

Division of Student Affairs and Enrollment Services
Student Centers Annual Report
September 1, 2017 – August 31, 2018

1. Department Name – Student Centers

2. Department FY18 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.

ACCOUNTABILITY

Action Step: Incorporate DSAES customer service standards and rubrics into Memorandums of Understanding with SC partners.

Status: Partially accomplished. We are continuing to work with SC partners to focus on high quality customer service while DSAES Customer Service committee develops rubrics.

Action Step: Monitor and adjust as needed the financial business plan as well as the implemented Memorandums of Understanding with partners to ensure the long-term stability for the future of the Student Centers.

Status: Accomplished. We continue to adjust MOUs to ensure best outcomes possible.

Action Step: Investigate the opportunities to increase Sustainability levels of Student Centers through new initiatives such as composting.

Status: Partially accomplished. Implemented new Sustainability measures, such as phasing out Styrofoam from Shasta's and encouraging events to have Green meetings and folks to recycle K-Cups, which has repurposed over 362 lbs of coffee grounds. Discussions with Chartwells, who is taking the lead on composting, seem to indicate that composting may not be possible for the Student Centers.

Action Step: Design and implement a user satisfaction survey using a secret shopper model to establish a baseline study for building appearance, safety, staff professionalism and customer service delivery from staff, student staff and business partners. The survey measures will be used to gauge and, if necessary, adjust to improve overall satisfaction of service delivery in the Student Centers.

Status: Accomplished. Initial secret shopper survey was completed, and training developed and implemented for student employees.

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.

ACCOUNTABILITY & TRANSPARENCY

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.

Status: Accomplished. Policies were reviewed as part of a sub-committee of the SC Policy Board and adjustments made as necessary.

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

Status: Accomplished. Redesigning format to reach more users and provide more information.

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.

INNOVATION & ACCOUNTABILITY

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 FY17 projects are funded and implemented.

Status: Limited progress, due to Hurricane Harvey. Mitigation and repair are still underway and we are currently in discussions with Campus Dining regarding long term plans.

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

Status: On Hold –pending further remediation from Hurricane Harvey and the completion of a new facility audit to determine current state.

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 day-to-day basis with maximum efficiencies. **TRANSPARENCY, COLLABORATION & ACCOUNTABILITY**

Action Step: Create separate accounts and set aside specific funds needed based on capital replacement program for all non-inventory related items within the Student Centers (i.e. flooring, roofs, HVAC units, paint, ceiling covers, etc.).

Status: Completed. We created the accounts and contribute to them annually to prepare for capital replacements.

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.

Status: Completed. Improvements were made in the area, and it will continually be monitored and addressed.

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

Status: Accomplished. We have added wallboard and corner guards in multiple areas and have requested that that type of paint be changed.

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.

Status: Completed and ongoing. Scheduled meetings are happening and we continue to look for ways to make improvements in the area.

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). **COLLABORATION**

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, Fall Fest, Stress Free Finals Week, Art/Cultural Learning Exhibits, etc.).

Status: Changed. Due to staff reorganization, the Student Centers Marketing Team will be working on Student Center specific programs and marketing initiatives to build the brand. The Student Life Marketing team will be supporting larger scale Division programs (Stress Free Finals, Weeks of Welcome, Campus Prowl, etc.) and the Get Involved brand.

Action Step: Working with Student Centers Marketing Committee, review current Student Centers' specific marketing and communication practices.

Status: Completed. New Marketing manager held a retreat to review current and future plans for the committee.

Action Step: Establish new marketing and public relations efforts to further increase the awareness of Student Centers' program, service offerings and initiatives. (#SCSustain, SC Wayfinding, Reservations, SC Ambassador program etc.)

Status: Complete. The new Marketing manager is developing a comprehensive marketing plan that includes student employees to serve as ambassadors for the Student Centers.

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. **ACCOUNTABILITY & INNOVATION**

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.

Status: Completed and expanded to Student Life to serve a greater number of students.

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.

Status: Partially accomplished. Results are reviewed as they are returned, and adjustments are made in response to feedback received.

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.

Status: Accomplished. Adjustments were made to the assessment plan and will be reflected in future plans.

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

Status: Postponed, to align with Division's strategy to take every 2 years. We will conduct this survey next year.

3. Utilizations Reports (include progress card reporting data and annual comparisons).

Leisure Services Stats:

Refer to Appendix A for departmental utilizations breakdowns and additional program/operations details.

Leisure Services Revenues –Same Time Period Comparisons:

- FY18-September 1, 2017 – August 31, 2018 \$368,841*
- FY17- September 1, 2016 – August 31, 2017 \$405,553
- FY16- September 1, 2015 – August 31, 2016 \$419,088
- FY15- September 1, 2014 – August 31, 2015 \$384,396
- FY14- September 1, 2013 – August 31, 2014 \$210,981**

**Hurricane Harvey impacted revenue due to closures occurring during one of the busiest weeks of the year. Ice storms at the beginning of Spring Semester also had a negative impact, along with the loss of revenue from Satellite Games Room.*

***Student Center South Games Room closed for renovation beginning November 2012 through January 2014.*

Shasta's Cones & More & Little Shasta's Stats:

Refer to Appendix A for additional utilizations and operations details. Shasta's Cones & More at the Student Center closed for renovations June 2012 and re-opened January 2015. Income for the periods between June 2012 and January 2015 came from sales at Little Shasta's at the Student Center Satellite.

Shasta's/ Little Shasta's Revenues – Same Time Period Comparisons:

- FY18- September 1, 2017 – August 31, 2018 \$212,893*
- FY17- September 1, 2016 – August 31, 2017 \$202,561
- FY16- September 1, 2015 – August 31, 2016 \$212,499
- FY15- September 1, 2014 – August 31, 2015 \$180,471

- FY14- September 1, 2013 – August 31, 2014 \$31,016

**Hurricane Harvey impacted revenue due to closures occurring during one of the busiest weeks of the year.*

CreationStation Stats:

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

CreationStation Revenues – Same Time Period Comparisons:

- FY18-September 1, 2017 – August 31, 2018 \$137,471.40*
- FY17- September 1, 2016 – August 31, 2017 \$158,988.65
- FY16- September 1, 2015 – August 31, 2016 \$196,859.53
- FY15- September 1, 2014 – August 31, 2015 \$216,267.78
- FY14- September 1, 2013 – August 31, 2014 \$140,457.51

**Hurricane Harvey impacted revenue due to closures occurring during one of the busiest weeks of the year.*

Marketing and Programs:

- For the fifteenth consecutive year, the Cat’s Back 2017 Fall Event was hosted within the Campus Recreation and Wellness Center (CRWC). During the three hours of the event, 7,286 students attended and featured 162 student organizations participated this fall; an increase from an attendance of 7,223 students and 160 student organizations for the fall 2016 event.
- The 2017 UH Weeks of Welcome (UH WOW) calendar included a total of 153 events (although 83 events were cancelled or postponed due to campus closure during Hurricane Harvey). This compares with 128 events in 2016, 111 events in 2015, 97 events in 2014, and 93 events in 2013.
- Stress Free Finals events were held at the end of each semester and featured (43) events sponsored by departments and student organizations.
- In celebration of the City of Houston’s annual Citizenship Month held during November, (48) University of Houston sponsored events were submitted to the City calendar.
- In February, the annual “I ‘Heart’ My Student Centers” event was held in celebration of 50 years of service. A collaborative art piece by UH students and staff was in the plaza in order to express their gratitude and appreciation of the Student Centers. During the event, ~300 students participated in activities and appx. 20 posts were made to the 3 different social media platforms.
- Leisure Services held 14 tournaments during FY2018 including: Chess, Billiards, Poker and Table Tennis. Participants for all tournaments total equaled 389, with the following breakdown: Chess: 28, Billiards: 122, Poker: 166 and Table Tennis: 73

Conference and Reservation Services Stats & Revenues: September 1, 2017-Aug. 31, 2018

The Conference and Reservation Services Office (CARS) worked with **347** registered student organizations, **125** UH departments and **174** off-campus customers for the effective planning and management of **18,856** bookings held in the Student Center North, South, and Satellite facilities as well as other campus facilities. These events equate to over **88,142** “event hours”, with an estimated attendance figure (as supplied by event organizers) of **1,493,925**.

Student Centers Usage Statistics:

For the period between September 1, 2017 and August 31, 2018, the Student Center South welcomed **3,461,305** people through its doors. For the same period the Student Center North has had **409,402** people. This gives us a total of **3,870,707** individuals – made up of students, staff, faculty, and guests - who have utilized our facilities in some form over the past year. Our peak traffic day during this period occurred on August 21, 2018 with **40,485** visitors. This year, we are unable to report or include counts from the Student Center Satellite due to closures caused by Hurricane Harvey.

4. Assessment Action Steps

a. Assessment #1: Leisure Services Reservation Customer Satisfaction Survey

Results: Total of 38 respondents for FY 18. Overall satisfaction with a reservation measured for this time period were: 84.21% Very Satisfied, 10.53% Moderately Satisfied and 5.56% Neither Satisfied or Dissatisfied.

Planned Actions Based on Results: Feedback is reviewed routinely for customer service improvements. We reviewed the results of this assessment including comments with all staff at our annual Games Room

training to see how we can improve our customer satisfaction. Additionally, a summary of this year's assessment as well as the previous two years' assessment will be emailed to all staff along with a complete assessment report for FY 2018. Based on survey feedback, we are developing a reservation check list/list of reservations for weekend personnel for easy referral. We are also developing an online reservation package for the Student Centers Games Room to include map, parking areas, facility pictures, etc., for those interested in a reservation who are not familiar with the Student Center and/or the University of Houston.

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

Results: Total of 402 respondents for FY 18. Overall satisfaction with experiences with the Student Centers Conference & Reservation Services for this period were: 68.58% Excellent, 24.17% Good, 5.44% Average and 1.81% as Below Average or Poor.

Planned Actions Based on Results: Student Centers student employees will be going through customer service training throughout the FY 19 to improve interactions with other students and guests to the facility. There will be more intentional tracking done of frequent common complaints, and adjustments will be made to have a positive impact. Continued improvements to online resources and booking process will be implemented to ensure interactions with the office are as informative and effective as possible.

b. **Assessment #3: Student Centers Wayfinding Effectiveness**

Results: Assessment was conducted via informal interviews utilizing iPads for in-person sampling. Pre-signage installation had 39 respondents and indicated low satisfaction with the facility signage in navigating their way through the facility. Post-signage installation had 67 respondents and indicated that more than 50% of respondents easily found what they were looking for using building maps and/or had a positive experience using the signage in the facility.

Planned Actions Based on Results: Users of the facility are better able to navigate through the facility after the new wayfinding installations. We continue to identify new locations to support facility users' needs for signage and maps, such as our passenger elevators as well as some of our highly trafficked stairwells. Work is still underway to install the digital wayfinding screens on the first floor of the Student Center South..

c. **Assessment #4: Event Services - Event Showcase**

Results: Total of 4 participants in 2018 Event Showcase—verbal feedback was provided by attendees about their experience regarding the Event Showcase, and what they have learned.

Planned Actions Based on Results: The Event Showcase in-person series has not proven to be effective in reaching the number of facility and event users. We have tried different days of the week, time of day and different months to host the workshop, but we are still receiving low numbers and poor involvement from attendees. As such, we have determined to move our event showcase series into a digital format that will provide greater accessibility to event holders to learn more about the services that we can provide, and how to navigate the event planning process with our department and facility. We will be creating these materials during FY 19 for implementation.

d. **Assessment #5: Student Centers Guest Sustainability Awareness Survey**

Results: Total of 29 respondents to the survey- 59% of respondents attended at least 2 or more Lunch and Learns hosted by the Sustainability Committee. 56% of respondents indicated that within the last 6 months, the institution has contributed to their knowledge, skills and personal development in understanding the consequences of their environmental choices. 19 respondents (66%) indicated that the Lunch & Learn series helped them understand how to be more sustainable.

Planned Actions Based on Results: The Student Centers is committed to investigating new sustainable topics and initiatives within the facility and to engage facility users. As part of the survey, respondents had the ability to submit sustainable topics and initiatives about which they were interested in learning more. Multiple respondents indicated wanting more information/topics on composting and recycling, both on campus and throughout the city. The Student Centers Sustainability Committee will take these suggestions into consideration for future programs and lunches.

5. Advancement Opportunities

Student Centers has developed a list of priorities with the Division of Student Affairs & Enrollment Services Development Officer and looks forward to identifying advancement opportunities moving forward.

6. Marketing Highlights

- Hired new full-time manager and in process of hiring 2 student marketing and program ambassadors.
- Completed a 3-year marketing plan for units within the Student Centers including: CreationStation, Conference and Reservation Services, Games Room, Shasta's Cones and More, Student Centers and Contracted Partners
- Established new brand for the Student Centers to use in telling their story. Design elements consist of stair icon/shape to represent the Monumental Staircase and diagonal lines which directly reflect the Parazette murals located in Student Center South.
- Accomplishments in marketing metrics:

	FY17	FY18	% Change
Website Page views	243,142	279,893	+15.12%
Unique Page views	184,902	218,499	+18.17%
Facebook Likes	2,386	2,765	+15.88%
Twitter Followers	2,407	3,137	+30.33%
Instagram Followers	1,735	2,090	+31.28%

7. Staff Highlights

a. **Personnel Updates/Achievements**

- Staff Departures / Promotions
 - Linda Rodriguez retired March 2018.
 - Keiry Lazo, Reservationist departed the university in Feb. 2018.
 - Sigmound Thomas was promoted to Event Services Supervisor.
 - Luke Parnell was promoted to Media Services Program Manager
 - Colin Adams was promoted to Assistant Director
 - Lauren Ellzey was promoted to Marketing Manager
- New Staff Hires
 - Jarvis Kinney was hired as a Setup Staff Event Specialist
 - Brianne Jessup was hired as Reservationist
 - Jamie Hotz was hired as Event Services Specialist
 - Caitlin Goodwill was hired as Events & Sales Manager.

b. **Presentations, Involvement/Oversight and/or Awards and Recognition**

The Student Centers staff were recognized and awarded throughout the year through professional associations, divisional and departmental awards. More specific details outlining specific awards, presentations and association involvement can found in the Appendix B.

8. Outside DSAES Engagement

Art –

Auxiliary Services - Student Centers' staff worked in collaboration with staff from this department to support UH contracted parties that occupy leased space to the University of Houston for bookstore and dining services.

Cougar First Impressions -Multiple members of the Student Centers' staff volunteered during this event. Shasta's Cones & More helped in securing and distributing approximately 6,500 frozen desserts.

Facilities Management Building Coordinator Program- Two (2) Student Centers Staff serve as building coordinators for the operations of the Student Centers facilities: Eve Esch and Beverly Garcia.

Facilities Management and Maintenance - Student Centers' staff worked closely with the FM 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. Regular meetings are held to share concerns, updates and issues.

Staff Council - The Director completed a term representing the Division on the University's Staff Council.

Student Center Policy Board (SCPB) - SCPB is made up of faculty, staff and students, and the primary project accomplishments during FY18 included reviewing and adjusting policies to benefit Registered Student

Organizations, making updates to their Constitution and By-Laws, and a well-received marketing initiative to increase efficiency of seating in the Food court.

Sustainability - The Student Centers Sustainability Lunch & Learns attendees have been students, staff and faculty who discuss topics around Sustainability a couple of times per semester, which has led to increased sustainable activities. The Director also serves on the University's Sustainability committee.

9. Areas for Continuous Improvement

a. Growth and Opportunities

1. Due to staff departure last year, the Student Centers took the opportunity to reorganize and promote some staff and are excited for the positive growth ahead.
2. The Student Centers completed its Program Review. This included a comprehensive internal assessment and report, followed by visits with an External Review Committee (ERC). The ERC submitted their findings and the Student Centers teams responded with ideas and suggestions based on feedback from the report.

b. Critical Challenges

1. Hurricane Harvey provide challenges for the Student Centers as a facility and for a number of staff on a personal level. Harvey forced the shutdown of the campus for several days in what has historically been our busiest time. This lead to longer response times than normal for all the incoming event requests. Additionally, the Satellite received water damage that forced its shutdown and limited operation. On the personnel side, some members of the Student Center staff suffered damage to their homes and are dealing with the rebuilding process of the homes and the loss of personal items.
2. At the beginning of the Spring Semester, the city of Houston experienced an ice storm that led to the closure of the University for two days at the beginning of the semester, which again put our CARS team behind and lead to longer response times than normal for all the incoming event requests.
3. There are continued challenges and concerns with Facilities, which is creating a significant impact on planning and execution of projects within the Student Centers. Delayed projects with poor cost estimation may have substantial financial impact on the Student Centers operation.

10. Department Points of Excellence

- There was a 23.34% increase in Registered Student Organizations bookings from FY 17 to FY 18 which shows our commitment to help students succeed.
- Student Centers employs approximately one-hundred (100) student employees while in full operation, which returns over \$565,000 annually back to students to help offset the cost of their education
- During FY18, the Student Center facilities welcomed a total of **3,870,707** individuals – made up of students, staff, faculty, and guests - who have utilized our facilities in some form over the past year. The highest single day total was August 21, 2018 when **40,485** individuals used our facilities. This information is crucial in providing us data for staffing/labor costs, facility management and incorporating into calculations on equipment “wear and tear.”

11. Department FY19 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 Value Accountability & Collaboration**

Action Step: Monitor and adjust as needed the financial business plan as well as the implemented Memorandum of Understanding with partners to ensure the long-term stability for the future of the Student Centers

Action Step: Investigate the opportunities to increase Sustainability levels of Student Centers through new initiatives.

Action Step: Design and implement a user satisfaction survey using a secret shopper model to establish a baseline study for building appearance, safety, staff professionalism and customer service delivery from staff, student staff and business partners. The survey measures will be used to gauge and, if necessary, adjust to improve overall satisfaction of service delivery in the Student Centers.

Action Step: Collaborate with Campus Safety to determine what measures could be implemented to improve safety of the facilities (additional cameras, staffing, etc.)

Strategic Initiative: Complete review of Student Centers Leisure Services areas utilizing compiled customer service assessment information and customer statistics and usage data to better serve UH community. **DSAES Value- Accountability & Transparency**

- Action Step:** Create and implement a succession to plan to address needs as our staff members are nearing retirement.
- Action Step:** Based on assessment data, develop and implement a marketing strategy to increase usage of all areas.
- Action Step:** As part of Satellite assessment, determine and enact a long-term viability plan for Satellite Games Room.

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 Value- Collaboration & Accountability**

- 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 FY18 projects are funded and implemented
- Action Step:** Work with Student Leaders, DSAES leadership, Plant Operations, facility stakeholders and the UH Community in identifying a plan for the renovation efforts for the SC Satellite facility

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 day-to-day basis with maximum efficiencies **DSAES Value- Collaboration & Accountability**

- Action Step:** Continue to set aside specific funds needed based on capital replacement program for all non-inventory related items with the Student Centers (I.e. flooring, roofs, HVAC units, paint, ceiling covers, etc.)
- Action Step:** Consider creating an inventory/bar code process to assist in tracking and managing the details of the plan
- Action Step:** Work with Facilities Management to improve project response times
- 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

Strategic Initiative: Provide support and leadership for the planning, marketing, and implementation of all events and programs sponsored by the Student Centers **DSAES Value- Collaboration, Diversity & Inclusion**

- Action Step:** Working with the Student Centers Marketing Committee and Student Centers 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.
- Action Step:** Establish new marketing and public relations efforts to further increase the awareness of Student Centers' program, service offerings and initiatives (#SCSustain, SC Wayfinding, Reservations, SC Ambassador program, etc.)
- Action Step:** Collaborate with Center for Diversity & Inclusion (CDI) and International Student & Scholar Services (ISSO) to better serve our international students and guests

Strategic Initiative: Review & implement recommendations from FY18 Student Centers' External Review to further enhance Student Centers' support of programs and services to meet the changing needs of the UH campus community and also its contributions to the campus life environment benefiting students through student learning, student development and student success (**DSAES Value- Empowerment & Transparency**)

- Action Step:** Adjust/revise the Student Centers' assessment plans to better meet needs for future services or programs
- Action Step:** Continue to support student and full-time staff in pursuing professional development to enhance their learning and improve delivery of services to our students and guests
- Action Step:** Complete a full Educational Benchmarking Incorporated (EBI) assessment for the Student Centers to determine impact of recent changes

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

Leisure Services – Student Center South and Satellite

Type	FY14- 9/1/13- 8/31/14	FY15- 9/1/14- 8/31/15	FY16 – 9/1/15- 8/31/16	FY17-9/1/16- 8/31/17	FY18-9/1/17- 8/31/18
Leisure Services Revenue Totals	\$210,981	\$384,396	\$419,088	\$405,553	\$368,841
Games Room Usage Totals					
Number of Games Bowled	66,431	108, 822	114,990	106,497	86,913
Hours of Pool/Billiards Played	9,986	20,661	21,985	20,201	18,248
Hours of Table Tennis Played	3,502	3,019	6,867	6,794	6,525
Total Games Room Reservations By Customer Type					
Student Organizations	N/A*	157	209	158	162
Campus Departments	N/A*	67	90	77	82
Non-UH Sponsored	N/A*	89	153	196	187
Revenue from Games Room Facility Rentals/Event Reservations by Customer/Event Type					
Student Organizations	\$8,874.00	\$26,658.00	\$21,618.00	\$16,480.00	\$16,369.00
Campus Departments	\$4,684.00	\$12,163.00	\$30,769.00	\$29,448.00	\$26,968.00
Non-UH Sponsored	\$7,614.00	\$14,328.00	\$34,846.00	\$46,337.00	\$49,615.00
Total Revenue	\$21,172.00	\$53,149.00	\$87,233.00	\$92,265.00	\$90,952.00
Shasta's/ Little Shasta's Items Sold					
Single Scoop Cones/Bowls	4,782	25,317	29,142	35,508	33,344
\$1 Ice Creams/Cones	N/A**	N/A**	10,873	11,558	9,624
Double Scoops Cones/Bowls	436	5,323	6,394	5,596	6,367
ICEE	N/A	N/A	N/A	3,277	7,262
Total Shasta's Revenues	\$31,016.00	\$180,471.00	\$212,499.00	\$202,561.00	\$212,893.00

Notes

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

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

N/A** Data tracking not available –began Sept. 2015.

Shasta's Cones & More at the Student Center closed for renovation June 2012 – Dec. 2014. Opened Spring 2015.

Little Shasta's at the Satellite began operations August 2012 and closed Fall 2014.

CreationStation

Type	FY14- 9/1/13-8/31/14	FY15- 9/1/14-8/31/15	FY16- 9/1/15-8/31/16**	FY17- 9/1/16-8/31/17**	FY18 -9/1/17-8/31/18**
Revenue* by Customer Type					
Students/Student Organizations	\$82,690.024	\$91,512.39	\$65,699.70	\$46,713.91	\$43,577.53
Sponsor Sales	\$2,907.26	\$4,589.75	\$2,197.71	\$1,083.76	0
UH Departments	\$53,945.72	\$117,121.40	\$119,524.29	\$106,698.85	\$88,100.58
General Public	\$914.29	\$2,774.24	\$9,437.83	\$4,492.13	\$5,793.29
Total Revenue	\$140,457.51	\$216,267.78	\$196,859.53	\$158,988.65	\$137,471.40
Customers Served					
Individual Students	437	739	747	752	860
Student Organization Projects	232	203	162	98	122
General Public	15	50	67	56	55
UH Departments	90	114	89	84	81
UH Department's Projects	210	368	446	400	357

Notes for Quarterly 2013-2015

ACTUAL TOTAL SALES FROM 1074 REPORT FROM 9/1/15 - 12/31/15 is \$80,512.39. 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

**CreationStation transitioned to number of projects instead of number of customers due to high volume of repeating customers

Conference and Reservation Services

Type	FY14-9/1/13-8/31/14		FY15-9/1/14-8/31/15		FY16-9/1/15-8/31/16		FY17-9/1/16-8/31/17		FY18-9/1/17-8/31/18	
Bookings by Customer Type	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Departments	1,961	28.20%	3,588	37.39%	4,629	35.32%	5,308	33.24%	6,040	32.03%
Non-UH Sponsored	167	2.4%	392	4.08%	555	4.23%	862	5.39%	731	3.87%
Student Organizations	4,825	69.39%	5,616	58.52%	7,921	60.44%	9,798	61.36%	12,085	64.09%
Total	6,593		9,596		13,105		15,968		18,856	
Total Event Hours by Customer Type	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Departments	14,500	36.75%	23,896	42.34%	26,385	45.65%	33,843	43.76%	37,857	42.95%
Non-UH Sponsored	904	2.29%	2,077	3.68%	2,956	5.11%	5,123	6.62%	4,109	4.66%
Student Organizations	24,046	60.95%	30,457	53.97%	28,455	49.23%	38,356	49.60%	46,176	52.38%
Total	39,450		56,430		57,796		102,641		88,142	
Estimated Attendance by Customer Type	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Departments	181,081	45.77%	722,190	72.27%	333,080	42.86%	385,163	38.79%	907,636	60.75%
Non-UH Sponsored	9,037	2.28%	27,928	2.79%	38,061	4.96%	93,117	9.37%	38,215	2.55%
Student Organizations	205,502	51.94%	249,085	24.92%	405,388	52.16%	514,443	51.82%	548,074	36.68%
Total	395,620		999,203		777,069		992,723		1,495,925	
Customers Served by Type	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Departments	85	18.72%	121	20.34%	119	18.25%	129	19.94%	125	19.35%
Non-UH Sponsored	76	16.74%	159	26.72%	192	29.45%	166	25.66%	174	26.93%
Student Organizations	293	64.54%	315	52.94%	341	52.30%	352	54.40%	347	53.72%
Total	454		595		652		647		646	
Totals Discounts by Customer Type	Discount	% of Discount	Discount	% of Discount	Discount	% of Discount	Discount	% of Total Discount	Discount	% of Total Discount
Campus Departments	\$263,820	91.82%	\$605,376	91.62%	\$881,168	89.33%	\$975,480	87.00%	\$1,070,228	88.88%
Non-UH Sponsored	\$54	0.01%	\$7,306	1.11%	\$21,075	2.14%	\$25,135	2.25%	\$10,654	0.88%
Student Organizations	\$23,454	8.17%	\$48,091	7.27%	\$84,228	8.53%	\$120,563	10.75%	\$123,216	10.24%
Total	\$287,328		\$660,773		\$986,471		\$1,121,178		\$1,204,098	
Revenue by Customer Type	Net Sales	% of Net	Net Sales	% of Net	Net Sales	% of Net	Net Sales	% of Net	Net Sales	% of Net
Campus Departments	\$138,593	66.43%	\$280,195	58.3%	\$403,274	59.89%	\$507,736	61.27%	\$572,669	67.60%
Non-UH Sponsored	\$21,749	10.42%	\$104,220	21.7%	\$145,266	21.58%	\$225,888	27.26%	\$174,606	20.61%

Student Organizations	\$48,300	23.15%	\$95,955	20.00%	\$124,773	18.53%	\$95,065	11.47%	\$99,841	11.79%
Total	\$208,642		\$480,370		\$673,313		\$828,689		\$847,116	

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 Annual Report- Appendix B Presentations, Involvement/Oversight and/or Awards and Recognition

Description (i.e. title, Award title, Association board, etc.)	Presentation/Award/Board Participation/Publication	Conference/Association /Awarding Entity(include if national, regional, local)	Staff Name (s)	Date Awarded/ Hosted/ Published, etc.
2018 ACUI Steal This Idea Graphics Competition	12 entries were submitted into graphics competition, and 3 pieces won awards that are highlighted in ACUI Bulletin newsletter/website	ACUI Annual Graphics Competition	Creation Station Staff and Student Staff	First Place (Multi-page publication)- Panhellenic Recruitment Book
BNU-UH Sino Education Seminar	The International Student College Experience: Exploring the Challenges and How Student Affairs Can Facilitate the Transition Process to the United States	Presented at BNU-UH Sino-US Education Seminar at Beijing Normal University	Melissa Iracheta	Beijing Normal University and University of Houston Asian American Studies Center Global Leadership Symposium, Beijing Normal University- May 2018
C. Richard Scott Memorial Scholarship	Scholarship funds from award can be utilized towards an ACUI sponsored educational activity	ACUI International Conference	Melissa Iracheta	ACUI International Conference in Anaheim, CA- March 2018
Excellence in Volunteer Service Award	Award honors professionals for their commitment to ACUI as an association and the college union	ACUI International Conference	Lauren Sposato	ACUI International Conference in Anaheim, CA- March 2018
Division of Student Affairs & Enrollment Services Ambassador Award	Honors a staff member that brings significant recognition to UH and to their professional field	Division of Student Affairs & Enrollment Services Awards Luncheon	Eve Esch	Division of Student Affairs & Enrollment Services Awards Luncheon- May 2018

Division of Student Affairs & Enrollment Services Student Success Award	Honors staff member(s) who transform and nurture students in leaders of the community	Division of Student Affairs & Enrollment Services Awards Luncheon	Lauren Ellzey & Ja'Nelle King (Center for Student Involvement)	Division of Student Affairs & Enrollment Services Awards Luncheon- May 2018
Student Life Diversity Diamond Award	Recognizes a staff member within Student Life with a dedication to diversity and inclusion efforts	Student Life- University of Houston	Beverly Garcia	May 2018
ACUI Conference Program Team- 2018	Creates a welcoming and educational environment for attendees to ACUI's largest annual event	ACUI International Conference	Eve Esch	ACUI International Conference in Anaheim, CA- March 2018
ACUI Conference Program Team- 2019	Creates a welcoming and educational environment for attendees to ACUI's largest annual event	ACUI International Conference	Lauren Sposato	ACUI International Conference in Indianapolis, IN- March 2019
ACUI Sustainability Community of Practice Leader	Serve as leader for educational opportunities around a focused area or specialization	ACUI Sustainability Community of Practice	Andrea Trevino	April 2018 – April 2020
ACUI Student Employment Badge Class Instructor	Co-teaching online classes about student employment	ACUI Badge Program	Eve Esch	Online classes held throughout the year
American College Personnel Association Host Committee Team	Serve on host committee for annual convention to aid in the convention experience	ACPA Annual Convention	Lauren Sposato	ACPA Annual Convention in Houston, TX- March 2018
Student Life Diversity Diamond Award	Recognizes a staff member within Student Life with a dedication to diversity and inclusion efforts	Student Life- University of Houston	Beverly Garcia	May 2018
ACUI Conference Program Team- 2018	Creates a welcoming and educational environment for attendees to ACUI's largest annual event	ACUI International Conference	Eve Esch	ACUI International Conference in Anaheim, CA- March 2018
ACUI Conference Program Team- 2019	Creates a welcoming and educational environment for attendees to ACUI's largest annual event	ACUI International Conference	Lauren Sposato	ACUI International Conference in Indianapolis, IN- March 2019
ACUI Sustainability Community of Practice Leader	Serve as leader for educational opportunities around a focused area or specialization	ACUI Sustainability Community of Practice	Andrea Trevino	April 2018 – April 2020