

## UNIT REPORT

**(Semi) Annual Report FY20**

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## Student Centers

### Student Centers Mission Statement

**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.

**Date last revised:** 07/01/2016

### Student Centers Vision

**Description:** Be a leading student center embracing the needs of the future through innovation, inclusivity, and sustainability.

**Date last revised:** 01/01/2017

### Student Centers Annual Report FY20

**Departmental Points of Pride:**

- Student Centers received the University's first Gold Award for Sustainable Office practices.
- Launched COOG\$ave program to help students save money. Over 1050 members so far.
- CreationStation printed and installed over 1,100 COVID-19 signs for various departments on campus.

**Utilization Reports:****Leisure Services Statistics:**

*Refer to attached Appendix for departmental utilization breakdowns and additional program/operation details.*

**Leisure Services Revenues- Same Time Period Comparisons:**

- FY 20 – September 1, 2019 – August 31, 2020: \$191,033\*
- FY 19 - September 1, 2018 - August 31, 2019: \$383,589
- FY 18 - September 1, 2017 - August 31, 2018: \$368,841\*\*
- FY 17 - September 1, 2016 - August 31, 2017: \$405,553
- FY 16 - September 1, 2015 - August 31, 2016: \$419,088

*\*COVID-19 and closures due to Hurricane Laura significantly impacted this year's revenue.*

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

**Shasta's Cones & More Statistics:**

*Refer to attached Appendix for additional utilization and operation details.*

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

- FY 20 – September 1, 2019 – August 31, 2020: \$105,405\*
- FY 19 - September 1, 2018 - August 31, 2019: \$190,811
- FY 18 - September 1, 2017 - August 31, 2018: \$212,893\*\*
- FY 17 - September 1, 2016 - August 31, 2017: \$202,561

- FY 16 - September 1, 2015 - August 31, 2016: \$212,499

*\*COVID-19 and closures due to Hurricane Laura significantly impacted this year's revenue.*

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

#### **CreationStation Statistics:**

*Refer to attached Appendix for departmental utilization breakdowns and additional program/operations details.*

#### **CreationStation Revenues- Same Time Period Comparisons:**

- FY 20 – September 1, 2019 – August 31, 2020: \$88,138\*
- FY 19 - September 1, 2018 - August 31, 2019: \$151,198
- FY 18 - September 1, 2017 - August 31, 2018: \$137,471\*\*
- FY 17 - September 1, 2016 - August 31, 2017: \$158,989
- FY 16 - September 1, 2015 - August 31, 2016: \$196,860

*\*COVID-19 and closures due to Hurricane Laura significantly impacted this year's revenue.*

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

#### **Marketing & Programs**

**Cat's Back 2019:** Cat's Back is the largest student organization involvement fair on campus. In 2019, there were 199 participating registered student organizations, with a total of 7,198 students attending the event.

**Student Centers Welcome Back:** The Student Centers welcomed students back to campus as part of Weeks of Welcome with their Student Centers Welcome Back event on Wednesday, August 21 from 11:30 a.m. – 1:30 p.m. This superhero themed event took approximately 277 students throughout the Student Centers in search of Infinity Stones as a way to learn about the resources and programs the Student Centers has to offer. Caricature artists turned students into their favorite superheroes and sweet treats such as cookies, Spiderman cupcakes, and ice cream from Shasta's Cones & More were provided along the way. In addition, the Student Centers Film Series screened Shazam! as its first film of the semester in partnership with Urban Experience Program and had 233 students in attendance.

**Fall Fun at the Student Center:** Student Centers hosted its Fall Fun event on Tuesday, October 29 from 11:30 a.m. – 1:30 p.m. in the Student Center Plaza with 304 students (an increase of 101 students from FY19) in attendance. The event included activities such as pumpkin decorating, face painting, airbrush tattoos and an ice cream eating contest with ice cream provided by Shasta's Cones and More.

**The Student Centers Film Series** saw an 81.92% increase in attendance over the previous Fall and Spring semesters combined (249 total attendance) with a total attendance of 453 across 6 films screenings of Shazam!, Orpheus, Selena and Art & Copy, Moonlight and 13th and partnered with Urban Experience Program, Moore's School of Music, College of Education with Las Comadres, CreationStation, GLOBAL LGBTQ student organization and the African American Studies department respectively, to provide panel discussions after each film.

The Student Centers celebrated 5 years of service as the newly renovated Student Centers in January 2020. An Alumni and Artist Mixer was held on the evening of Monday, January 13<sup>th</sup> with approximately 35 past and current student leaders, staff, and artist in attendance. A daytime celebration with current students and staff was held on Wednesday, January 15<sup>th</sup> with approximately 536 students in attendance. Custom t-shirts, coasters, buttons, enamel lapel pins and an art book of works in the Student Center were all created as event giveaways.

#### **Conference and Reservation Services Statistics & Revenues: September 1, 2019 – August 31, 2020**

Conference & Reservation Services office (CARS) worked with 328 registered student organizations, 119 UH departments and 73 off-campus customers for the effective planning and management of 17,342 bookings scheduled to be held in Student Center North, South and Satellite facilities as well as other campus locations. These events equate to over 38,767 'event hours', with an estimated attendance (as supplied by the event organizers) 729,386. COVID-19 issues led to 3,083 of these bookings ended up being canceled.

**Student Center Usage Statistics:**

From September 1, 2019 to August 31, 2020, the Student Center South registered 2,005,252 visitors through its doors while the Student Center North had 292,938 people and the Student Center Satellite had 309,462. This gives us a total of 2,607,652 visits – made up of students, staff, faculty, and guests - who have utilized our facilities in some form during the academic year which indicates how well-used our facilities have been. It is also important to note that numbers reflected are not unique individuals, but are more commonly repeat users who are counted each time they are entering/exiting. Our peak traffic day during this period occurred on Sep. 3, 2019 with 33,081 visitors.

Attached Files

- [FY20 Annual Report Leisure Services Stats.pdf](#)
- [FY20 Annual Report CreationStation Utilization Summary.pdf](#)
- [FY20 Annual Report CARS Summary.pdf](#)

**Advancement Opportunities (only if applies):**

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

**Marketing Impact (only if applies):**

The Student Centers launched its discount program, COOG\$ave, which offers discounts to members of the Cougar Family. In partnership with PerksConnect, a digital membership program that offers students, faculty & staff a wide range of discounts and promotions from local and national businesses. To date, **1053** members are registered for COOG\$ave.

The Student Centers ran a total of **16** print ads during FY20. Eight(**8**) advertisements across 3 media platforms during the Fall 2019 semester which include: First Roar (2 ads), The Cougar (August "Back-to-School"), Cooglifē (August "Welcome to Houston", October "Entertainment Edition", November "Holiday Issue"), and two (**2**) bus shelter posters for the Student Centers and COOG\$ave. During the summer, just before the start of the Fall 2020 semester the Student Center also ran **6** ads in the following publications: First Roar, The Cougar (August "Back-to-School"), Cooglifē (August "Welcome to Houston").

The Student Centers Film Series Loyalty Program saw **40** students complete the program this semester and thus distributed 25 UH blankets to students who attend 2 of the 4 films and 15 UH hoodies to students who attended all 4 films.

The Student Centers hosted its first virtual program for the Spring 2020 Stress Free Finals with Snack and Draw, a guided online video, that had **827** views across 2 social media platforms.

The Student Centers most engaged Instagram post to date was on August 24, 2020, the first day of the Fall semester, with 278 likes, 17 comments, 99 shares, and 3,030 impressions. This post also gained @uhstudentcenter 83 new followers.

9/1/19 – 8/31/2020	FY19	FY20	%Change
Website Page Views	241,678	167,640	-30.63%
Unique Page Views	200,994	141,806	-29.45%
Facebook Likes	2,857	2,792	-2.28%
Twitter Followers	3,170	3,302	4.16%
Instagram Followers	2,147	2,699	25.66%

Attached Files

- [most popular social media post 2020.JPG](#)

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

- Lauren Ellzey was promoted from Marketing Manager to Assistant Director of Marketing, overseeing both Marketing and CreationStation.
- Aly Dharsey graduated and left his role as Marketing Graduate Assistant.
- Ashlynd Bunce & Chidera Ebisi begin their 2-year roles as Graduate Assistants.
- Thao Nguyen was hired to be the new Graphic Designer for CreationStation.
- Brianna Jessup left her role as Reservationist to return to college in her home state.
- Cathy Cozine retired after X years as a Reservationist.
- Mario Rincon & Xena Matamoros were hired as the new Reservationists.
- Caitlin Goodwell vacated her role as Sales & Event Manager. The role has yet to be filled.
- Jamie Hotz was promoted from Event Specialist on Night Shift to Event Supervisor on Day Shift
- Tamera Nevels was hired as an Event Specialist on Night Shift
- Jarvis Kinney vacated his role as Event Specialist on Day Shift
- Tamera Nevels switched to Day Shift so there is a Night Shift position that has yet to be filled.
- Brandon Ferkel departed his role as Media Services Coordinator for another job on campus.
- Christopher Ferkel was hired as the new Media Services Coordinator.
- Colin Adams left his role of Assistant Director of Event Services for a job outside the University of Houston.
- Sarah Flores was hired as the Assistant Director of Event Services.
- Lauren Sposato left her role of Assistant Director for a Director position elsewhere on campus.
- Kim Shaw was hired as the new Associate Director of Events.

**Staff Highlights: 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.
2019 ACUI Region II Conference Graphics Competition	4 pieces won awards in different categories First Place Winners: (2) Second Place Winners: (2)	ACUI Region II Conference Graphics Competition	Lauren Ellzey & CreationStation Team	ACUI Region II Conference, University of Arkansas, Fayetteville, AR – October 2019
Sustainability Gold Green Office Award	Received first ever GOLD Green Office Award for its efforts to cut waste, reduce consumption, and educational programs	UH Office of Sustainability	Student Centers Team	January 2020
ACUI Board of Trustees	Serve as a leader for the international organization that works to build community on campus	ACUI International Conference	Eve Esch	March 2019 – March 2021
ACUI Active Dialogue member	Serve as leader for educational opportunities around a focused topic	ACUI Active Dialogue Work Group	Andrea Trevino	May 2020 – August 2020
ACUI Region II Conference Presentations	Assessment 101	ACUI Region II Conference	Eve Esch & Jamie Hotz	ACUI Region II Conference – University of Arkansas, Fayetteville, AR – October 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
2020 ACUI National “Steal This Idea” Graphics Competition	Received 5 awards First Place Winner: (1) Second Place Winners: (2) Third Place Winner: (1) Honorable Mention: (1)	ACUI Annual Graphics Competition	CreationStation Staff and Student Staff	ACUI Virtual Conference May 2020 And highlighted in the ACUI Bulletin newsletter/website

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

- Eve Esch currently serves as the advisor for CoogSlam, a group of students who are spoken word artists and/or support spoken word. She also teaches a weekly Group Cycle Fitness class at Campus Rec.
- Luke Parnell serves as the advisor to the E-Sports student organization.
- Julian Cearley serves as the advisor to the Live Action Role Play (LARP) student organization.
- 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.

**Inside DSAES Engagement: Partners (if applies):** A.D. Bruce Religion Center

Admissions  
 Campus Recreation (Department of)  
 Children's Learning Centers  
 Cougars in Recovery  
 Counseling and Psychological Services  
 Dean of Students Office  
 Diversity and Inclusion (Center for)  
 Fraternity & Sorority Life (Center for)  
 Health Center  
 International Student and Scholar Services Office  
 LGBTQ Resource Center  
 Student Housing & Residential Life  
 Student Involvement (Center for)  
 Student Media (Center for)  
 UH Wellness  
 University Career Services  
 University Registrar (Registrar)  
 Urban Experience Program  
 Veteran Services  
 Women and Gender Resource Center

**Inside DSAES Engagement: Partner Explanations (if applies):****Student Centers Housed Departments**

The Student Centers houses several departments within their space, and serves as a campus partner by providing these departments meeting space at a highly discounted, if not entirely free rate. Division of Student Affairs & Enrollment Services (DSAES) departments within the Student Centers include the following:

- Women and Gender Resource Center
- Veteran Services
- Center for Student Media
- Center for Student Involvement
- LGBTQ Resource Center
- Center for Fraternity and Sorority Life
- Center for Diversity & Inclusion
- Dean of Students Office
- International Student & Scholar Services (ISSS)

Because of their in-house discount, these departments are able to host a wider variety of programs and events as room rental and equipment costs are greatly reduced in cost.

**Student Centers Conference & Reservations Services Customers**

The Student Centers is proud to have event space that is highly requested and utilized from a variety of students, faculty and staff, but frequently by partners within the Division of Student Affairs & Enrollment Services. As a university department, there is a discount applied for the rental cost of the space and equipment, which provides some assistance financially for other expenses related to events. Besides the departments that are located within the Student Centers, the departments listed below reserved spaces within the Student Centers during FY20.

- AD Bruce Religion Center
- Admissions
- Department of Campus Recreation
- Children's Learning Centers
- Cougars in Recovery
- Counseling and Psychological Services
- Student Housing & Residential Life
- UH Wellness
- University Career Services
- Urban Experience Program

### **Student Centers Event & Program Co-Sponsorship**

The Student Centers works with several departments within the Division to co-sponsor and co-host different events. A list of departments with some of the co-sponsored events are listed below:

- Center for Student Involvement - Infrared Take Over, Cat's Back
- Center for Diversity & Inclusion - Diversity Institute
- Urban Experience Program - "Shazam!" Movie & Discussion around Foster students
- GLOBAL & LGBTQ Resource Center - "Moonlight" Movie and Discussion

### **Committee Engagement within DSAES**

Jamie Hotz serves on the Division's Assessment committee and assisted in the consulting and furthering assessment education for other departments within the Division.

Beverly Garcia represents the Student Centers on the Division's Professional Development committee that brings education and development to DSAES employees.

Lauren Ellzey, Julian Cearley and Thao Nguyen serve on the University's Marketing and Communication Committee (MARCOM) to collaborate with other marketing professionals around the Division, sharing best practices, brainstorming ideas, and learning about new techniques.

Andrea Trevino serves on the Division's Customer Service Committee

Andrea Trevino, Kim Shaw, Sarah Flores and Tamera Nevels serve on the Division's Diversity & Inclusion committee.

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

- Food Service Advisory Council(UH) - determines all food-service related needs for the campus. Eve Esch serves as ex-officio 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 as ex-officio 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 unions across the world.

**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 represents DSAES 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 unions across the world.

**Areas for Continuous Improvement:**

A. Growth and Opportunities

1. As visible in the Staffing section, there were quite a few staffing changes this year. We are excited for the new members of the team and hopeful that those who have moved on will have continued success.
2. The Student Centers continues to implement recommendations from their Program Review 2 years ago.
3. Prior to COVID-19, the Student Centers employed approximately one-hundred (100) student employees while in full operation, which returned over \$565,000 annually back to students to help offset the cost of their education. That amount has significantly lessened due to the building's closure and subsequent reduced hours and volume of events and guests. We have created a new role called the SC Safety crew using student employees who are unable to get hours working events to help us enforce the mask policy and assist with cleaning.
4. The closure and transfer of the Student Centers Satellite will be beneficial to the long-term success of Retail Dining on campus and will allow the funds that kept flowing into the underground building's repair to finally cease.

B. Critical Challenges

1. Hurricane Laura caused a 2 day closure during the first week of school, which lessened already severely reduced traffic in the building. The number of folks visiting the building the first week of school in 2020 was only 10% of the number who visited the building during the first week of school in 2019.
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.

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

- Office of Sustainability - Partnered with Office of Sustainability to host a films for the Student Centers Film Series in FY20 which was unfortunately postponed due to COVID-19. 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 FY20 - "Orpheus," shown in September 2019.
- Department of Hispanic Studies and Las Comadres - partnered on showing "Selena" with a discussion afterwards in October 2019.
- African American Studies Department - partnered with department to show the movie "13th" and host a discussion afterwards in February 2020.
- 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. The Fall event was conducted virtually in August 2020.

## Student Centers Semi-Annual Report

**Departmental Points of Pride:**

- Student Centers received the University's first Gold Award for Sustainable Office practices.
- Broke a new record for visitors in one day on Aug. 19, 2019 with 44,569 visitors.

**Utilization Reports:****Leisure Services Statistics:**

*Refer to attached Appendix for departmental utilization breakdowns and additional program/operation details.*

**Leisure Services Revenues- Same Time Period Comparisons:**

- FY 20 – September 1, 2019 – December 31, 2019: \$116,442
- FY 19 - September 1, 2018 - December 31, 2018: \$128,128
- FY 18 - September 1, 2017 - December 31, 2017: \$116,130\*
- FY 17 - September 1, 2016 - December 31, 2016: \$137,286
- FY 16 - September 1, 2015 - December 31, 2015: \$139,526
- FY 15 - September 1, 2014 - December 31, 2014: \$127,903

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

**Shasta's Cones & More Statistics:**

*Refer to attached Appendix for additional utilization and operation details.*

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

- FY 20 – September 1, 2019 – December 31, 2019: \$30,527
- FY 19 - September 1, 2018 - December 31, 2018: \$32,880
- FY 18 - September 1, 2017 - December 31, 2017: \$30,402\*
- FY 17 - September 1, 2016 - December 31, 2016: \$39,547
- FY 16 - September 1, 2015 - December 31, 2015: \$42,435
- FY 15 - September 1, 2014 - December 31, 2014: \$37,430

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

**CreationStation Statistics:**

*Refer to attached Appendix for departmental utilization breakdowns and additional program/operations details.*

**CreationStation Revenues- Same Time Period Comparisons:**

- FY20 – September 1, 2019 – December 31, 2019: \$48,437.14
- FY 19 - September 1, 2018 - December 31, 2018: \$42,751.41\*\*
- FY 18 - September 1, 2017 - December 31, 2017: \$42,462.58\*
- FY 17 - September 1, 2016 - December 31, 2016: \$79,748.39
- FY 16 - September 1, 2015 - December 31, 2015: \$80,512.39
- FY 15 - September 1, 2014 - December 31, 2014: \$61,656.

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

**Marketing & Programs**

- Cat's Back 2019: Cat's Back is the largest student organization involvement fair on campus. In 2019, there were 199 participating registered student organizations, with a total of 7,198 students attending the event.
- Student Centers Welcome Back: The Student Centers welcomed students back to campus as part of Weeks of Welcome

with their Student Centers Welcome Back event on Wednesday, August 21 from 11:30 a.m. – 1:30 p.m. This superhero themed event took approximately 277 students throughout the Student Centers in search of Infinity Stones as a way to learn about the resources and programs the Student Centers has to offer. Caricature artists turned students into their favorite superheroes and sweet treats such as cookies, Spiderman cupcakes, and ice cream from Shasta's Cones & More were provided along the way. In addition, the Student Centers Film Series screened Shazam! as its first film of the semester in partnership with Urban Experience Program and had 233 students in attendance.

- Fall Fun at the Student Center: Student Centers hosted its Fall Fun event on Tuesday, October 29 from 11:30 a.m. – 1:30 p.m. in the Student Center Plaza with 304 students (an increase of 101 students from FY19) in attendance. The event included activities such as pumpkin decorating, face painting, airbrush tattoos and an ice cream eating contest with ice cream provided by Shasta's Cones and More.
- The Student Centers Film Series saw a 58.63% increase in attendance over the previous Fall and Spring semesters combined (249 total attendance) with a total attendance of 395 across 4 films screenings of Shazam!, Orpheus, Selena and Art & Copy and partnered with Urban Experience Program, Moore's School of Music, College of Education with Las Comadres, and CreationStation, respectively, to provide panel discussions after each film.

### Conference and Reservation Services Statistics & Revenues: September 1, 2019 – December 31, 2019

Conference & Reservation Services office (CARS) worked with 288 registered student organizations, 98 UH departments and (69) off-campus customers for the effective planning and management of 8,738 bookings held in Student Center North, South and Satellite facilities as well as other campus reserved buildings. These events equate to over 38,862 'event hours', with an estimated attendance (as supplied by the event organizers) 389,300.

### Student Center Usage Statistics:

From September 1, 2019 and December 31, 2019, the Student Center South registered 1,241,700 visitors through its doors while the Student Center North had 183,380 people and the Student Center Satellite had 201,983. This gives us a total of 1,627,063 visits – made up of students, staff, faculty, and guests - who have utilized our facilities in some form during the fall semester which indicates how well-used our facilities have been. It is also important to note that numbers reflected are not unique individuals, but are more commonly repeat users who are counted each time they are entering/exiting. Our peak traffic day during this period occurred on Sep. 3, 2019 with 33,081 visitors. The peak day of the academic year was Aug. 19, 2019 with 44,569 visitors.

#### Attached Files

- [FY20 Semi Annual Report Usage Leisure Services.docx](#)
- [FY20 Semi Annual Report Usage CARS.xlsx](#)
- [FY20 CARS Mid Year Summary.xlsx](#)
- [FY20 CreationStation Semi Annual Fall Sales.pdf](#)
- [FY20 CreationStation Semi-Annual Report Data.xlsx](#)

#### Marketing Impact (only if applies):

- The Student Centers launched its discount program, COOG\$ave, which offers discounts to members of the Cougar Family. In partnership with PerksConnect, a digital membership program that offers students, faculty & staff a wide range of discounts and promotions from local and national businesses. To date, 806 members are registered for COOG\$ave.
- The Student Centers secured 8 advertisements across 3 media platforms during the Fall 2019 semester which include: First Roar (2 ads), The Cougar (August "Back-to-School"), Cooglif (August "Welcome to Houston", October "Entertainment Edition", November "Holiday Issue"), and two bus shelter posters for the Student Centers and COOG\$ave.
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distributed 25 UH blankets to students who attend 2 of the 4 films and 15 UH hoodies to students who attended all 4 films.

9/1/19 – 12/20/19	FY19	FY20	%Change
Website Page Views	78,654	88,225	12.17%
Unique Page Views	65,550	73,605	12.29%
Facebook Likes	2,811	3,003	6.83%
Twitter Followers	3,170	3,390	6.94%
Instagram Followers	2,147	2,538	18.21%

### New FY 2020 Supplemental Report Item

**Transition to Remote Services:**

The Student Centers closed its doors on Tuesday, March 24th and reopened on Monday, August 10th. In the interim, most of the staff worked remotely and submitted daily or weekly reports of their work. A significant amount of benchmarking and research were done with other institutions and how they were managing the COVID crisis. The following document and website was created to identify changes made to help increase safety of our guests and team.

<https://uh.edu/studentcenters/covid-response/>

We also worked with University IT to create a Live Chat feature for our website. This allowed our staff the ability to answer students questions in real time if they preferred not to call/talk to someone. This service was found to be quite useful and we are continuing and expanding hours of operation for the Fall.

**Diversity and Inclusion Efforts (Optional):**

The Student Centers Team began having monthly Discussions on Diversity. A shared powerpoint of resources was created and continues to be updated as topics arise and resources are found.

[D&I Compilation Presentation 6.29.2020.pptx](#)

### 1 Goal 1: Student Centers Operational Effectiveness

**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:** Partially accomplished

**Status Narrative:**

This goal was partially accomplished during the months we were able to remain open. During the COVID-related closure we did our best to identify new ways to provide customer service remotely, as well as prepare to re-open a safe & clean environment.

**End:** 08/31/2020

RELATED ITEMS -----

RELATED ITEM LEVEL 1

**1.1 1.1 Monitor Business Plan & MOUs**

**Description:**

1.1 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:** Accomplished

**Status Narrative:**

Memorandums of Understanding were reviewed with partners, and adjusted based on issues due to COVID-19. Several reviews of the financials were also undertaken in order to ensure the long-term stability for the future of the Student Centers.

## RELATED ITEM LEVEL 1

**1.2 1.2 Sustainability levels****Description:**

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

**Action Step Status:** Partially accomplished

**Status Narrative:**

The goal was to host Sustainability Lunch & Learns all year long. However, due to COVID-19, the Spring plans were canceled and new projects were unable to be unveiled. The Student Centers Sustainability Committee met virtually over the summer and is developing plans they hope to implement in FY21 to continue the work of this goal.

## RELATED ITEM LEVEL 1

**1.3 1.3 EBI/Skyfactor Benchmarking Assessment****Description:**

Ensure that data from EBI Benchmarking Assessment is analyzed, shared and changes made based on the findings regarding building appearance, safety, staff professionalism and customer service delivery from staff, student staff and business partners

**Action Step Status:** Changed

**Status Narrative:**

Due to COVID-19, it was determined to not conduct the EBI Assessment this Spring, but to wait and conduct in Spring of 2021.

## RELATED ITEM LEVEL 1

**1.4 1.4 Collaborate with Campus Safety****Description:**

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

**Action Step Status:** Partially accomplished

**Status Narrative:**

Several meetings were scheduled and held with different representatives from Campus Safety. Some topics included: use of Security Cameras and how we can regain access, staffing/security levels at events, and discussing the possibility of them providing training for our student employees on de-escalation tactics.

**2 Goal 2: Student Employee Experience Review****Description:**

Complete review of Student Centers Student Employee experience utilizing compiled data and implement changes to ensure development of leadership qualities, critical thinking and communication skills, diversity competencies and personal growth.

**Goal Status:** Partially accomplished

**Status Narrative:**

The Student Centers has formed the Student Training & Development Committee responsible for the overall student employee experience from interest and application, to on-boarding followed by training and development. The committee has updated the Student Employee website with a detailed overview of the student employee experience, job descriptions, and hiring process for a better user experience for students. Additionally, the committee has created a training program that aligns with the Scarlet Seals of Excellence program that planned for Fall and Spring Kickoff Sessions and 4 additional trainings (2 per semester) that focus on each of the 4 pillars of SSE: Diversity, Leadership, Thinking & Communication, and Professionalism. The committee also planned to incorporate assessments in the form of a pre and post test at each semester into the program to evaluate effectiveness in providing growth and development. Due to COVID-19, we were only able to administer and offer trainings until our closure in March.

**End:** 08/31/2020

RELATED ITEMS -----

RELATED ITEM LEVEL 1

**2.1 2.1 Student Staff Supervisor Professional Development**

**Description:**

Encourage Student Staff Supervisors to participate in professional development to increase their capacity to serve students

**Action Step Status:** Partially accomplished

**Status Narrative:**

The Student Centers Student Training & Development Committee works with supervisors of student staff across 10 units to increase work study hiring and supervision knowledge, effective job description creation, hiring and on-boarding best practices, and presentation skills through monthly trainings. Additionally, three supervisors have complete the Association of College Unions International's (ACUI) Student Employee Supervision online badge class.

RELATED ITEM LEVEL 1

**2.2 2.2 Student Staff Development Committee**

**Description:**

Create Student Staff Development Committee composed of students and student supervisors to facilitate coordination and execution of a comprehensive student employee program.

**Action Step Status:** Accomplished

**Status Narrative:**

The Student Employee Training & Development committee has created a training program that aligns with the Scarlet Seals of Excellence housed out of the Center for Student Involvement. The training program includes both a Fall and Spring Kickoff Session and 4 additional training sessions (2 per semester) that focus on each of the 4 pillars of SSE: Diversity, Leadership, Thinking & Communication, and Professionalism. Each of the 4 training sessions have 4 available days and times to choose from with one session being held in the evening for those students who primarily work after normal business hours.

RELATED ITEM LEVEL 1

**2.3 2.3 Campus Partnerships**

**Description:**

Partner with other entities on campus to provide content relevant to learning outcomes of student employee program.

**Action Step Status:** Accomplished

**Status Narrative:**

The Student Employee Training & Development committee has partnered with various campus partners to help facilitate training sessions to ensure learning outcomes are met and include: Center for Student Involvement, Scarlet Seals of Excellence; University Career Services and Scholarships and Financial Aid, Work Study program; Center for Students with Disabilities, on best practices when working with individuals with disabilities.

### **3 Goal 3: Finalize Plans for Student Center Satellite**

**Description:**

Finalize and execute the short-term and long-term plans 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

**Goal Status:** Accomplished

**Status Narrative:**

After several discussions with Campus Auxiliaries, the responsibilities for the Student Centers Satellite was transferred from the Student Centers to Auxiliaries. They were originally going to continue its operation for at least a semester, however, due to COVID-related changes, it was determined that the Satellite was closed permanently in August 2020. Demolition is scheduled to begin in Spring 2021.

**End:** 08/31/2020

RELATED ITEMS -----

RELATED ITEM LEVEL 1

**3.1 3.1 Complete facility replacement and repair needs**

**Description:**

Further prioritize and complete identified facility replacement and repair needs for the Student Center Satellite from the Facilities Management Facility Condition Report.

**Action Step Status:** Accomplished

**Status Narrative:**

Following review of this document and repairs required, it was determined that the best plan would be to fill in the existing facility and build a new dining facility above ground.

RELATED ITEM LEVEL 1

**3.2 3.2 Work with Campus Partners for Satellite Plan**

**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:** Accomplished

**Status Narrative:**

It was determined in the best interest of all to demolish the existing Student Centers Satellite and build a new dining facility on the same location, versus attempting another renovation.

## 4 Goal 4: Facility Maintenance Programs & Improvements

**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:** Partially accomplished

**Status Narrative:**

Forward progress was certainly made this year, however there continue to be issues with communication, efficiencies and project management. We are optimistic that the new staff member hired to serve as our advocate will help us to continue the improvement made this year.

**End:** 08/31/2020

RELATED ITEMS -----

RELATED ITEM LEVEL 1

**4.1 4.1 Capital Replacement Program**

**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, etc.)

**Action Step Status:** Accomplished

**Status Narrative:**

We have been able to continue to set aside funds to be used for these purposes, and have already begun being able to use for items like replacing discontinued carpet.

RELATED ITEM LEVEL 1

**4.2 4.2 Inventory Process**

**Description:**

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

**Action Step Status:** Accomplished

**Status Narrative:**

A new inventory system with bar code stickers and scanners was acquired to better track our inventory and maintain records of when item is repaired or needs replaced. This will help us determine if the funds we are setting aside will be sufficient, and guide our future planning practices.

RELATED ITEM LEVEL 1

**4.3 4.3 Work with Facilities Management**

**Description:**

Work with Facilities Management to improve project communication, costs and response and delivery times.

**Action Step Status:** Partially accomplished

**Status Narrative:**

We continue to have very regular meetings with representatives from the Facilities team, yet do not regularly receive the improvement and efficiency we seek. This year we were able to finally complete some long-standing projects and they have hired a new staff member who is to serve as our advocate to help us achieve this goal moving forward.

RELATED ITEM LEVEL 1

**4.4 4.4 Review of Service Level Agreements**

**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:**

The regular meetings did occur, but quarterly reviews of the SLA's did not occur, and when FY21's came out there were items that we were not aware of. There needs to be continued work on this process.

**5 Goal 5: Programs and Event Support**

**Description:**

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

**Goal Status:** Accomplished

**Status Narrative:**

After a year of having a Marketing Manager, programs have seen attendance growth and social media engagement continued to grow as well. Additionally, new avenues of marketing and advertising have been implemented. COVID-related issues certainly dampened the growth we had been observing and we have begun shifting to increase our virtual program offerings.

**End:** 08/31/2020

RELATED ITEMS -----

RELATED ITEM LEVEL 1

**5.1 5.1 Partnerships for Student-Focused Events**

**Description:**

Partner with Student Life Marketing, DSAES MarComm 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:**

1. The Student Centers Film Series saw a 58.63% increase in attendance over the previous Fall and Spring semesters combined (249 total attendance) with a total attendance of 395 across 4 films screenings of Shazam!, Orpheus, Selena and Art & Copy and partnered with Urban Experience Program, Moore's School of Music, College of Education with Los Comadres, and CreationStation, respectively, to provide panel discussions after each film.
2. The Student Centers signature event, I Heart My Student Center, which took place on Thursday, February 13, 2020 focused on self-care and self-love through the theme "Love Yourself." The Student Centers partnered with the following 15 campus departments, student organizations and community partners to provide resources to students in various forms of self-care and self-love:
  - A.D. Bruce Religion Center,
  - AIDS Foundation
  - Campus Recreation
  - COOG\$ave
  - Counseling & Physiological Services (CAPS)
  - Dance Marathon
  - Games Room
  - LGBTQ Resource Center
  - Legacy Community Health
  - SMART Cougars
  - TDECU Credit Union
  - UH Athletics
  - UH Health Center
  - UH Wellness
  - Women and Gender Resource Center

RELATED ITEM LEVEL 1

**5.2 5.2 New Marketing & Public Relations**

**Description:**

Establish new marketing and public relations efforts to further increase the awareness of Student Centers' program, service offerings and initiatives.

**Action Step Status:** Accomplished

**Status Narrative:**

The Student Centers secured 8 advertisements across 3 media platforms during the Fall 2019 semester which include: First Roar (2 ads), The Cougar (August "Back-to-School"), Cooglife (August "Welcome to Houston", October "Entertainment Edition", November "Holiday Issue"), and two bus shelter posters for the Student Centers and COOG\$ave.

RELATED ITEM LEVEL 1

**5.3 5.3 Academic Liaison Partnerships**

**Description:**

Continue work with Academic Liaisons to further connect out of classroom experience with academic work (CreationStation - Graphic Design students; Film Series; Digital Art Gallery, etc).

**Status Narrative:**

1. The Student Centers Film Series has partnered with Urban Experience Program (Shazam!), Moore's School of Music (Orpheus), College of Education and Department of Hispanic Studies with Los Comadres (Selena), and CreationStation (Art & Copy), GLOBAL Student Organization (Moonlight), African American Studies Department (13<sup>th</sup>), A.D. Bruce Religion Center (Miracles from Heaven), and UH Sustainability (Ice on Fire) to show films on

- relevant societal issues and provide panel discussions after each film.
2. The Student Centers has also partnered with the College of Architecture to display students' models of the Student Centers they created for a class assignment.
  3. CreationStation currently employs 6 student graphic designers from the School of Art, most of whom are in the Graphic Design block.

## 6 Goal 6: Implementation of FY18 External Review Results

### Description:

Continue implementation of 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.

**Goal Status:** Partially accomplished

### Status Narrative:

A strong professional development plan was created, but unable to be fully executed due to COVID-19 related issues. The assessment plan did get revamped, however we were unable to conduct an off-cycle EBI assessment as we had originally planned. We felt that with students no longer being on campus it wouldn't be an accurate representation.

**End:** 08/31/2020

### RELATED ITEMS

#### RELATED ITEM LEVEL 1

##### 6.1 6.1 Revise Assessment Plans

### Description:

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

**Action Step Status:** Accomplished

### Status Narrative:

Revamped the Student Centers Assessment projects to be more closely tied to our goals and vision.

## 1 Assessment 1: Student Center South Games Room Utilization

### Learning Outcome/Assessment Activity Description:

Identify common themes and patterns relating to why students do not utilize the services within the Student Centers Games Room. Identify reasons why students continue to return to use the Student Centers Games Room.

### Purpose of Assessment Activity:

The revenue and usage of the Student Centers South Games Room has decreased over the past few years. The assessment will help us in determining both why/what makes students return to the Games Room and why/what prevents students from having ever visited the Games Room.

**Method of Assessment:** Survey

### Method of Assessment Description:

Students will be surveyed at Student Centers programs, such as the SC Welcome Back, Fall Fest and Stress Free Finals events, about their experience or lack of experience with the Games Room. Using the display logic feature in Baseline, we will create one survey that asks respondents appropriate questions based on their answers.

### Frequency / Timeline of Assessment Activity:

Student Centers programs take place during the academic year, with most programs happening starting in mid-August through the end of November, and starting again in mid-January through the end of April. Student Centers marketing and events calendar will be established and finalized during the summer of 2019. Due to COVID-19, we were unable to collect any additional surveys in the Spring semester.

### Results:

See attached survey for utilization data from students who: A) Have Visited the Games Room; and B) Have Not Visited the Games Room.

Attached Files

[Games Room Utilization Suvery - Has Not Visited.docx](#)

[Games Room Utilization Suvery - Has Visited.docx](#)

**Action to be taken as a result of the activity:**

Increase marketing efforts in the forms of print (ad runs in the Cougar and Cooglifé) and digital (social media engagement) as well as continued tabling efforts at Student Centers events.

**End:** 08/31/2020

## 2 Assessment 2: CreationStation Customer Satisfaction

**Learning Outcome/Assessment Activity Description:**

CreationStation is interested in learning how to improve their services, product offerings and customer service so they can retain current customers and gain a new customer base.

**Purpose of Assessment Activity:**

In the current environment where there is more competition for the services CreationStation offers, the new manager of CreationStation will endeavor to learn what changes can be made to increase business and service. The purpose of the assessment activity is to determine customer satisfaction with the current services of CreationStation.

**Method of Assessment:** Survey

**Method of Assessment Description:**

CreationStation will create a survey that will be sent out to customers to complete.

**Frequency / Timeline of Assessment Activity:**

Surveys will be emailed out to customers at the end of the fall semester and the end of the spring semester to gain their feedback from a semester-based perspective. We adjusted the timeline to only be through February due to COVID-19 related closures.

**Results:**

17 respondents took the survey as of 12/17/2019-2/7/2020.

**Q1. Customer type:**

12 (70.59%)- UH department

5 (29.41%)- UH student

**Q2. Type of service:**

11 (64.71%)- Large format printing (i.e. banner, poster, yard signs, booklet, brochure, etc.)

10 (58.82%)- Graphic design

10 (58.82%)- Small format printing (i.e. 11 x 17 print or small, business cards, etc.)

**Q3. Level of satisfaction with CreationStation customer service:**

11 (64.71%)- Very satisfied

**Q4. Level of satisfaction with speed of service:**

11 (68.75%)- Very satisfied

**Q5. Level of satisfaction with quality of design:**

11 (73.33%)- Very satisfied

**Q6. Level of satisfaction with quality of printing:**

14 (87.50%)- Very satisfied

**Q7. Level of satisfaction with pricing:**

8 (50.00%)- Very satisfied

**Q8. Level of satisfaction with overall design process with an assigned designer from start to finish:**

9 (56.25%)- Very satisfied

**Q9. Additional comments to improve your experience:**

Send invoices in a timely manner

The implementation of an online request form for better communication and status update of projects.

Reduced prices

Attached Files

[CreationStation Customer Satisfaction Survey.docx](#)

**Action to be taken as a result of the activity:**

CreationStation will implement updated processes for project requests using an online request form, increase utilization of Basecamp as a project management tool, and complete a pricing audit.

**End:** 08/31/2020

### 3 Assessment 3: Student Employee Training & Development

**Learning Outcome/Assessment Activity Description:**

Identify how the student employee training program enhances/contributes to individualized student staff development in the competencies of diversity, leadership, thinking & communication and personal development.

**Purpose of Assessment Activity:**

The Student Centers is tailoring their student employee training program to focus on the four competencies of the Scarlet Seals of Excellence: diversity, leadership, personal development and thinking & communication. The Student Centers staff wants to create an effective training program that aids in the enhancement and development of these competencies throughout a student's employment experience. The Student Centers will learn how certain programs, training and other aspects of employment should be continued, modified or stopped in order to maximize their student's growth in these areas.

**Method of Assessment:** Pre/Post Test

**Method of Assessment Description:**

A pre and post test will be administered on a semesterly basis in order to understand how student's are engaging in the training and incorporating the training into their personal and professional development.

**Frequency / Timeline of Assessment Activity:**

A pre test for the Fall semester for student employees will be administered at the Student Employee Fall Kick-off in September 2019. A post test for the Fall semester will be administered the first week of December 2019. A pre test for the Spring semester will be administered at the Student Employee Spring Kick-off in January 2019. A post test for the Spring semester was planned to be administered during late April or early May 2020, however due to COVID-19, we were not able to do so.

**Results:**

See attached results.

Attached Files

[Fall 2019 Kickoff Training Pre Test.docx](#)

[Fall 2019 Post Test \(Diversity & Thinking and Communcation\).docx](#)

**Action to be taken as a result of the activity:**

The Student Centers Student Employee Training and Development Committee will continue to plan meaningful trainings based on the Scarlet Seals of Excellence program. The committee will continue to seek opportunities to partner with departments who can offer relevant subject matter, use diverse methods of presenting information to accommodate students' different learning styles, and find ways to incorporate unit specific trainings into sessions.

**End:** 08/31/2020

#### **4 Assessment 4: Student Centers Staff Diversity & Inclusion Engagement/Education**

**Learning Outcome/Assessment Activity Description:**

Analyze recent data collected on the Student Centers team (IDI and Global Benchmark Self-Assessment) to identify specific topics of Diversity & Inclusion that Student Centers staff would find the most beneficial.

**Purpose of Assessment Activity:**

Identify areas of potential growth for the Student Centers and create an education plan to address diversity and inclusion topics. After analyzing the data and identifying possible topics, we would then provide choices to the Student Centers team so they could help select what they would find most educational and engaging.

**Method of Assessment:** Other (include method in description)

**Method of Assessment Description:**

A needs assessment will be created that will be administered to all Student Centers staff regarding diversity and inclusion education topics, training and workshops in order to determine what education is preferred among the team.

**Frequency / Timeline of Assessment Activity:**

The needs assessment will be conducted by the end of September 2019.

**Results:**

Attached Files

[Student-Center-Staff-Diversity--Inclusion-Needs-A \(2\).pdf](#)

**End:** 08/31/2020

#### **DC3.1.1: Supporting Professional Development**

**Progress:** Ongoing

**Description:**

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

**Results:**

A strong professional development plan has been created, however several of the conferences, opportunities and trainings were canceled in 2020 due to COVID-19 related issues. We will need to be more creative in determining ways to meet this goal moving forward in light of budget reductions to travel.

#### **DC3.3.1: Budgeting for Professional Development and Competitive Compensation Program**

**Progress:** Ongoing

**Description:**

Allocate appropriate funding for professional development, staff recognition, and a competitive compensation program for student and full-time staff

**Results:**

A funding plan for Student Employees has been created and approved. a goal of this 3-year process is to increase the starting wage from \$8/hour to \$10/hour. We implemented a dollar raise during FY20, but were not able to implement the additional \$.50/hour raise scheduled for FY21 due to COVID-19 related issues. We also still need to assess how these changes impact our FTE and work with HR to conduct an analysis.

### **P1.1.1: Financial Plan and Process for Long-term stability**

**Progress:** Ongoing

**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.

**Results:**

Memorandums of Understanding were reviewed with partners, and adjusted based on issues due to COVID-19. Several reviews of the financials were also undertaken in order to ensure the long-term stability for the future of the Student Centers.

### **P1.2.1: Campus Safety Collaboration**

**Progress:** Ongoing

**Description:**

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

**Results:**

Several meetings were scheduled and held with different representatives from Campus Safety. Some topics included: use of Security Cameras and how we can regain access, staffing/security levels at events, and discussing the possibility of them providing training for our student employees on de-escalation tactics.

### **P2.2.1: Film Series Creation & Partnership**

**Progress:** Ongoing

**Description:**

Establish Student Centers film series that partners specifically with academic units and/or departments to discuss current issues and educational trends

**Results:**

The Student Centers Film Series saw an 81.92% increase in attendance over the previous Fall and Spring semesters combined (249 total attendance) with a total attendance of 453 across 6 films screenings of Shazam!, Orpheus, Selena and Art & Copy, Moonlight and 13th and partnered with Urban Experience Program, Moore's School of Music, College of Education with Las Comadres, CreationStation, GLOBAL LGBTQ student organization and the African American Studies department respectively, to provide panel discussions after each film.

### **R1.1.1: Customer Service**

**Progress:** Ongoing

**Description:**

Based on customer feedback, improve customer service and accessibility through consistent availability of staff to meet customer needs

**Results:**

The Student Centers continues to collect assessments following all events in meeting rooms and reservations in the Games Room. These are reviewed monthly for trends and future plans will be made to ensure continuous improvement and awareness of customer service levels.

### **R1.1.2: Future Plans for Satellite**

**Progress:** Completed

**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.

**Results:**

It was determined in the best interest of all to demolish the existing Student Centers Satellite and build a new dining facility on the same location, versus attempting another renovation.

**R1.1.3: Inventory management**

**Progress:** Ongoing

**Description:** Consider creating an inventory/bar code process to assist in tracking and managing equipment and resources

**Results:**

Inventory system has been acquired and implemented and will be continued to be used in order to better track and manage equipment.

**R1.1.5: Long Term Satellite Games Room Plan**

**Progress:** Canceled

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

**Results:**

Based on the decision to close the Satellite, a long-term plan for the Satellite Games Room is no longer needed.

**R1.2.1: User Satisfaction Survey**

**Progress:** Delayed

**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.

**Results:**

This project has been delayed, as we have postponed the assessment until the next fiscal year.

**R1.2.2: Assessment Plans**

**Progress:** Completed

**Description:** Adjust/revise the Student Centers' assessment plans to better meet needs for future services or programs

**Results:**

The Student Centers has updated, reviewed and implemented changes to their Assessment plans and intend to use results to better our services and programs.

**R1.4.1:**

**Progress:** Delayed

**Description:**

Review results from secret shopper model. Survey measures will be used to gauge and, if necessary, adjust to improve overall satisfaction of service delivery in the Student Centers.

**Results:**

The secret shopper program has been delayed. We will consider implementing in the next fiscal year.

**R2.1.1: Manage Reviews of SLA**

**Progress:** Overdue

**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.

**Results:**

The regular meetings did occur, but quarterly reviews of the SLA's did not occur, and when the FY21 SLA's came out there were items that we were not aware of. There needs to be continued work on this process.

**R2.1.2: Succession Planning**

**Progress:** Delayed

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

**Results:**

Some staff nearing retirement began to compile training documents, but there is much progress that can still be made in this area.

**R2.1.3 - Establish new Marketing & Public Relations efforts**

**Progress:** Delayed

**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.)

**Results:**

The Student Centers secured 8 advertisements across 3 media platforms during the Fall 2019 semester which include: First Roar (2 ads), The Cougar (August "Back-to-School"), Cooglif (August "Welcome to Houston", October "Entertainment Edition", November "Holiday Issue"), and two bus shelter posters for the Student Centers and COOG\$ave. Several other plans were put on hold or delayed due to COVID-19.

**R2.1.4: Develop Marketing Plan**

**Progress:** Delayed

**Description:**

Develop a marketing plan that will allow the Student Centers to tell its stories and increase the visibility of programs and services in its facilities

**Results:**

A Marketing plan was created and programs have seen attendance growth and social media engagement continued to grow as well. Additionally, new avenues of marketing and advertising have been implemented. COVID-related issues certainly dampened the growth we had been observing and we have begun shifting to increase our virtual program offerings.

**R2.1.6: Set Aside funds for Capital Replacement Program**

**Progress:** Ongoing

**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.).

**Results:**

We have been able to continue to set aside funds to be used for these purposes, and have already begun being able to use for items like replacing discontinued carpet.

**R3.2.1: Marketing Plan Developed and Implemented**

**Progress:** Completed

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

**Results:**

The marketing plan was completed and prior to COVID-19, we were seeing positive results in attendance and engagement. Regular meetings were held with all areas within the Student Centers to ensure their needs were being met.

**R3.2.2: Develop a new process for repeat users to provide feedback on events**

**Progress:** Delayed

**Description:**

Develop a system that will provide sponsors of multiple events the ability to provide feedback without being inundated with survey forms

**SS2.4.1: Partnering with CDI & ISSS to better support diverse students**

**Progress:** Ongoing

**Description:**

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

**Results:**

We worked with CDI staff to improve our knowledge about diverse groups of students and continue to meet monthly to further our education and thus better serve our students. We also contacted ISSS regarding how to better support our student employees who are international students. We hope to continue to collaborate and have further discussions with both departments.

**SS2.4.2: Conduct Focus Groups with RSO's to determine how to Improve Services**

**Progress:** Delayed

**Description:** Use focus groups for registered student organizations to express concerns and challenges with space reservation process

**Results:**

Due to staff turnover on the Events Team, this project has been delayed. Once staff positions are filled and more students are back on campus, we will be able to move this forward again.

**SS5.2.1: Collaborations with Campus Partners to offer Innovative Student Programs**

**Progress:** Completed

**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.

**Results:**

1. The Student Centers Film Series saw a 58.63% increase in attendance over the previous Fall and Spring semesters combined (249 total attendance) with a total attendance of 395 across 4 films screenings of Shazam!, Orpheus, Selena and Art & Copy and partnered with Urban Experience Program, Moore's School of Music, College of Education with Los Comadres, and CreationStation, respectively, to provide panel discussions after each film.
2. The Student Centers signature event, I Heart My Student Center, which took place on Thursday, February 13, 2020 focused on self-care and self-love through the theme "Love Yourself." The Student Centers partnered with the following 15 campus departments, student organizations and community partners to provide resources to students in various forms of self-care and self-love: