

**ANNUAL REPORT
LBJ STUDENT CENTER**

Student Affairs Division
Texas State University
2006-2007

Major Accomplishments/Retention Initiatives for 2006-21007

1. Increased participation in the Navigators Leadership Program by 44% ; created & implemented successful Women in Leadership Series; consulted with the Mitte Honors Foundation to design and facilitate the inaugural Mitte Honors Leadership Conference for approximately 60 students from four states.
2. Leadership Office, CASO and Student Organization Council collaborated to offer Texas State Leadership Exchange where 87% of participants agreed the conference experience provided useful information and that they learned new ideas to use in their organizations.
3. The leadership office staff facilitated leadership training to over 25 student organizations and departments.
4. Approximately 200 documented marketing projects were executed; implemented marketing protocols and publications request and approval process to ensure branding standards. Created specific marketing strategies for internal branding campaign, Bobcat Interest Inventory and retail operations. Advertised 843 column inches in Fall 06 and Spring 07 semesters in the University Star. Developed and executed *Where's BOB?* Campaign to encourage school spirit and strengthen our affiliation with student pride.
5. Completed Assessment projects including Building Counts in fall and spring semesters; Student Center Benchmarking survey with over 21% participation; and Student Leader Benchmarking survey with over 37% participation; assisted in designing, administering and reviewing departmental assessments.
6. Entire department hosted Regional ACUI Conference for 150 participants from four states, including ACUI president. Associate Directors served as Conference Program Team Leader and Host Team Leader.
7. Monitored and Maintained Bobcat Interest Inventory with over 20,000 active hits through the year.
8. Revamped the PAWS Preview Computer/Library sessions– increasing positive evaluation by 13%. Piloted a panel of University Faculty at Spring PAWS Preview, with rating of 78% good or excellent by attendees.
9. Increased leadership of PAWS Preview with addition of the GRA-PAWS Preview position and an assistant student manager through funding partnership with University College.
10. Added new parking garage equipment to streamline operations; established a PC station in the Business Office for parking payment online; and replaced all lamps on the 5th deck for optimal lighting.
11. Planning, Assessment, Leadership and Marketing offices were remodeled and furnished.
12. Repainted most of the 3rd floor meeting rooms and the 4th floor Teaching Theatre; more plants were placed in preparation of the Board of Regents visit.
13. Bobcat Build raised \$8,240.00 from external sources and \$9,500.00 was committed from internal sources.
14. Paws Market created a 'self service' area to include a new roller grill and expanded coffee selections. Retail improvements included George's expanded menu that nearly tripled food sales; Salsa Night was a key program; reservations at George's increased.; new credit card machine was purchased for Paws Market; Credit Card machines were also installed in George's; Paws Market now supports Bobcat Bucks.
15. Retail space was fully leased with the addition of Wells Fargo, Mobile Campus, and East End, Inc. Wells Fargo added teller stations to become a full service banking facility.
16. 404i Computer Lab computers replaced; funding approved to upgrade Click's Cyber Café computers.
17. New web based inventory system implemented and upgrade made to reservations system.
18. Each of the meeting rooms has a LCD Projector installed with the appropriate wiring and cables.
19. Options for wireless technology providing a choice for users and customers implemented.
20. Continued upgrades and replacements in food service areas including a new coffee espresso machine
21. Carpet replaced at teaching theater and fourth floor hallway and in the Ballroom and the trim was painted.
22. Successfully hosted Race, Ethics and Place Conference and Common Experience Speakers.
23. ADA tables and ramp were purchased; chairs (maroon) were added to existing inventory.
24. CASO office hosted first Open House, allowing students an opportunity to connect with the staff and learn about the programs and services available to them through the office.
25. A fall mini-retreat was hosted by CASO for the 9 organizations directly advised CASO staff to meet all leaders and officers, as well as introduce the role of the college union. A spring retreat was held with officers from the 9

Chartered Student Organizations. A calendar of events was developed for the 2007-2008 and relationships were forged among the officers, encouraging more collaborative efforts and synergy for the coming year. Coke Funds approved \$5,500 and Parents Association granted \$500 for the retreat.

26. Coordinator for Commuter & Volunteer Services hired. Coordinator for Risk Management & Greek Affairs begins in July. All positions filled in Operations, including two custodians, Night & Weekend Manager, Retail Manager.
27. The student leader of the month was moved from the Student Affairs Leadership Team to CASO. *Bobcat Leaders* recognizes students and student organizations, which have been nominated by faculty and staff. The Parents Association approved a start up grant of \$500.
28. A new electronic newsletter *Bobcat Weekly* was created for student organizations and campus-wide distribution to inform the community about events each Friday via e-mail and posted on the website.
29. Off Campus Housing Fair had 1,848 in attendance; over 40 properties participated, including several for first-time.
30. 7,000 copies of the 2007 Off Campus Survival Guide were published and distributed to: sophomores living on campus; at OCSS Programs and to property managers who requested them for their residents.
31. Eight successful Commuter Programs (Commuter Breakfasts and Commuter Breaks): The Non-Traditional Student Organization (NTSO) sponsored our programs throughout the year, which was a major initiative outlined in the 2005-2006 Annual Report. A diverse variety of other departments sponsored our programs, including the University Bookstore, Alumni Association, Financial Aid & Scholarships, The LBJ Student Center, University Police Department, Counseling Center, Alcohol and Drug Resource Center, Career Services, Associated Student Government, and Campus Activities & Student Organizations. The average attendances at each of these events were 300 students.
32. The Student Volunteer Connection held the annual Volunteer Fair (25 agencies/450 students), Hunger & Homeless Week & Banquet (45 banquet/25 tents in Quad); and Alternative Spring Break (7 students).
33. 32,586 service hours were logged through individuals and student organizations. A total of \$67,457 was reported by student organizations in charitable giving.
34. Alternative Spring Break participants went to San Juan, Texas to serve Texas colonia residents.
35. The Greek community reported 23,445.30 hours of community service and raised and/or donated \$51,973 for various philanthropies and volunteer agencies. The All-Greek Dodgeball Tournament raised \$1,400 for the San Marcos Education Foundation; the Four Square Tournament raised \$4,105 for St. Jude's Children Research Hospital; the Order of Omega Greek Honor Society collected 1,000 school supplies during School Supply Drive during Greek Week to provide supplies for the San Marcos Education Foundation.
36. The Panhellenic Council sponsored the NPC Month of Scholar activities, and the 1st Annual Students United Against Violence Everywhere (SUAVE) Week to educate the student body about violence.
37. The NPHC hosted the 1st Annual Black Faculty/Staff Banquet.
38. 179 Greek men and women made the Dean's List for the fall 2006 semester; and 203 Greek men and women made the Dean's List for the spring 2007 semester.
39. MGC invited Phi Iota Alpha Fraternity, Inc. to campus fall 2007; NPHC invited Iota Phi Theta Fraternity, Inc. to re-activate fall 2007 and invited Sigma Gamma Rho Sorority, Inc. to re-activate fall 2007; IFC voted to re-instate Sigma Chi Fraternity fall 2007 and invited FarmHouse Fraternity to campus fall 2010.
40. SACA established a membership requirement of 15 volunteer hours which bolstered attendance at events and helped members become more committed to programming and meetings.
41. Collaborated with the Common Experience (CE) Speaker program, bringing Edward James Olmos and Isabel Allende to campus and providing a film series on topic.
42. Riverfest grew to over 14,000 people at Strahan Coliseum.
43. SACA's Film Series continued to attract more participants and provide a key identity factor for SACA.
44. Homecoming 2006 was a huge success: Student involvement was heightened, tailgating was expanded, and major Texas Country recording artist, Roger Creager, was featured.
45. SACA introduced several new programming initiatives this year, with increased student involvement: Tailgating, George's Drafthouse (showing a movie in George's with food & drink), Comedy Series, Art & Design Festival (showcasing student art & design projects at Texas State), and Debate Series.

Progress on 2004-2009 Administrative Support Plan (Completed items on Strategic Plan)

- I.D. Provide state of the art technological services and equipment for facility users.
404i Computer Lab has been completely refurbished. Funding has been appropriated to replace the computers in Click's Cyber Café. The computers from the Click's will be used as wireless email stations throughout the building. Conference Services continues to provide and upgrade presentation equipment.

II.C.1 Develop comprehensive “Basement” program that promotes facility, entertainment and late night weekend programming.

Efforts continue on developing the concept. Late night programming and food operations have been lucrative. Relationship with SACA Director of George’s Programs continues to improve resulting in increased attendance of events. George’s seen as a prime location for special event reservations.

VV.C. Provide ongoing programming directly related to the theme of the Common Experience annually and serve as the programming arm of the university committee on the Common Experience.

Members of SACA and advisors have been integral members of the 2006-2007 as well as the 2007-2008 sub-committees for planning. A variety of programs have been implemented to support the Common Experience theme. Two Associate Directors serve on steering committee.

I.B. Create a marketing unit for the Student Center with responsibilities for marketing and promoting all Student Center programs, services and facilities.

Marketing Coordinator position in place and active; Student design staff in place and active; Coordination of all student marketing/design in progress. Department marketing plan operational.

VI.B.6 Plan and implement changes to BOKO’s Living Room to reflect usage needs.

The growing relationship with Student Center Services has increased reservation revenues and usage in BLR. It is often utilized by groups that have been unable to find other space in the LBJ Student Center.

VI.E. Assess the efficiency and effectiveness of Student Center programs, services and staff development

Conducted and completed data for annual building traffic count. Conducted and completed data for annual spot count; Conducted and completed data for EBI survey and for student leader survey.

VI.E.1 Conduct annual building traffic count.

The traffic count was completed in late September and February.

Assessments for 2006-2007

1. LBJ Student Center spot traffic count showed 19,301 guests entering the building, and 8,410 users of the building.
2. LBJ Student Center Traffic Survey showed over a week that an average of 14,000 students enter the facility daily and over 5,000 were counted as users at two specific facility usage points (Paseo and Catwalks).
3. Benchmarking survey for satisfaction of Student Center with over a 21% return rate. Overall satisfaction with programs increased 10.75% from last web-administered survey in 2005. Factor needing the most attention: ‘enhancing life and leadership’. While an improvement of 14.75%, it is still the lowest Student Center rated factor. (Factors focusing on the Bookstore and Food Service rank lower.) 62% of respondents come to the Student Center at least 2 times each week. 66% have participated in a Student Center sponsored program or event and 24% participate in 3 or more each month. Information will be used to determine strategies and improvements in the LBJ Student Center’s programs and services.
4. Benchmarking Student Organization Leaders. 36.7% response rate was received from student leaders in registered and chartered organizations. The report will be used to improve programs and services provided to student organization members and leaders. 87% of student leaders feel their experience has improved the value of their education, and 86% indicate that their experience in leadership has improved their sense of belonging to campus. Satisfaction with student organization experience is 75.7% Excellent or Exceptional.
5. Mitte Honors Leadership Conference - Results indicate an overall satisfaction with leadership conference, an understanding of topics presented, and a desire for the program to continue.
6. Leadership FIG - Results indicate satisfaction with leadership training provided and a greater understanding of topics presented. Program will be moved to a sophomore program in fall 2008.
7. Women in Leadership Evaluation - Results indicate a great level of satisfaction with this program.
8. Texas State Leadership Exchange Overall Evaluation - Results indicate a great level of satisfaction with this program and need for increased marketing so that all students are aware of the event and make plans to attend.
9. Texas State Leadership Exchange Presenter Evaluations - Results indicate a great level of satisfaction with the variety of presentations and that they learned a great deal and hope the variety and quality of sessions continue.

10. Navigators End of Program Learning Outcomes Assessment - Results indicate a substantial improvement in students' leadership understanding, personal growth, self-confidence, and connection with Texas State University.
11. PAWS Preview Evaluation noting improvement in 3 of 5 required sessions; over 70% indicating Good or Excellent for Alcohol 101, College Note taking and Diversity. Library Orientation and Computer Training rated Good or Excellent by 45% and 43% respectively in the fall and improved to 68% and 67% respectively in the spring.
12. PAWS Preview Spring 2007 Follow up of Fall 2006 Students (learning outcomes) indicating that 97% utilize their university email accounts, 51% know to go to a reference librarian for assistance, 73% recognize the LBJSC as a source for social and cultural programming, 78% are aware of the ordinances in San Marcos regarding alcohol use, 50% felt the Diversity session helped increase their comfort level with issues relating to diversity and 75% indicated that the Note Taking session helped them know what to expect in class on the first day.
13. Off Campus Housing Fair – student evaluations indicated a high degree of satisfaction with the program; vendors were satisfied as well. Strong support from students for a two day event.
14. Bobcat Build received high ratings pertaining to receiving adequate information, having enough tools to complete takes, and volunteers' viewing their experiences as positive.
15. Hunger & Homelessness Week assessments noted that more clarification was needed about the hunger banquet's intent to educate students on the disparities of our country's diets.
16. Alternative Spring Break trip assessments concluded that more information was needed about the specifics of what students would be doing on the trip; provide more education on colonias, and make San Juan our annual trip for future SVC Alternative Spring Breaks.
17. Greek Grade Reports (fall and Spring Semester) showed the All Panhellenic GPA was above the All Texas State Women's GPA each semester. In the Fall, 21 out of 32 chapters were below the All Texas State GPA or 66%, with IFC having 11 of 12 below, NPHC with 5 of 7 below and MGC with 5 of 7 below. In Spring, 19 out of 31 chapters were below the All Texas State GPA, with IFC having 10 of 12, NPHC with 5 of 7 and MGC with 4 of 6. Emphasis continues in programming and expectations for high academic achievement.
18. Program participant counts estimated at approximately 175,000 people at programs hosted by the LBJSC.

Educational Outreach/Presentations by Dept. Staff to Institutions and Communities for 2006-2007

1. **Lanita Legan** coordinated "The FISH Philosophy" Presentation to the LBJ Student Center, facilitated the annual CRU Leadership Workshop, coordinated Judicial Board training – Interfraternity Council, Panhellenic Council, Multicultural Greek Council, National Pan-Hellenic council, facilitated Leadership Planning – Kappa Delta Chi sorority and taught a session for Dr. Studer's 'advising adult groups' on Leadership Development and Training. She also served as the Academic Coach for Pi Kappa Phi fraternity and made two presentations on academic success each semester. She served as reviewer of the proposal for the Leadership Center at San Diego State University. She facilitated the summer and winter staff development retreats for the University Center and Associated Facilities staff at the University of Houston.
2. **Lanita Legan and Lisa Furler** participated in Applied Arts and Science's 'partners for academic student success' and gave "Getting Involved" Presentations and "Time Management" Presentations twice during the Fall & Spring Semesters, presented "Large Scale Event Planning" to GSAC, and facilitated Teambuilding and Leadership for Women's Basketball Team. **Lanita Legan and Lisa Furler** consulted, planned and facilitated the inaugural Mitte Honors Leadership Retreat.
3. **Lisa Furler** presented "Understanding Small Group Dynamics" at the African American Leadership Conference and Texas State Leadership Exchange; consulted with Rotoract on leadership and membership development, presented "Finding Your True Colors" at the Texas State Leadership Exchange, to PAWS Preview, SACA, & Latino Student Association as well as "Using Your True Colors to Develop a Cohesive Team" to the Latino Student Association; facilitated a "Teambuilding" Interactive Session at the Texas State Leadership Exchange, presented "Leadership & Interpersonal Power" at the USAC Leadership Conference, and facilitated Retreat Planning for Mitte Honors, SACA, and Black Women United.
4. **Lanita Legan, Albert Chang and Michelle Lopez** were US1100 course instructors. **Lisa Furler** was a lecturer for COMM 1310. **Lanita Legan** served as the Conference Program Team leader for the ACUI Region 12 Conference, **Charlie Salas** served as the Conference Host Team Leader. **Charlie Salas** serves as the Chair for the Cultural Diversity Committee for the National Association of College Auxiliary Services and presented at the annual conference. **Charlie Salas and Lisa Furler** were recognized for articles they wrote.
5. **Lisa Furler, Lanita Legan and Charlie Salas** facilitated PAWS Preview Co-Chair Leadership and Teambuilding training retreats. **Lisa Furler and Lilly Gonzalez** facilitated Spring Training for PALS – student group facilitators and PAWS Preview staff training – all student staff for PAWS Preview – LBJSC

6. **Terence Parker** facilitated the All Greek Retreat for the executive officers of IFC, MGC, NPHC and Panhellenic; and presented a workshop at Lamar University on Risk Management. **Terence Parker and Kristy Pacheco** served as consultants for the Trinity University Greek Community. **Terence Parker and Earl Moseley** presented workshops on involvement for University Seminar Classes.
7. **Jerry Parker** presented to the San Marcos Chamber of Commerce Education Committee.
8. **Dusty Vaught** Presented “Creative Marketing for your Student Organization” at St. Mary’s University and “Union Galleries – In Broad Strokes” at ACUI Region 12 Conference and designed the LBJ Museum display in San Marcos.
9. **Michelle López** presented a session at the Texas State Leadership Exchange on Creating Mission Statements for Student Organizations and presented two sessions at the ACUI Region 12 Fall Conference on the topics of “Student Employees as Leaders” and “Millennials Understanding the Other Generations”. The student employee session was selected as best of the conference and she was asked to present the subject at the ACUI Annual Conference in Atlanta, GA., and taught a session for Dr. Studer’s graduate class on the subject of Programming.

Any Diversity Initiatives for 2006-2007

1. Funded & Presented at African-American Leadership Conference and Latino Leadership Conference
2. Initiated Women in Leadership Series (Discussion Panel, Book Club, Movie Night) supported by: the Center of Gender & Multicultural Studies, the McCoy School of Business & SACA.
3. PAWS Preview Diversity Initiatives for 2006-7 included Diversity Educational Component (August & January) and Diversity Training at the fall student staff retreat.
4. Commuter Breakfast and Bobcat Break are both diversity initiatives that reach out to a diverse commuter population
5. Common Experience events featuring Isabel Allende and Edward James Olmos
6. Charlie Salas is the Chair for the Cultural Diversity Committee for the Nat’l Assoc. of College Auxiliary Services.
7. The NPHC, with the Community Relations Department, assisted visiting students from high school out of Houston.
8. Bobcat Build’s over 115 jobsites in the community in order to build relationships and reach out to diverse students.
9. Alternative Spring Break in the Texas Valley assisted colonia residents.
10. The Main Event & Rec Jam had a “hip hop” focus to be more culturally inclusive.
11. Fall Comedy Series, co- with Office of Disability Services, presented comedian Josh Blue, who has cerebral palsy.
12. Along with the University Arts Committee, sponsored Las Nuevas Tamaleras play, Vallejo, and Lavelle White musicians, for the Race, Place & Ethnicity Conference.
13. Spring Comedy Series brought in Roy Wood, Jr., Black History Month, and co-sponsored black history month t-shirts with Multicultural Student Affairs.
14. SACA sponsored Hip Hop 101, with spray can artists, spoken word & musicians; & Debate on Gay Marriage.
15. All Greek Retreat that involved the executive officers of IFC, MGC, NPHC, and Panhellenic
16. The NPHC collaborated with Multicultural Student Affairs office to co-host the April Mama’s Kitchen Program

Major Objectives/Retention Initiatives for 2007-2008

1. Create comprehensive leadership program. Develop a sophomore focused leadership program, including a leadership focused sophomore interest group in collaboration with Residence Life and the Texas State Peer Leadership Trainers who after leadership & presentational speaking training will conduct peer leadership training.
2. Create a marketing strategy for the leadership office, promote and create administrative and student buy in that leadership is important at Texas State. Market Leadership Exchange and open the program to all students.
3. Receive approval for new Gaillardia Gallery space and resume operations
4. Develop, promote and implement the LBJ Student Center 10th Anniversary celebration/reunion
5. Implement learning outcomes; design measurements and methods for learning outcomes; continue to create effective assessment processes for all programs and services.
6. Develop “just in time” programs that complement PAWS Preview for specific audiences i.e. Emerging Stars.
7. New office space for the Parking Garage staff on the 3rd or 4th floor in order to better serve our students.
8. Establish a new contract with Auxiliary Services regarding bus advertising on the new fleet of buses that allows OCSS to continue to provide this service to student organizations and university departments.
9. Work with I.D. Services in initiating Student Advantage Card.
10. Locate new vendor for video games and change machines.
11. Create residence hall bulletin board packets and distribute to residence halls.
12. Setup email stations throughout the building; Provide laptops to students for use in building
13. Create two audio/visual computer rooms and add Apple computers to Click’s Cyber Café

14. Make the Information Center a focal point for service and information; make the “mall” a Student Center venue
15. Develop revenue generating opportunities; increase conference business; investigate and introduce other kiosk options for Paseo.
16. Renovations: seek professional support for Building Master Plan; develop exterior space ; create more meeting and storage space; renovate Lair and associated dining areas; renovate Boko’s Living Room and add Gaillardia Gallery
17. Upgrade media capabilities in meeting rooms; Provide visual portal for information at specific locations.
18. Upgrade EMS reservations system.
19. Implement a Greek Leadership Class in spring 2008. Develop and implement a Greek new member leadership program that addresses issues, leadership, scholarship, and service expectations and opportunities.
20. Plan, coordinate and implement a risk management workshop for fraternity/sorority members and chapter advisors, to include requirements per the new legislative mandate from 2007 Texas Legislative Session.
21. Roll out the co-curricular transcript for a pilot test fall 2007.

Major Trends/Obstacles for 2007-2008

1. Assessment and learning outcomes measurements; measuring the effect of our efforts on retention and creating ‘best practices’ that actually will produce results that meet our strategic initiatives.
2. Wireless technology will create many opportunities; more creative use of the internet to assist in daily operations and keeping our websites current with accurate information.
3. Marketing needs to take an aggressive move to “telling our story”; Increased usage of portable device advertising creates niche for “package marketing” to students (web, cell phone, print, CCTV, mobile)
4. Meeting the needs of First Generation Students, Non Traditional Students and others whose life experiences are not the mainstream issues addressed in much of the university experience.
5. The Student Center is hosting bigger and larger conferences which require additional parking spaces.
6. Sustainability/Green Issues, Water quality issues and Diversification of energy sources
7. Increasing cost for supplies and delivery of supplies
8. Traffic surveys showed fewer students visited the building. This is very significant in that a number of areas were affected. Especially hard hit was Paws Market. Another significant fact from the traffic survey was the increase in people actually “turning the corner” and using services available in the building.
9. Developing multiple uses for available space
10. Academics have become a priority within Greek life on the national level and at Texas State.
11. Educating our Greek student leaders how to hold each chapter as well as the individual members accountable.
12. Advisors play an integral role in the development of our student leaders and we must provide training to help them be successful. More training and development should be available to all advisors.
13. Providing relevant and meaningful services for student organization leaders and members to enhance their connection to the university is of vital importance.
14. Need for a facilities master plan
15. Marketing, developing, and branding the new name of the programming board (name yet to be determined), and its association with being the programming arm of the LBJ Student Center.
16. Student apathy towards leadership. The university does not mention “leadership” in literature such as mission statements, thus creating the sense that leadership is not a critical part of a Texas State student’s life.
17. Unknown status of dedicated space for the Gaillardia Gallery has prevented multiple student development opportunities and demand from students, faculty and staff is still present.
18. Learning the proper methods to measure the outcomes we’ve established.
19. Scheduling in the LBJ Student continues to be an issue with crowding and traffic flow.
20. The construction of the new residence hall planned adjacent to the Parking Garage. may affect the normal daily access to the garage.
21. Repair and replacement plan. Repairs tend to use up funds before major projects can be started.
22. Campus heating and cooling system; Atrium Doors - problems continue in operation and repair in these areas.
23. Dealing with budget issues from lower sales.
24. Expanding our external fundraising efforts to support programs and services with limited funding.
25. The Student Center continues to struggle in hosting and accommodating large to midsize events. There is a great need to create midsize meeting space and to develop underutilized space in the Building. The introduction of a new conference center to San Marcos will affect Student Center Conference Services.
26. Food Services operations need refurbishing and remodeling. The associated dining areas are also in need of refurbishing. The current trend is to create a themed venue in Food Service areas.

27. Numbers are down in all aspects of Paws Market. There are discussions underway about whether to keep the operation self-op or to have someone else manage the operation.
28. Cost of security for late night activities
29. Campus Recreation no longer co-sponsors Rec Jam with LBJSC, so other sources of funding have to be found.
30. With the precedence of bringing "big-named" speakers, artists, and entertainment to campus, the programming board will be challenged in having enough funds to meet the students' programming desires. Limited funding will drive the group to look at creative ways to meet the programming desires of a growing diverse campus.

**ANNUAL REPORT
LBJ Student Center**

Student Affairs Division
Texas State University
2007-2008

Major Accomplishments/Retention Initiatives for 2007-2008

1. Coordinated LBJ Student Center 10th Anniversary celebration February 4 – 8, 2008 with receptions for organizations and tenants, spontaneous events around campus, a time capsule and an alumni scholarship dinner that resulted in donations of \$591.50 for the LBJ Student Center Scholarship. An LBJ Student Center alumni list was developed with the Alumni office and all graduates who were employed with us have been “flagged” for future communications.
2. Added a 10th den to PAWS Preview to accommodate the expected increase of the upcoming class. New recruitment efforts resulted in a full staff of 169. Piloted a faculty panel which had an 86% good or excellent rating during the spring PAWS Preview.
3. Texas State Leadership Exchange Conference had 250 students attend and ran smoothly..
4. Participated in the PASS program and assisted in expanding program to all colleges.
5. Relocated the LBJ Student Center Marketing office to 4-13.1 creating a much closer working relationship between this office and student organizations.
6. Advertised 840 column inches in Fall 07 and Spring 08 in the University Star. Received press exposures in various print and web publications such as Campus Guide, Austin Statesman, San Antonio Express, Bobcat Fans and Facebook.
7. Student staff members won regional and international recognition for LBJ Student Center publications.
8. Completed a CMS conversion on the LBJ Student Center website architecture. CMS site was approved and live by September 2007.
9. Developed and executed annual Web site review process.
10. Expanded the “public face” of the LBJ Student Center through multiple collaborative projects including, but not limited to the Women’s Exhibit (UM, History Dept.), Texas Music History Unplugged Concert, and Alumni (10th Anniversary).
11. Created CD image archive with over 60 disks of LBJ Student Center events from 2005 to present. Downloaded, edited and prepared over 2000 images for web, print or archiving.
12. Coordinated usher program for Texas State Commencement (10 ceremonies, 250 volunteers)
13. Successfully implemented Student Center cash handling policy and procedures, provided continuous cash handling training for staff and students.
14. The Student Center Parking Garage YTD income increased by 2.7% over last year.
15. Digital LCD monitors were installed with the camera system in the parking garage to provide better security for the facility and enhance customer safety.
16. Replaced aging equipment for food services operations.
17. Carpet was replaced at key areas on the third and fourth floor.
18. Pizza Hut relocated to George’s.
19. Successfully hosted Common Experience Speakers and other major events.
20. Staff Development and Training occurred in several intentional ways this year.
21. The introduction of the Event Management System allowed us to quantify attendance and review demographic information about the students attending various campus events.
22. The Greek community reported 40,745.45 hours of community service. Registered Student Organizations logged 47,199 service hours. Texas State students contributed a total of \$125,121 to various charities and philanthropic projects. The Greek community raised and/or donated \$114,614.
23. Successful implementation of Texas Senate Bill 1138 requiring a risk management presentation to high risk organizations specifically targeting alcohol awareness, hazing, and sexual harassment education.
24. Created a risk management and crisis management manual.
25. The IFC/MGC/NPHC/Panhellenic hosted the 1st Annual All Executive Dinner.
26. The IFC planned, coordinated and implemented the IFC Summit in fall 2007.

27. MGC voted for Iota Phi Theta Latin Fraternity, Inc. to re-colonize in spring 2008.
28. SVC co-sponsored the River Clean- Up for the first time with the City of San Marcos Parks and Recreation department with 150 participants.
29. The annual Off Campus Housing Fair had 1,094 people attend this year's fair, with about 40 vendors.
30. 10 Commuter Breakfasts had a total of 3,706 students including a record attendance of 701 at the final breakfast.
31. Fundraising broke all previous records in Bobcat Build's six-year history. Between CASO and Community Relations, \$12,940 from external sources and \$15,000 was committed from internal sources. Many in-kind contributions were also made, with a collective value of over \$20,000.
32. Bobcat Build had 3,200 volunteers and over 220 jobsites, making this year's Bobcat Build the largest yet. The new venue (Bobcat Stadium East Parking) also proved to be a successful location.
33. SACA's RiverFest featured a hip-hop genre focus and collaborated with Hip Hop Congress and FM 98.5 with 11,000 people attending the event.
34. NTSO rebuilt its membership from 58 to 134 this past year.
35. NTSO introduced, "Feed the Needy" program where they gave 400 meals and non-alcoholic drinks at five Tailgates to offset the effects of alcohol and the heat.
36. Programming in George's saw the expansion of the Battle of the Bands, in the fall to 5 nights, totaling 250+ in participants; also, "Rock the Mic" was used to enhance Poetry Slam events and feature student artists.

Progress on 2004-2009 Administrative Support Plan (Strategic Plan)

I.A.2 Develop a Facility Master Plan to realize, justify, identify and guide planning, design and construction for the Student Center that will also compliment the University's Mater Plan. *Plans to proceed with planning were approved but have reached a number of road blocks. At this point, Planning, Design and Construction is drawing up plans on specific projects.*

I.B.1 Provide comfortable and appealing seating/lounge areas to promote student interaction. *Six rockers purchased and remaining six rockers reupholstered. Furniture on 4th floor reupholstered. Chairs for Meeting room 3.12 reupholstered. Chairs in Paseo reupholstered. New seating in Special Meeting Room.*

IV.B.14 Design, plan and implement a phased renovation of meeting rooms and Student Center ballroom to include carpeting, chairs and tables, wall treatments, meeting services. *Completed*

IV.B.15 Redesign Campus Activities office entrance, provide more open space and redesign office to accommodate staffing changes and promote efficiency. *Completed*

IV.B.19 Renovate and update Lair and Basement Dining Areas to provide a more comfortable and appealing dining experience. *Starbuck's and Blimpies construction expected to finish summer 2008.*

V.A.3 Promote and support community service and volunteerism through marketing, recognition, SVC office, web page and community wide service programs including Bobcat Build. *Completed*

VI.A.2 Develop and administer activities survey. *Completed*

VI.B. Create a marketing unit for the Student Center with responsibilities for marketing and promoting all Student Center programs, services and facilities. *Student Videographer position created and filled.*

VI.D. Develop and improve web-based services and information for Student Center programs, facilities, and services. *Conversion to CMS complete for LBJ Student Center Architecture. Annual web review process developed.*

Assessments for 2007-2008

1. Evaluation of Fall 2007 and Spring 2008 PAWS Preview Program
 - a. Program continues to be well received. Added Faculty Panel to fall sessions, revamped Computer and Alcohol 101 sessions.
2. Spring 2007 Follow up of Fall 2006 PAWS Preview Students (learning outcomes)
 - a. Students find the information valuable beyond the first semester. This information also used to revamp fall programs.
3. Leadership Luncheons: all received high levels of satisfaction.
 - a. Effective Communication- Results indicate overall satisfaction and students gained greater insight into effective communication and leadership.
 - b. Conflict Resolution- Results indicate a greater level usefulness in providing students with a clear method to solving conflict.

- c. Diversity- Results indicate a high level of satisfaction on how to incorporate & retain diversity in student organizations.
- d. Elected, Now What- Results indicate a great level of satisfaction with leadership style discovery.
- e. Teambuilding- Results indicate a high level of satisfaction with effective ways to unify teams.
- 4. Texas State Leadership Exchange Overall Evaluation Survey.
 - a. Results indicate a great level of satisfaction with this program. Need for increased marketing so that all students are aware of the event and make plans to attend. 91% of attendees agreed the presentations were varied & useful; 82% of attendees agreed they were able to network and meet new people; 91% agreed they learned information and new ideas to use in their organizations; 92% agreed the conference was informational and useful.
 - b. Texas State Leadership Exchange Presenter Evaluations - Results indicate a great level of satisfaction with the variety of presentations (15+) offered.
- 5. Navigators End of Program Learning Outcomes Assessment
 - a. Survey results indicate a substantial improvement in students' leadership understanding, personal growth, self-confidence, and connection with Texas State University.
- 6. LBJ Student Center spot traffic count conducted September 26, 2007
 - a. 15,594 total visitors (56% use the building, services and programs)
- 7. LBJ Student Center Traffic Survey conducted February 18 – 22, 2008
 - a. 83,184 total visitors in one week. Estimated 2.25 million visitors throughout the fiscal year. Key finding: Friday schedule creates a drop of 70% of traffic from the rest of the week. Marketing and programming efforts developed to draw traffic into the building through noon time programs and marketing collaboration with Chartwells in the Lair.
- 8. ACUI/EBI (Educational Benchmarking Survey) for Student Center conducted April 14 – 18, 2008 (98% return) Results indicate areas that improved were Overall program effectiveness, staff perceptions, enhancing life and leadership, source of entertainment, student oriented, positive environment, publicizing and promoting campus. Areas not meeting goal, but still showing improvement are underlined. Internal branding campaign designed for FY'09 to begin to address these perceptions.
- 9. Monthly counts tracked an estimated 460,000 personal contacts by Student Center staff.
- 10. Parking garage contract and debit card holders completed a survey upon cancelling their contracts; survey results indicated that 93% of customers were very satisfied and 7% were satisfied with the parking garage.
- 11. 19 out of 33 Greek chapters scored 70% or higher for the academic year as mandated by the Standards of Excellence (SOE) program.
- 12. Greek Grade Report: FALL: All Panhellenic GPA was above the All Texas State Women's GPA of 2.89; 21 out of 31 chapters were below the All Texas State GPA or 68%, IFC - 11 of 12 below or 92%, Panhellenic – 0 of 6 below or 0%, NPHC – 4 of 6 below or 67%, MGC – 5 of 7 or 71%. SPRING: All Greek GPA was above the All Texas GPA – 2.75; The All Greek Women's GPA was above the All Texas State Women's GPA 2.93; All Panhellenic GPA was above the All Texas State Women's GPA of 2.96; 19 out of 31 chapters were below the All Texas State GPA or 61%, IFC – 10 of 13 below or 77%, Panhellenic – 0 of 6 below or 0%, NPHC – 5 of 7 below or 71%, MGC – 4 of 6 below or 67%
- 13. Student Employee Leadership Matrix: 19% view jobs as 'tasks', 31% as having some discretion in decisions, 20% practice management skills, 21% have leadership roles and 9% see themselves as a full fledged member of the team. A more formalized training program will be established and the matrix will be administered in September and April of each year.
- 14. Student Leader Matrix applied to students advised by staff. 6% of student leaders are entering their role, 16% are moving up in the organization, 25% are cording efforts of the organization, 31% are organizational veterans and 2% are leaders with visionary roles. Increased leadership opportunities will be offered to further develop skills and prepare them for executive officer roles, more collaboration and networking opportunities will be made available and training will be provided for student leaders in the areas of presentation and public speaking skills.

Educational Outreach/Presentations by Dept. Staff to Institutions and Communities for 2007-2008

1. Instructor: Comm 1310 (Furler), US1100 (Legan, Chang)
2. PAWS Preview Co-Chair Leadership and Teambuilding training –Wimberley and Tarpley, TX.
3. Spring Training for PALS – student group facilitators – LBJSC
4. PAWS Preview staff training – all student staff for PAWS Preview – LBJSC
5. Time Management Presentation to PASS Students (Twice during the Fall & Spring Semesters), Navigators, & Texas State Leadership Exchange, Texas State University (McCurdy, Furler)

6. Credibility in Leadership Interactive Session at the Texas State Leadership Exchange (Furler, McCurdy)
7. Teambuilding Interactive Session at the Texas State Leadership Exchange (Furler, McCurdy)
8. Diversity in Leadership Interactive Session at the Texas State Leadership Exchange (Furler, McCurdy)
9. Leadership Development at Texas Lutheran University and for Sigma Delta Lambda (Furler)
10. Guest speaker, Texas State Ad Club (Vaught)
11. Presented Marketing procedures to Chartered Student Organization officers. (Vaught)
12. Assisted the Associated Student Government (ASG) with publications for Constitution Day and Division 1A Referendum campaign, photography and marketing/publicity resources and guidelines. (Vaught)
13. Designed print materials for the Center for Texas Music History Unplugged concert. (Marketing staff)
14. Provided support materials and publicity for Texas State students to sign condolence banners for victims at NIU and sent banners to their union.
15. "The SDI and Student Retention, A Success Story" Relationship Awareness Conference, CA (Legan)
16. Academic Success workshops and Strategic Planning Retreat for Pi Kappa Phi (Legan)
17. Judicial Board Training for Panhellenic, IFC, MGC and NPHC each semester (Legan)
18. Strength Deployment workshops for Community Staff Development Team, Non Traditional Student Organization, Women's Basketball Team, Panhellenic Recruitment Counselors, PAWS Preview co-chairs, Mitte Honors Leadership Conference, GSAC officers (Legan)
19. Developed staff training modules for student staff kickoff event, staff ADVANCE and renewal retreats. (Legan)
20. History of Student Center during the 10th SC anniversary. SA Team presentations and publications. (Lane)
21. Training on cash handling procedures, Quickbooks reporting and P-card policies. (Hohensee)
22. Operations supported the University educational outreach programs by providing, at no cost, the use of the Student Center van for the Mitte Honors Program. The building also accommodates departments, for example, the Physics department's gravity experiments.
23. Various presentations were made before organizations about upcoming volunteer opportunities, office programs and services, etc. including the All-Greek meetings, University Seminar classes and the Student Organizations Council (SOC) Presidents' Meeting. (Stone)
24. Minority Greek Leadership Conference in Houston, TX. (Parker)
25. IFC Summit in fall 2007. (Lopez, Isaac)
26. Risk management workshop at Hall Director Orientation and Residence Hall Association. (Isaac)
27. Risk management workshops for: Alpha Delta Pi Sorority, Alpha Xi Delta Sorority, Delta Tau Delta Fraternity, Kappa Sigma Fraternity, Phi Beta Sigma Fraternity, Sigma Pi Fraternity, Zeta Tau Alpha Sorority, Phi Kappa Psi Fraternity, & Chi Omega Sorority. (Issaac)
28. Senate Bill 1138 presentation to four executive board officers of all Greek letter organizations and Greek letter organization Chapter Advisors done by the Greek Affairs staff.
29. IFC & Panhellenic VP for Recruitment participated in Bobcat Days to provide perspective students with information about Greek life.
30. PAWS Preview students participated in New Student Orientation to provide information about the program and trained Orientation Leaders on details.
31. "Hollywood Zen: How Stars Can Avoid Hospitalization Due to Exhaustion. (self-care, resiliency and relaxation for the over-involved student leader) Texas State Leader Exchange. (Stone)
32. Sarah Bloomquist, Kelly Stone, and Ashlea Luker presented at separate transfer student information sessions.
33. ACUI Annual Conference in New Orleans, LA session: Latino students and the College Union. (Lopez)

Any Diversity Initiatives for 2007-2008

1. Extended PAL recruitment to University Seminar classes and visiting campus organizations
2. Diversity Luncheon, 20 students, 2 staff, LBJ Student Center
3. Utilized inclusiveness in images on print media whenever available.
4. Use inclusive language and symbols whenever possible.
5. PALM office Recognized by Texas State Diversity Team for efforts in Diversity in Leadership.
6. Department hiring efforts resulted in diverse staffs in each office.
7. The Associate Director for Operations serves as the Chair for the Cultural Diversity Committee for the National Association of College Auxiliary Services.
8. NPHC collaborated with Black Student Alliance and Black Women United to host a Black History Program.

9. Alternative Spring Break trip, sponsored by SVC, took Texas State students to the Texas Valley to assist *colonia* residents and promoted Texas State's "culture of care" to a predominantly Hispanic population.
10. Bobcat Build completed over 220 jobsites throughout the community in order to build relationships and reach out to a diverse community population. Bobcat Build jobsite request form translated into Spanish to reach non-English speakers in the San Marcos Community.
11. NTSO sponsored a cultural excursion for its members to the Blanton Museum in Austin in Spring 2008.
12. SACA was successful in bringing a hip hop musical focus to RiverFest 2008, in collaboration with Hip Hop Congress and the Multicultural Student Affairs office. Attendance at the event was approximately 11,000.
13. SACA co-sponsored and provided t-shirts for Diversity Month's Mama's Kitchen.

Major Objectives/Retention Initiatives for 2008-2009

1. Develop comprehensive leadership and staff development program for Student Center employees.
2. Develop a comprehensive leadership program for PAWS Preview staff.
3. Develop a continued mentor relationship between PALS & new students.
4. Develop "just in time" programs for specific audiences i.e. Emerging Stars.
5. Develop a sophomore focused leadership program, including a leadership focused interest group.
6. Market Leadership Exchange to all students at Texas State. Staff the program with the best facilitators.
7. Pass Workshops to help students regain focus and better manage their time.
8. Navigators to help students get connected to other students while learning necessary leadership skills.
9. Create 'Speakers Bureau' for student organizations programming needs.
10. Leadership Retreat to help students get connected to Texas State student programming, connect to other Texas State students, and learn essential leadership skills.
11. Receive approval for the new Gaillardia Gallery space and resume operations.
12. Increase collaborative marketing projects with Chartwell's through programs and promotions focusing on George's, the LBJ Lair and catering in the LBJ Student Center.
13. Provide "Marketing 101" workshops to student organizations as well as submit collaborative student and staff presentations for local, regional and international conferences.
14. Continue with LBJ Student Center internal branding campaign through development of training videos/manuals and an employee incentive/recognition program.
15. Work to maintain contact with LBJ Student Center alumni and provide one communication annually.
16. The Business Office student employees will work at least one year and improve their GPA by end of first year.
17. Continue to develop revenue generating opportunities.
18. Renovations: Seek professional support for Building Master Plan, Develop exterior space, Create more meeting space, Renovate Lair and associated dining areas, Renovation of Boko's Living Room.
19. Reconfigure Paws Market to provide more quick food options.
20. Create two audio/visual computer rooms in Click's Cyber Café.
21. Make the Information Center more of a focal point for service and information.
22. Create Needs Assessment for fall administration to provide information for programs and services pertinent and timely to the campus community.
23. Provide visual portal for information at specific locations.
24. Enhance ability to provide more information for staff by creating an intranet-Sharepoint.
25. Upgrade EMS reservations system.
26. Upgrade kitchen equipment in Lair and Basement
27. Improve the academic performance of all Greek organizations through educational programming and resources and decrease the number of chapters placed on academic probation.
28. All registered student organizations receive risk management education.
29. Develop a risk management resource website where students can view risk management policies, access helpful forms, as well as view contact information for presenters.
30. NPHC & MGC Executive Officers co-sponsor the Minority Greek Leadership Conference with Texas A&M University-College Station in spring 2009.
31. Implement Adopt-a-Campus Program through SVC.
32. Work with the Common Experience to sponsor or co-sponsor events.
33. Establish better communication with Auxiliary Services to provide information to students about bus routes, schedules, and ticket prices in addition to directing bus advertising to appropriate entities.

34. Collaborate with San Marcos Police Department for Community Alerts, and work with the city and Attorney for Students to develop Citizenship 101 class for offenders.
35. Utilize technology in program planning, publicity and execution of programs and procedures.
36. Increase the attendance at all major events.

Major Trends/Obstacles for 2008-2009

1. Creating an “experience” at every visit to the Student Center-programming and service areas to meet high expectations from all constituents for more and better programs and services.
2. Increased use of social networking sites (Facebook, MySpace) has provided new opportunities for high-visibility marketing directed to our target market by placing event and group pages (10th Anniversary page, alumni page) on sites checked up to six times more often than email accounts.
3. Significant increase by target market in use of cell phone texting has added new method of advertising. New options include mobile downloads, subscriber advertising and text alerts.
4. There has been a rise in the interest of having email accounts and websites for organizations. Also, more types of groups are applying for funding and awards with SOC. Mostly, all organizations have taken more of an interest to be included in our office’s resources and events, instead of acting separately.
5. Wireless technology will create many opportunities including a virtual building.
6. Developing multiple uses for available space.
7. Infuse sustainability efforts into our daily practice.
8. Meeting the needs of First Generation Students, Non Traditional Students and others whose life experiences are not the mainstream.
9. Academics within Greek life are a priority on campus as well as nationally.
10. Faculty/Staff Advisors play an integral role in the development of our student leaders and we must provide adequate training to help them be successful.
11. Focus on community building and development.
12. Increased focus on data and learning outcome applications and response.
13. The lack of Friday classes continues to impact all student organizations in terms of time available to attend events, meetings, and volunteer opportunities and impacts traffic, revenue and programming.
14. SC parking garage will be operated by the office of Parking Services. The Student Center and the Business Office have made great strides in making the only pay garage on campus a success. This change will represent a huge monetary loss to the Student Center and there is great concern about the impact of this change on users of the Student Center.
15. Student apathy towards leadership due to lack of awareness and not understanding the concept.
16. Decreasing financial reserves.
17. Scheduling in the LBJ Student continues to be an issue with crowding and traffic flow.
18. Ensuring that Bobcat Build becomes a completely student run program and transitioning operation from River House to LBJ Student Center 4th floor Bobcat Build Office. Securing permanent funding for Bobcat Build, addressing the issue of waste removal and recycling after Bobcat Build.
19. With the precedence of bringing “big-named” speakers, artists, and entertainment to campus, the programming board will be challenged in having enough funds to meet the students’ programming desires. Already, collaboration and co-sponsorship with academic and student organizations are more the norm, and sometimes causes unrealistic expectations of SACA as a funding source. Limited funding will drive SACA to look at creative ways (e.g. charging at events) to meet the programming desires of a growing diverse campus in the next couple of years.
20. Unknown status of dedicated space for the Gaillardia Gallery for the past two years has prevented multiple student development opportunities and demand from students, faculty and staff is still present.
21. Public relations efforts need to be improved in all programmatic areas.
22. Minimum standards - Work to get the fraternities and sororities above 70% within the SOE program. Chapters must take the SOE seriously or they will fail.

**ANNUAL REPORT
LBJ STUDENT CENTER**

**Student Affairs Division
Texas State University
2008-2009**

Major Accomplishments/Retention Initiatives

1. Successfully proposed, marketed and received approval on a student referendum for a \$4 fee increase.
2. Successfully completed a P-card audit and cash audit. We are commended for having a mandatory annual P-card training for all SC staff and GRA's. Auditors noted that we have very effective cash handling policies and procedures in place.
3. The operations and management of the SC parking garage was successfully transitioned to the Parking Services department in April 2009. The garage finance was in an excellent position with over one million dollars in its reserve.
4. Bobcat Build was planned and executed entirely by the Bobcat Build Student Planning Organization on April 4, 2009. This event was smooth with very few complaints (only 1); there were no waste management issues, traffic control, or incomplete jobsites as had occurred each year prior to 2009. The students restructured the organization to include an executive board of 10 officers which divided up the areas of Bobcat Build into 4 areas (Programs, Recruitment, Operations, and Outreach). As of the 2008-2009 academic year, Bobcat Build resides with the Campus Activities and Student Organizations office of the LBJ Student Center and all funds have been transferred from the VPUA reporting line to the VPSA reporting line. Bobcat Build held a silent auction in the fall as well as solicited monetary and in-kind donations from campus and community donors. This year more than \$30,000 was raised to support the event, the largest amount donated to date.
5. The initiation of the ACT Campaign, Achieving Community Together, began and the first event held was the Community Welcome in August 2008. ACT is a collaborative effort between the City of San Marcos and Texas State University-San Marcos to bring student and non-student residents together through education and outreach.
6. Service Hours & totaled to over 52,000 service hours and \$120,000 of funds raised by Texas State student organizations and individual students. The Greek-related service hours and dollars raised are: Service Hours: 41,253; Money Raised: \$137,997
7. SACA President developed and implemented a Membership Development and Retention Plan for SACA members. This initiative resulted in a marked increase in membership meeting attendance. SACA experienced 40-45 student volunteers attend SACA bi-monthly membership meetings.
8. Various units of the Student Center collaborated and co-sponsored the Common Experience Speaker program, bringing Ambassador Andrew Young and Lynda Robb and Luci Baines to campus.
9. SACA's River Fest featured a reggae/rock genre at Sewell Park with 5,000 people attended.
10. Annual Ice Cream Day in June served 60 gallons of ice cream to 975 faculty, staff, students, parents and prospective students.
11. The 2009 CSO retreat, "From Leadership to Legacy." continues to be a unique opportunity for team building among the nine CSOs advised directly by the CASO office staff. The keynote speaker was Associate Vice President and Dean of Students, Dr. Margarita Arellano. Collaboration and calendaring were the main focus and purpose, which was achieved.
12. The 2009 Off Campus Housing Guide was improved. Multiple apartment touring, budgeting and roommate contract worksheets were added, as well as an expanded community directory with websites.
13. Brown Bag workshops for faculty/staff advisors were provided in the fall (2) and spring (1) semesters this academic year.
14. Advisor Appreciation activities were initiated with the awarding of student organization advisor plaques at an advisor appreciation luncheon after personally delivering boutonnieres to their office; April 29 was the official Advisor Appreciation Day.
15. Student Organization Registration for fall: 292; spring: 290.
16. Greek Academic Performance excelled: Fall 2008 & Spring 2009 GPA (all Greek Students): 2.82; Fall 2008 & Spring 2009 GPA (all Texas State Students): 2.74
17. The Standards of Excellence (SOE) indicate that 29 out of 31 Social Greek Organizations met the Standards of Excellence Requirement for the year with an average of 86% of total points.

18. Retention statistics for new members becoming initiated members of Social Greek Organizations: 90% average retention in the fall 2009 semester, the same 90% in the spring.
19. Spring 2009 Four Square tournament generated \$4,640 for St. Jude Children's Research Hospital.
20. The Co-Curricular Transcript was launched and collaborations with staff in the Residential College began so that the program can also be targeted to this specific population in 2009-2010.
21. Who's Who reception and Bobcat Leader recognition programs also were popular among students. Of the 431 nominations received, 116 students received Who's Who recognition.
22. Over 347 work orders were completed by building operations staff.
23. Kitchen exhaust hood filters were replaced and hoods cleaned.
24. Fountain has been repaired and kept full.
25. New Motorola radios were purchased for better security and communication between Student Center Operations, Building Operations and Student Center Services.
26. Facilitated construction and renovation for full Starbucks operation in the Basement. Assisted Chartwell's and the Student Center Operations Office in the promotion of the Starbucks Grand Opening by designating "Starbucks Day" with live entertainment, sampling and promotions. Renovated area for Parking Services Office. Blimpie's area renovated to provide second serving line.
27. Equipment replacement and updating continues. Purchased entertainment equipment in George's enhanced entertainment activities. Purchased new sound equipment including microphones. Equipment in the Teaching Theatre has been upgraded and our relationship with Instructional Technologies continues to strengthen each semester.
28. 10 Laptops for student use in Boko's Living Room were purchased through a Technology grant.
29. Retail Operations are profitable and providing good services for customers
30. Continued to expand the quantity, improve the quality of and provide consistency for all publications representing the LBJ Student Center with 10 different LBJ Student Center publications receiving regional and national recognition this year.
31. Continued to use the building to provide art exhibits. Coordinated all aspects of the David Drymala art exhibition and lecture; a joint sponsored event which included Counseling Center, ADRC, School of Psychology and EAPS.
32. Completed the Chartered Student Organization project for fourth floor hallway. All CSO's now have large posters with photos of the officers and a description/mission of their organization.
33. Advertised over 950 column inches in the *University Star*, while streamlining the process by coordinating smaller ads into a large one and two page spreads in larger issues, increasing exposure for all.
34. Restructured the "A Week in the Life Photo Competition" to include two student program chairs. The competition, in Spring 2009, saw more than double the number of entrants from the previous year. Three professional photographers were recruited as judges (two of which are Texas State faculty), increasing the prestige of being selected.
35. Increased services for website. Provided resources and additional training for those areas who have received CMS access to their pages. Added "Staff Resources" page to provide easy access to many common request forms and restructured the Marketing Request form with editable fields. Added photo galleries for the 10th Anniversary and AWITL. Conducted first annual site review of the entire architecture.
36. Photography and videography expanded in variety and quantity of services. Documented most LBJ Student Center programs as well as many other events such as Common Experience, Celebration of the People, ASG swearing-in ceremony.
37. Completed a 30 second commercial for George's, a short documentary of the LBJ Student Center Traffic Count, a virtual tour of the LBJ Student Center, and in the completion phase of "Why do you come to the LBJ Student Center?" and a customer service training video for student staff.
38. Executed all printing for the "Bobcat Leaders" and "Student Organizations" walls.
39. Continued the implementation of a panel of University Faculty for both spring and August PAWS Preview 94% of students in spring PAWS Preview found it both interesting and helpful.
40. New College Note Taking professor for January 2009 PAWS Preview, Debra Feakes, 85% approval rating.
41. Implemented a Bobcat Speakers Bureau, serving as a centralized location for on campus leadership speakers.
42. Collaborated with Campus Activities & Student Organizations and Student Organization Council to offer Texas State Leadership Exchange in which assessments revealed that:
 - a. the presentations were varied & useful
 - b. participants were able to network and meet new people
 - c. participants learned information and new ideas to use in their organizations
 - d. participants thought the conference was information & useful
43. Wrote a grant proposal to assist in the re-opening of the Gaillardia Gallery. Although this grant was denied, this is first effort by a staff member within the department to write a grant for this purpose.

44. The leadership office facilitated leadership training to a variety of additional organization including: Over 30 workshops were presented in the fall and more than 45 in the spring. Attendance averaged 15 for each, with a total of over 1125 students served.
45. Celebrated the 10th year of PAWS Preview as a major retention initiative in conjunction with the retirement of Byron, 'Doc' Augustin, the facilitator of the College Note taking 101 seminar, the consistently highest rated segment of the program.

Progress on 2004-2012 Administrative Support Plan

II.A.1. Develop and implement Greek Life leadership program for members to learn and apply effective leadership practices in chapter operations. COMPLETED. *With the institution of the Standards of Excellence Program (SOE), the Greek Leadership Team has seen an overall increase in the quality of programs and experiences, along with consistently high retention percentages and academic performance.*

II.B.6. Collaborate with Music Department to establish the Student Center as a venue for student musical performances. COMPLETED. *Ongoing performances by several student groups at receptions and activities through the Music Department, along with the large concerts that are held throughout the year, such as the Texas Music unplugged event, to which financial assistance is provided from both the CASO office, PALM and SACA, this strategy has been met.*

VI.A.2. Develop and administer activities survey. COMPLETED. *The ongoing assessment of Greek Leaders and Student Organization Leaders through the respective EBI Benchmarking surveys has institutionalized this practice.*

V.C.1. Implement programs that emphasize civic responsibility. COMPLETED. *With the institution of the ACT Campaign (Achieving Community Together), this department strategy has been met. The emphasis of this initiative is to prepare student residents to become engaged, involved citizens of the greater San Marcos community, in addition to becoming engaged in the communities to where they may eventually move.*

I.D.2 Repair and update technical equipment inventory. IMPLEMENTED/ONGOING. *Equipment upgraded in Teaching Theater, Georges and for meeting/conference use.*

IV.B.14 Design, plan and implement a phased renovation of meeting rooms and Student Center Ballroom to include carpeting, chairs, tables, wall treatments, meeting services. ONGOING. *Meeting rooms repainted, purchased new tables (ADA compliant).*

VI.D. Develop and improve web-based services and information for Student Center Programs, facilities, and services. (IN PROGRESS/ONGOING) *First annual web review conducted.*

VI.E. Assess the efficiency and effectiveness of Student Center programs, services and staff development. (IN PROGRESS/ONGOING) *Conducted and completed data for annual building traffic count. Conducted and completed data for annual spot count. Conducted and completed data for EBI survey for student Center and for Student Organization Leaders.*

V.E.1 Create resource materials to promote expertise and skills that will assist student organizations in programming, training and development. PROGRESS *Comprehensive program planning and budgeting process initiated for use in fall 09.*

I.A.2 Develop a Facility Master Plan to realize, justify, identify and guide planning, design and construction for the Student Center that will also compliment the University's Mater Plan. REVISED. *Fee increase and potential budget shortfalls have placed this project on a lower priority.*

I.B.5 Develop a dedicated combined workspace in the LBJ Student Center that houses the entire area of the Planning, Assessment, Leadership and Marketing unit; providing for a Marketing Design Center, training facilities, storage and reasonable expansion opportunities. ONGOING. *Exploring the possibility of creating a training center with audio and visual equipment and storage for training materials.*

I.C.4 Enhance customer service with 'concierge' type services at the Student Center Information Desk. ONGOING. *Working on several options to create intranet to enhance information gathering and availability for staff. Focusing communications through Info Center. Gathering information on additional services at info desk.*

I.D.3 Upgrade Theater in Boko's Living Room, enhancing audio visual capabilities, seating flooring, décor and lighting. PROGRESS *Works continues as BLR plans are developed. Working possible options as other ideas possibly influencing work are being researched.*

I.D.4 Build two computer (PC and MAC) audio visual rooms in click's Cyber Cafe. ONGOING. *Plans are being laid out to work in the proposed computer rooms.*

I.D.5 Install interactive digital signage system to enhance customer service and visitor experience in the building. PROGRESS. *Product demonstrations continue. Proposal is to be finalized soon.*

III.B.1 Increase revenues for expansion of income generating operations PROGRESS *Investigating possible Kiosk vendor options in Paseo. Artist was brought in a trial basis. Third vendor was placed on contract and the retail space in the Basement was contracted. A vendor was also contracted for video rental.*

III.B.2 Identify sources of grant funds, successfully write and receive grants to enhance program. PROGRESS *First grant written and submitted, unsuccessful in funding, but increased learning for next successful endeavor.*

II.B.4 Create a collaborative effort with the Art Department, art-related student organizations and the Gaillardia Gallery that will spotlight art and will provide space for traveling exhibits and consignment sales. ONGOING. *Planning continues with the intent of creating the Gallery in BLR area.*

IV.B.2 Create an appealing water feature that enhances the building's architecture in an appropriate location. PROGRESS. *Existing water fountain is maintained, filled and functioning.*

IV.B.4 Renovate the Patio and Amphitheater to provide more shade, flooring, options for enclosure and new furniture. PROGRESS *More tables and umbrellas were purchased and installed.*

IV.B.14 Design, plan and implement a phased renovation of meeting rooms and Student Center ballroom to include carpeting, chairs and tables, wall treatments, meeting services. COMPLETED

IV.B.15 Redesign Campus Activities office entrance, provide more open space and redesign office to accommodate staffing changes and promote efficiency. COMPLETED

IV.B.19 Renovate and Lair and Basement Dining Areas to provide a more comfortable and appealing dining experience. PROGRESS. *Full service Starbucks was built out, Blimpie's area added second serving line.*

Assessments

Building Spot and Annual Traffic Counts on September 24, 2008 and February 22-27, 2009. The Spot count showed 18,383 visitors to the building, with 9,753 users (using internal entrances). This is a 53% user count, consistent with previous years. This was a gross reduction of visitors by 2,789. The week long count was affected by the change in bus drop offs when the main bus loop moved to the Quad area's new space. This count showed 7,190 total visitors, with an average of 14,438 per day. Internal users numbered 46,698, or 9,340 per day. This showed 65% users. We also added an entrance (near Auxiliary Services on the 3rd floor) and added the users in the Bookstore, ID Services and Teaching Theater, as these had been omitted before. Even though the Friday class schedule had added more classes, and the bus loop change had taken away the flow through traffic, we have more deliberate visitors and users to the building.

The Student Center EBI satisfaction and benchmarking survey was administered in spring 2009. It provided the following results, scaled from 1 (low) to 7 (high) with 5.5 and above considered an acceptable rating. The factors measured as follows: Publicizes the student center and promotes campus-4.88; Positive environment-5.61; Student Oriented-5.45; Source of entertainment-5.24; Enhances life and leadership-4.18; Student Center Cleanliness- 6.00; Student Center staff- 5.22; and Overall program effectiveness -4.38. This survey is sent to a random sample of students in the odd-numbered years, giving us a look at non users as well as users. Even numbered years users are surveyed. Cleanliness is consistently the highest ranking factor, with positive environment, being student oriented, and student center staff also increasing in their scores. Enhancing life and leadership is the hardest factor to track and one nationwide for which universities receive lower marks. However, the other EBI benchmarking surveys we conduct indicate that students do find leadership and life enhancing experiences in the Student Center. Bridging the branding gap is the full time challenge of the Marketing unit.

The Greek Life EBI Survey, administered in spring 2008, provided the following results on a scale of 1 low to 7 high with 5.5 being considered an acceptable rating. Of the learning outcomes section, principled dissent-5.39; healthy behaviors-5.56; collaboration-5.58; effective chapter leadership-5.65; leadership skills-5.76; personal development skills-5.77; interpersonal competence -5.93; diverse interactions-5.94; learning evaluation-5.95; intrapersonal competence-6.03; self-worth-6.11; sense of belonging-6.20; interpersonal relationships -6.27. Overall program evaluation-5.95; Overall satisfaction with Greek experience-5.96. Greek Leadership Team is exploring ways to create opportunities for students to participate in activities that would foster a better understanding of principled dissent including the fall 2009 Greek Summit, for example, when discussion will occur about the state of Greek life at Texas State. In the remaining areas, the Greek programs continue to be developed that foster leadership development, effective leadership and personal development. The overall program evaluation (5.95) and satisfaction with the Greek experience (5.96) are credited to the number of trainings, the effectiveness of the Greek council executive officers and the Greek Leadership Team's commitment to excellence through forging relationships with students and holding student leaders accountable..

The Student Organizations EBI Survey, administered in spring 2007, provided the following results (scale of 1 low to 7 high with a score of 5.5 being considered acceptable.) The following general factors received these scores: Leadership training- 4.12; Organization advisor-4.67; Effective leadership-5.12. The Practical competencies' results were: contracts and budgets- 5.13; Collaboration among members-5.59; Principled dissent-5.60; Outcome-5.63; Collaboration among leaders-5.79; management-5.91; Interpersonal competence-5.93; Cognitive complexity-5.94; Diverse populations-5.94; Intrapersonal competence-6.03; Self-knowledge-6.06. The overall program effectiveness scored a 6.14. The areas of leadership training and organization advising are two of the lowest rated areas from student organization leaders. The CASO staff is exploring ways to create more leadership training opportunities. The moving of the Texas State Leadership Exchange (a requirement for all student organizations to attend) to the fall semester is an initial step in addressing the need for leadership training at times in the year that students need it. The LBJ Student Center staff is committed to providing opportunities for success for student organization leaders. The area of organization advising has been addressed through Brown Bag sessions in the fall and spring semesters of the 2008-2009 academic year for faculty/staff advisors. Additionally, a professional development workshop through the Texas State department of Professional Development will be co-facilitated by a staff member of the CASO and PALM offices of the LBJ Student Center. This will be an additional method to help train faculty and staff members who are serving as advisors. The overall program effectiveness did rate fairly well at 6.14. This can be attributed to the value CASO staff place on relationships, the access to various forms of communication and technology that both student leaders and staff utilize to share information and the commitment to a "culture of care" that each staff member in the CASO office possesses.

Bobcat Build placed evaluation forms in all jobsite and volunteer folders for assessment purposes. Overwhelmingly, the responses from both students and community members were very positive. One hundred percent of the students surveyed stated that they would participate in Bobcat Build again. This year, students were also asked how many times they had participated in Bobcat Build in order to assess the building of tradition at Texas State, and many had participated multiple times (with some students indicating as many as 4 years of participation). Jobsite leaders expressed that they appreciate having their matched information and jobsite packets with directions to the site and contact information provided to them in advance. The new parking structure (with permits) and tool distribution methods were successful and overall effective.

Alternative Spring Break (Bobcat Break): The trip was overall a great success. The students were challenged to apply the idea of "service learning" to the project and were able to reflect on this post-trip. Eleven Texas State students traveled to Alamogordo, NM to work with Habitat for Humanity's Collegiate Challenge program. They were exposed not only to cultures and experiences outside of Texas, but to the richly diverse population of South Eastern New Mexico.

PAWS Preview Evaluation of fall 2008 and Spring Program

Training Evaluations for PAWS Preview Staff from both fall and spring retreats– Resultant Actions: Continued the new Alcohol 101 session to make it more student-friendly. Altered co-chair and PAL training to address staff needs. Satisfaction ranged from low (computer/library) of 54% satisfied to high (diversity) of 85% satisfied. Doc Augustine retired from his role in fall, 2008.

Leadership Luncheons:

- Effective Communication- overall satisfaction with the luncheon and students gained greater insight into effective communication and leadership.
- Conflict Resolution Survey Results indicate a great level of satisfaction and usefulness with the luncheon and the luncheon provided students with a clear method to solving conflict.
- Diversity- Survey Results indicate a high level of satisfaction with the luncheon and how to incorporate & retain diversity in student organizations.
- Elected, Now What- Survey Results indicate a great level of satisfaction with the luncheon and leadership style discovery.
- Teambuilding- survey results indicate a high level of satisfaction with the luncheon and effective ways to unify teams.

Texas State Leadership Exchange Overall Evaluation – Results indicate a great level of satisfaction with this program and need for increased marketing. Texas State Leadership Exchange Presenter Evaluations Survey Results indicate a great level of satisfaction with the variety of presentations offered. Students indicate they learned a great deal and hope to see the variety and quality of breakout sessions continue. Student organization leaders will be better served by moving the conference to the fall semester, thereby providing more timely information and training for new as well as experienced leaders.

Navigators End of Program Learning Outcomes Assessment results indicate a substantial improvement in students' leadership understanding, personal growth, self-confidence, and connection with Texas State University.

Presentations presented by Department Staff

1. Instructor: COMM 1310 (Furler), US1100 (Legan, Stone, Issac, Lopez, Cheng)
2. "Marketing for Campus Life Programming and Facilities", Association of College Unions International Annual Conference; Anaheim, CA. (Salas, Vaught)
3. "Through the Looking Glass: the other side of assessment" Association of College Unions International Annual Conference; Anaheim, CA. (Legan, Vaught)
4. Co-Chair Leadership and Teambuilding training – student leaders of PAWS Preview – John Knox Ranch, Fischer, TX and 7 Canyons Ranch, Tarpley, TX. (Furler, Legan, Amason)
5. Spring Training for PALS – student group facilitators – LBJSC
6. Teambuilding and Icebreakers Session, Leadership Exchange, (student leaders of PAWS Preview)-LBJSC
7. Be a Hero: Be a Leader- Texas Leadership Exchange, LBJSC (Legan)
8. President & Vice President Round Table Leadership Exchange (Legan)
9. MGC Leadership Retreat (Furler)
10. Pi Kappa Phi Strategic Planning Workshops (Fall and Spring), San Marcos, TX (Legan)
11. St. Gabriel's School Faculty workshop and Student Leadership workshop, Austin, TX (Furler, Legan, Amason)
12. International Student Welcome Icebreakers (Fall and Spring) San Marcos, TX (Legan)
13. Women's Basketball Team Leadership Retreat, San Marcos TX (Furler, Legan)
14. Honors Leadership Retreat, San Marcos, TX (Amason)
15. Judicial Training Workshops for IFC, PC, MGC, NPHC, San Marcos, TX (Legan)
16. Leadership Presentation (2), GNST 1150 Class, San Marcos, TX (Legan)
17. Creating Leaders, Panhellenic Leadership Series, San Marcos, TX (Legan)
18. Strength Deployment Inventory, University Ambassadors, 7A Ranch, Wimberley, TX (Legan)
19. Strength Deployment Inventory, NTSO officers training, San Marcos, TX (Legan)
20. Sustainable Leadership, GSAC Retreat, Freeman Ranch (Legan)
21. EBI Benchmarking presentations, LBJ Advisory Board, LBJ Staff, San Marcos, TX (Legan)
22. Strength Deployment Inventory, Leadership and Conflict, PAWS Preview Co Chair Retreat, Tarpley, TX (Legan)
23. Mock Interview Workshop, GSAC, San Marcos, TX (Legan)
24. Strength Deployment Inventory, RHA delegate and officer training, San Marcos, TX (Legan)
25. FISH! Philosophy, Leander High School Faculty In-service, San Marcos, TX (Furler, Legan, Amason)
26. "New Professional Network Panel", Association of College Unions International Annual Conference; Anaheim, CA. (Legan)
27. EBI Benchmarking and Campus Applications Pre Conference Seminar, Association of College Unions International, Anaheim, CA (Legan)
28. "Reducing Stress" presented to staff and students at ACUI Region 12 Fall Conference at Texas Tech University (Stone)
29. "Today's Traditions, Tomorrow's Legacy: Personal Mission Statements" presented to staff and students at ACUI Region 12 Fall Conference at Texas Tech University and to staff and students at ACUI Annual Conference in Anaheim, CA and to professional staff at NACA Huge Leadership Weekend in New Braunfels, TX (Lopez)
30. "The Graduate Track: Student Affairs Colleagues Discuss Graduate School" presented to students at African American Leadership Conference (Stone, Moseley)
29. "Civic Responsibility, Finding Your Voice: Elected Officials Share Their Stories" presented to students at African American Leadership Conference (Lopez, Moseley)
30. "Student Involvement at Texas State" presented to students at University Seminar Class taught by James Matthews (Moseley)

Special Recognitions for Department and/or Staff

1. Texas State students were recognized for their work with Bobcat Break in the Alamogordo daily news, receiving a front page photo and article.
2. Michelle López named Texas State University Employee of the Month for May 2009

3. Lisa Furler and Michelle López named recipients of the Student Foundation's Foundations of Excellence program
4. Debbie Hohensee was elected to serve on the Staff Council in spring, 2009.
5. Linda Lane Served on the Student Affairs Community Staff Development team.
6. Bobcat Build Student Organization – Organization Program of the Year
7. PAWS Preview-Student Organization of the Year
8. Kelly Stone – Organizational Advisor of the Year
9. A Distinguished Service Award from San Marcos Police Department was presented to the ACT team for their outstanding work and service to the community.
10. Trenton Boyd received 1st place LBJ STUDENT CENTER FALL 2008 CALENDAR , ACUI “Steal this Idea Competition” and 1st place IFC RECRUITMENT BOOK, ACUI region 12 conference graphic design competition.
11. Steven Skadal received 3rd place FALL 2008 STUDENT ORGANIZATION FAIR POSTER ACUI “Steal this Idea Competition” and 3rd place NTSO BARBEQUE POSTER ACUI region 12 conference graphic design competition.
12. Akaimi Davis received 1st place LBJ STUDENT CENTER CORE VALUES CAMPAIGN ACUI Region 12 graphic design competition; 2nd place PANHELLENIC RECRUITMENT BOOK ACUI Region 12 graphic design competition; 2nd place LBJ STUDENT CENTER 10TH ANNIVERSARY ALUMNI GALA INVITATION ACUI Region 12 graphic design competition
13. Lindsay Braun received 1st place ACHIEVING COMMUNITY TOGETHER (ACT) PRINT AD, ACUI Region 12 graphic design competition; 1st place TEXAS STATE SHOWDOWN BANNER, ACUI Region 12 graphic design competition; 2nd place TEXAS STATE SHOWDOWN TSHIRT, ACUI Region 12 graphic design competition; 3rd place TEXAS STATE SHOWDOWN LOGO, ACUI Region 12 graphic design competition; 3rd place TEXAS STATE SHOWDOWN CAMPAIGN, ACUI Region 12 graphic design competition; and finally, GD Magazine In-House Design Award OFF CAMPUS HOUSING GUIDE
14. Lanita Legan: Appointed Benchmarking Team chair, for ACUI/EBI

Major Objectives for 2009-2010

1. Develop a plan of budget review throughout the fiscal year to monitor Student Center office budgets.
2. Develop and implement a program checklist to enhance the budgeting and financial aspect of the programming process.
3. Continue to develop revenue generating opportunities including conference services.
4. Secure on and off-site storage space.
5. Improve customer service and training
6. Renovations projects: Seek professional support for Building Master Plan; Develop exterior space; Create more meeting space; Renovate Lair and associated dining areas; Renovation of Boko's Living Room; Create two audio/visual computer rooms in Click's Cyber Café; lighting, sound and acoustic panels in the Ballroom; Reconfigure Paws Market to provide more quick food options; Identify and renovate area for Gaillardia Art Gallery and create training center for leadership and staff development sessions. Provide visual portal for information at specific locations throughout Student Center.
7. Upgrade EMS reservations system.
8. Upgrade kitchen equipment in Lair and Basement
9. Create “Student Center” Programming in Paseo and other key locations.
10. Provide cover for Amphitheater
11. Move Texas State Leadership Exchange to fall semester, develop the Lambda Delta leadership development program and work to find ways to incorporate more leadership skills building activities into various activities for student organization leaders and members. Advisors will work with CSO leaders to provide more empowerment opportunities to encourage leadership development at that level.
12. Several areas of the department would benefit from an increase in funding, particularly the Bobcat Build budget (permanent funding, in excess of \$4,000 is desperately needed). Bobcat Build will continue to supplement funds via external fundraising efforts. The Bus Ad program has continued to generate less revenue as the program shifted from OCSS staff receiving all revenue from off- and on-campus customers, to only receiving requests and revenue from student organizations. SACA programming board will be challenged in having enough funds to meet the students' programming desires. Collaboration and co-sponsorship with academic and student organizations are more the norm, and sometimes causes unrealistic expectations of SACA as a funding source. Limited funding will drive SACA to look at creative ways (e.g. charging at events) to meet the programming desires of a growing diverse campus.

13. Several methods will be researched to employ more current communication techniques, such as Facebook and Twitter, to reach the student population (current and prospective) to inform them of activities, volunteer opportunities and services available. The development of videos will also be explored to provide instruction and marketing information.
14. More emphasis will need to be placed on serving the populations of commuter students. Attention this year will be focused on researching similar commuter and transfer student programs at similar universities, creating a Commuter Student Advisory Board, working toward the creation of a graduate research assistant position for Off Campus Student Services (to include transfer student initiatives) and continued participation in the ACT activities of Sophomore Transitions, ACT Partner Program.
15. In order to maximize the resources available to our student organizations and our staff, we will be pursuing more collaborative projects to enhance the programs and services offered.
16. SVC will add two additional Alternative Spring Break trips, creating three trips that would promote a variety of different experiences to a diverse population and incorporate service-learning.
17. Fulfill the Administrative Support plan by adjusting the reporting lines for all student designers employed by the LBJ Student Center to report to and/or be advised by the Marketing Office.
18. Develop a comprehensive leadership program for PAWS Preview staff that will include a continued mentor relationship between PALS & new students.
19. Implement a sophomore focused leadership program, including a leadership focused sophomore community living group.
20. Market heavily the Leadership Exchange as it moves to the Fall semester and open the program to all students at Texas State. Continue to staff the program with the best facilitators.
21. Plan and implement Leadership Retreat to help students get connected to Texas State student programming, connect to other Texas State students, and learn essential leadership skills.
22. Update records retention within the office to a green status by creating electronic files rather than paper files. In addition, create dates in which files can be removed permanently from the database and/or file.
23. Continue reviewing grant opportunities to re-establish the Gaillardia Gallery.

Comment [1]:

Major Trends/Obstacles for 2009-2010

1. More emphasis will be placed on the use of program assessment and evaluation in the process of program planning. Particularly in light of the budget issues related to maximum number of students served for the program. The diversity of programs will also be key in selecting activities and events throughout the year. However, a challenge has been that of having a clear understanding of the base line from which programs and activities are evaluated by administrators.
2. Sustainability with programs and services, such as providing resources online and not printing as many of them for distribution at the front desk. Also, Bobcat Build is exploring more environmentally conscious solutions for the disposal of paint, metal and tires at conclusion of Bobcat Build
3. Nationally, the trend is to return to the values that are the foundation of fraternity life. Advisors and Executive officers of each governing council will be addressing this in many ways. Also, increasing membership numbers will be a focus for several of the CSOs; emphasis on early fall recruitment opportunities at Paws Preview, Student Organizations Fair and other Week of Welcome activities will be placed, along with the use of the Bobcat Interest Inventory and all orientation browse sessions.
4. Continuing to work on meeting the needs of First Generation Students, Non Traditional Students and others whose life experiences are not the mainstream issues addressed in much of the program.
5. A more collaborative approach will be needed to ensure that we are meeting the needs of our large transfer student population. There will be a huge influx of professionals returning to the university, for additional education and training, in the coming years.
6. Texting and "Facebooking" have become the preferred methods of receiving information and advertising via these two methods presents new opportunities and challenges in providing immediate, accurate, and appealing information.
7. To update records retention within the office to a green status by creating electronic files rather than paper files. In addition, create dates in which files can be removed permanently from the database and/or file.
8. To continue reviewing grant opportunities to re-establish the Gaillardia Gallery and to enhance Leadership and other programming endeavors.
9. Wireless technology will create many opportunities including a virtual building
10. Audio and visual technology for marketing and customer use

11. The latest Student Center fee increase will not be enough to fund the annual operations and programs by the long term projection. More funds or funding sources will be needed to sustain the current level operations. Also, increasing cost of staff/employees will be significant and funds to replace equipment and complete projects will drain reserves.
12. SACA will assist with Tailgating, but will not be responsible for all 6 home games for the upcoming year.
13. Student apathy towards leadership due to lack of awareness. Many students do not understand the concept of "leadership". To provide ongoing and varied leadership workshops, speakers, & retreats with minimum support people is becoming increasingly difficult.
14. With the parking garage moved to parking services, the Student Center has less control in accommodating guest parking and is at a disadvantage in hosting large meetings and conference.
15. Demand for space to exhibit in the LBJ Student Center remains (as shown by the David Drymala Exhibition). A grant proposal for the Gaillardia Gallery did not receive funding and the primary refusal stemmed from a lack of current dedicated operating space.
16. Shift of Bus Loop service to another location
17. Communications with Staff after hours
18. Lack of facilities master plan; Lack of sufficient meeting space; Decreasing storage space
19. Cost of security for late night activities
20. Inability to program in venues because of Food Services operation