

## **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.

### **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

### **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.

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.

**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.

**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.

**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.)

**Status Narrative:**

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

RELATED ITEM LEVEL 1

**Assessment 1: Student Centers Guest Sustainability Awareness Survey**

**Number:**

1

RELATED ITEM LEVEL 1

**Assessment 2: Wayfinding Effectiveness**

**Number:**

2

## **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.

### 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.

**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.

**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.

**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.

## RELATED ITEM LEVEL 1

**Assessment 4: Utilization of Student Centers South Games Room****Number:**

4

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

**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

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.

**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.

**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.

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.).

**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.

**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.

**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.

**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.

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.

**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.)

**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.

**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.

#### RELATED ITEM LEVEL 1

### **Assessment 3: Student Centers Marketing**

**Number:**

3

### **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.

**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

**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.

**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.

**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

### **Department/Program Name:**

Student Centers

### **Department/Program Assessment Contact(s) (in addition to the director):**

Lauren Sposato

### **Learning Outcome OR Program Objective:**

Program Objective

### **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.

### **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

**Frequency / Timeline of Assessment Activity:**

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

**Date Summary to be Completed:**

7/1/2019

**Activity Theme:**

Program Effectiveness

**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.

## **Assessment 2: Wayfinding Effectiveness**

**Number:**

2

**Department/Program Name:**

Student Centers

**Department/Program Assessment Contact(s) (in addition to the director):**

Lauren Sposato

**Learning Outcome OR Program Objective:**

Program Objective

**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.

**Date Summary to be Completed:**

8/8/2019

**Activity Theme:**

Program Effectiveness

**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.

**Assessment 3: Student Centers Marketing**

**Number:**

3

**Department/Program Name:**

Student Centers

**Learning Outcome OR Program Objective:**

Program Objective

**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.

**Date Summary to be Completed:**

7/1/2019

**Activity Theme:**

## Marketing/Communications

### **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.)

## **Assessment 4: Utilization of Student Centers South Games Room**

### **Number:**

4

### **Department/Program Name:**

Student Centers

### **Learning Outcome OR Program Objective:**

Program Objective

### **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.

**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

**Frequency / Timeline of Assessment Activity:**

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

**Date Summary to be Completed:**

9/1/2019

**Activity Theme:**

Program Effectiveness

**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.