



# 2019 ANNUAL REPORT

## Welcome to Your Living Room on Campus!

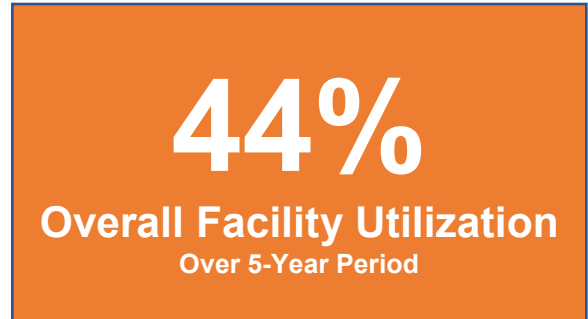
Like your living room at home, the LSC serves as the center of activity for Sam Houston State University. Its users include faculty, staff, alumni, community members, and most importantly our students. The LSC is proud to provide a variety of services and amenities for our community, including a ballroom, theater, meeting rooms, game room, lounge spaces, bookstore, and dining facilities. The LSC also hosts many offices from the Division of Student Affairs. Regardless of why you find yourself in the LSC we want you to feel welcomed, comfortable, and safe here. Welcome home!

Since my arrival in 2016, the LSC and its staff have been committed to serving our students and the entire university community. The expansion opening in January of 2019 highlighted our commitment to growth and improvement but it can be seen in other areas as well. We have expanded our staff, increased our programming efforts, and added new amenities and services in the LSC. Moving forward we will continue to grow, change, and adapt to meet the demands and needs our guests who we serve.

**Robert W. Webber**  
 Director

**2019 Highlight: Growth**

### Facilities Growth



### Events Growth



## Growth of Your Living Room on Campus: \$40 Million Facilities Upgrade

The Lowman Student Center (LSC) proudly serves as Sam Houston State University's **Living Room on Campus**. Named for Dr. Harmon Lowman, our seventh president, the original building was built in 1963 to serve an enrollment of over 5,500 students. The LSC was renovated in the 1980s to address a growing student enrollment of over 10,000. This was the case in 2000 as well when the LSC was renovated again to serve an enrollment of 12,000 students. 12 years later as student enrollment was reaching 20,000 it was agreed campus-wide that the Living Room on Campus needed a facelift and more space. We are very excited to announce our Expansion, completed 2019, as we look forward to the completed renovation in Fall 2020.

The expansion includes a new Kat Klub Game Room; complete with an eight-lane bowling alley, seating, TVs, arcade games, tournament sized pool tables and the Three Horse Tavern. The showcase 11,000 sq ft divisible Orange Ballroom features cutting-edge advanced theatrical lighting and A/V systems and multi-room support. Finally, a new atrium that offers new dining options, Oath Pizza and Steak 'n Shake, connecting with existing restaurants, Chick-fil-a, Subway and Panda Express. The renovation will house additional meeting rooms and office suites.

## VISION

The Lowman Student Center will be the premiere destination for our students and the community.

The Lowman Student Center provides advanced services, facilities, and technologies that foster the development of our community.

## MISSION

## Core Values

### Customer Service

Creating an experience that exceeds the needs and expectations of our guests.

### Diversity

Celebrating and appreciating the value of the differences of our campus community.

### Inclusivity

Providing facilities and services that are welcoming, safe, and engaging for all of our guests

### Development

Creating and encouraging opportunities through experiential learning.

### Collaboration

Seeking opportunities that encourage unity, growth, and positive change.

### Innovation

Fostering creativity with our visitors and clients through our facilities and services.

## Goals

Develop a strategic plan focusing on student learning outcomes.

Develop a proactive social media publishing presence.

Increase traffic into the building.

## 2019 Goals

### STUDENT LEARNING OUTCOMES—GOAL MOSTLY MET, CONTINUING

The LSC began increasing the mode and means of student employee training two years ago; experimenting with several programmatic learning methodologies. Individual and teamed professional staff members have been developing content as well as delivery mechanisms for training student employees in various operational and cross-departmental responsibilities, policies, and procedures. Instruments for evaluating this content need to be created and administered in the next phase. Student Training Hours: 320.

### SOCIAL MEDIA PUBLISHING—GOAL MET

The LSC posts to social media outlets at least twice per week. Twitter feeds are displayed on the LSC website.

### INCREASE TRAFFIC—GOAL MET

See below for details under Facilities.

## 2019 Survey Results

AFTER EVENT SURVEY—95 completed, 46% Students, 51% Departments

LSC Approval Rating 93%

Recommend LSC to Others 92%

Clean Space 97%

## Revenue Growth



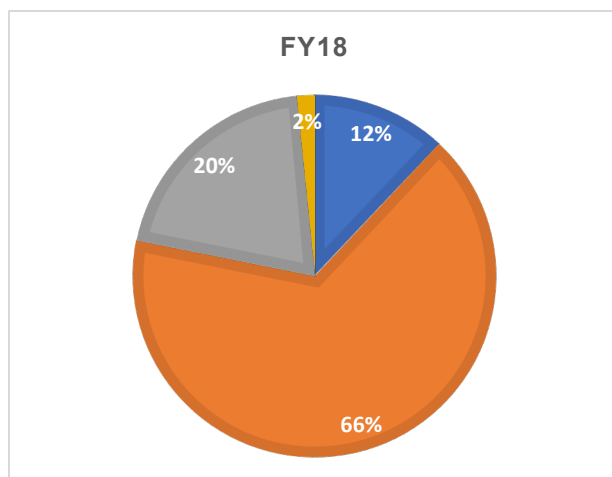
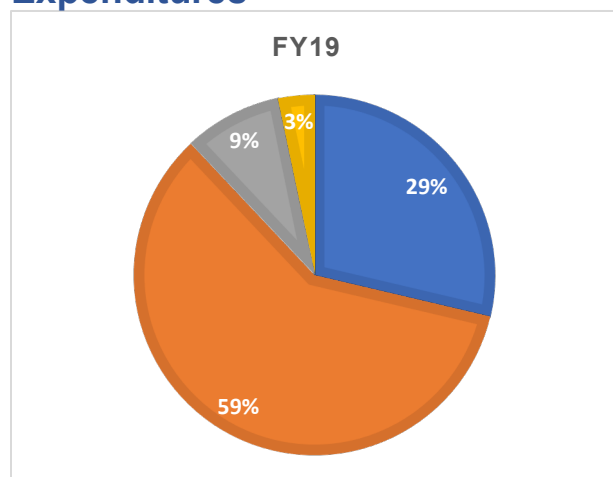
**FY 19 Revenue from Events \$216,000**  
(\$186,000 Events, \$30,000 Student Labor)

**FY 18 Revenue from events: \$117,000**  
(\$102,000 Events, \$15,000 Student Labor)

82% Increase Events

100% Increase Student Labor

## Expenditures



While, on the whole, the LSC had a reduction in **Programming and Facilities** expenditures by **-23%** from FY18 (609,000 to 467,000); Relative allocation spending varied most significantly in **One-off Spending**—Phase II Move FY 19; Paw Print Furniture FY 18, **-11%** relative. **Programming and Promotions** saw an increase of 84% in spending, 17% relative and **Repair and Maintenance** saw a 31% decrease, 7% relative. **Student Training and Appreciation** also saw an increase of 67% in spending, 1% relative.

These numbers do not include any spending from the Expansion or Renovation projects.

## Investments

The Lowman Student Center is investing \$40 million for the expansion and renovation of the facility.

## Events

### QUICK NUMBERS

Utilization Hours: 16,137 (5-year increase **47%**)

Space	Bookings	Hours
Conference Rooms S	2798	7125
Conference Rooms N	915	3135
Orange Ballroom	386	2907
White Ballroom	238	1775
Theater/110	408	1180

Programming: 75 programs (71 KatKlub)

## Facilities

### QUICK NUMBERS

Social Media: Actively posting 2 per week.

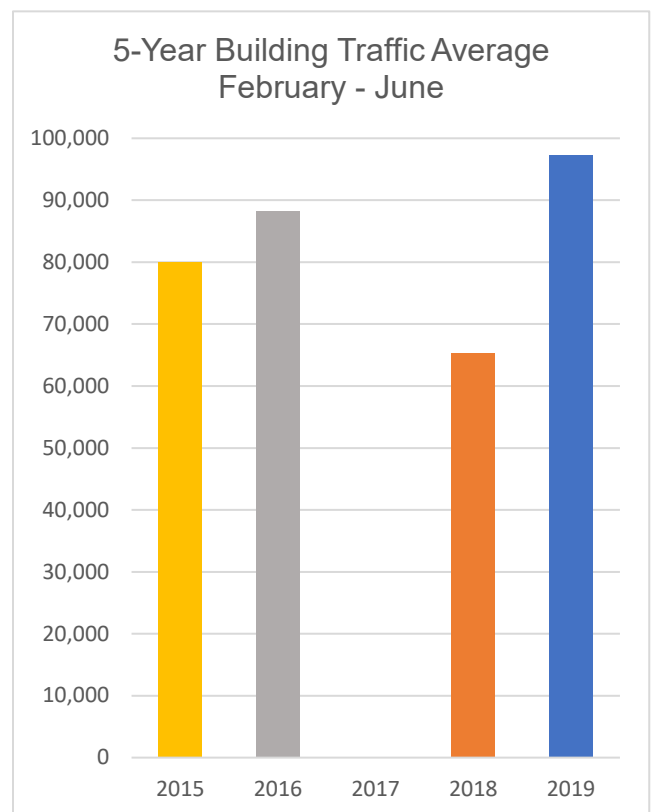
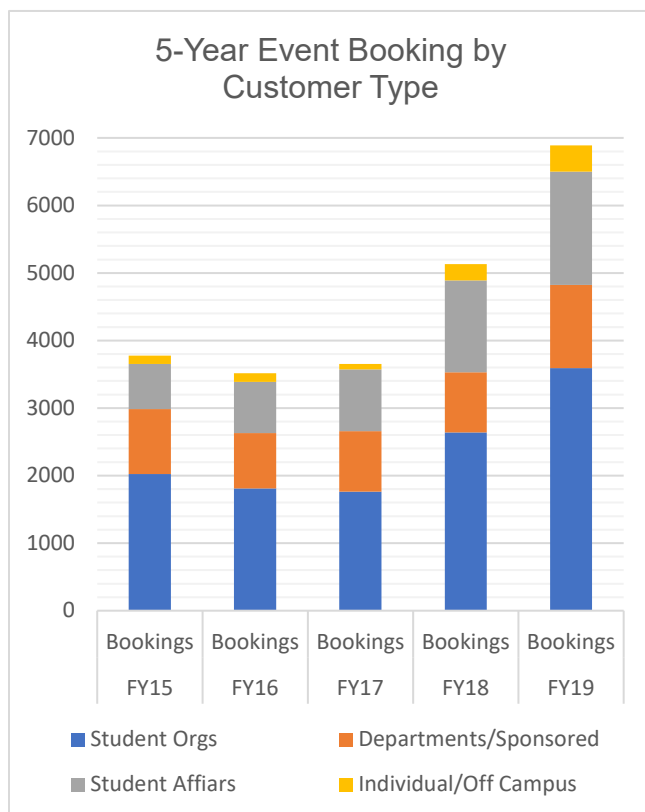
Total Traffic: 994,448 (see Traffic Average Chart)

Busiest Days: Tuesday, Wednesday

Busiest Times: 11:00a, 6:00p; 10:00a, 7:00p

Busiest Locations: Paw Print East, Dean of Students, Atrium West.

Traffic Flow: While the Paw Print East entry continues to have the highest traffic counts (average 20,000 more than the next highest), the exits at these locations are typically 10,000 less as traffic at Level 1 West (at the Information Desk) Level 1 South West and Kat Klub exits make up the difference. Skybridge and White Ballroom entrances typically see business hours traffic.



### 5-year Bookings by Customer Type Fall/Spring 15-19

- **Student Organizations** (no change in registrations trend, per LI) Bookings increase **36%** over previous year. **104% over FY17**
- **Department/University Sponsored** Bookings increase **38%** over previous year
- **Student Affairs** Bookings increase **23%** over previous year
- **Individual/Off-Campus** increase **60%** over previous year

**88% 3-Year Increase**

### 5-year Building Traffic Average February- June 15-19

Apples to Oranges Trends

- **22%** Traffic Increase over same period
- No 2017 data—not tracked
- **2018** New traffic counter solution; not all areas counted
- **2019** Not all areas counted; renovation project

# Internal Growth, Staff Development: CAS Self-Assessment

## INTRODUCTION

During Spring 2019, the Lowman Student Center (LSC) conducted a self-assessment (SA) based on the standards and guidelines published by the Council for the Advancement of Standards in Higher Education (CAS). Founded in 1979, the Council for the Advancement of Standards in Higher Education is the premiere organization for promoting standards in student affairs. CAS creates and disseminates dynamic standards, guidelines, and Self-Assessment Guides towards fostering student learning and development. CAS standards are recommended by Association of College Unions International (ACUI), to which the LSC ascribes to policies, procedures, and benchmarks; identifying opportunities to improve student learning and operational success, while communicating the value of our student center to our students, clients, visitors, and administration.

The LSC specifically followed the CAS Self-Assessment Guide for College Unions (SAGCU), organized into twelve components:

Part 1. Mission Part 2. Program Part 3. Organization and Leadership Part 4. Human Resources  
Part 5. Ethics Part 6. Law, Policy, and Governance Part 7. Diversity, Equity, and Access  
Part 8. Institutional and External Relations Part 9. Financial Resources Part 10. Technology  
Part 11. Facilities and Equipment Part 12. Assessment and Evaluation

The LSC Review Team judged compliance with CAS standards utilizing the Criterion Measure Rating Scale matrix listed in the instrument.

ND	0	1	2	3	4	5
Does Not Apply	Insufficient Evidence/ Unable to Rate	Does Not Meet	Partly Meets	Meets	Exceeds	Exemplary

## FINDINGS

Based on the LSC internal CAS Review described above, our findings indicate that the LSC generally meets the criteria, with an increase of 19% over FY18 scoring; the increase largely from Part 5, Ethics and Part 12, Assessment and Evaluation scores. However, several parts had been scored between 2 and 3 by one or more individuals.

**Criterion Measures Review Results Total Average by Part** [^ denotes individual scores between 2 and 3 (FY 18 scores listed parenthetically)]

Part 1: 3.74 ^ (3.61)	Part 5: 4.89 (2.68)	Part 9: 3.84 ^ (3.05)
Part 2: 3.82 (3.26)	Part 6: 3.49 ^ (3.33)	Part 10: 3.28 (3.13)
Part 3: 3.85 (3.39)	Part 7: 3.68 ^ (3.25)	Part 11: 3.50 ^ (3.18)
Part 4: 3.56 ^ (3.30)	Part 8: 3.33 ^ (3.20)	Part 12: 4.53 ^ (2.84)

Average Measure for Self-Assessment: 3.79 (3.18)

## ACTION ITEMS

While, on the whole, the team agreed that the LSC meets and exceeds the CAS standards, it is indicated that Parts 5 and 12, collectively, have jumped substantively. Conversely, because several Parts were scored as partially meets, albeit sans context, the LSC will address these Parts individually throughout FY20 in reporting documentation. It should be noted that several of these can and have been addressed in University Policy of which the LSC ascribes. Finally, the self-assessment instrument will be reviewed to ensure that the LSC is using the best tool in achieving goals under the LSC Mission.

# Internal Growth, Staff Development: Opportunities

## STAFF AWARDS, PARTICIPATION, and STAFF MEMBERSHIP GROWTH

Vice President's Bearkat Spirit Award; \$1000 Assessment Mini-grant; \$5000 ORSP grant; ACUI Chair 4 Communities of Practice, serve Regional Leadership Team, present at Regional Conference, attend Regional Conference with student group, host Drive-in mini-conference, attend IPDS New Professional Conference; attended LDI, EMS, NACUBO conferences; participated in Brunswick Mechanical Training.

2 new professional positions: Associate Director of Operations and Kat Klub Manager.

[Lowman Student Center: Your Living Room on Campus](#)

## Leadership

### DIVISION OF STUDENT AFFAIRS

Mr. Frank Parker; MA, Vice President for Student Affairs

Dr. Keith Jenkins; EdD, Associate Vice President for Student Affairs

### LSC PROFESSIONAL STAFF

#### Administration

Rob Webber; MA, MS, Director of the Lowman Student Center

Natali Maness, Office Manager

Amber Price, Event Management Coordinator

#### Events and Technology

James Van Roekel; MA, MLS, Director of Student Affairs Technology

Brad Herget, Assistant Director of Events and Technology

Eric Martin, Evening Event Services Coordinator

#### Operations

Jeff Dunbar; MBA, Associate Director of Lowman Student Center Operations

Tabitha Tipton; MA, Assistant Director of Operations

Garrett Hanson, Assistant Director of Operations

Andre Adams, Kat Klub Manager

### FY 2019 LSC STUDENT ADVISORY BOARD

#### Rotating Membership

Rob Webber, Director of the Lowman Student Center

Brad Herget, Assistant Director of Events and Technology

Natali Maness, Lowman Student Center Office Manager

Char McWilliams, Director of University Events

Chris Maynard, Vice Provost

Donna Gilbert, Associate Director for Membership and Marketing

M. Brandon Cooper, Director of Student Activities

Ethan Hoover, Lowman Student Center Student Building Manager

Amy Lam/Daniel Figueroa, Program Council

David Eller, President, Student Government Association

Asyiah Garza, Student Body Representative, Student Government Association

Zachary Leonard, Center for Diversity and Intercultural Affairs

David Sommers, Greek Life Representative

The LSC is a long-standing (over 50 years) member of the Association of College Unions International.

The LSC Staff are members of the following organizations:



This building will house our School for Gracious Living. In an environment abounding in beauty, we shall learn the art of social efficiency by following the rules of good manners and right conduct...here [our students] together will perfect themselves in the Art of Gracious Living.

—President Harmon Lowman, March 2, 1950