

Student Centers

Student Centers Mission Statement

Date last revised:

7/1/2016

Description:

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.

End:

8/31/2019

Student Centers Annual Report Items FY19

Utilization Reports:

Leisure Services Stats:

Refer to attached Leisure Services Utilization Summary for departmental utilization and breakdowns and additional programs/operations details.

Leisure Services Revenues - Same Time Period Comparisons:

- FY19 - September 1, 2018 - August 31, 2019 \$383,539
- 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

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

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

Refer to attached Leisure Services Utilization Summary for additional utilization and operations details.

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

- FY19 - September 1, 2018 - August 31, 2019 \$190,811
- 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**

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

****Shasta's Cones & More closed for renovations June 2012 and re-opened January 2015. Income during that time came only from Little Shasta's in the Satellite.**

CreationStation Stats:

Refer to CreationStation Utilization Summary attachment for departmental utilization stats breakdown and additional program/operations details.

- FY19 - September 1, 2018 - August 31, 2019 \$151,198.11
- 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

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

Marketing and Programs:

- **Cat's Back 2018:** Hosted on the first Thursday of the fall semester, Cat's Back is the largest student organization involvement fair on campus. In 2018, there were 199 participating registered student organizations, with a total of 3,573 students registering into the event. A total of 3,426 students completed the Cat's Back stamp card.
- **Inside Out Project:** On Monday, September 17, the Student Centers partnered with Student Government Association to host the Inside Out Project, a global art project - focusing on voter registration - which allows individuals to get their portraits taken and make a statement of what they stand for. The installation features those who are registered to do their civic duty and support the democratic process. Hundreds of students had their portrait taken and dozens filled out the paperwork to be registered to vote. Portraits were displayed on the Plaza between the Student Center North & South from September 17 - 28, 2018.
- **Fall Fun at the Student Center:** Student Centers hosted its Fall Fun event Thursday, October 18 from 11:30 am - 1:30 pm in the Student Center Plaza with 203 students in attendance. The event also included collaboration with other campus departments and student organizations including Center for Student Media, UH Wellness, Student Government Association, Council for Cultural Activities, Shasta's Cones & More, CreationStation and UH Homecoming and included activities such as pumpkin decorating, face painting and a photo booth.
- **Snack and Paint:** The Student Centers introduced the new Snack and Paint program during fall and spring Stress Free Finals weeks. Both fall and spring dates were at capacity- 50 and 60 students respectively. Snack and Paint offers students a guided painting session with snacks as a way to unwind during finals.
- **I Heart My Student Center** is a signature event that was hosted on Thursday, February 12 from 12 pm - 2 pm in the Student Center South. The event consisted of four unique interactive photo experiences and approximately 227 participated. Students were given a chance to enter a photography contest based on the creativity of photos they took at the event. The grand prize giveaway was a Polaroid camera and film package.
- The Student Centers team created a Film Series program to partner with UH students, faculty and staff and hosted 7 films partnering with the Office of Sustainability, LGBTQ Resource Center,

Center for Diversity & Inclusion, Moore's Opera Center, Women and Gender Resource Center, the UH Rock Climbing Team and the Urban Experience Program.

- Leisure Services held 12 tournaments with 198 participants during FY2019 including: Pop-a-Shot, Billiards, Poker, Corn Hole, Darts and Table Tennis.

Conference and Reservation Services Stats & Revenues: September 1, 2018 - August 31, 2019

The Conference & Reservation Services Office (CARS) worked with 343 registered student organizations, 126 campus departments and 184 off campus organizations for the effective planning and management of 20,910 bookings held in the Student Center South, North and Satellite facilities along with other campus facilities and university grounds. These events equate to over 99,816 "event hours", with an estimated attendance figure (as supplied by event organizers) of 1,522,780.

Student Centers Usage Statistics:

For the period between September 1, 2018 and August 31, 2019, the Student Center South welcomed 3,393,481 people through its doors. For the same period, the Student Center North had 500,445 people and the Student Center Satellite welcomed 293,520 people. This gives us a total of 4,187,446 visitors- made up of students, faculty, staff and guests - who have utilized the facilities in some form over the past year. Our peak traffic day during this period occurred on August 18, 2019 with 44,569 visitors across all three facilities.

Advancement Opportunities (only if applies):

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.

Marketing Impact (only if applies):

- Hired 2 student marketing and program student employees
- Created award-winning (First-Place Multi Page Publication, ACUI Region II Conference, University of North Texas) Student Centers Brochure
- Updated and installed additional wayfinding throughout the facility including newly designed maps and a digital touchscreen
- Implemented marketing and a new student employment landing page to assist students in navigating the employment process within the Student Centers. This step contributes to the

department's goal of having the best student jobs on campus, and better setting the students up for success.

	FY18	FY19	%Change
Website Page Views	279,893	241,678	↓ 13.65%
Unique Page Views	218,499	200,994	↓ 8.01%
Facebook Likes	2,765	2,856	3.29%
Twitter Followers	3,137	3,374	7.56%
Instagram Followers	2,090	2,488	19.04%

Staff Highlights: Personnel Updates (only if changes occurred):

A. Staff Departures/Promotions

- Ashley Shem, the Cash Control Assistant for Leisure Services, departed her role in September 2018 to take another role with the university.
- Andrea Trevino was promoted from Office Coordinator to Program Manager II for the Information Center in October 2018.
- Brandon Redding was hired to serve as the Office Coordinator in January 2019 and departed the university in April 2019.
- Kelsey Sheppard was hired to serve as a Graduate Assistant focusing on Customer Service and Assessment in January 2019 and left the role in May 2019.
- Alicia Garcia-Valero retired in January 2019 after 27 years at the University of Houston, most recently serving as the Manager of CreationStation .
- Julian Cearley was promoted from CreationStation Graphic Designer to the Manager of CreationStation in May 13 2019.
- Meli Iracheta completed her master's degree and subsequently left her role as the Marketing Graduate Assistant in August 2019.
- Joseph Steed departed his role as Event Services Supervisor in August 2019.

B. New Staff Hires

- Irene Santos was hired as the Cash Analyst for Leisure Services in June 2019.
- LaShanon Hollis was hired as the Office Coordinator in July 2019.

- Ashlynd Bunce was hired to serve as the Graduate Assistant for the Coog\$aves program in August 2019.

Staff Highlights: Presentations, Involvement/Oversight and/or Awards and Recognition:

Please see chart attached as a Plan item file under Marketing Impact for a full list of awards, presentations and recognition of professional staff.

Staff Highlights: Intentional Staff engagement with students outside of job duties (only if applies):

Eve Esch currently serves as the advisor for CoogSlam. She also teaches a weekly Group Cycle Fitness class at Campus Rec. Lauren Sposato completed her 4th year as the advisor for Sigma Pi Fraternity. Bill Schwehr serves as the advisor for the Air Hockey Club, the Table Tennis Club at UH, and the Billiards League. Tommy Mohwinkel serves as the advisor for the Cougar Bowling Club.

Outside DSAES Engagement: Collaborations and partnerships (only if applies):

In April 2019, the Student Centers co-hosted with ACUI a program called CUPSI - the College Union Poetry Slam Invitational - that is the premier poetry slam competition for college and university students. The Student Centers hosted over 350 attendees from over 60 institutions for the event. The University of Houston's poetry slam team, CoogSlam, placed 4th in the competition as a first-time attendee to the event.

Outside DSAES Engagement: Support other Advisory Boards or Committees (if applies):

- Food Service Advisory Council(UH) - determines all food-service related needs for the campus. Eve Esch serves on the committee.
- Bookstore Advisory Committee(UH) - acts as an advisory board in decisions and planning for the bookstore. Eve Esch serves on the committee.

- University Sustainability Committee(UH) - coordinates sustainability efforts, practice and knowledge across campus. Eve Esch serves on the committee.
- Facilities Management Building Coordinators Program (UH) - meets monthly with other building coordinators across campus to provide updates on facilities and other campus projects. Beverly Garcia and Eve Esch serve as the Student Centers building coordinators.
- Board of Trustees (ACUI) - Eve Esch was elected to serve a 2-year term on the Board of Trustees for ACUI an organization of community-building leaders from the student center/student union across the world.

Outside DSAES Engagement: Collaborations/Partnerships - not above (if applies):

- Office of Sustainability - Partnered with Office of Sustainability to host 2 films for the Student Centers Film Series in FY19 - Fed Up, which occurred in October 2018 and A Plastic Ocean, which occurred in February 2019. The Student Centers Sustainability Committee also partners with the Office of Sustainability during their Lunch and Learn series and as a participant in Sustainability Fest.
- Moore's Opera Center - Partnered with Moore's Opera Center to host 1 film for the Student Centers Film Series in FY19 - Dinner at Eight, which occurred in March 2019. Attendees to the film screening received a 50% discount for a ticket to see Dinner at Eight performed at Moore's Opera Center. The film screening was a success, and the Student Centers has set a date to continue the film series partnership with Moore's for FY20.
- Center for Mexican American Studies (CMAS) - Student Centers partnered with CMAS to host the Latino Art Now! conference that showcased art pieces from some of the most internationally recognizable names in Latino/a/x visual art. Art educators, scholars, curators, collectors, dealers and rising stars from Houston's vibrant art scene convened at the Student Centers April 4 - 6, 2019. In addition to the conference, some of the art pieces remained on display in various locations around the 2nd floor of the Student Center South throughout April and May.
- Staff Council - Multiple members of the Student Centers team volunteered for Cougar First Impressions, an event that takes place the first two days of class in the fall and spring semesters. Shasta's Cones & More helped in securing and distributing approximately 7,100 frozen desserts.

Areas for Continuous Improvement:

Growth and Opportunities

1. Due to a reorganization within the Student Life portion of DSAES, CreationStation now reports through the Student Centers. A retirement, internal promotion and paternity leave lead to substantial staff challenges during the year, that led to the student employees and other members of the Student Centers team to bond and come together to continue providing quality customer service.

2. The Student Centers continues to implement recommendations from their Program Review.
3. Student Centers employs approximately one-hundred (100) student employees while in full operation, which currently returns over \$565,000 annually back to students to help offset the cost of their education.

Critical Challenges

1. Hurricane Harvey continued to have an impact, as the Satellite was forced to be closed longer than anticipated for repairs and remediation.
2. 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 have substantial financial impact on the Student Centers budget.

Departmental Points of Pride:

- The Student Centers created a film series program and collaborated with partners across campus to educate students, faculty and staff through a regular film and discussion series. The Student Centers hosted 7 films during FY19, with a total attendance of 482. This new program helps make connections between academics and student affairs and helps us better utilize the resources we have.
- An impactful decision was to end the agreement with CougarByte in order to make room for an additional dining location - Mondo's Subs - which opened in FY19. The new location sees quite a bit more traffic than the former occupant and also helps relieve the lines and congestion at the other food venues.
- Since the establishment of the sustainability committee, the Student Centers has improved sustainable efforts through recycling, participating in campus-wide sustainability initiatives and implementing marketing and programs with sustainable practices. In FY19, the Student Centers was able to keep 60.87 tons of materials away from landfills by recycling instead.

End:

8/31/2019

Student Centers Vision Statement

Description:

Be a leading Student Center embracing the needs of the future through innovation, inclusivity and sustainability.

Date last revised:

1/1/2017

End:

8/31/2019

Goal 1: Operational Effectiveness of Student Centers**Number:**

1

Description:

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.

Goal Status:

In progress

Status Narrative:

We typically assess our success at this goal through the results of the bi-annual Skyfactor/Campus Labs survey, as well as the Sustainability assessment and the ongoing surveys for CARS and Leisure services.

End:

8/31/2019

RELATED ITEMS-----

RELATED ITEM LEVEL 1

1.1 Monitor Business Plan & MOUs**Number Assigned by Department:**

1.1

Description:

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.

Action Step Status:

Partially accomplished

Status Narrative:

With the opening of Mondos, an updated Memorandum of Understanding will be created. Other MOUs for facility are routinely monitored.

RELATED ITEM LEVEL 1

1.2 Increase Sustainability**Number Assigned by Department:**

1.2

Description:

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

Action Step Status:

Accomplished

Status Narrative:

The Student Centers hosted two Lunch & Learn events during the fall semester and two during the spring semester. The Student Centers hosted a tabling event at Sustainability Fest, hosted by the Office of Sustainability, and had attendees guess Student Centers Sustainability facts for a prize.

RELATED ITEM LEVEL 1

1.3 User Satisfaction Survey**Number Assigned by Department:**

1.3

Description:

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 Status:

Changed

Status Narrative:

Student Centers is re-evaluating the customer service assessment strategy and has hired a graduate student who will work on developing a secret shopper-type assessment.

RELATED ITEM LEVEL 1**1.4 Campus Safety Collaboration****Number Assigned by Department:**

1.4

Description:

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

Action Step Status:

Partially accomplished

Status Narrative:

Conversations continue to occur with Campus Safety to increase the level of safety within the Student Centers.

Goal 2: Review of Leisure Services**Number:**

2

Description:

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

Goal Status:

In progress

Status Narrative:

We are in the process of collecting this data.

End:

8/31/2019

RELATED ITEMS-----

RELATED ITEM LEVEL 1

2.1 Create Succession Plan

Number Assigned by Department:

2.1

Description:

Create and implement a succession plan to address needs as our staff members are nearing retirement.

Action Step Status:

Partially accomplished

Status Narrative:

Transition documents have been started for certain areas of the Student Centers team in order to pass down knowledge to future staff.

RELATED ITEM LEVEL 1

2.2 Implement Marketing Strategy

Number Assigned by Department:

2.2

Description:

Based on assessment data, develop and implement a marketing strategy to increase usage of all areas.

Action Step Status:

Partially accomplished

Status Narrative:

Marketing strategies have been adjusted to best increase awareness and utilization of services and resources. After conducting the EBI/Skyfactor survey in April 2019, the Marketing Committee discussed all data related to marketing of Student Centers services and resources. It was determined that there are several ways to improve upon our marketing efforts to increase awareness of programs, services and resources.

RELATED ITEM LEVEL 1**2.3 Viability Plan for Satellite Games Room****Number Assigned by Department:**

2.3

Description:

As part of Satellite assessment, determine and enact a long-term viability plan for the Games Room in the Satellite.

Action Step Status:

Partially accomplished

Status Narrative:

Discussion continue to occur at leadership level and with campus partners to determine best long-term plans for the Satellite. While a finalized decision was not determined by the end of FY19, discussions and plans continue to become more specified into FY20.

Goal 3: Student Center Satellite Plan**Number:**

3

Description:

Develop a short-term and long-term plan for the Student Center Satellite: reviewing return on investment for renovation required, as well as the perceived value added for the needs from the UH community/student perspective.

Goal Status:

In progress

End:

8/31/2019

RELATED ITEMS-----

RELATED ITEM LEVEL 1

3.1 Facility Replacement & Repair Needs

Number Assigned by Department:

3.1

Description:

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 Status:

Partially accomplished

Status Narrative:

Projects continue to be prioritized based on facility need. FY18 projects continue, with some modifications occurring to larger-scale projects based on new cost estimates.

RELATED ITEM LEVEL 1

3.2 Renovation of SC Satellite

Number Assigned by Department:

3.2

Description:

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.

Action Step Status:
Partially accomplished

Status Narrative:

Conversations around the renovation of the SC Satellite continue to occur with leadership, campus partners and student leaders. While there is not a finalized conclusion for FY19, there has been further developments on the facility and assessing campus needs for that space. FY20 will help to further refine the end goal for the SC Satellite.

Goal 4: Student Centers' Relationship with Facilities Management

Number:

4

Description:

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

Goal Status:

In progress

Status Narrative:

This is on-going effort to establish positive working relationships with these staff and to help track and find efficiencies in the work.

End:

8/31/2019

RELATED ITEMS-----

RELATED ITEM LEVEL 1

4.1 Capital Replacement Funds

Number Assigned by Department:

4.1

Description:

Continue to 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.).

Action Step Status:

Accomplished

Status Narrative:

Funds are regularly set aside into a different account through departmental capital replacement plan for non-inventory items.

RELATED ITEM LEVEL 1

4.2 Inventory/Bar Code Process

Number Assigned by Department:

4.2

Description:

Consider creating an inventory/bar code process to assist in tracking and managing the details of the plan.

Action Step Status:

Accomplished

Status Narrative:

Installed computer program for tracking inventory. Continue building database of items as new equipment is acquired.

RELATED ITEM LEVEL 1

4.3 Project Response Times

Number Assigned by Department:

4.3

Description:

Work with Facilities Management to improve project response times.

Action Step Status:

Partially accomplished

Status Narrative:

Monthly meetings have been established with other campus partners and Facilities Management to improve and prioritize project response times.

RELATED ITEM LEVEL 1

4.4 Manage facility Service Level Agreements

Number Assigned by Department:

4.4

Description:

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.

Action Step Status:

Partially accomplished

Status Narrative:

Regularly scheduled meetings occur in conjunction with campus partners to improve project response times as well as project cost savings.

Goal 5: Student Centers Programs and Events

Number:

5

Description:

Provide support and leadership for the planning, marketing and implementation of all events and programs sponsored by the Student Centers.

Goal Status:

In progress

Status Narrative:

Our first full semester of having a Marketing Manager has shown the benefit of additional support and leadership in this area. New programs have been created and implemented, and social media engagement continues to grow.

End:

8/31/2019

RELATED ITEMS-----

RELATED ITEM LEVEL 1

5.1 Increase Student Focused Events

Number Assigned by Department:

5.1

Description:

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 Status:

Accomplished

Status Narrative:

Student Centers Marketing committee hosted several events throughout the FY19 year that were student focused. Previously held events, such as Fall Fest and SC Welcome Back, occurred again with 350 and 300 recorded attendees respectively. The Student Centers Film Series, a new program to the 2019 academic year, hosted 7 film screenings and discussions with campus partners and registered student organization. Snack and Paint, a new program during Stress Free Finals week, was hosted in both the fall and spring, with both dates at capacity. I heart My Student Centers was hosted on February

12, and consisted of four unique interactive photo experiences, with approximately 277 participating students.

RELATED ITEM LEVEL 1

5.2 Establish new marketing

Number Assigned by Department:

5.2

Description:

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 Status:

Accomplished

Status Narrative:

The Student Centers created a monthly departmental newsletter that is distributed to facility tenants, student employees and select campus partners, as requested. The website was redesigned to feature Special Programs including Student Centers Art Committee, Film Series and COOG\$ave program. The fully implemented Student Centers new brand and marketing plan began at the beginning of Fall 2018. The Student Centers brought back the Welcome Back event on August 21 to introduce students to varying resources, services and programs offered by the Student Centers. The marketing committee hosted a summer retreat in July 2019, and discussed the EBI results as they specifically pertained to marketing. The marketing committee brainstormed strategies and programs that could continue to improve educating other's on the resources and services located within and provided by the Student Centers.

RELATED ITEM LEVEL 1

5.3 Collaboration with CDI and ISSSO

Number Assigned by Department:

5.3

Description:

Collaborate with Center for Diversity and Inclusion (CDI) and the office of International Student & Scholar Services (ISSS) to better serve our international students and guests.

Action Step Status:

Accomplished

Status Narrative:

The Student Centers partnered with CDI to show the RBG film and is partnering in sponsorship of the Diversity Institute. The Student Centers team met with ISSS to implement international student orientation check-in and programs throughout summer 2019.

Goal 6: External Review Implementation

Number:

6

Description:

Review & implement recommendations from FY 18 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.

Goal Status:

In progress

Status Narrative:

We have made good progress on implementing suggestions from the External Review and look forward to reporting back/sharing that content with the larger division.

End:

8/31/2019

RELATED ITEMS-----

RELATED ITEM LEVEL 1

6.1 Adjust/revise assessment plans

Number Assigned by Department:

6.1

Description:

Adjust/revise the Student Centers' assessment plans to better meet needs for future services and programs

Action Step Status:

Accomplished

Status Narrative:

All FY19 assessment plans were successfully implemented during FY19 with results included within the plan. Some of the FY19 assessments will not continue for the FY20 plan – such as the wayfinding assessment, as the wayfinding installation is completed. FY20 will continue to assess the utilization of the Student Centers South Games Room. New assessments for FY20 include CreationStation customer satisfaction, student employee training & development, and student centers staff diversity & inclusion engagement/education.

RELATED ITEM LEVEL 1

6.2 Continued professional development support

Number Assigned by Department:

6.2

Description:

Continue to support our 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 Status:

Accomplished

Status Narrative:

In October 2018, six members of the Student Centers team attended the Texas Association of College & University Personnel Administrators (TACUSPA) conference

held at the Westin Memorial City in Houston. In early October, one staff member attended the ASSHE Conference in Philadelphia, PA. Additionally, during early October, 2 staff members attended the EMS Conference held in Denver, CO. In early November, 10 members of the Student Centers team attended the ACUI Regional conference held at the University of North Texas in Denton, Texas while in mid November 2 members of the Student Centers team attended the ACUI/NIRSA Collegiate Marketing Institute in New Orleans, LA. Current members of the team hold volunteer positions within the Association of College Unions International- specific positions are referenced in the appendix.

In March 2019, five members of the Student Centers team attended the Association of College Unions International annual conference in Indianapolis, IN. In June 2019, two staff members attended the Essentials of Facilities Management Institute that was held at Emory University in Atlanta, GA and one staff member attended IPDS: New Professionals Orientation hosted at Indiana University in Bloomington, IN. Both institutes are programs sponsored by ACUI. From an education standpoint, three staff members completed an ACUI badge/micro-credential course on student employment supervision. Additionally, two staff members have been taking online courses through Coursera in order to build skills and knowledge that will assist them in their daily work.

RELATED ITEM LEVEL 1

6.3 Complete Educational Benchmarking Incorporated assessment

Number Assigned by Department:

6.3

Description:

Complete a full Educational Benchmarking Incorporated (EBI) assessment for the Student Centers to determine impact of recent changes.

Action Step Status:

Accomplished

Status Narrative:

The EBI Assessment (renamed Skyfactor) was completed in April 2019. The results were shared and discussed with the full Student Centers staff during July 2019 staff retreat. The team brainstormed ideas of how to improve upon the factors that were rated at a "needs improvement" or "needs work" level.

Assessment 1: Student Centers Guest Sustainability Awareness Survey

Number:

1

Learning Outcome/Assessment Activity Description:

Increase knowledge of sustainable practices for program participants through programs and shared resources.

Purpose of Assessment Activity:

Determine the success of intentional marketing and programming on the knowledge of sustainability for program participants. Identify new ways to increase engagement in sustainability initiatives for Student Centers users.

Method of Assessment:

Survey

Method of Assessment Description:

End of academic year survey emailed through Baseline to attendees of sustainability events.

Frequency / Timeline of Assessment Activity:

Sustainability events will begin in September 2018 and conclude in April 2019.

Baseline Survey Data (if applies):

The Student Centers sustainability post assessment was completed through Baseline in June 2019- results are included in the Baseline view feature. A report with all open-ended responses is included in the Plan files.

Baseline View

Results:

The Student Centers Sustainability Post Assessment had a total of 28 respondents, and was primarily responded to by faculty/staff members (21 respondents). The survey questions had respondents reflect often about their sustainable practices and knowledge of sustainability as well as the sustainable practices of their academic coursework or campus department. Many of the questions asked the respondents to reflect back over the last 6 months when considering their responses.

Respondents had the opportunity to answer 3 open-ended questions on the assessment: (1) What were your key takeaways from this or any Lunch & Learn?; (2) Is there any sustainable topic you would like to know more about?; and (3) Any overall feedback or additional comments regarding the Lunch & Learns? Responses varied widely, but a few overall themes emerged from the responses that helped shape the future action items or changes regarding sustainability for the Student Centers. Respondents overall indicated that there was a desire to learn more about sustainable topics aside from topics such as recycling, to include discussions on things such as global warming, composting, sustainable technology, solar energy and more.

Action to be taken as a result of the activity:

The sustainability committee will be creating committee goals for FY20 that focusing on educating students, faculty and staff on new sustainable topics when they attend the lunch and learn series. Specifically, the committee is also in the process of creating a plan of action to enhance individuals knowledge on sustainable development in three dimensions - economic, social and environmental - while reflecting on the integration of the 17 Sustainable Development Goals within the current framework of their work. The committee also intends to expand the program to bring individuals from different departments across campus to assist with providing another dimension to the conversations surrounding sustainability.

End:

8/31/2019

Assessment 2: Wayfinding Effectiveness

Number:

2

Learning Outcome/Assessment Activity Description:

Understand the effectiveness of wayfinding and signage for facility users. Determine adjustments needed to current wayfinding in order to improve the navigation of meeting spaces, office locations, and resources.

Purpose of Assessment Activity:

Understand how new wayfinding has enhanced facility user knowledge of meeting locations, offices and resources within the facilities.

Method of Assessment:

Survey

Method of Assessment Description:

Conduct informal interviews and survey users of the Student Centers utilizing iPads and Google form surveys for in-person sampling.

Frequency / Timeline of Assessment Activity:

Assessment was administered during the beginning of the academic year as many students utilizing the Student Centers facilities are new to campus and/or the facility as a whole.

Results:

85 respondents completed the survey that was administered on the first floor of Student Center South. 47 respondents indicated that they regularly use maps or the interactive display to navigate through the facility and 55 respondents indicated answered "Strongly Agree" or "Agree" that they could easily find what they are looking for by utilizing the maps. In rating the individual wayfinding types, the most useful wayfinding item was the interactive display with a total of 62 respondents rating the usefulness as either "Excellent" or "Good". Contrarily, the least useful wayfinding item are the maps located within the stairwells of the facility with a total of 51 respondents rating the usefulness as either "Excellent" or "Good". The results also indicated that 26 respondents find the room number to be the most useful information in locating a room, 12 respondents indicated that the room name was the most useful information in locating a room, and 47 respondents indicated that both room number and room name are useful.

Action to be taken as a result of the activity:

The Student Centers will review information that is included on their signage to ensure that individuals in the facility can easily navigate the space. As departments and areas within the Student Centers change their name, the Student Centers will work to ensure that these changes

are updated appropriately on all signage in order to provide consistent information. Over the past few years, the Conference & Reservation Services team had changed all event confirmations and invoices to exclude the room number and only list the room name; however, based on the results of the survey, the team will revisit the discussion on the benefit of adding both room name and room number to invoices and confirmations for customers.

End:

8/31/2019

Assessment 3: Student Centers Marketing

Number:

3

Learning Outcome/Assessment Activity Description:

Identify the effectiveness of Student Centers marketing to engage students in services and programs that occur within the Student Centers facilities

Purpose of Assessment Activity:

Evaluate the effectiveness of marketing for events, programs and services hosted by the Student Centers. Determine how marketing influences the decisions of students in comparison to peer institutions.

Method of Assessment:

Survey

Method of Assessment Description:

As part of the Student Centers assessment plans, the department bi-annually completes the Skyfactor surveys. This survey yields results directly targeting the success of marketing within the facility from a student perspective.

Frequency / Timeline of Assessment Activity:

The Skyfactor occurs during the spring semester. We have not administered the survey at this time.

Results:

The Student Centers Marketing Committee reviewed results of the Skyfactor that specifically impacted marketing and/or events/programming offered within the Student Centers during their Summer 2019 retreat. Included is a PDF copy of the slides that were used during the retreat to visually showcase the results of the 3 factors that are connected to marketing which include the following:

- Factor 1: Publicizes the Union & Promotes Campus
- Factor 4: College Union is a Source of Entertainment
- Factor 12: Overall Program Effectiveness

Within each factor, there are several sub questions that students respond to that relate to that factor theme. Each of the questions has a corresponding performance indicator score. The responses varied, with a few sub questions having a "good" score (indicated by 75% and above), a few questions having a "needs work" score (indicated by 71% - 74%), and a large portion of our responses having an "issue" score (indicated by 0% - 70%). The team reviewed all of the questions, and discussed ideas on how to improve upon our areas that are considered "needs work" or "issue."

Another presentation of results was done for the full Student Centers team at the staff retreat over the Summer 2019. This presentation focused on presenting overall results, but focusing on the factors that Skyfactor determines are high impact. Each factor was presented to the team, with a division of the sub questions into high/positive responses and responses that need improvement. The staff broke into small groups to brainstorm ideas on how to improve our scores in the areas that were labeled as needing improvement. Presentation materials from this retreat, named Skyfactor and External Review, are also included.

Action to be taken as a result of the activity:

The Student Centers Marketing Committee met during the Summer 2019 to review the results of the survey and to brainstorm ways to improve within areas with lower scores. Based on the results, the team created the list of action items/changes below:

- The Skyfactor survey utilizes the term "College Union" to refer to all Student Centers. Many students were unaware that these terms are synonymous, so we would like to improve how we are educating students on what a college union is/how our facility fits within that definition.
- The Student Centers wants to more regularly review our marketing plan to ensure that we are reaching students about programs, resources and services in the means of marketing that makes them most sense to them and is most commonly utilized.

- We plan to increase our use of assessment to gain better understanding of how students perceive our events, their value and their accessibility.
 - We will use assessment data from events to make necessary changes/updates (Event time, theme, location, etc)
 - We will use assessment data to help us tell our story to the university community
- We plan to increase our engagement with followers across all of our social media platforms
- We will expand upon our marketing platforms that have been either underutilized or not utilized in the past
 - Print marketing: Advertisements within The Daily Cougar & advertisements posted at the bus shelters across campus
 - Digital marketing: UH events calendar, Get Involved newsletters
- Marketing will be altered to better reflect services (i.e. free event, free food, limited supply only, emphasis on pricing of unit/area is lower than off campus/competing venues)
- Create and expand upon campaigns for Student Centers units (i.e. student employee campaign, CoogSaves, Film Series, Sustainability, etc.)

End:

7/31/2019

Assessment 4: Utilization of Student Centers South Games Room

Number:

4

Learning Outcome/Assessment Activity Description:

Identify patterns as for why students do not utilize the services of the Student Centers South Games Room.

Purpose of Assessment Activity:

In the past year, the revenue and utilization of the Student Centers Games Room has decreased. This assessment will help identify reasons as to why students to not utilize the Student Centers Games Room while also establishing the areas of the Games Room that students find valuable.

Method of Assessment:

Survey

Method of Assessment Description:

We will survey students at Student Centers programs about their perceptions of the Games Room services. Two surveys will be created based off of the initial student response regarding their

experiences with the Games Room. One survey will target why students do not utilize services and the other survey will target students who have utilized Games Room services.

Frequency / Timeline of Assessment Activity:

We assessed students at the Spring Cat's Back event that was held within the Student Centers.

Baseline Survey Data (if applies):

Two survey were administered through Baseline- results of each survey are included. Additional results with open-ended responses are included in the Plan files section.

Games Room- Has Visited Baseline Results; Games Room Not Visited Baseline Results

Results:

The data collection occurred on January 17, 2019 during the spring Cat's Back program. We received 34 respondents who have visited the Games Room and 11 respondents that have not visited the Games Room. Both groups indicated that they would like to see lower pricing and new games introduced into the Games Room. Of the 11 respondents who have not visited the Games Room, 4 of them were entirely unaware of the existence or the location of the Games Room on campus. Of the 11 students that took the survey that had not visited the Games Room, 9 of these individuals lived off campus. Additionally, of the 11 students that took the survey, 1 student indicated that they plan to visit the Games Room now that they have been made aware of its existence.

Of the 34 students that completed the survey who have visited the Games Room before, 25 indicated that they wanted cheaper prices, 14 indicated that they were looking for new or different games, and 16 were looking for new programs or events to be held in the Games Room, such as theme nights, trivia nights, etc. Within the open-ended responses, several students commented on the food options that are available in the Games Room by suggesting more options/alternatives to what is currently provided.

Action to be taken as a result of the activity:

A major action that the Student Centers will need to focus on in order to increase the number of students who utilize the Games Room is to increase their marketing of their services to students. New marketing efforts should not only inform students of the location and services within the Games Room, but should also advertise costs and value of services. Due to the fact that many students responded requesting less expensive pricing, a future assessment project for the Student Centers could include completing a benchmark project of other bowling centers/games facilities across the city of Houston to compare cost and value. The Games Room could use data from that future project to make adjustments and/or incorporate comparative cost into their marketing.

Another change that will occur is the more intentional incorporation of the Games Room in programming and events sponsored by the Student Centers as well as programming that will occur within the Games Room. Based on the large number of respondents that indicated that they do not live on campus, the Student Centers plans to investigate the possibility of partnering with commuter services to increase awareness of the space and potentially host programs/events as well. There will also be discussion on creating a loyalty card program, much like what already exists for the Film Series program of the Student Centers, to encourage and reward guests of the space with a free and/or discounted game. Lastly, in order to increase awareness of the Games Room, the Student Centers purchased a bowling pin mascot costume that will be incorporated into signature Student Centers events. This physical presence will greatly aid in promoting the Games Room to a larger set of students.

End:

5/31/2019

Student Centers Annual Report

Leisure Services Utilizations Summary

Leisure Services – Student Center South and Satellite

Type	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	FY19: 9/1/18 – 8/31/19
Leisure Services Revenue Totals	\$384,396	\$419,088	\$405,553	\$368,841	\$383,539
Games Room Usage Totals					
Number of Games Bowled	108, 822	114,990	106,497	86,913	97,009
Hours of Pool/Billiards Played	20,661	21,985	20,201	18,248	17676
Hours of Table Tennis Played	3,019	6,867	6,794	6,525	6,225
Total Games Room Reservations By Customer Type					
Student Organizations	157	209	158	162	188
Campus Departments	67	90	77	82	101
Non-UH Sponsored	89	153	196	187	244
Revenue from Games Room Facility Rentals/Event Reservations by Customer/Event Type					
Student Organizations	\$26,658	\$21,618	\$16,480	\$16,369	\$21,834
Campus Departments	\$12,163	\$30,769	\$29,448	\$26,968	\$31,742
Non-UH Sponsored	\$14,328	\$34,846	\$46,337	\$49,615	\$56,430
Total Revenue	\$53,149	\$87,233	\$92,265	\$90,952	\$110,007
Shasta's/ Little Shasta's Items Sold					
Single Scoop Cones/Bowls***	25,317	29,142	35,508	33,344	29,776
\$1 Ice Creams/Cones	N/A**	10,873	11,558	9,624	12,034
Double Scoops Cones/Bowls	5,323	6,394	5,596	6,367	4,289
ICEE	N/A	N/A	3,277	7,262	4,810
Total Shasta's Revenues	\$180,471	\$212,499	\$202,561	\$212,893	\$190,811

Notes

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.

***Single Scoop Cones/Bowls include \$1 Ice Creams

Student Centers Annual Report

Conference & Reservations Utilizations Detailed Summary

Type	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		FY19-9/1/18-8/31/19	
Bookings by Customer Type	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Departments	3,588	37.39%	4,629	35.32%	5,308	33.24%	6,040	32.03%	7,087	33.89%
Non-UH Sponsored	392	4.08%	555	4.23%	862	5.39%	731	3.87%	888	4.25%
Student Organizations	5,616	58.52%	7,921	60.44%	9,798	61.36%	12,085	64.09%	12,935	61.86%
Total	9,596		13,105		15,968		18,856		20,910	
Total Event Hours by Customer Type	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Departments	23,896	42.34%	26,385	45.65%	33,843	43.76%	37,857	42.95%	46,557	46.64%
Non-UH Sponsored	2,077	3.68%	2,956	5.11%	5,123	6.62%	4,109	4.66%	5,148	5.16%
Student Organizations	30,457	53.97%	28,455	49.23%	38,356	49.60%	46,176	52.38%	48,111	48.20%
Total	56,430		57,796		77,322		88,142		99,816	
Estimated Attendance by Customer Type	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Departments	722,190	72.27%	333,080	42.86%	385,163	38.79%	907,636	60.75%	908,813	59.68%
Non-UH Sponsored	27,928	2.79%	38,061	4.96%	93,117	9.37%	38,215	2.55%	58,075	3.81%
Student Organizations	249,085	24.92%	405,388	52.16%	514,443	51.82%	548,074	36.68%	555,892	36.51%
Total	999,203		777,069		992,723		1,495,925		1,522,780	
Customers Served by Type	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Departments	121	20.34%	119	18.25%	129	19.94%	125	19.35%	126	19.3%
Non-UH Sponsored	159	26.72%	192	29.45%	166	25.66%	174	26.93%	184	28.18%
Student Organizations	315	52.94%	341	52.30%	352	54.40%	347	53.72%	343	52.52%
Total	595		652		647		646		653	
Totals Discounts by Customer Type	Discount	% of Discount	Discount	% of Discount	Discount	% of Discount	Discount	% of Total Discount	Discount	% of Total Discount
Campus Departments	\$605,376	91.62%	\$881,168	89.33%	\$975,480	87.00%	\$1,070,228	88.88%	\$1,025,733	88.1%
Non-UH Sponsored	\$7,306	1.11%	\$21,075	2.14%	\$25,135	2.25%	\$10,654	0.88%	\$9,512	0.82%
Student Organizations	\$48,091	7.27%	\$84,228	8.53%	\$120,563	10.75%	\$123,216	10.24%	\$129,015	11.08%
Total	\$660,773		\$986,471		\$1,121,178		\$1,204,098		\$1,164,260	

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	\$280,195	58.3%	\$403,274	59.89%	\$507,736	61.27%	\$572,669	67.60%	\$552,364	70.99%
Non-UH Sponsored	\$104,220	21.7%	\$145,266	21.58%	\$225,888	27.26%	\$174,606	20.61%	\$152,962	19.66%
Student Organizations	\$95,955	20.00%	\$124,773	18.53%	\$95,065	11.47%	\$99,841	11.79%	\$72,768	9.35%
Total	\$480,370		\$673,313		\$828,689		\$847,116		\$778,094	

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 CreationStation Utilizations Summary

Type	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**	FY19 9/1/18 – 8/31/19**
Revenue* by Customer Type					
Students/Student Organizations	\$91,512.39	\$65,699.70	\$46,713.91	\$43,577.53	\$51,750.40
Sponsor Sales	\$4,589.75	\$2,197.71	\$1,083.76	0	0
UH Departments	\$117,121.40	\$119,524.29	\$106,698.85	\$88,100.58	\$94,796.71
General Public	\$2,774.24	\$9,437.83	\$4,492.13	\$5,793.29	\$4,651.00
Total Revenue	\$216,267.78	\$196,859.53	\$158,988.65	\$137,471.40	\$151,198.11
Customers Served					
Individual Students	739	747	752	860	978
Student Organization Projects	203	162	98	122	133
General Public	50	67	56	55	56
UH Departments	114	89	84	81	96
UH Department's Projects	368	446	400	357	388

Notes for Quarterly 2014-2015

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

Student Centers Annual Report 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 Region II Conference Graphics Competition	41 entries were submitted into the graphics competition, and 4 pieces won awards	ACUI Region II Conference Graphics Competition	Lauren Ellzey & CreationStation Staff	First Place (Multi-page publication)- Student Centers Brochure
Bernard Pitts Role of the College Union Award	Award recognizes a Region II ACUI institution that has planned, implemented and evaluated an outstanding program or services that embodies ACUI's Role of the College Union statement	ACUI Region II Conference	University of Houston team	ACUI Region II Conference, University of North, Texas, Denton, TX – November 2018
Edward S. "Beanie" Drake Founders' Award	Awards an individual in the midst of their career who has exemplified the values and mission of their institution and ACUI.	ACUI International Conference	Eve Esch	ACUI International Conference in Indianapolis, IN- March 2019
ACUI Student Employment Badge Class Instructor	Co-teaching online classes about large scale event management	ACUI Badge Program	Eve Esch	Online classes held throughout the year
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 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 Student Employment Badge Class Instructor	Co-teaching online classes about student employment	ACUI Badge Program	Eve Esch	Online classes held throughout the year

ACUI Region II & ACUI International Conference Presentations	Utilizing Recent Films to Help Engage Others in Diversity & Inclusion	ACUI Region II Conference & ACUI International Conference	Eve Esch & Andrea Trevino	ACUI Region II Conference – University of North Texas, Denton, TX, November 2018 ACUI International Conference in Indianapolis, IN – March 2019
ACUI Region II Conference Program Team 2019	Creates a welcoming and educational environment for ACUI Region II attendees at conference	ACUI Region II Conference 2019	Julian Cearley	ACUI Region II Conference, University of Arkansas, Fayetteville, AR – October 2019
2019 ACUI Steal This Idea Graphics Competition	13 entries were submitted into the graphics competition, and 4 pieces won awards that are highlighted in the ACUI Bulletin newsletter/website	ACUI Annual Graphics Competition	CreationStation Staff and Student Staff	First Place Winners: (1) Card/Invitation – Friends of Women’s Studies Invitations and (2) T-Shirts – Games Room T-shirt