

STUDENT CENTERS

UNIVERSITY OF
HOUSTON
STUDENT CENTERS



Student Fees Advisory Committee (SFAC)
PROGRAM QUESTIONNAIRE FY 2017 – 2018

1. **Please provide a one-page executive summary of your questionnaire responses. This summary should include, in brief terms: your unit's mission, how you accomplish your unit's mission, and a justification of your unit's student fee allocation in terms of benefits for students.**

In celebration of our diverse campus community, the Student Centers (comprised of Student Center South, Student Center North and the Student Center Satellite) enrich the campus life experience by providing quality programs, services and facilities focused on student involvement, student learning and student success. As an auxiliary operation of the University, the goals of the Student Centers are to:

- Provide clean, safe, comfortable, and well-maintained facilities, while fostering a climate that is welcoming to all students and members of the UH community.
- Preserve the facilities for current and future generations of college students by practicing continuous high standards of maintenance, refurbishment and renovation.
- Provide a variety of services, conveniences and amenities which are responsive to the diverse and constantly changing needs of daily campus life.
- Provide programs and activities which enhance personal development, complement the academic experience and promote a cultivation of the arts.
- Provide opportunities for student leadership development through volunteerism, boards, committees, student organizations and student employment.
- Provide an environment that is conducive to innovation, learning, empowerment and creative thought.
- Attract, retain, support and develop excellent staff that is committed to service and to the vision and goals of the Student Centers organization, the Division of Student Affairs and Enrollment Services and the University of Houston.
- Serve as a unifying force – a point of identification – in the life of the University.

The Student Centers accomplishes its mission and goals primarily through auxiliary operations along with our contract partners to provide a wide range of services to students, faculty, staff and visitors of the University of Houston.

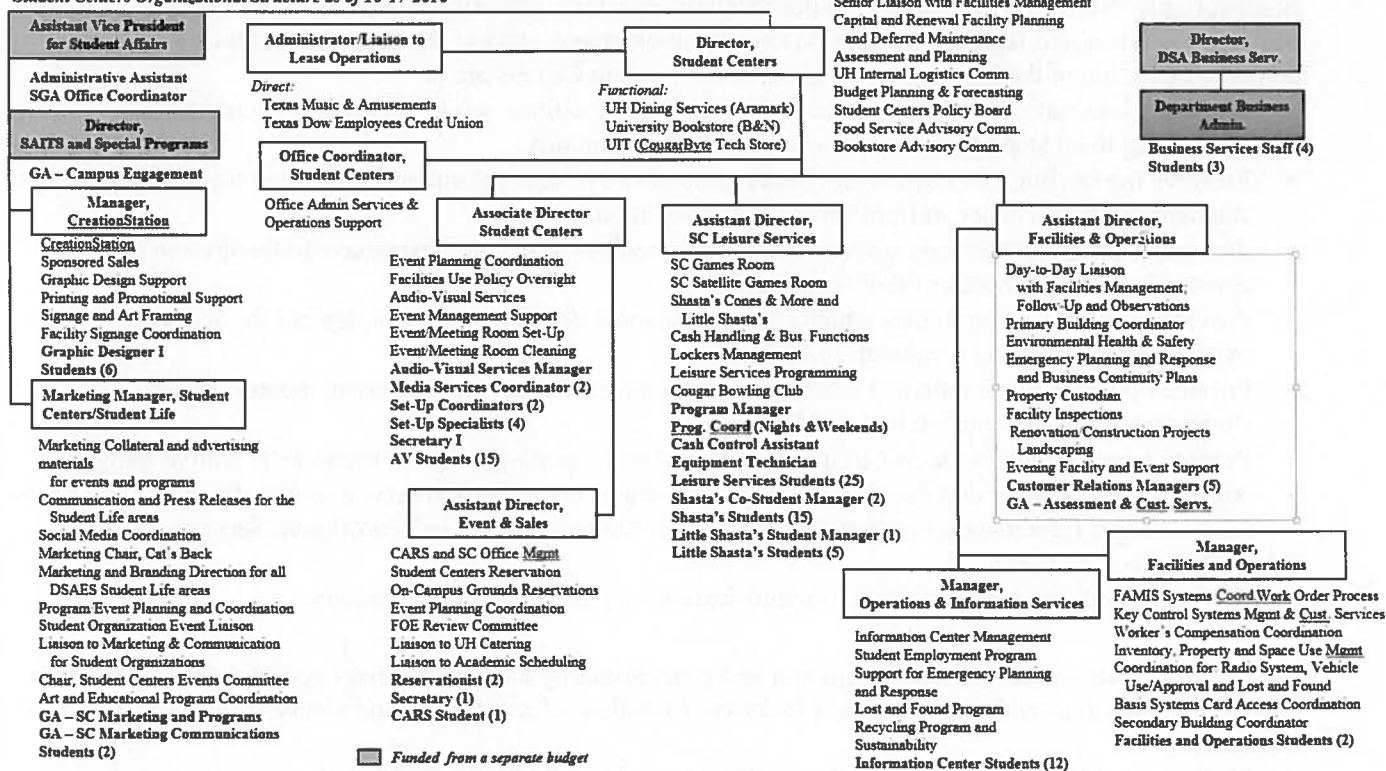
- Facilities and Operations rely heavily on student fees to maintain the facilities that support services and programs that enhance the social, cultural, and leadership activities/experiences that complement students' formal education.
- The Student Centers' generates approximately one-third of its operational income through contract partner relationships. As a result the Student Centers are able to provide high quality services, facilities and programs at a low cost to students and other users.
- The Student Centers supports its mission through the staffing units of Event Services, Leisure Services, Facilities and Operations, and Administrative Services.
- Additionally, Marketing and Special Programs, which is funded by Student Centers, also provides support and awareness through annually offered featured programs (Cat's Back, Weeks of Welcome, Student Centers Open House, Cougar Trading Cards, Citizenship Month, etc.), and graphic design services through CreationStation.

The Student Centers maintains a twenty-nine (29) person full-time staff to support daily operations, as well has contracted housekeeping services through MetroClean, and follows UH policy by working with Plant Operations for maintenance issues and planned projects. Additionally the Student Centers employs approximately one hundred-three (103) student employees which returns over approximately \$574,000 annually back into students' hands to help defer education costs.

The Student Centers Policy Board (SCPB) serves as the primary policy recommending agency for all Student Centers' facilities, services and programs in the following areas: contracts, lease operations, student organization carrel and lockers, renovation and renewals project planning and facilities policies and procedures. Policy considerations encompass all operation phases exclusive of compensation and employment decisions. The Student Centers Policy Board is comprised of students (as a majority), appointed faculty and staff.

2. Provide an organization chart of your unit. Large units may need to have an overview chart and then more specific charts for each program. Where you have multiple staff in the same position (e.g. counselor, advisor, etc.), note this on your chart. Student employees should be cited on the chart and identified as students.

Student Centers Organizational Structure as of 10-17-2016



3. List your unit's strategic initiatives and action steps identified for the 2015-2016 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate (links below). Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/action step changed during the year, please note this and explain. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.

DSAES Plan: (http://www.uh.edu/dsaes/about/strategic_plan.html)

UH Goals: (<http://www.uh.edu/president/vision-priorities/>)

Strategic Initiative: Manage the liaison relationship with Facilities Management and make needed quality and operational adjustments to ensure Student Centers facilities are effectively maintained with maximum efficiencies.

Action Step: Manage the quarterly review of facility Service Level Agreements to ensure facility needs are met and cost savings are achieved where applicable as well as continue regularly scheduled meetings with Facilities Management Auxiliary Services Senior Project Manager and Supervisors assigned to the Student Centers. **DSAES 6D**

Status: Completed. Quarterly reviews were completed and meetings held monthly with Facilities Management and the Student Centers Staff. Based on recommendations developed through these meetings, modifications have been made to process in which the Student Centers submit work orders to provide a faster turn-around. Additionally, we have addressed some HVAC issues within the building to more adequately maintain building temperatures.

Action Step: Work with Facilities Management to further investigate efficiencies, define/adjust needs to achieve greater service continuity for the new Student Center South and North buildings and the Student Center Satellite related to use of contracted custodial services. **DSAES 6D**

Status: Completed. Monthly meetings held to address staffing models and to identify patterns of cleaning deficiencies. Concerns regarding weekend staffing were addressed and staff have been shifted to adequately address the concerns without adding any additional staff. Participated in RFP process to select a new custodial vendor to increase level of service and decrease cost.

Action Step: Complete another cycle review/revision of facility Custodial Cleaning Frequency Charts and the FY15 newly developed and implemented plan for expanded grounds cleaning services to ensure facility cleanliness and consistent staffing is successfully covering identified needs. Pursue elimination of duplication and reduction of costs as determined to be possible or applicable. **DSAES 6D**

Status: Completed. Completed RFP response in October and returned to Facilities Management. RFP response was based from meeting discussions and best practices developed while working with the current custodial team and was designed to ensure all improvements developed since the last RFP were included.

Action Step: Further prioritize and complete identified facility replacement and repair needs for the Student Center Satellite from the Facilities Management Facility Condition Report after completion of FY15 projects are funded and implemented. **DSAES 6D**

Status: On Hold. An initial plan of renovation of the Student Center Satellite has been developed, including some drawings and possible cost estimates. The plan is on hold at this time based on Division leadership discussions related to possible space needs in Student Centers' facilities over the next two/three years.

Action Step: Monitor and adjust as needed the financial business plan as well as the implemented Memorandums of Understanding with Campus Partners in order to ensure the long-term stability for the future of the Student Centers. **DSAES 2B**

Status: In Progress. Completed new Memorandums of Understanding with internal campus partners to cover the Bookstore, Dining Services and Cougar Byte locations within the Student Centers. Updated budget and business planning will be developed during FY17 with the new Executive Director of Auxiliaries.

Strategic Initiative: Complete further reviews of SC Conference and Reservation Services event planning and event management daily operations utilizing compiled customer service assessment information and customer statistics and usage data to meet expanding conferencing, meeting and event needs and demands for the New Student Center.

Action Step: Evaluate the effectiveness and future needs of the upgraded and implemented EMS Enterprise event management software, space and resource configuration, and the online reservation process and make operational or procedural adjustments as needed to further meet needs of registered student organizations and campus departments. **DSAES 2E**

Status: Completed. The online reservation request process is operational and we continue to refine and enhance as new options as become available. Made videos to help educate users on how to use the virtual scheduling system.

Action Step: Review Student Centers' facilities use policies and procedures and further define/revise as needed to continue to meet customers' needs related to the use of all new conferencing and event spaces fully back online for use within the Student Center. Work with the SC Policy Board Facilities Use Policies and Procedures Committee to review any proposed recommendations for adjustments or new additions to policy. **DSAES 2E**

Status: Completed. The Facilities Use Committee of the Student Center Policy Board submitted changes that were accepted by the Policy Board during the 2016 spring semester. These changes included updating the name of the facility from University Center to Student Center, adding language relevant to campus weapons policies, and created 2 additional tabling locations to meet needs.

Action Step: Establish and implement additional SC Event Services electronic survey tools that could interface with the web based Event Management Enterprise System to assess customer satisfaction. **DSAES 2E**

Status: Completed. The survey is operational and collected information for the FY16 as part of Assessment #4: Conference and Reservation Services (CARS) Customer Satisfaction Survey.

Strategic Initiative: Responsibly maintain a safe, clean, livable, efficient and effectively managed Student Centers that remains focused on providing high quality customer service with planning focused for the long term.

Action Step: Work with Student Leaders, Plant Operations, facility stakeholders and the UH community in identifying a plan for renovation efforts for the SC Satellite facility. **DSAES 2B**

Status: On Hold. An initial plan of renovation of the Student Center Satellite has been developed, including some drawings and possible cost estimates. The plan is on hold at this time based on Division leadership discussions related to possible space needs in Student Centers' facilities over the next two/three years.

Action Step: Manage the transition of equipment from Warranty status to University managed repairs through a process of preplanning and tracking of furniture and equipment. **DSAES 2B**

Status: Completed. All equipment has been transitioned to University managed repairs.

Action Step: Create and maintain a depreciation schedule for all Student Centers inventory. This will include lounge furniture, audio/visual, games center, office furniture, and events equipment. **DSAES 2B**

Status: Completed. Depreciation schedule has been completed. Quarterly updates are being done to ensure schedule remains up to date. This schedule will help predict when equipment or furniture will need to be replaced and will provide a projection of the costs associated with each replacement.

Action Step: Create and maintain a capital replacement program that will track all non-inventory related items within the Student Center. Examples of this would include flooring, roofs, HVAC units, paint, and ceiling finishes. **DSAES 2B**

Status: Completed. Capital replacement program has been completed and quarterly updates are being done to ensure program remains up to date. The capital replacement program provides an estimated lifespan on large building features. This program will help track these estimated lifespans and provide a projection for the costs of replacement for each system.

Strategic Initiative: Provide support and leadership for the planning, marketing, and implementation of all events and programs sponsored by the Student Centers and DSAES Special Programs areas (i.e. Cat's Back, UH Weeks of Welcome, Student Centers' Events, Cougar Trading Card Program).

Action Step: Further develop and expand the Weeks of Welcome program, taking advantage of new programs and services offered in the renovated and expanded Student Center. **DSAES 1D**

Status: Completed. The 2015 UH Weeks of Welcome (UH WOW) included a total of (111) events [compared with (97) events in 2014, (93) 2013 and (65) events in 2012]. The Campus Prowl Open House Event included (29) campus departments [compared to (26) in 2014]. The 2015 UH WOW events utilized technology in promotion through UH Redline and Scavify.

Action Step: Work collaboratively with the Center for Student Involvement to identify additional uses and strategies for the Get Involved (uh.edu/getinvolved) website in order to increase campus wide participation by fully integrating campus departments and all student organizations. **DSAES 5B**

Status: Completed. In collaboration with DSAES IT Services and UIT, the Get Involved platform has been interfaced with PeopleSoft to provide live student data, which allows for card swiping at events, the creation of co-curricular transcripts, and online elections, just to name a few. For the first time ever Homecoming Court voting was done via Get Involved.

Action Step: Working with the Student Centers Events Committee and new Student Center program and tenant occupants, increase the amount of unique and innovative student-focused events hosted throughout the year. These events are designed to create awareness of resources available in the Student Centers and enhance student life and foster campus traditions (Cougar Resource Fair, OctoberFest, Stress Free Finals Week, Art/Cultural Learning Exhibits, etc.). **DSAES 5C**

Status: Completed. In fall 2015 we hosted our second Snack & Paint Event and reintroduced Poetry Slam to the UH community. Additionally, in collaboration with Campus Recreation, we held our first Madden video game Tournament and Monday Night Football watch party in the Student Center Theater. We also hosted a watch party for the national Republican Presidential Debate.

Strategic Initiative: Post the completion of the UC Transformation Project 2 identify, and initiate additional marketing and outreach plans after evaluating existing programs and plans to ensure the New Student Center is still meeting the needs of an expanding residential and Tier 1 focused student body.

Action Step: Further the development and implementation of a comprehensive development and fundraising program based on the achieved results and progress of the FY15 plan that targeted both large-scale donors for naming of the new theater, student organizations suite, and south lounge as well as offering a low-investment option for graduating students to commemorate their involvement on campus as part of a 'Leadership Wall'. **DSAES 2D**

Status: In progress. AVPSA has worked with Development Office on the development of a plan for event spaces, meetings rooms, lounges and other notable areas of the Student Centers to have development dollars attached to areas. Proposals have been developed for the Student Organization Complex and the South Lounge. AVPSA/Director provided ground work for the development of the leadership wall in the Legacy Lounge. Will launch a campaign with support of Development officer in FY17.

Action Step: Review and expand existing marketing and public relations efforts for adjustments to further increase the awareness of enhanced and expanded program and service offerings and increased reservable space options as well as recognition and celebration of the newly named Student Center North, Student Center South and Student Center Satellite. **DSAES 2B**

Status: In progress. Meetings will be established to assess current efforts and establish plans for

improvements. A new Marketing Plan will be completed by the end of fall 2016 that will outline current and new initiatives, which include #SCSUSTAIN, #MYSTUDENTCENTER, programs, and Eat, Relax, Connect, Learn.

Strategic Initiative: Utilize recommendations obtained from the implementation of the Student Centers' annual Assessment Plan to further enhance Student Centers' sponsorship and support of programs and services to meet the changing needs of the UH campus community and also its contributions to the campus life environment benefitting students through student learning, student development, and increased student success.

Action Step: Adjust/revise the Student Centers' annual assessment plan based on prior year plan results and recommendations and implement changes in initiatives in order to meet changing or identified needs for future services or programs. **DSAES 4A**

Status: Completed. Based on last year's results, we have taken steps as reported in the FY15 Annual Report that includes additional training and ongoing assessment of services which are presented in response to Question 4. Based on recommendations from the assessment review team we have also adjusted this year's assessments to include Student Employment Learning Outcomes.

Action Step: Complete a full Educational Benchmarking Incorporated (EBI) assessment for the expanded New Student Centers North and South buildings as well as the continued assessment of the Student Center Satellite. **DSAES 4A**

Status: Completed. Results received in late August 2016. We are in the process of sharing with results with all relevant parties and developing a plan to incorporate relevant changes in FY17 plans.

Action Step: Implement revised/revamped and expanded student staff training programs focused on achieving increased student learning and development through the use of student learning outcomes. Also evaluated and assessed needs identified through the support of the SC staff member assigned the permanent responsibility of the departmental Student Employment Program as a result of the organizational shifts identified to accommodate the needs of the New Student Center. **DSAES 2C**

Status: Completed. Implemented an introduction to a new student staff training program for the Student Centers that includes training in leadership, customer service, and occupational training. Chair of the Student Centers student training program is Co-Chairing an overall Student Life student training program for all nine departments to make best use of resources and staff time.

Action Step: Revisit/explore internship possibilities, graduate assistantships, and student employment experiences more intentionally linked with an academic department to continue to support services and programs and provide more students with a high quality experiential learning opportunity. Areas to focus on include: Shasta's and HRM, Graduate Assistants with COE, CreationStation with Graphic Design Program, and Customer Relations Managers with HRM, Engineering, and COB. **DSAES 2C**

Status: Completed and On-going. Areas listed worked with academic departments to identify appropriate educational employment opportunities. Student Centers has 3 graduate students, which includes a new position working with assessment and customer service.

New Objectives: A number of additional initiatives/action steps were undertaken or completed that were not defined in the 2015-16 program questionnaire.

1. **People Counters** were installed at all entrances and recorded over 30,000 visitors on August 30, 2016 in Student Center North & South. The data these devices have collected has already been put to excellent use to ensure efficiencies in operations.
2. Emergency Preparedness and Active Shooter training was implemented and training classes were offered to all occupants of the Student Centers.
3. The Student Centers hosted campus visits for colleagues from Lone Star State University, Louisiana State University and the University of North Carolina- Chapel Hill related to the planning, development and implementation for the Student Center Transformation Project.

4. The History of the Student Centers **Timeline project** was installed prior to Fall 2016 that depicts the history of the University/Student Center on UH Main Campus.
5. Frames and **informational signage** were placed in every meeting room to provide guests with whom to contact if they have any questions to improve customer service.
6. Installed additional **security cameras**, bringing the total to 118 cameras covering the Student Centers North and South facilities 24 hours a day, which should mitigate potential crime, as well as provide info to security personnel of possible perpetrators.
7. Installed an **indoor marquee** at the Grand Staircase, which is used to market student and university wide events, such as the Debate watch parties.
8. Installed a state of the art **audio/video system** to the Student Centers Games Room which provides significantly more options for reservations and other special events, which can possibly have impacted the increase in the number of reservations.
9. A **Sustainability Committee** was established to increase the sustainability of the Student Centers through initiatives such as adding recycling containers, encouraging guests to "Bring their Own" items like water bottles and use the water bottle filling stations.
10. An **Art Board** was established to work on acquiring student art to hang in the Student Centers. The first piece, by a MFA student, was installed at the beginning of the Fall semester.
11. A **Wayfinding** Committee was established to work on improving and procuring additional wayfinding opportunities throughout the Student Centers, to better help guests find meeting rooms or other areas in the facilities.

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data.

A. Efforts continue to improve internal revenues and to also improve and expand services and program offerings.

- Student Centers work closely with Auxiliary Services to monitor Memorandum of Understanding (MOU) in regards to managing relationships with contracted partner Aramark for Catering and Dining Services. The MOU will provide an annual return of \$43,496.73 to the Student Centers (\$3/sq. ft.). As an additional note, there was an agree-to clause in the Memorandum of Understanding that both parties will re-negotiate this rate for FY2023, based upon market value.
- Student Centers work closely with Auxiliary Services to monitor Memorandum of Understanding (MOU) in regards to managing relationships with contracted partner - Barnes & Noble Bookstores who is responsible for the bookstore retail space in the Student Centers. The MOU will provide an annual return of \$113,037.45 to the Student Centers (\$5/sq. ft.).
- The Student Centers worked with University of Houston Information Technology Services to develop a Memorandum of Understanding (MOU) to assume the responsibilities for the contracting process for the retail space designated for CougarByte. The MOU was confirmed, and will provide an annual return of \$16,347.30 to the Student Centers (\$15/sq. ft.).
- The Student Centers has a contract for retail banking services with TDECU – Texas Dow Employees Credit Union which (will provide an annual return of \$24,000 to the Student Centers)
- The Student Centers also receives revenue from the Automatic Teller Machines (ATM's) on the first floor of the Student Center South (Bank of America, Chase, Woodforest National Bank & TDECU) and at the Student Center Satellite facility (Woodforest National Bank & TDECU).
- A lighting and sound package was added to the Student Center Games Room (completed January 2016) to further enhance the users' experience. Features of the addition included 6 large projection screens at the end of the bowling lane (music video and television ready), new updated glow lighting to enhance the black light effect when the house lights are turned off, and an impressive sound package.
- An assessment was conducted to measure Student Centers Conference and Reservation Services customer satisfaction and pinpoint room for improvement in reservation request process, event readiness, pricing, and staff training. A link to an online survey was emailed after each of the 17,419 bookings resulting in 311 responses.

Satisfied and Very Satisfied responses were up 6% on average. Details of satisfied and very satisfied responses for the follow: Room Arrangement - up 7.3%; Condition of Space up 4.8%; process up 2.7%; CARS staff .3%; AV services up 12%; and Overall Experience up 5.2%.

- An assessment was conducted to measure the Student Centers Games Room Reservation customer satisfaction and pinpoint room for improvement in the Games Room request process, event readiness, pricing, and staff training. A link to an online survey was emailed after each of the 452 reservations resulting in 51 responses. The results of the two questions were positive:
 - Overall reservation process from start to finish:
 - 94.12% respondents were either very satisfied or moderately satisfied (76.47%/very satisfied and 17.65%/moderately satisfied)
 - 5.88% were neutral
 - 0% were moderately dissatisfied or very dissatisfied
 - Customer service the client received during the event:
 - 96.08% of respondents were either satisfied or moderately satisfied (80.39%/very satisfied and 15.69%/moderately satisfied)
 - 1.96% were neutral
 - 0% were moderately dissatisfied or very dissatisfied

B. Utilization figures for 2015-2016 in the Student Centers have continued to rise with the completion of Student Centers Transformation Project. Utilization figures at the Student Center Satellite for the same period have experienced some fluctuation suspected due to the Student Center.

Facility Traffic Data – SC Satellite and Student Centers: The SC Satellite has shown a large reduction (68%) in traffic in FY16 compared to FY15. We have installed traffic counters in the Student Centers North and South. We do not have information from FY15, but so far we have seen much higher than expected traffic in both buildings. To date, the highest count occurred on Tuesday, August 30, 2016 – reaching over 30,000.

Shasta's Cones & More Ice Cream Store – Student Center:

- Shasta's sold 29,142 single scoop cones/bowls, and 6,394 double scoop cones/bowls served. Revenues: FY16 Shasta's = \$212,499.
- The \$1.00 Cone Days continued to be offered in conjunction with national holidays and Cougar Football victories.
- Shasta's Collaborative Programs for 2015-2016 included:
 - Provided \$1 cones for purchase for Family Weekend/Oct.
 - Catered College of Education Ice Cream Social for homecoming weekend (Nov)
 - Catered College of Liberal Arts & Social Sciences Ice Cream Social (Sept)
 - Shasta's participation in CFI (Cougars First Impression) were 6500 pieces (frozen desserts) were distributed to our students 8/22 & 8/23
 - Participated in Cougar Move-In 2016 were thirty 3-gallon tubs (roughly 1860 individual servings) were scooped to students returning to their residence halls (Aug. 18-20).
 - Assisted with the EBI Assessment survey in providing FREE Ice Cream for those students who submitted their questionnaire (total of 156)
- Shasta's has continued to assist and support several UH and SC events. Highlighted events include:
 - Participated in the Student Center Welcome Back (ice cream eating contest, and free mini cones)
 - SC Welcome Back/Open House (Sept.)
 - Provided mini cones at Fall Cougar Resource Fair
 - Stress Free Finals Week at the SC Satellite (Dec. & April).

Games Room – Student Center: Data from 2015-2016 for the Games Room includes:

- Bowling: 114,990 games bowled.
- Billiards: 21,985 hours played
- Table Tennis: 6,867 hours played
- Amusement Games: 50,510 (based upon \$.50 a play)

SC Satellite Games Room: This satellite operation has continued to provide services and programs. This operation was closed during the summer months with the main Games Room in full operation.

SC Satellite Billiard Revenue

FY 2014 – 2015	\$16,854	3,745 payed hours played
FY 2015 – 2016	\$9,725	2,161 payed hours played

Games Rooms Total Revenues and Sales for FY2016 = \$419,088 (Student Center and SC Satellite), in comparison to previous years:

FY2016	\$419,088
FY2015	\$384,396
FY2014	\$210,981

Number of SC Games Room Reservations by Customer Type for FY16, FY15 and FY14

• Student Organizations	209 (FY16)	157 (FY15)	69 (FY14)
• Campus Department	90 (FY16)	67 (FY15)	22 (FY14)
• Non-UH Sponsored	153 (FY16)	89 (FY15)	42 (FY14)

Revenue Figures for SC Games Room Facility Rentals/Event Reservations by Customer Type

• Student Organizations	\$21,618 (FY16)	\$26,658.00 (FY15)	\$8,874.00 (FY14)
• Campus Departments	\$30769 (FY16)	\$12,163.50 (FY15)	\$4,684.64 (FY14)
• Non-UH Sponsored	\$34,846 (FY16)	\$14,328.25 (FY15)	\$3,111.25 (FY14)

Gaming Tournaments (2015-2016)

Fall Tournaments

- 9/14 Billiards Tournament (9-Ball)
- 9/24 Texas Hold'em Tournament
- 9/28 Monopoly Tournament
- 10/8 Table Tennis Tournament
- 10/19 Risk Tournament
- 10/29 Billiards Tournament (8-Ball)
- 11/2 Texas Hold'em Tournament
- 11/12 Scrabble Tournament
- 11/23 Billiards Tournament (9-Ball)

Spring Tournament

- 1/28 Billiards Tournament (9-Ball)
- 2/1 Poker Tournament
- 2/11 Table Tennis Tournament
- 2/15 Chess Tournament
- 2/25 Billiards Tournament (8-Ball)
- 2/29 Poker Tournament
- 3/24 Scrabble Tournament
- 3/28 Table Tennis Tournament
- 4/7 Poker Tournament
- 4/18 Billiards Tournament (9-Ball)

Games Room Special Programs/Promotions:

- Glow Bowling Friday/Saturday Evenings 9pm - closing
- \$1 Victory Days promotion at Student Center and Satellite Games Rooms: \$1 bowling, billiards, and table tennis

the following Monday after a Cougar football victory

- Come Back Coupons
- Welcome Back Party/Fall (free play)
- Student Centers Birthday Party/Spring (free play) Held drawing for PlayStation 4 as part of the event.
- Student Appreciation Day (free play end of fall and spring semesters)

CreationStation: This retail operation works with student organizations, UH departments and off-campus customers to provide a unique multi-service center on campus, offering a full complement of graphic design solutions.

CreationStation Customer Utilization Data

Category	FY 15	FY16
Students	942	909
Student Organizations	203	162
Units/Departments	114	446
General Public	50	67
Sponsor Sales	18	10

Revenue Comparison from Invoice Systems at CreationStation (QuickBooks)

9/01/2015 – 8/31/2016:

Students/Student Organizations	\$ 65,699.70
Sponsor Sales	\$ 2,197.71
UH Departments	\$ 119,524.29
General Public	\$ 9,437.83
Total	\$ 196,859.53

9/1/2014-8/31/2015

Students/Student Organizations	\$ 91,512.39
Sponsor Sales	\$ 4,859.75
UH Departments	\$117,121.40
General Public	\$ 2,774.24
Total	\$216,267.78

9/01/2013 – 8/31/2014:

Students/Student Organizations	\$ 82,690.24
Sponsor Sales	\$ 2,907.26
UH Departments	\$ 53,945.72
General Public	\$ 914.29
Total	\$ 140,457.51

Revenue Comparison with 1074 Reports

09/01/2015-08/31/2016	\$234,463.27
09/01/2014-08/31/2015	\$247,931.43
09/01/2013-08/31/2014	\$151,836.44

Student Centers Conference and Reservation Services Office (CARS): This facility service and events support operation worked with student organizations, UH departments and off-campus customers for the effective planning and management of events. Specifically, in FY2016, we served 344 UH registered student organizations, 124 UH campus departments and 130 off-campus customers through 17,419 bookings. Some additional facts include:

- These events equated to over 81,584 of “event hours”, with an estimated attendance figure (as supplied by the event organizers) of over 865,573.
- Of the above mentioned bookings, student organization events were at 50.29%, campus department events were at 44.78% and off-campus customer events were at 4.93%.
- A total of \$980,820 in discounted facility space and services were provided. Campus Departments were the recipient of 89.47% of these discounts, student organizations represented 8.38% in discounts and off-campus events were the recipient of 2.15% in discounts.

- The largest portions of discounts outside of Student Centers were provided to the following offices/programs:
 - Admissions 19.91%
 - Center for Student Involvement 13.20%
 - Division of Student Affairs and Enrollment Services 11.36%
 - Student Centers 9.72%
 - International Students & Scholar Services 7.26%

Conference and Reservation Services Utilization Data for the last three years

Type	FY14		FY15		FY16	
<i>Bookings by Customer Type</i>	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
<i>Campus Departments</i>	3,569	33.95%	5,565	43.04%	7,801	44.78%
<i>Non-UH Sponsored</i>	180	1.71%	524	4.05%	858	4.93%
<i>Student Organizations</i>	6,763	64.34%	6,842	52.91%	8,760	50.29%
Total	10,512		12,931		17,419	
<i>Total Event Hours by Customer Type</i>	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
<i>Campus Departments</i>	21,110	39.73%	33,358	47.80%	46,932	57.53%
<i>Non-UH Sponsored</i>	959	1.80%	2,668	3.82%	4,492	4.5%
<i>Student Organizations</i>	31,227	58.47%	33,763	48.38%	40,632	40.68%
Total	53,406		69,789		81,584	
<i>Estimated Attendance by Customer Type</i>	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
<i>Campus Departments</i>	609,046	63.56%	786,414	71.11%	378,638	43.74%
<i>Non-UH Sponsored</i>	9,789	1.02%	32,216	2.91%	43,935	5.08%
<i>Student Organizations</i>	339,327	35.41%	287,261	25.98%	443,000	51.18%
Total	958,162		1,105,891			
<i>Customers Served by Type</i>	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
<i>Campus Departments</i>	83	N/A	224	N/A	124	20.74%
<i>Non-UH Sponsored</i>	77	N/A	191	N/A	130	21.74%
<i>Student Organizations</i>	298	N/A	597	N/A	344	57.53%
Total	458		1,012		598	
<i>Discount to Campus Departments</i>	Discount	% of Total	Discount	% of Total Discount	Discount	% of Total Discount
<i>Admissions</i>	47,675	18.07%	156,038	26.25%	174,741	17.82%
<i>Student Centers</i>	31,833	18.07%	50,841	8.55%	85,328	8.70%
<i>Center for Student Involvement</i>	81,751	30.99%	82,652	13.90%	115,850	11.81%
<i>Dean of Students Office</i>	NA	NA	N/A	N/A	31,375	3.19%
<i>Center for Fraternity and Sorority Life</i>	NA	NA	N/A	N/A	52,951	5.39%
<i>Division of Student Affairs & Enrollment Services</i>	29,634	11.23%	52,718	8.13%	99,667	10.16%
Total Discounts for Departments	263,780		594,536		877,522	
Total Discounts for All Groups	290,748		648,708		980,820	
<i>Totals Discounts by Customer Type</i>	Discount	% of Discount	Discount	% of Discount	Discount	% of Discount

<i>Campus Departments</i>	263,780	90.72%	594,536	91.65%	877,522	89.47%
<i>Non-UH Sponsored</i>	54	0.02%	7,306	1.13%	21,074	2.15%
<i>Student Organizations</i>	26,914	9.26%	46,866	7.22%	82,224	8.38%
Total	290,748		648,708		980,820	
Revenue by Customer Type	Net Sales	% of Net	Net Sales	% of Net	Net Sales	% of Net
<i>Campus Departments</i>	138,637	66.91%	295,095	55.23%	430,242	61.96%
<i>Non-UH Sponsored</i>	20,666	9.97%	139,774	26.16%	155,496	22.39%
<i>Student Organizations</i>	47,905	23.12%	99,456	18.61%	108,603	15.64%
Total	207,208		534,325		694,341	

Marketing and Programs: FY16- September 1, 2015- August 31, 2016

- For the fourth year in a row, the Cat's Back 2015 Fall Event was hosted within the Campus Recreation and Wellness Center (CRWC). During the three hours of the event, 7,223 students attended and featured 160 student organizations participated this fall; an increase from an attendance of 6,925 students and 135 student organizations for the fall 2015 event.
- A First Birthday party was held for the transformed Student Centers, which included several activities, food, entertainment and games in throughout the Student Center, drew about 3,986 students.
- The 2016 Cat's Back Spring Event was planned in conjunction with the Birthday. There were a total 2,225 students that attended which is slightly lower than the 2015 event, which was had 2,354 students.
- The 2015 UH Weeks of Welcome (UH WOW) included a total of (111) events (compared with (97) events in 2014 and (93) events in 2013). The 2015 Campus Prowl Open House Event included (29) campus departments (compared to (26) in 2014).
- The 2015 UH WOW events utilized technology in promotion through the UH Redline and Scavify apps. This year there were 129,217 UH WOW website hits and 102,817 views through RedLine.
- The fall 2015 Stress Free Finals Week was held November 30 – December 11 and featured 15 events sponsored by departments and student organizations. This fall's event also featured an Instagram contest, which included 10 participants and resulted in a 5 %increase in Instagram followers. The spring 2016 Stress Free Finals Week was held April 25 – May 3 and featured 17 events sponsored by departments and student organizations. This semester's program won the Brand Champion award for Best Individual Website in 2016.

5. Please discuss any budget or organizational changes experienced since your last (FY2017) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections. In addition, if your unit concluded FY2016 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

The Student Centers is a self-supporting, auxiliary enterprise that operates primarily on a dedicated student fee, some SFAC support and some revenue generation. The Student Centers is responsible for satisfying the bond payment as related to the Student Centers Transformation Project and any renovations, repairs, additions, and/or unforeseen expenditures that may occur to the Student Centers' facilities.

We ended the year with a 3049 fund equity return to the SFAC pool of **\$14,436.52**. This is primarily related to savings in Business Services – lapse salary and reduction in Maintenance and Operations based on office suite efficiency.

As noted throughout this report, with the completion of the Student Center Transformation Project, we have seen growth in income levels for some of our SC managed retail and event service operations. The staffing expenses and cost of goods sold (COGS) also required an increase.

Our unit Fund 3 (3056 and 3050) concluded FY2016 with a fund balance carry forward of **\$1,257,020.00**. However, the Student Centers has projects which are either “in-process” or are scheduled to be completed in FY2016 which will cost approximately **\$1,257,020.00**. These projects include:

Flooring replacement beginning 2021 (707,000/5)	\$141,400.00
AV equipment replacement beginning in 2017	\$125,000.00
Enhancements to Plaza	\$102,090.00
Front Office Reconfiguration	\$100,000.00
Furniture replacement beginning in 2021 (476,000/5)	\$95,200.00
Visibility Marker	\$75,000.00
Electronic Room Cards - sync with EMS	\$75,000.00
Electricity Infrastructure enhancements	\$65,000.00
Exterior Signage – East Side	\$50,000.00
Acoustic panels in Multipurpose Room	\$50,000.00
Lockers	\$40,000.00
2 replacement golf carts	\$30,000.00
Recycling Containers	\$30,000.00
Lift - Genie	\$30,000.00
Electrify Exterior Doors	\$30,000.00
911 Memorial Concrete/drainage	\$27,000.00
Digital Screens - Wayfinding	\$25,000.00
Creation Station Equipment	\$24,000.00

6. Please list your 2017-2018 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services Strategic Initiatives and University of Houston Strategic Goals to which they relate. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.

Strategic Initiative: Responsibly maintain a safe, clean, sustainable, efficient and effectively managed Student Centers that remains focused on providing high quality customer service with planning focused for the long term. **DSAES 2**

Action Step: Incorporate DSAES customer service standards and rubrics into Memorandums of Understanding with SC partners. **DSAES 2e**

Action Step: Monitor and adjust as needed the financial business plan as well as the implemented Memorandums of Understanding with partners to ensure the long-term stability for the future of the Student Centers. **DSAES 2b**

Action Step: Investigate the opportunities to increase Sustainability levels of Student Centers through new initiatives such as composting. **DSAES 2b**

Action Step: Design and implement a user satisfaction survey using a secret shopper model to establish a baseline study for building appearance, safety, staff professionalism and customer service delivery from staff, student staff and business partners. The survey measures will be used to gauge and, if necessary, adjust to improve overall satisfaction of service delivery in the Student Centers. **DSAES 2e**

Strategic Initiative: Complete further reviews of Student Centers Conference and Reservation Services event planning and event management daily operations utilizing compiled customer service assessment information and customer statistics and usage data to meet expanding conferencing, meeting and event needs and demands of the UH community. **DSAES 2 & 4**

Action Step: Review Student Centers' facilities use policies and procedures, and make changes as appropriate to ensure the newly transformed Student Centers event and conferencing spaces are being maximized in terms of use and flexibility for the UH community. **DSAES 2b**

Action Step: Establish event planning workshops to improve efficiencies within the event reservation process and to educate customers about available resources. **DSAES 2e**

Strategic Initiative: Develop a short-term and long-term plan for the Student Center Satellite: reviewing return on investment for renovation required; and perceived value added for the needs from the UH community/student perspective. **DSAES 2**

Action Step: Further prioritize and complete identified facility replacement and repair needs for the Student Center Satellite from the Facilities Management Facility Condition Report after the completion of FY17 projects are funded and implemented. **DSAES 2b**

Action Step: Work with Student Leaders, DSAES leadership, Plant Operations, facility stakeholders and the UH community in identifying a plan for the renovation efforts for the SC Satellite facility. **DSAES 2b 18**

Strategic Initiative: Create long-term programs to ensure the on-going renewal and maintenance of the Student Centers' facilities and manage the relationship with Facilities Management to ensure facilities are effectively maintained on day-to-day basis with maximum efficiencies. **DSAES 2 & 6**

Action Step: Create separate accounts and set aside specific funds needed based on capital replacement program for all non-inventory related items within the Student Centers (i.e. flooring, roofs, HVAC units, paint, ceiling covers, etc.). **DSAES 2b**

Action Step: Work with Facilities Management to improve custodial response times and meet cleaning standards, while continuing to adjust needs to achieve greater service for the Student Centers North, South & Satellite facilities. **DSAES 6d**

Action Step: Decrease reliance on on-going maintenance department through technology and facility building improvements (facility wall protection, paint quality, corner guards, etc.). **DSAES 2b**

Action Step: Manage the quarterly review of facility Service Level Agreements to ensure facility needs are met and cost savings are achieved where applicable as well as continue regularly scheduled meetings with Facilities Management Auxiliary Services Senior Project Manager and Supervisors assigned to the Student Centers. **DSAES 6d**

Strategic Initiative: Provide support and leadership for the planning, marketing, and implementation of all events and programs sponsored by the Student Centers and DSAES Special Programs areas (i.e. Cat's Back, UH Weeks of Welcome, University Centers' Events, Cougar Trading Card Program). **DSAES 1 & 5**

Action Step: Working with the Student Centers Events Committee and Student Center Partners group to increase the amount of unique and innovative student focused events hosted throughout the year. These events are designed to create awareness of resources available in the Student Centers, enhance student life and foster campus traditions (Cougar Resource Fair, Fall Fest, Stress Free Finals Week, Art/Cultural Learning Exhibits, etc.). **DSAES 1d**

Action Step: Working with Student Centers Marketing Committee, review current Student Centers' specific marketing and communication practices. **DSAES 1d**

Action Step: Establish new marketing and public relations efforts to further increase the awareness of Student Centers' program, service offerings and initiatives. (#SCSustain, SC Wayfinding, Reservations, SC Ambassador program etc.) **DSAES 5c**

Strategic Initiative: Utilize recommendations obtained from the implementation of the Student Centers' annual Assessment Plan to further enhance Student Centers' sponsorship and support of programs and services to meet the changing needs of the UH campus community and also its contributions to the campus life environment benefitting students through student learning, student development, and student success. **DSAES 2 & 4**

Action Step: Develop a department wide Student Employee Development Program. This program would address issues like Diversity, Customer Service, and Communication with a goal to prepare students for transitioning into a professional career and developing a Tier One service approach. **DSAES 2e 19**

Action Step: Evaluate Games Room reservation customer service satisfaction survey to ensure satisfaction is being actualized, and make changes as necessary to increase satisfaction as possible. **DSAES 4a**

Action Step: Adjust/revise the Student Centers' annual assessment plan based on prior year plan results and recommendations and implement changes in initiatives in order to continue to meet needs for future services or programs. **DSAES 4a**

Action Step: Complete a full Educational Benchmarking Incorporated (EBI) assessment for the Student Centers North and South facilities. **DSAES 4a**

7. What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)? **If you receive funds from other sources, please briefly describe the source, purpose, and duration of the funding and report the amounts received in the appropriate rows/columns on the SFAC Spreadsheet.**

Primary source of additional funds are through self-generated income. Efforts have been successful in maintaining positive contract relationships with TDECU and CougarByte Technology Store. This service continues to generate revenue and provide technology services to the University of Houston community and is managed by the University Information Technology department. Partner relationships continue with University of Houston Auxiliary Services who manage SC housed contracted clients – UH Dining Services (provided by Aramark) and the UH Bookstore (provided by Barnes and Noble). We have a contract in place with TDECU, and Memorandums of Understanding in place for CougarByte, food service and bookstore operations. We continue to review existing rental rates and contract services and make adjustments consistent with access and usage of new and renovated space to ensure we are receiving appropriate income for high profile retail areas.

As we significantly enhanced and renovated existing meeting room and event spaces over the last few years, we have completed a review to revise our pricing and rate plans for these spaces/areas based on an hourly rate versus a flat day rate to more efficiently schedule space usage by departments, sponsored groups and off-campus clients. In addition, the Student Centers now provides all AV equipment at no cost to registered student organizations (when the equipment is booked with the initial reservations or added five business days in advance of the meeting/program/event or 48 hours in advance for a small meeting). The Student Centers also updated the policy that required registered student organizations pay a different rate when inviting non-university guests to their events.

- 8. Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.**

None applicable to the Student Centers.

