		12,931		17,419	
Total Event Hours by Customer Type								
<i>Campus Departments</i>	35,347	49.73%	21,110	39.73%	33,358	47.80%	54,769	57.53%
<i>Non-UH Sponsored</i>	911	1.28%	959	1.80%	2,668	3.82%	4,492	4.26%
<i>Student Organizations</i>	34,813	48.96%	31,227	58.47%	33,763	48.38%	40,632	38.21%
Total	71,071		53,406		69,789		81,584	
Estimated Attendance by Customer Type								
<i>Campus Departments</i>	330,455	46.66%	609,046	63.56%	786,414	71.11%	37,8638	43.74%
<i>Non-UH Sponsored</i>	6,505	0.92%	9,789	1.02%	32,216	2.91%	3,476	5.08%
<i>Student Organizations</i>	371,215	52.42%	339,327	35.41%	287,261	25.98%	3,1176	51.18%
Total	708,175		958,162		1,105,891		865,573	
Customers Served by Type								
<i>Campus Departments</i>	89	N/A	83	N/A	125	N/A	124	20.74%
<i>Non-UH Sponsored</i>	77	N/A	77	N/A	169	N/A	130	21.74%
<i>Student Organizations</i>	310	N/A	298	N/A	317	N/A	344	57.53%
Total	476		458		611		598	
Discount to Campus Departments								
<i>Admissions</i>	N/A	N/A	47,675	18.07%	156,038	26.25%	174,741	17.82%
<i>Student Centers</i>	28,935	34.57%	31,833	18.07%	50,841	8.55%	85,328	8.70%
<i>Center for Student Involvement</i>	35,714	42.67%	81,751	30.99%	82,652	13.90%	115,849	11.81%
<i>Dean of Students Office</i>	3,885	4.64%	NA	NA	N/A	N/A	N/A	N/A

<i>Children's Learning Centers</i>	N/A	NA	N/A	N/A	N/A	N/A	N/A	N/A
<i>Center for Mexican American Studies</i>	N/A	NA	N/A	N/A	N/A	N/A	N/A	N/A
<i>Center for Fraternity and Sorority Life</i>	2,795	3.34%	NA	NA	N/A	N/A	N/A	N/A
<i>Division of Student Affairs & Enrollment Services</i>	8,385	10.02%	29,634%	11.23%	52,718	8.13%	99,667	10.16%
<i>International Student and Scholar Services</i>	N/A	N/A	N/A	N/A	N/A	N/A	63,696	6.49%
Total Discounts for Departments	83,689		263,780		594,536		877,522	
Total Discounts for All Groups	90,717		290,748		648,708		980,820	
Totals Discounts by Customer Type	Discount	% of Discount	Discount	% of Discount	Discount	% of Discount	Discount	% of Discount
<i>Campus Departments</i>	83,689	92.25%	263,780	90.72%	594,536	91.65%	877,522	89.47%
<i>Non-UH Sponsored</i>	153	0.17%	54	0.02%	7,306	1.13%	21,074	2.15%
<i>Student Organizations</i>	6,875	7.58%	26,914	9.26%	46,866	7.22%	82,224	8.38%
Total	90,717		290,748		648,708			
Revenue by Customer Type	Net Sales	% of Net	Net Sales	% of Net	Net Sales	% of Net	Net Sales	% of Net
<i>Campus Departments</i>	51,558	41.34%	138,637	66.91%	295,095	55.23%	430,242	61.96%
<i>Non-UH Sponsored</i>	16,318	13.08%	20,666	9.97%	139,774	26.16%	155,496	22.39%
<i>Student Organizations</i>	56,841	45.58%	47,905	23.12%	99,456	18.61%	108,603	15.64%
Total	124,717		207,208		534,325		694,341	

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
Assessment Project Supporting Charts**

Assessment #2 - Student Centers Effectiveness in Creating/Maintaining a Positive, Safe, & Community Oriented Environment

	FY15	FY16
Factor 2: College Union has a Positive Environment	76.2%	77.0%
Factor 3: College Union is Student Oriented	74.6%	75.8%

Assessment #3 – Leisure Services Reservation Customer Satisfaction Survey

	FY15 (27)	FY16 (47)
Respondent Type	15 Registered Student Organizations 4 Campus Departments 7 Campus Individuals 1 Off-Campus Groups/Individuals	12 Registered Student Organizations 9 UH Campus Departments 5 Campus Individuals 20 Off-Campus Groups & 1 Off-Campus Individual
Level of Satisfaction with Event Pricing	66.67% Very Satisfied 8.33% Moderately Satisfied 25.00% Neither Satisfied nor Dissatisfied	63.83% Very Satisfied 36.17% Moderately Satisfied
Facility Event Readiness Upon Arrival	66.67% Very Satisfied; 25.93% Moderately Satisfied; 3.7% Moderately Dissatisfied	80.85% Very Satisfied 14.89% Moderately Satisfied 4.26 % Moderately Dissatisfied
Customer Service Received During Event	66.67% Very Satisfied; 22.27% Moderately Satisfied; 11.11% Neither Satisfied nor Dissatisfied 3.70% Moderately Dissatisfied	78.72% Very Satisfied 17.02% Moderately Satisfied 2.13% Neither Satisfied nor Dissatisfied 2.13% Moderately Dissatisfied
Satisfaction with Overall Reservation Process from Start to Finish	48.15% Very Satisfied 37.04% Moderately Satisfied 16.67% Neither Satisfied nor Dissatisfied 3.7% Moderately Dissatisfied	76.60% Very Satisfied 19.15% Moderately Satisfied 4.25% Neither Satisfied nor Dissatisfied

Assessment #4 - Conference and Reservation Services (CARS) Customer Satisfaction Survey

	FY15 (200 responses)	FY16 (331 responses)
Satisfied with Room Arrangement	Very Satisfied 64.5%, Satisfied 20.8.4%, Neutral 10.9%, Dissatisfied. 1.6% Very Dissatisfied 2.2%	Very Satisfied 74.2%, Satisfied 18.4%, Neutral 3.7%, Dissatisfied. 2.7% Very Dissatisfied 1.0%
Satisfied with AV Services	Very Satisfied 48.1%, Satisfied 14.8%, Neutral 28.4%* Dissatisfied 6.0%, Very Dissatisfied 2.7%	Very Satisfied 54.4%, Satisfied 20.5%, Neutral 21.1%* Dissatisfied 1.7%, Very Dissatisfied 2.4%
Overall Satisfaction	Excellent. 60.7%, Good 26.8%, Average 8.8% Below Average 1.1% Poor 1.6%	Excellent. 66.7%, Good 25.8%, Average 5.0% Below Average 1.3% Poor 1.0%
*we plan to update this question, as not all events have AV. It seems some may be scoring Neutral instead of Not Applicable		

Assessment #5 – Student Centers Program Effectiveness (EBI) Factors 5 & 12

	FY15	FY16
Factor 5: College Union Enhances Life and Leadership	52.2%	51.6%
Factor 12: Overall Program Effectiveness	57.7%	59.9%

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

During FY2016 Student Centers had (7) staff members participate in (6) different Campus Wide Committees.

Campus Committees

- UH Food Service Advisor Committee
 - Eve Esch
 - Matthew Sebby

- UH Bookstore Advisory Committee
 - Eve Esch
 - Matthew Sebby

- UH Internal Logistics Committee
 - James Pettijohn

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

- UH Sustainability Task Force
 - Eve Esch

- UH Student Employee Committee
 - Lauren McClusky

**Student Centers Semi-Annual Report – Appendix D
Collaborations**

Internal to the Division of Student Affairs and Enrollment Services

- The Student Centers staff all participated in the Student Center 1st Birthday event of the newly renovated Student Center South and Student Center North buildings, with student activities.
- The Student Centers staff volunteered for Play It Safe Spring Break, Frontier Fiesta, Cougar Casino and Stress Free Finals Kick Off.
- The Student Centers staff participated in the Staff Morale Work Team to host gatherings throughout the year to promote unity and community among the staff.

- **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.
- **Cougar Movers**
 - The Student Centers staff (Beverly Garcia, Eve Esch, Lauren Sposato, James Pettijohn, William "Bill" Schwehr, Lauren McClusky, Matthew Seby, Tommy Mohwinkel and Alicia Garcia-Valero) volunteered for Student Housing & Residential Life's Cougar Movers.
- **Tailgate Volunteering**
 - The Student Centers staff (Lauren McClusky, Ashriel Dunham, Lauren Sposato, and Matthew Seby) volunteered for UH Football Tailgating.

External to the Division of Student Affairs and Enrollment Services

- **Cougar First Impressions**
 - La Donna Hogan, James Pettijohn, Eve Esch, Ashley Shem, William "Bill" Schwehr, 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 Seby, and Eve Esch 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.
- **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. Eve Esch also served on selection committee for their Director of Auxiliary Services opening
 - Student Centers' staff (Ashriel Dunham and Eve Esch) volunteered at FinalsMania.
- **University IT Services**

- Student Centers' staff worked with UIT Network Operations staff on the large scale Wi-Fi upgrade performed in the Student Centers in the summer of 2016. This consisted of switching out all of the Wi-Fi access points for updated technology, while communicating with internal staff and guests regarding any challenges that arose.