

UNIVERSITY of
HOUSTON
STUDENT CENTERS



STUDENT CENTERS

Presentation for FY 2019 – 2020
October 26, 2018



MISSION

In celebration of our diverse campus community, the Student Centers (comprised of Student Center South, North and Satellite) **enrich the campus life experience by providing quality programs, services and facilities** focused on student involvement, student learning and student success.





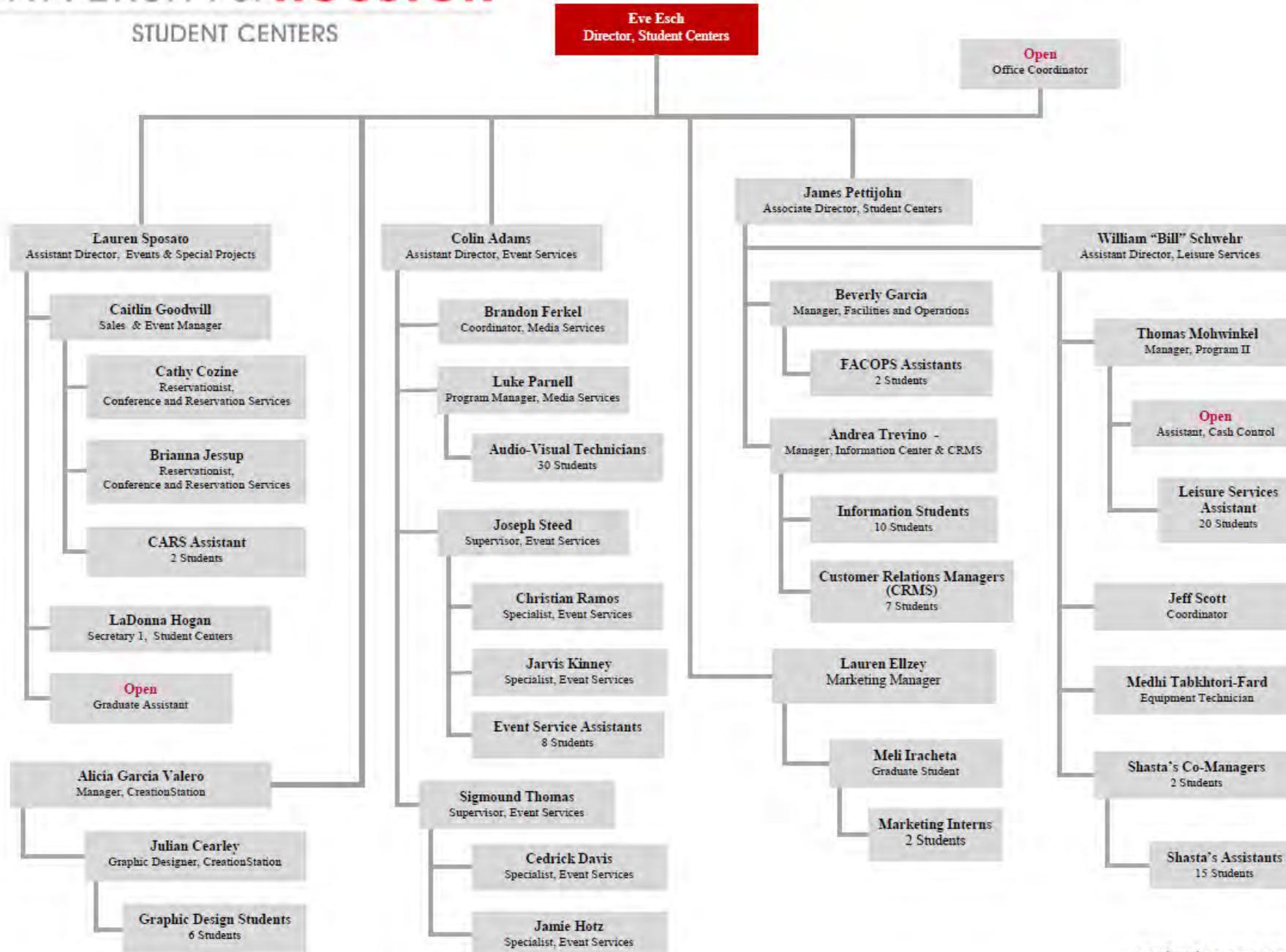
VISION

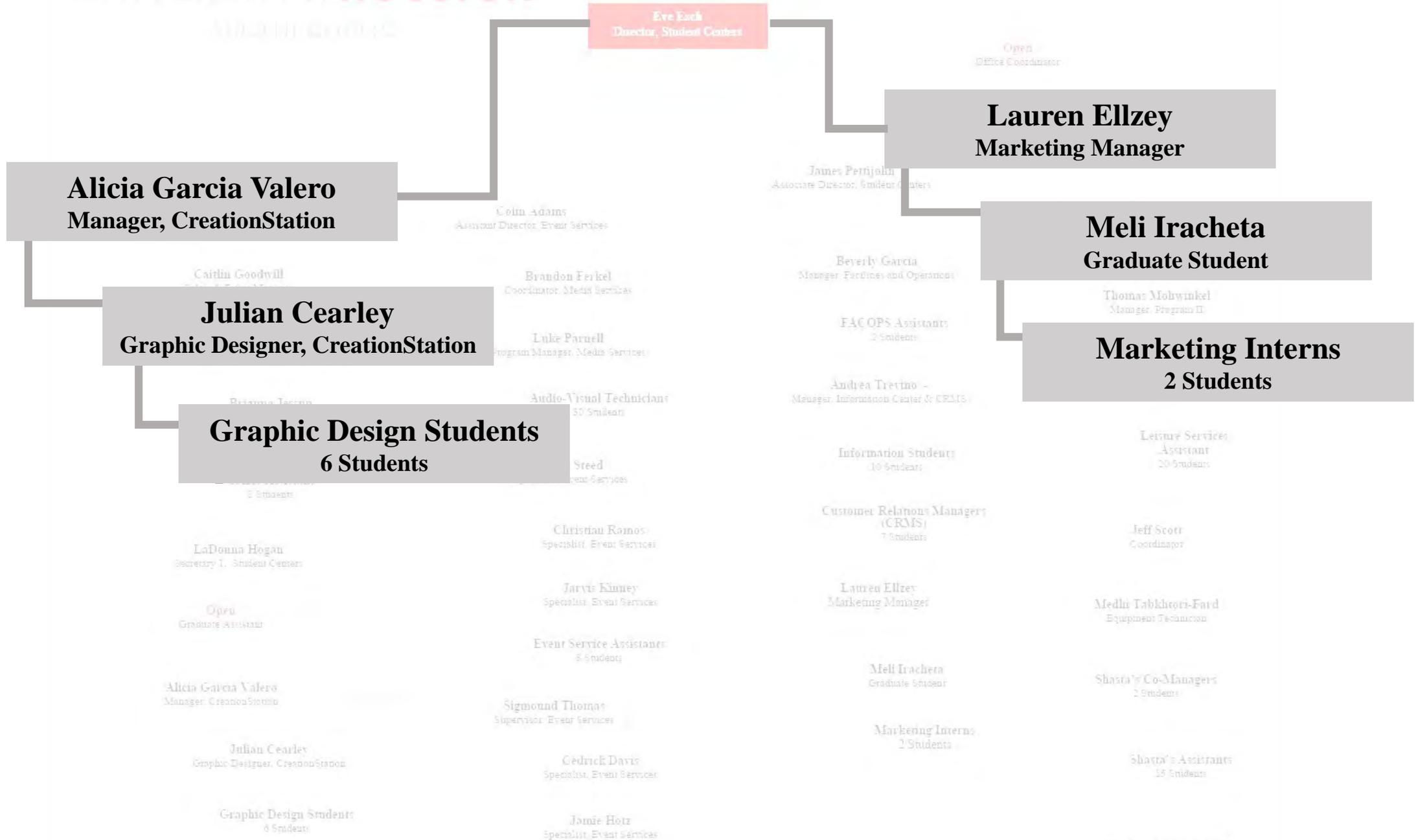
Be a leading student center embracing the needs of the future through innovation, inclusivity and sustainability.



OUR TEAM







Student Centers Policy Board





SCPB SEATING INITIATIVE

- Alyssa Foley** I think this is a great idea! Especially when it gets crowded and it's hard to find a seat!
2 Likes · Reply · Message · 3w
- Emily Flores** I love this idea, I have a hard time making friends so this definitely helps! Also when ur having a bad day and want to be alone, saving a seat (s) or studying.
Like · Reply · Message · 3w
- Ej Rome** That is a really great idea .
1 Like · Reply · Message · 3w
- Adelle Flores** No more awkwardly asking for a seat at the table!
2 Likes · Reply · Message · 3w
- Mayra Castillo** Love this so much! It will definitely ease the awkwardness of having to ask if the seat is taken.
Like · Reply · Message · 3w
- Katrina Ortega** Go community idea - especially since limited room wtg
Like · Reply · Message · 3w
- Shegufra T Upama** Great idea! Now there's a solution to when I want some alone time at SC 😊
Like · Reply · Message · 3w
- Paulina Fernandez** Seems cool, are they also going to be in the SC satellite?
Like · Reply · Message · 3w
- Sulma Machado** Cool ideas for making new friends or just making conversation
Like · Reply · Message · 3w
- Veronica Helena** This is great ! Definitely kills the awkwardness
Like · Reply · Message · 3w

You Retweeted

Trill Mexican @trillmexican · Jan 22
PERFECT IDEA TO MAKE FRIENDS ! YES !

Student Centers @UHStudentCenter
Have you seen our cool flip charts in the SC South yet! Flip to green if you don't mind sharing a table, or flip to red if you need privacy....

1 Retweet · 2 Likes

You Retweeted

Kenneth @Kensoshort · Jan 22
OOO GIRL THIS IS HOW IM GONNA MEET ME A MANS!!!!

Student Centers @UHStudentCenter
Have you seen our cool flip charts in the SC South yet! Flip to green if you don't mind sharing a table, or flip to red if you need privacy....

3 Retweets · 17 Likes



113 Likes, 42 Retweets



93 Reactions, 38 Comments, 14 Shares



137 Likes, 51 Comments

You Retweeted
Trill Mexican 🇲🇪 @trillmexican_ · Jan 22
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SCPB SEATING INITIATIVE



113 Likes, 42 Retweets



93 Reactions, 38 Comments, 14 Shares



137 Likes, 51 Comments



DSAES INITIATIVES



DSAES STRATEGIC PLAN

Student Success

Champion exceptional opportunities and services to support all UH students.

Division Cohesion

Create and foster a cohesive division identity, culture, and community.

Resources

Evaluate, actively pursue, and leverage resources to enhance the UH experience.

Partnerships

Forge and strengthen partnerships to expand our reach into the university and greater community.





External Review

12 Recommendations focused on facilities, student employment experience, marketing & wayfinding.

“...interviewees expressed their appreciation for Ms. Esch, the Director of the Student Centers, and her staff for providing quality programs and services.”





GOALS

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.

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.



GOALS

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.

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.



GOALS

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).

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.

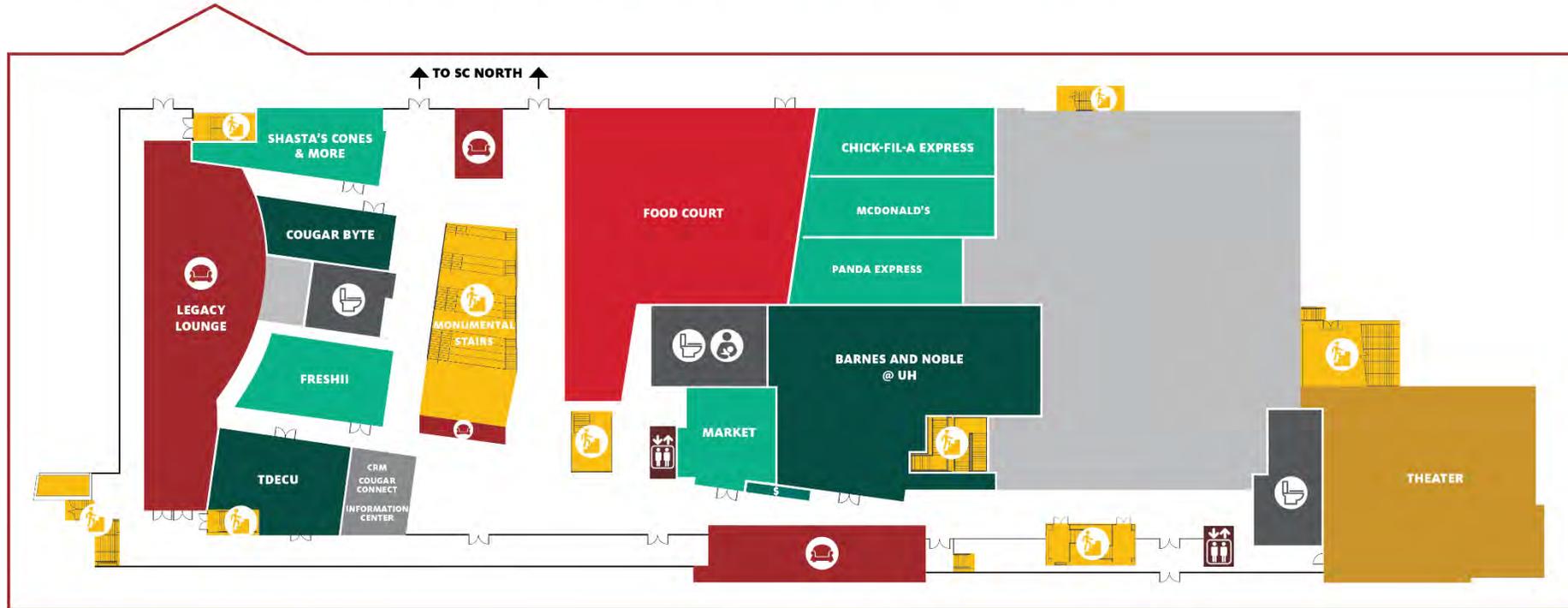


SFAC Comments

The committee is excited for the imminent arrival of wayfinding maps and applauds the new student art acquisitions. In light of damages from Hurricane Harvey, SFAC appreciates your continued investment in the facilities to keep the Student Centers an integral part of the campus experience.



STUDENT CENTER SOUTH, 1st Floor



OFFICES

CRM OFFICE	143
COUGAR CONNECT	141
INFORMATION CENTER	141

RETAIL STORES

BARNES AND NOBLE @ UH	130
COUGAR BYTE	158
TDECU	144

DINING OPTIONS

CHICK-FIL-A EXPRESS	124
FRESHII	151
MARKET	132
MCDONALD'S	122
PANDA EXPRESS	121
SHASTA'S CONES & MORE	162

FOOD COURT

125

THEATER

103

ATM'S

ELEVATORS

EVENT SPACES

LOUNGING AREAS

MOTHER'S ROOM

OFFICES

RESTROOMS

STAIR ACCESS



Learning Objective

Understand the ease of use, clarity of information and helpfulness of current and new wayfinding processes

Purpose

Conduct an assessment on pre-existing wayfinding information before new wayfinding was installed, and then re-test once installation was completed to determine effectiveness.

Method

The Student Centers conducted informal interviews and surveyed users of the Student Centers using iPads for in-person sampling.

Staff members conducted samplings during summer orientation because users were new to the facility and unbiased.

Sampling data was collected during weekdays of Summer 2017 and 2018.

*Method Limitations

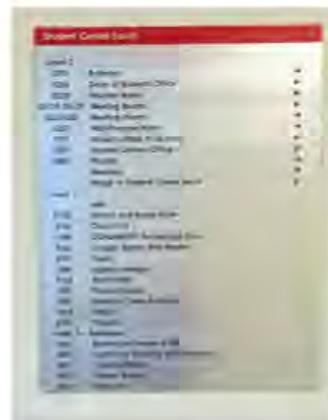
Summer Orientation events had a large number of staff who helped direct guests around the facility, reducing need for wayfinding usage.

Results	Pre-Installation (Respondents: 33)	Post-Installation (Respondents: 67)	
"I often use the maps or directional signs to find my way through the facility."	48.70%	22.2% *	Agree/Strongly Agree
	23.90%	10.40%	Neutral
	28.00%	67.40%	Disagree/Strongly Disagree
"I can easily find what I am looking for in the building using maps or directional signs"	48.70%	50.70%	Agree/Strongly Agree
	17.90%	34.30%	Neutral
	33.30%	12%	Disagree/Strongly Disagree
"I had a positive experience using the maps or directional signage in the facility."	78%	84.20%	Agree/Strongly Agree
	22%	22.40%	Neutral
	0.9%	13.50%	Disagree/Strongly Disagree

Conclusion

Users of the facility are able to better navigate the building after the new wayfinding was installed. Positive user experience also increased.

Previous Wayfinding



New Wayfinding

STUDENT CENTER SOUTH, 1st Floor



STUDENT CENTER SOUTH, 2nd Floor



Note

Wayfinding maps scored highest in terms of usefulness when compared to other models, hence the selection of this design.

Touch screen to search



AWARDS DIRECTORY



Search 

Award

Event

Name

Organization

Year



BY THE NUMBERS





3.5 Million +
Visitors Annually

Biggest Day (yet)

=

40,485
Tuesday 8.20.18



A grayscale background image showing several students with their hands raised in the air, suggesting a classroom or meeting setting. The students are smiling and appear engaged. The image is overlaid with text and a teal graphic on the left side.

~100

**Student Center Student
Employees**

Over \$565,000

**back to students to help
offset cost of education**

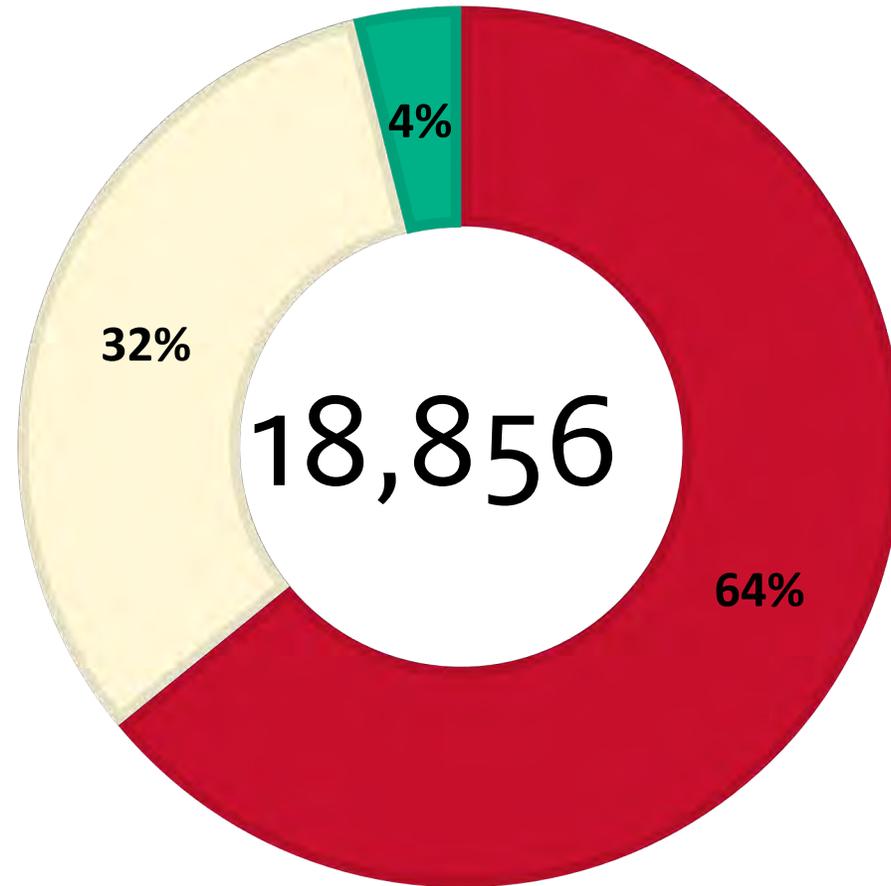
23%

**Increase in Registered
Student Org Events**

STUDENT CENTER EVENT BREAKDOWN

■ Registered Student Organizations ■ Campus Departments ■ Non-UH Sponsored Events

"[your staff member] was absolutely amazing and easy to work with. She made the entire planning very stress-free and was incredibly responsive to all our requests."



"Amazing as always."

"Love the staff. Very fast and efficient. Thank you for all that you do!"



115,000

Games Bowled

22,000

Hours of Billiards Played

6,400

Hours of Table Tennis
Played

450+

Reservations Taken

3
National Awards

6
Student Graphic Designers

1,475
Completed Projects





33,334

Single Scoops Sold

6,367

Double Scoops Sold

7,262

ICEEs Sold

9,624

\$1 Victory Day Cones Sold



20.97%

Twitter Increase



22.28%

Facebook Increase



23.82%

Instagram Increase



uhstudentcenter • Follow
Student Centers- University of Houston

uhstudentcenter What a great day hosting the @uhgradschool Orientation! Welcome to UH 🍷 #UHGO #MyStudentCenter
uhprovost Thank you for hosting for us! 🍷
uhstudentcenter @uhprovost always a pleasure!



49 likes

AUGUST 14



uhstudentcenter • Follow
Student Centers- University of Houston

uhstudentcenter Did you miss The Inside Out Project today? No worries! It will back tomorrow from 10-4pm in our circle drive. Don't miss the opportunity to register to vote! 🗳️🗳️🗳️ @insideoutproject

antonioarellano_ 🍷 Thanks for taking my pic!
stephanienicolehtx Omg!!! I'm so glad it's gonna be back i was so bummed I was stuck in class all day 🍷

_mayraacastillo @postarmand



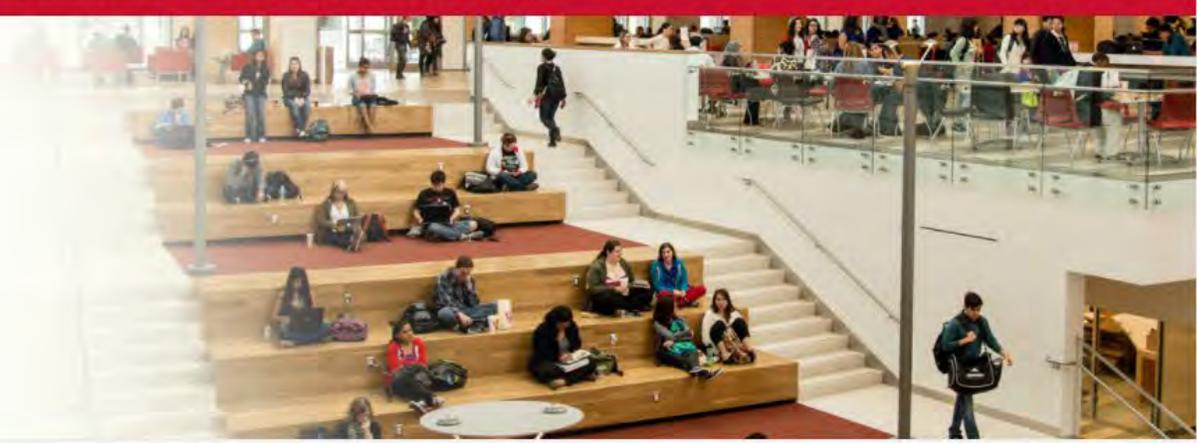
90 likes

SEPTEMBER 17

UNIVERSITY of HOUSTON | DSAES

STUDENT CENTERS

Connect . Eat . Relax . Learn .



AT A GLANCE: [Student Center North](#) / [Student Center South](#) / [Student Center Satellite](#)

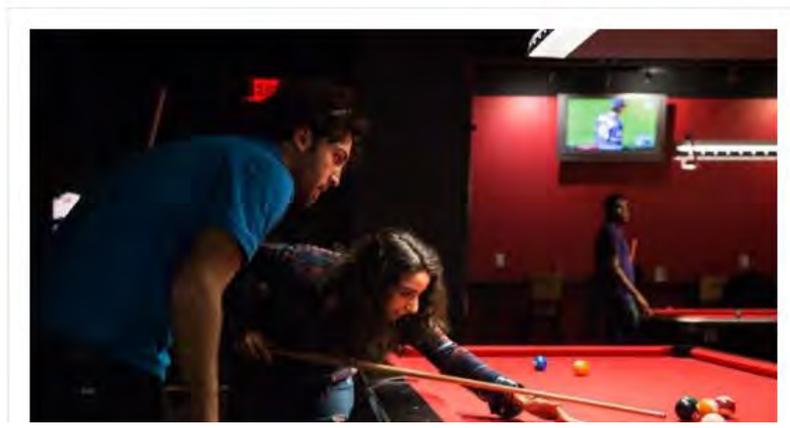
Student Life Diversity Statement

Latest Headlines FROM THE STUDENT CENTER

Stress Free Finals Week

After weeks of hard work and sleepless nights, the semester is finally coming to an end! Luckily, the University of Houston is coming together to offer you the opportunity to take the pressure off and relax. From April 24th through May 2nd, different departments and organizations will be putting on free, fun and stress free activities across campus.

Grant's Fro Art



Student Centers

[Home](#) [About Us](#) [News](#) [Conference & Reservations](#) [Dine & Shop](#) [Facility Info](#) [Sustainability](#) [Art Display](#) [Giving](#)



Student Center North

Student Center South

FY18 Website
Views
279, 893
+15.12%



DINING OPTIONS

Looking for coffee, dinner, or a quick snack? Check out all the dining options the Student Center has to offer!



CONFERENCE & RESERVATIONS

Looking for a place to host your event? The student centers has a variety of options for student organizations, individuals, and more.



GAMES ROOM

Table tennis, bowling, billiards, amusement games.



STUDENT CENTERS INITIATIVES



- ART
- EVENTS
- FILM SERIES
- SUSTAINABILITY
- NEW INITIATIVES





On How It Burn (detail), Elizabeth Gates (UH alum), Acrylic on Canvas, 2018, Located across from the Multipurpose Room.



Before Light, Charis Ammon, Oil on Canvas, 2018
Located across from Freshii.



Digital Art Gallery





I ♥ MY STUDENT CENTERS

-  **Celia** @Celia19478597 · 2h
I like my student centers because they're always so helpful! [#mystudentcenters](#)
🗨️ 🔄 1 ❤️ 1 ✉️
-  **Chelsea Linares** @ChelseaCOOGTV · 3h
I ♥ MyStudentCenters because I can eat and study at the same time!
[#mystudentcenters](#)
🗨️ 🔄 1 ❤️ ✉️
-  **Oyinda Salami** @OyindaSalami · 3h
I ♥ my student centers because it's a place to hangout.
[#mystudentcenters](#)
🗨️ 🔄 1 ❤️ 1 ✉️
-  **JEVH M** @Jevolution · 3h
i love my student centers because i like to hang out with friends at the events
[#mystudentcenters](#)
🗨️ 1 🔄 1 ❤️ 3 ✉️
[Show this thread](#)
-  **Erica** @EricaErika070 · 3h
I live the student center because it is a great place to hang out and make friends
[#mystudentcenters](#)
🗨️ 🔄 1 ❤️ ✉️

-  **Carlos Iñiguez** @ZeuginiCharlie · 3h
I love [#MyStudentCenter](#) because it's always open when I need to get away!
🗨️ 🔄 1 ❤️ ✉️
-  **Eli Moreno** @therealelid · 3h
I love my student centers because there are always activities going on that make my stress go away!! 📝 📅 [#mystudentcenters](#)
🗨️ 🔄 ❤️ ✉️

STUDENT CENTERS

FALL FUN

OCTOBER 18, 11:30-1:30

SC PLAZA



STUDENT CENTERS PRESENTS

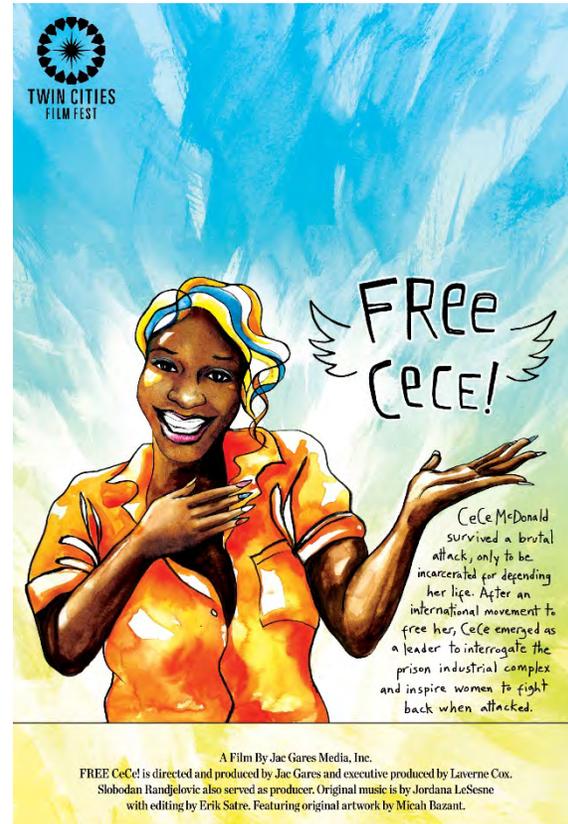
Film Series:

FROM LAURIE DAVID PRODUCER OF AN INCONVENIENT TRUTH
AND KATIE COURIC

It's time to get real about food.



"A wake-up call for everyone who eats."
- Christopher Rosen, THE HUFFINGTON POST



STUDENT CENTERS
WATER BOTTLE FILLING STATIONS
HAVE SAVED OVER **455,487** PLASTIC
BOTTLES FROM OUR LANDFILLS & OCEANS

= **\$997,516**

*STUDENT SAVINGS IN BOTTLED H2O

#SCSUSTAIN

**Based on 20 ounce water
bottle sold at \$2.19*



Sustainability Assessment

Of the **137 of participants** who attended a Student Centers Sustainability Lunch & Learn:

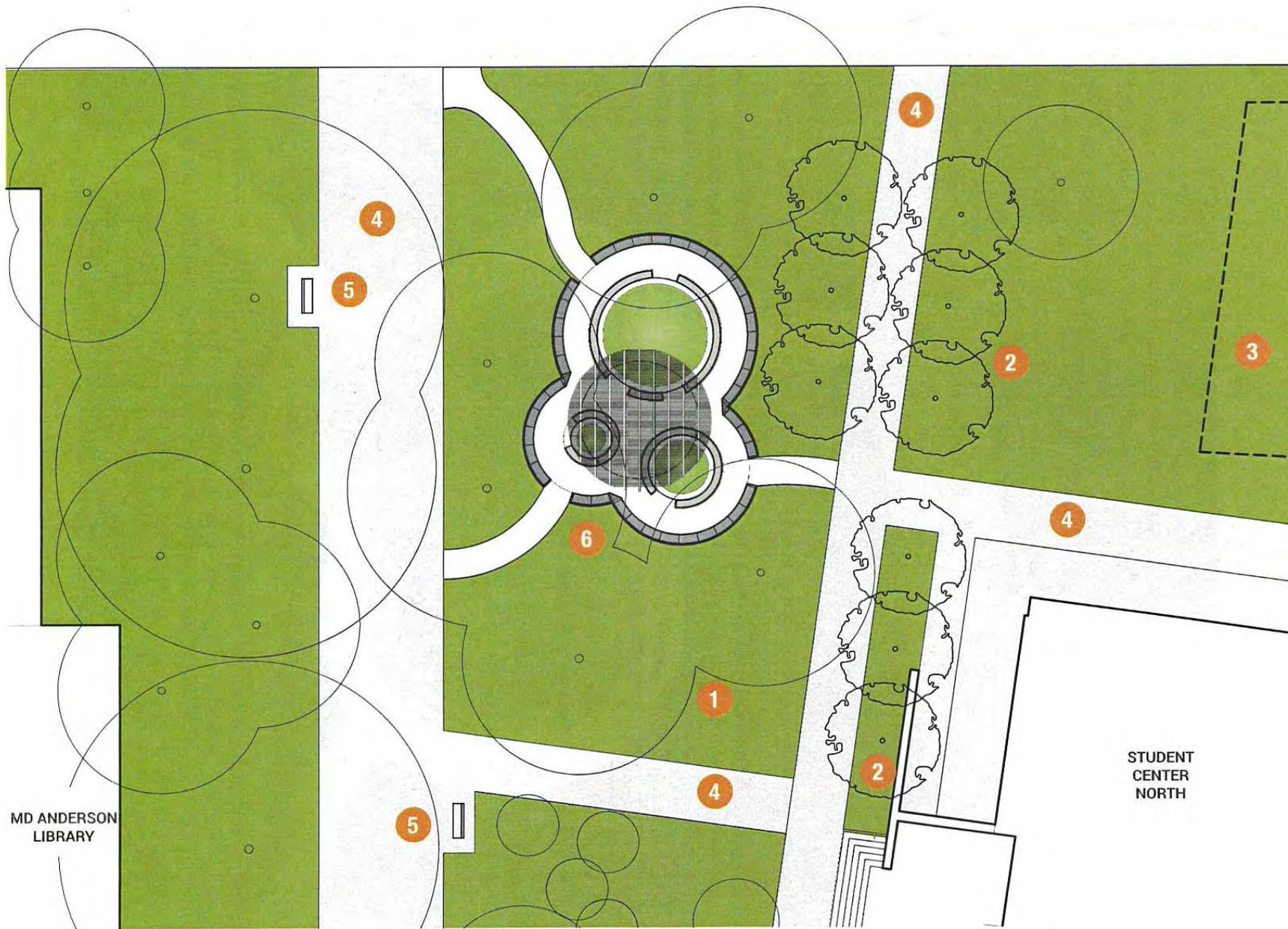
68% Often or Very Often Altered Behavior to become more sustainable.

72% Often or Very Often sought out information on sustainability.



COMING SOON

Plaza Revitalization
Hosting CUPSI
Greek Unity Garden



KEY

- 1** EXISTING TREES (Typical)
- 2** PROPOSED TREES
- 3** PROPOSED BUILDING
- 4** EXISTING WALKWAY
- 5** EXISTING BENCH SEATING
- 6** GREEK LIFE MONUMENT

MD ANDERSON LIBRARY

STUDENT CENTER NORTH

PROGRAMS/SUCCESSSES

Collaborations

- CSI (Beyond the Big Top)
- CDI (Inside Out)

ACUI Awards

- Steal this Idea (Graphics)
- Staff & Program awards

Higher Ed Live

<http://higherlive.com/trends-in-student-centers/>





PROGRAMS/SUCCESSSES

For the fifteenth consecutive year, the Cat's Back 2017 Fall Event was hosted within the Campus Recreation and Wellness Center (CRWC). During the three hours of the event, 7,286 students attended and featured 162 student organizations participated this fall; an increase from an attendance of 7,223 students and 160 student organizations for the fall 2016 event.



PROGRAMS/SUCSESSES

The 2017 UH Weeks of Welcome (UH WOW) calendar included a total of 153 events (although 83 events were cancelled or postponed due to campus closure during Hurricane Harvey). This compares with 128 events in 2016, 111 events in 2015, 97 events in 2014, and 93 events in 2013.





CHALLENGES/NEEDS

The Student Centers do not receive state funding to address deferred maintenance and/or capital expenditures. Funding for repair and replacement costs must be planned and transferred to reserves in order to maintain a systematic maintenance program and fund repairs, renovation, and replacement.

Additionally, the Student Centers maintains contingency funds to cover costs associated with unforeseen events such as hurricanes, fire, internal system failure, severe weather damage, etc.

We have been challenged with getting projects completed in a timely manner, which inhibits our responsiveness.

Still working to establish Student Centers instead of UC.





CHALLENGES/NEEDS - SATELLITE

- Flood Remediation
- Roof Replacement
- Interior systems in need of repairs
- Space redesign for more efficient use of space
- Need for increased lounge and seating
- Building Access Improvements
 - Review for feasibility for ramping improvement
 - Review for feasibility for addition of public elevator

Current recommendation is to close, once Chartwells opens new facility nearby in ~2021.



LATE FALL 2017

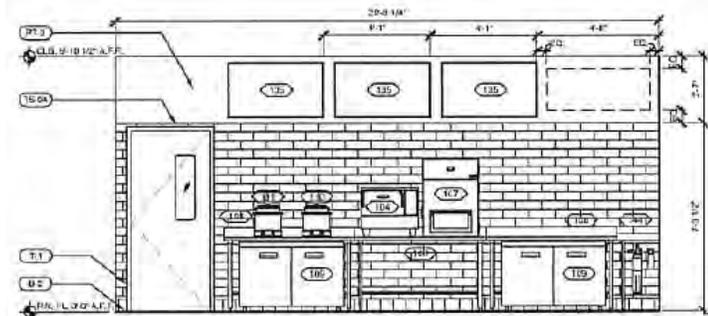


OCTOBER 2018

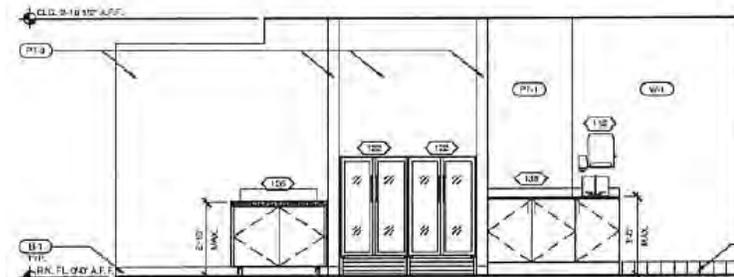


MONDO's

01 ELEVATION
SCALE: 3/8" = 1'-0"

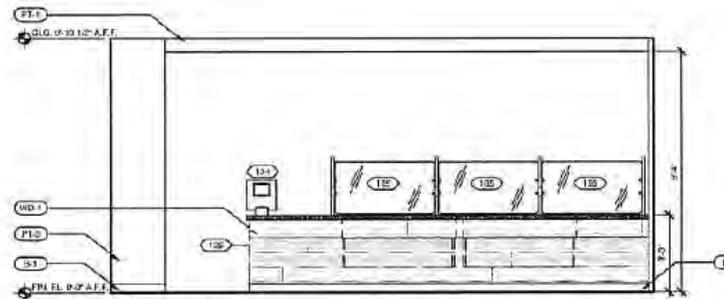


03 ELEVATION
SCALE: 3/8" = 1'-0"

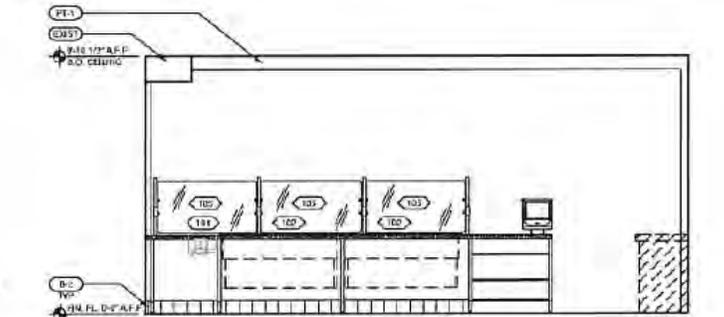


05 ELEVATION
SCALE: 3/8" = 1'-0"

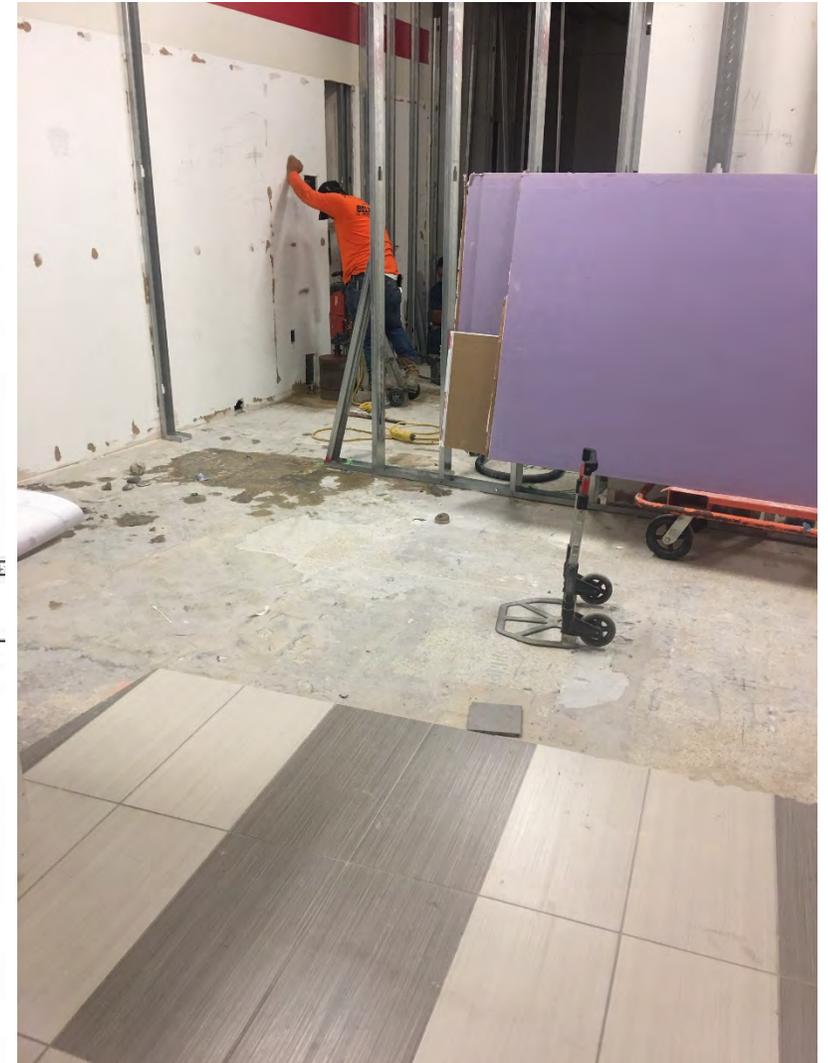
02 ELEVATION
SCALE: 3/8" = 1'-0"



04 ELEVATION
SCALE: 1/4" = 1'-0"



06 ELEVATION
SCALE: 3/8" = 1'-0"



PROJECT PLANS

Our unit Fund 3 (3056 and 3050) concluded FY2018 with a fund balance carry forward of \$985,340. However, the Student Centers has projects which are either "in-process" or are scheduled to be completed in FY2019 which will cost approximately \$985,340.

Projected FY19 Purchases/Projects	Amount
Flooring replacement beginning 2021	\$141,400.00
AV equipment replacement beginning in 2017	\$125,000.00
Furniture replacement beginning in 2017	\$95,200.00
Digital Screens - Wayfinding	\$12,000.00
Electrify & add Handicap Accessibility Exterior Doors	\$70,000.00
Enhancements to Plaza Space	\$179,040.00
Exterior Signage - East side	\$50,000.00
Sustainability Marketing Campaign	\$8,000.00
Creation Station Equipment	\$14,000.00
LED Light Conversion	\$60,000.00
Shasta's Upgrades	\$16,500.00
Exterior Lighting Repairs	\$90,200.00
Install Wattstopper Sensor	\$12,000.00
Electronic Room Cards - sync with EMS	\$75,000.00
Table Carts	\$25,000.00
Replace/upgrade Pin Deck Lighting	\$12,000.00
	\$985,340.00

UNIVERSITY of
HOUSTON
STUDENT CENTERS

I ❤️
My Student Centers
because...
I met my best
friends here ♡
#mystudentcenters

THANK YOU!