

# 2020 | Annual Report

Following the Trends, Keeping our Goals



LOWMAN STUDENT CENTER—YOUR LIVING ROOM ON CAMPUS



Lowman Student Center  
DIVISION OF STUDENT AFFAIRS  
SAM HOUSTON STATE UNIVERSITY

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

## ABOUT YOUR LIVING ROOM

The original student center on the SHSU campus is now the MLH Building. The Lowman Student Center (LSC, named for Dr Harmon L. Lowman seventh president (1942-1964) of Sam Houston State) was built in 1963 to serve an enrollment of over 5500 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. It was during this time that pre-programming of the building Expansion space began with meetings with students, faculty, and staff for the initial design. From this plan, presentations to the SGA and student groups requesting a referendum to increase the student center fee. The referendum had overwhelming student support and was passed by a student vote in October of that year. In January 2013 the pre-programming was approved and

design concepts are developed over the course of the next couple of years through Summer of 2015 when the final design concepts were enhanced, Fall 2015 our architect was selected, and November 2015 when the final program is approved by The Texas State University System's Board of Regents. Spring 2017 saw the finalization of the Expansion design and the beginning of the current facility Renovation planning. Our official LSC Expansion groundbreaking ceremony was proudly and excitedly celebrated June 28, 2017 by remarks made by SHSU President Dana G. Hoyt, VP Frank Parker, and EYP's Andy Albin. We completed our Expansion project by late Fall 2018 and completed Renovation phase Summer of 2019 with the entire project completed and opening Fall of 2020. This is an exciting time for our campus and, especially, the LSC staff as we look forward to the addition of functionality and services in support of SHSU students, faculty, staff, and visitors in this Your Living Room on Campus.



*Lowman Student Center, 1963*

## DONORS

The Staff of the Lowman Student Center, current and past, are proud to donate annually to the Friends of the Lowman Student Center Account. We are also grateful to our local

business partners who donate goods and services to our Student Appreciation efforts.



## 2020 ANNUAL REPORT: FOLLOWING THE TRENDS, KEEPING OUR GOALS

### A MESSAGE FROM THE DIRECTOR

To say that the Lowman Student Center has undergone change the past year would certainly be an understatement. 2019 and 2020 have been marked by construction and COVID19. Both have challenged the facility and its staff to stay true to the mission of serving our students, faculty, and staff at SHSU. Prior to the completion of the renovation, our daily usage and reservation requests continued to increase. All indications were the LSC would experience another year of tremendous growth. Then COVID hit. And while our numbers have declined when the campus shut down, our story does not end there. We never closed, we opened our doors to a temporary computer lab to help serve our community, we moved our programs online, and we work diligently to prepare our building and our campus for our students' return. Staying true to our mission to build community and our commitment to service, we have persevered through the challenges of this year. We are proud of our accomplishments and despite COVID believe that the LSC has had an impactful year providing service to our campus and creating a safe, welcoming, and engaging space for all of our campus community to gather.

—Robert W. Webber  
*Director*

### 5-YEAR TRENDS QUICK NUMBERS

**22%**

Facility Annual Traffic

**82%**

Annual Bookings

**67%**

Number of Full Time Staff

**622%**

Annual Student Training Hours

**82%**

Number of Major Events and Support

These Data Points were submitted during FY20 for inclusion to the Division of Student Affairs' report per President Hoyt's request. Each of the University's Divisions have submitted representative data for the respective areas.

## FOLLOWING THE TRENDS, KEEPING OUR GOALS

The Lowman Student Center (LSC) proudly serves as Sam Houston State University's Living Room on Campus. While the LSC had planned on continuing to focus on growth, the University President's Office requested 5-year trending information—annual event bookings, facility traffic, number of professional staff, student employment expenditures, training hours and event support, and operational hours for Orange Ballroom events. As such, it was determined LSC assessment efforts migrate to tracking trending data. These efforts were made with LSC Goals and Values in mind. Trends have been tracked to Spring Break 2020, after which, collectively, our focus has been on student support services during COVID-19.

### Vision of the LSC

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

### Mission of the LSC

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

### Core Values of the LSC

We are committed to striving for and providing excellence in all that we do, large or small, guided by these 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 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.*

## 2020 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: 195.

### 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. Video content added over last FY.

### INCREASE TRAFFIC—GOAL MET

5-year percentage trend 22% increase

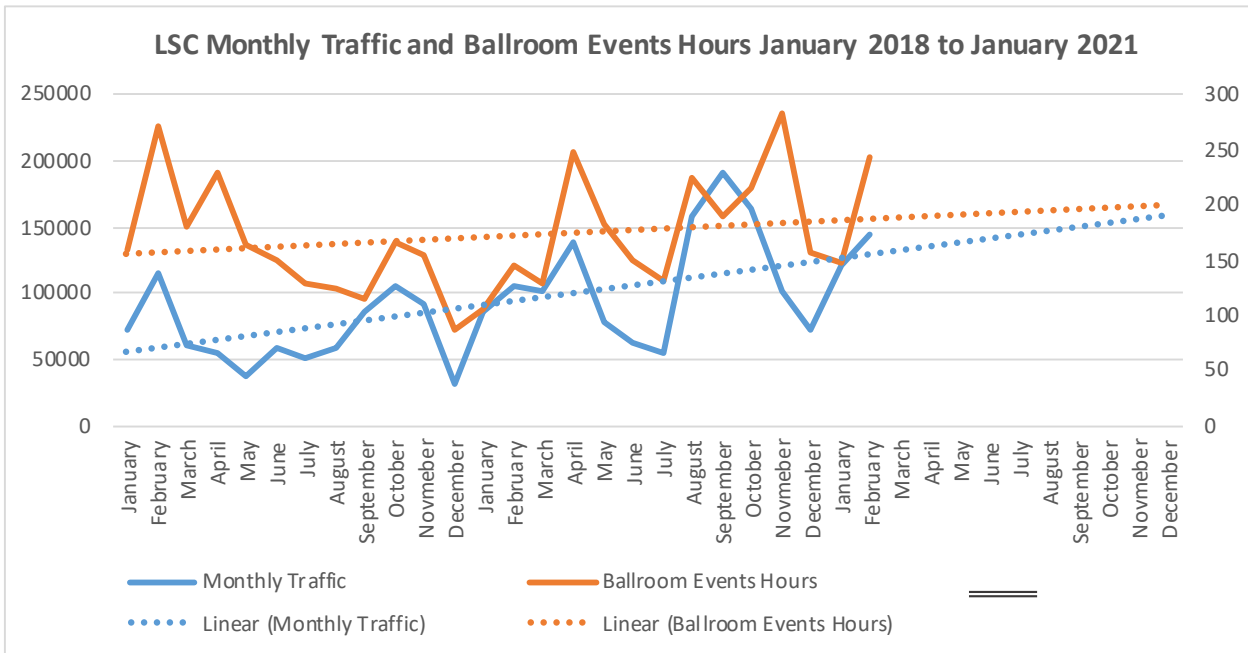
### 2020 Survey Results

LSC Approval Rating	251 responses (165% increase)
Reservation Process	82%
LSC Staff Responsiveness Before Event	88%
Clean Space	97%
Accurate Setup	78%
LSC Staff Responsiveness During Event	81%
Technology Meet Needs	87%
Experience a Problem	29%
Overall Experience	86%
Recommend LSC	93%

# FOLLOWING THE TRENDS: TRACKING DETAILS

The following charts represent the trends and future tracking per the University President's Early Spring Data request. The LSC has determined that these particular areas will continue to be followed towards a 10-Year trend study. Too, future trends will be juxtaposed with COVID-19 data.

## TRENDS PRE-COVID-19

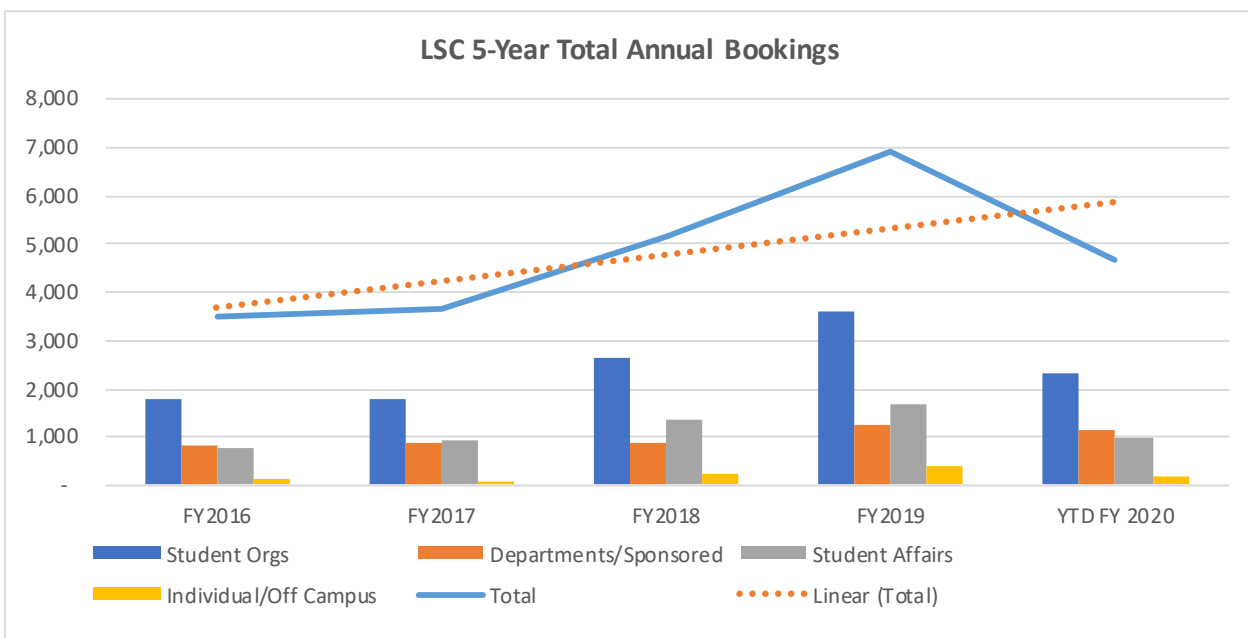


### Monthly Traffic

January 19 – 20 Increase 31%  
 February 19 – 20 Increase 38%  
 Trend Line tracking to 200% increase over 3 Years  
 Convergence at January 2021?

### Ballroom Events Hours

January 19 – 20 Increase 40%  
 February 19 – 20 Increase 66%  
 Trend Line tracking to 91% increase over 3 Years  
*\*White Ballroom Opening Sends Hours over 250*

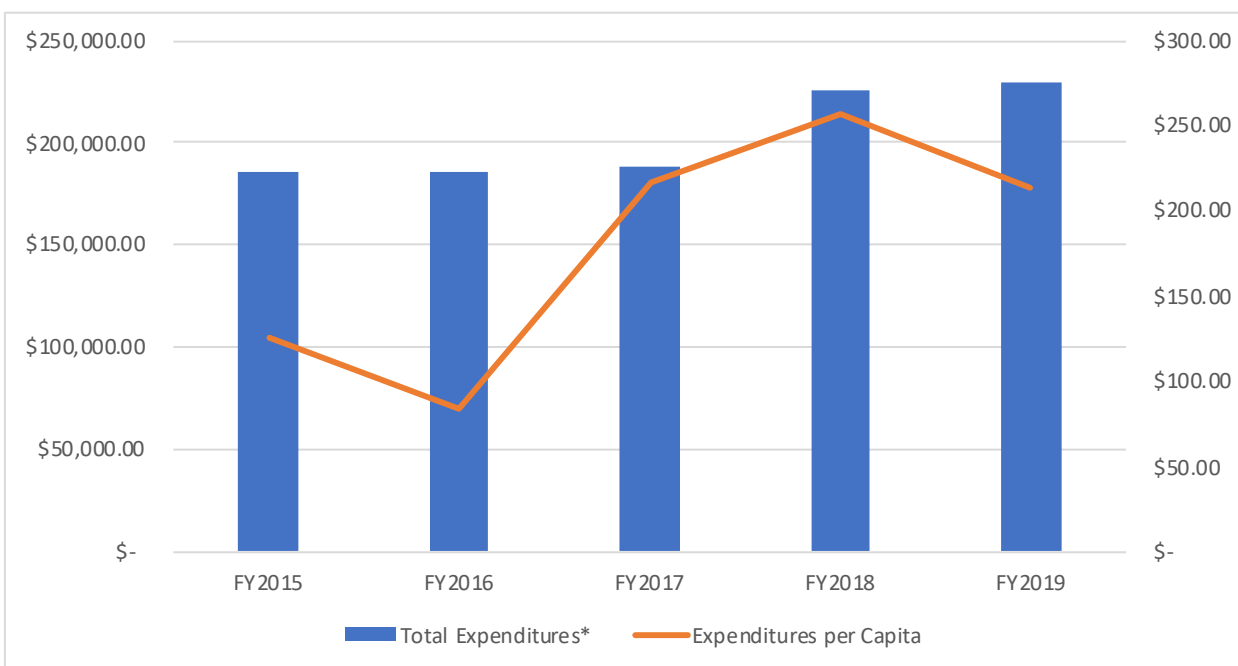


Trend Line tracking to 88% increase over 3 Years  
 Trend Line tracking to 97% increase over 5 Years  
 \*YTD Total reaches 105% at end of fiscal

Client Areas FY2020 tracking FY2019  
 No expected change in area breakdowns

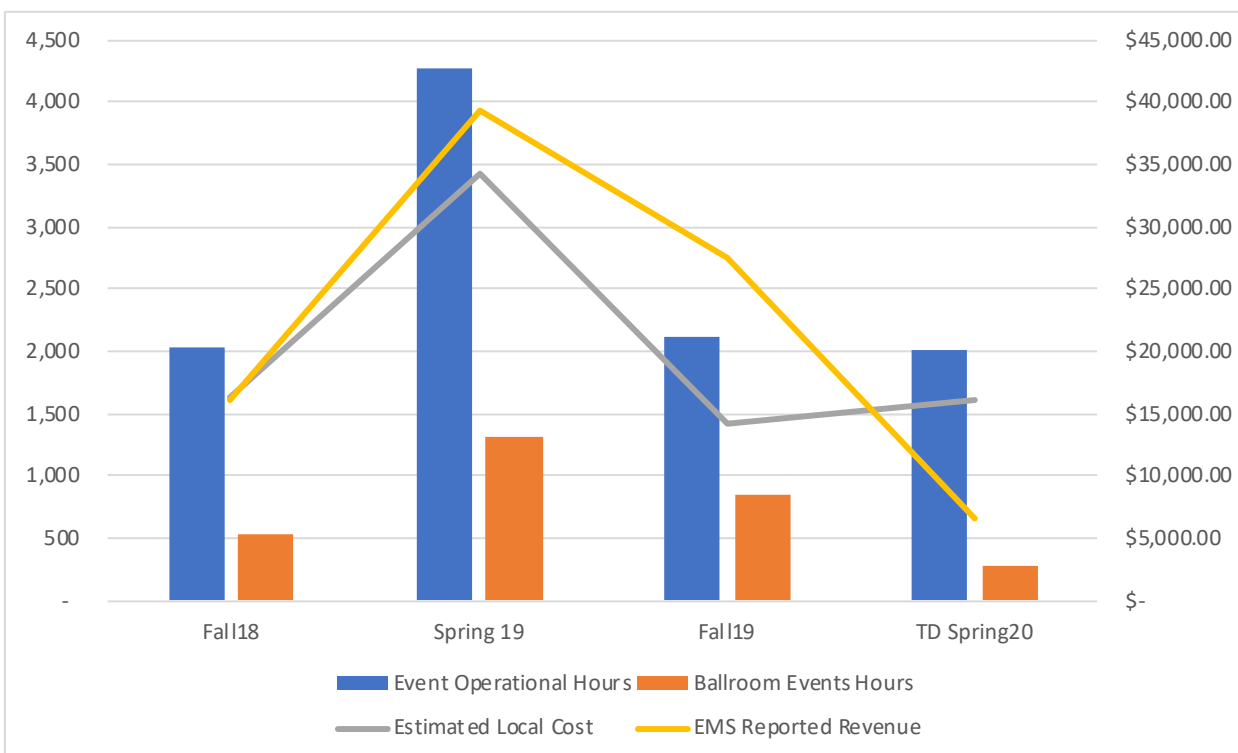
## FOLLOWING THE TRENDS: TRACKING DETAILS

### STUDENT EMPLOYMENT 5-YEAR



In this graph, Expenditures per Capita are trending down indicating that the LSC is doing more with training and student labor costs with less funding. Contextually, this amount has dropped by 29% over 5 years while training has increased 622% over the same period. 3-year tracking indicates over 200%.

### OPERATIONAL HOURS: BALLROOM EVENT HOURS FY18-PRESENT



In this graph, the trend is skewed in that the tracking stopped at Spring Break 2020, at the start of the COVID-19 outbreak locally. Until this time, the LSC was expecting to see a similar Spring 20 compared to Spring 19. FY19 total reached \$55,380 over estimated local cost of \$50,548. Revenue collected climbed to 84% increase 5-year trend.

# KEEPING OUR GOALS: CAS SELF-ASSESSMENT

## INTRODUCTION

During Spring 2020, 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 even 4-year trend in scoring of 3.33.

### Criterion Measures Review Results Total Average by Part

Part 1: 3.1

Part 2: 3.48

Part 3: 3.23

Part 4: 3.19

Part 5: 2.96

Part 6: 3.16

Part 7: 2.98

Part 8: 3.28

Part 9: 3.3

Part 10: 2.9

Part 11: 3.31

Part 12: 3.07

Average Measure for Self-Assessment: 3.17

## ACTION ITEMS

While, overall, the team agreed that the LSC meets and exceeds the CAS standards, it is indicated that there has not been substantial growth in these areas. The LSC will address these Parts individually throughout FY21 in reporting documentation. It should be noted that several of these can and have been addressed in University Policy

of which the LSC ascribes. The LSC will work towards a better survey instrument and client follow-up. 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.

# KEEPING OUR GOALS: OPPORTUNITIES

## STAFF AWARDS, PARTICIPATION, AND STAFF MEMBERSHIP GROWTH

20-Year Service Award, ACUI 4 Communities of Practice, serve Regional Leadership Team, present at Regional Conference, attend Regional Conference with student

group, attended LDI, EMS, participated in Brunswick Mechanical Training.

# KEEPING OUR GOALS: COVID-19 RESPONSE LOCALLY

2020 is fast becoming an historic year for student centers across the nation and the world as we are facing issues such as Corona Virus, COVID 19, campus closures, remote work, disinfecting vs. cleaning, reduced hours and the list continues. In an effort to support and continue to serve our students, faculty, staff, and visitors throughout this chaos, the Lowman Student Center (LSC) has been implementing visible measures of assistance in the continuity of operations combined with COVID 19 avoidance



techniques including social distancing while our community has continued to gather in the facility in a limited format. From the beginnings of the COVID 19 crisis in March, the LSC has been consistently open and serving the campus needs in a variety of manners and staffing models.

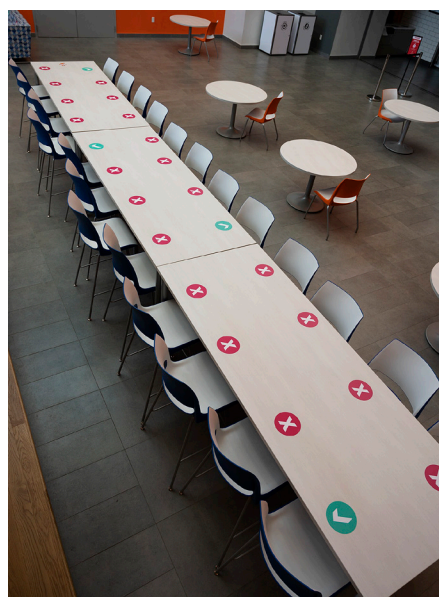
As the COVID 19 crisis developed, it was decided that the campus would extend the extend spring break for an additional week which resulted in unanticipated decision to modify the building hours to a Monday through Friday, 7:00 a.m. – 6:00 p.m. schedule for the remainder of the Spring 2020 semester. Meetings and events transitioned from 50 and to all events cancelled. Full time staff who had either traveled or had family traveled over spring break went on self-quarantine for 14 days. At one point in the beginning of the crisis for the LSC, only two full time professional staff were present to navigate the department through the chaotic waters.

However, all the continued chaos has had unintended and unexpected positive consequences. It has pushed us to develop new strategies on how to provide services to the campus and be a better community builder. The crisis motivated us to move to an online format for programming

and an increased social media presence to ensure that we kept our students, guests and visitors actively engaged. Zoom meetings have become a crucial component for everyday life for staff at the LSC. We were able to connect multiple times with on-site personnel and those working remotely. Zoom also connected us with colleagues across the State of Texas on a weekly basis. This is continuing to allow the different student centers across the state to compare notes, share insights and build a sense of a shared experience and community. With the cancellation of all on-site events, the LSC's technology allowed us a venue to offer student organizations and departments a way to organize and host zoom meetings and events. With ever changing conditions, it inspired staff at the LSC to develop a much more robust online training presence for the student employees working on site and those who elected to go home during the crisis. The concept was to keep our students connected and engaged in order to retain a well-trained fully functioning crew that would be ready for whatever the coming fall semester would bring. This new online format coupled with in-person training is here to stay for the foreseeable future and provides an opportunity for a much more effective and efficient process for on-boarding and continued staff development.

In the words of Vice President of Student Affairs, Frank Parker, “collaborate, collaborate, collaborate”; this crisis has developed opportunities for LSC to move to new levels of collaboration not only within our division, but also throughout the campus and with our vendors who support

us daily. The COVID 19 crisis has allowed the LSC to embrace and enhance partnerships as well as develop new ones. LSC staff are working more closely with the Recreation Sports Center on campus creating unified operational procedures in reducing COVID







19 contamination. Weekly operational meetings are being conducted via Zoom with information sharing, coordination of assistance with projects and general support of each other. As the State of Texas continues to be in the forefront of re-opening, LSC staff have

been coordinating weekly Zoom meetings with other student centers across the State. A shared cloud storage link has been created so that we can share re-opening plans, cleaning and disinfecting information, and marketing materials used to help customers navigate through facilities as they start up operations again. The LSC has developed a much more comprehensive partnership with the SHSU Marketing and Communication Department (MarCom). By working together, it has allowed the LSC student graphic design staff an opportunity to design a wide variety of materials in conjunction with MarCom. It is allowing our students to gain real world experience in a fast paced, ever changing environment with MarCom producing their work. This project has also been an influencing factor with other departments across campus using the students' design as a template. The need for updated operational procedures to enhance COVID 19 mitigation strategies is providing the information for the graphic design student staff who have created a comprehensive awareness campaign. We have recently posted distancing displays in elevators and public gathering areas, including vinyls on furniture to aid our community in continuing to social distance within our facility. A version of this section appears in the July issue of ACUI's The Bulletin.

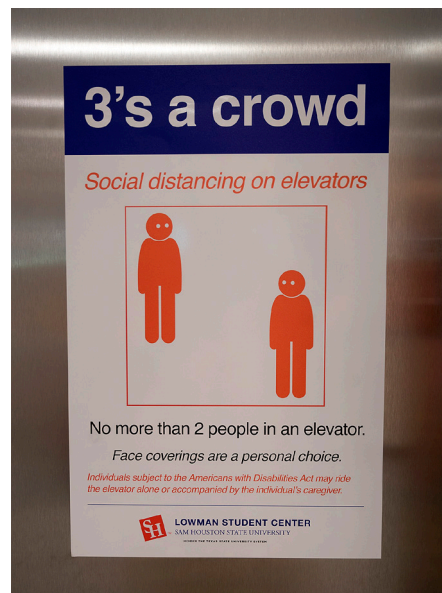
## REACHING OUT TO COLLEAGUES STATE-WIDE

As listed above and early in the COVID crisis, LSC Administration saw a gap in communication and collaboration between local and state-wide colleagues. To address this, the LSC coordinated weekly Zoom meetings with other Unions across the state in discussing student outreach, local event cancellations/reduced offerings, cleaning and disinfecting, and general operational discussions. The LSC was at the forefront in that the facility had not closed while other Unions had varying degrees of operational status. While attendance varied, membership included, Sam Houston State University, Texas A&M, Texas A&M—Commerce, West Texas A&M, University of Houston, Texas State University, University of North Texas, Rice University, University of Texas, Sul Ross, University of Texas—Arlington, University of Texas—Dallas, Texas Tech, Stephen F. Austin, Southwestern State University, and others.

## DIGITAL AND VINYL SIGNAGE

In an effort to maintain and safe facility for our students and visitors, the LSC has worked towards following University and CDC guidelines while sharing with our guests, colleagues on and off campus, and community

members continued and up-to-date information on best practices during this COVID state. Below are examples of this shared information posted on digital and vinyl signage throughout the facility.



# Stay safe and healthy.



- If you are feeling sick, go home.

- Use hand sanitizer and wash your hands frequently.

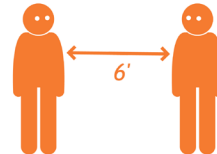


- Use tissues for coughs, sneezes or runny nose.

- Keep a distance of 6 feet between you and anyone else.



- Only sit on seats marked with a green label. Do not sit on seats with a red label.



**LOWMAN STUDENT CENTER**  
SAM HOUSTON STATE UNIVERSITY  
MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

# What you should know about Covid-19



- COVID-19 is an illness caused by a virus that can spread from person to person

- COVID-19 symptoms can range from mild (or no symptoms) to severe. Everyone is at risk.



- The best way to protect yourself is to avoid exposure

- You can become infected from respiratory droplets when an infected person coughs, sneezes or talks



- You can get it by touching something that has the virus on it, and then touching your mouth, nose or eyes

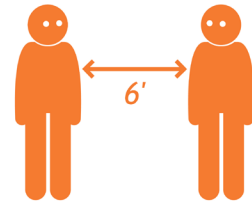


**LOWMAN STUDENT CENTER**  
SAM HOUSTON STATE UNIVERSITY  
MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

# Protect yourself and others



- Clean your hands often
- Avoid close contact and stay home if you are sick



- Cover your mouth and nose with a cloth face cover when around others



- Cover coughs and sneezes



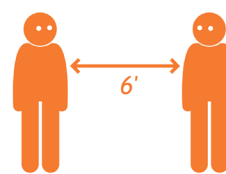
**LOWMAN STUDENT CENTER**  
SAM HOUSTON STATE UNIVERSITY  
MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

# Social Distance Seating Requirements

*New social distancing seating requirements are in effect in all public areas.*



*If no labels are displayed leave 3 SEATS empty between each other.*



**SANITIZE YOUR HANDS OFTEN. STAY 6 FEET APART AT ALL TIMES.**



**LOWMAN STUDENT CENTER**  
SAM HOUSTON STATE UNIVERSITY  
MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

# 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

#### Events and Technology

\*James Van Roekel; MA, MLS, Director of Student Affairs  
Technology  
Brad Herget, Assistant Director of Events and Technology  
Bailey Rhodes, Reservations 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  
Eric Martin, Kat Klub Manager

## FY 2019 LSC STUDENT ADVISORY BOARD

### Rotating Membership

Rob Webber, Director of the Lowman Student Center  
Jeff Dunbar, Associate Director of the Lowman Student  
Center  
Natali Maness, Lowman Student Center Office Manager  
Char McWilliams, Director of University Events  
Chris Maynard, Associate Vice Provost  
Donna Gilbert, Assistant Director for Membership and  
Marketing  
Daniel Figueroa, President, Program Council  
Amanda Lee, President, Student Government Association  
Jordan Johnson, Chief of Staff, Student Body  
Representative  
Saranya Srikanth, Diversity Student Representative  
Xaxier Sevilla-Dunlap, LSC Student Representative  
Marsalis Johnson, Greek Life Representative  
Bailey Eickenloff, Greek Life Representative  
Jordan Moss, RSO Representative  
Mark Mayorga, RSO Representative  
Jomyra Williams, At-Large SHSU Representative  
Lauryn Cash, At-Large SHSU Representative

*\*document authors*

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*



**Sam Houston State University**

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM