



The Lowman Student Center - Your Living Room on Campus

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2021 ANNUAL REPORT

This academic year has certainly come with its challenges. The Covid-19 pandemic continued to challenge how we provide a safe, welcoming, and engaging environment for our students, faculty, staff, and guests. As the campus transitioned back to face-to-face classes, the LSC responded by providing space for the majority of the large format classes on campus. This was the first time the Lowman Student Center offered classes in the facility, but the partnership with Academic Affairs aided in the successful transition back to normal face to face operations for Academic Affairs.

The winter ice storm also challenged our campus, and the LSC responded by converting our operation to a 24-hour warming station aimed at serving our students. These challenges and our response to them only accentuate our commitment to building community within the facility. So, while the numbers may indicate a decline of student events as a whole, we believe the Lowman Student Center had a successful and impactful year.

Despite the challenges we faced this year, we were still able to create a new marketing and branding initiative in the LSC. This focus, as it continues to grow and develop, will allow us to better tell our story and highlight the excellent facility and services we provide to our campus community. By all accounts, this past academic year has been good, despite our challenges, as we continued to serve our campus constituents and provide a safe, welcoming, and engaging space for all of our campus community.



Robert W Webber

Director of the Lowman Student Center

2021 VISION, MISSION, GOALS

Vision of the LSC

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

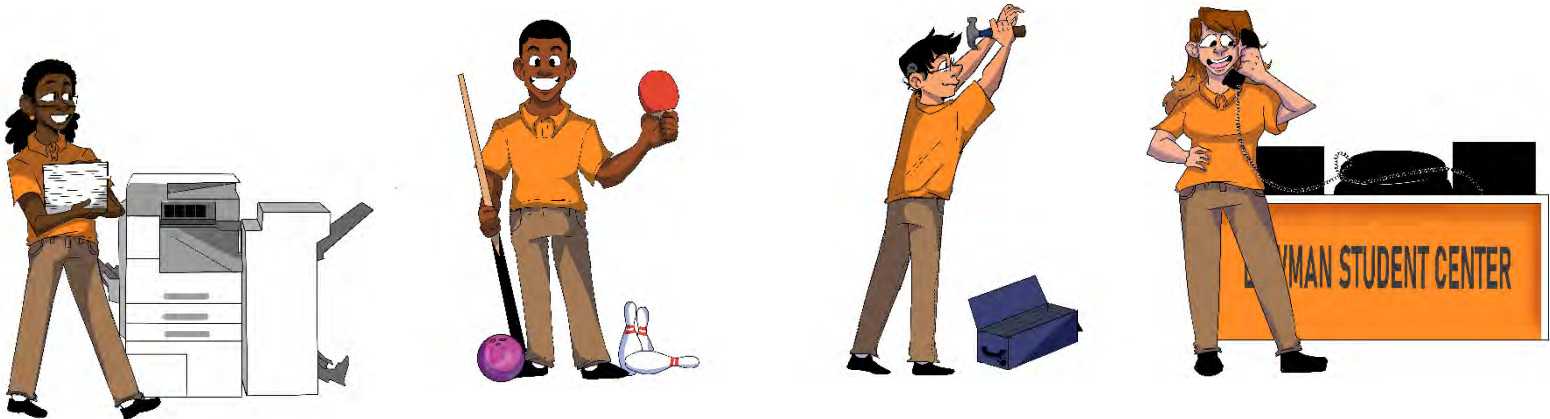
Mission of the LSC

The LSC provides advanced services, facilities, and technologies that foster the development of our community. The LSC provided excellent, maintained, and social distanced academic space in partnership with the Division of Academic Affairs to help alleviate room availability challenges due to pandemic best-practices.

Goals of the LSC

The LSC elected to carry over the FY 20 goals due to the climate and unique opportunities brought forth from the pandemic that impacted substantive changes in daily operations of facilities and programming within the LSC; as such, new goals for FY21 were not written. In this vein, the LSC staff did make a *significant effort in student development* for our student staff by offering face-to-face and online training sessions to keep them *engaged with the department* and each other. Collectively, the LSC student staff enrolled in 168 hours of training, including 43 hours of face-to-face and 125 hours of online offerings. In a similar fashion and to continue engaging with SHSU campus community collectively, the LSC has increased *marketing outreach in telling our story and maintaining connections* with students off-campus and on—this was also of particular importance during COVID's effect on campus traffic. The marketing section of this report has further details on the efforts made.

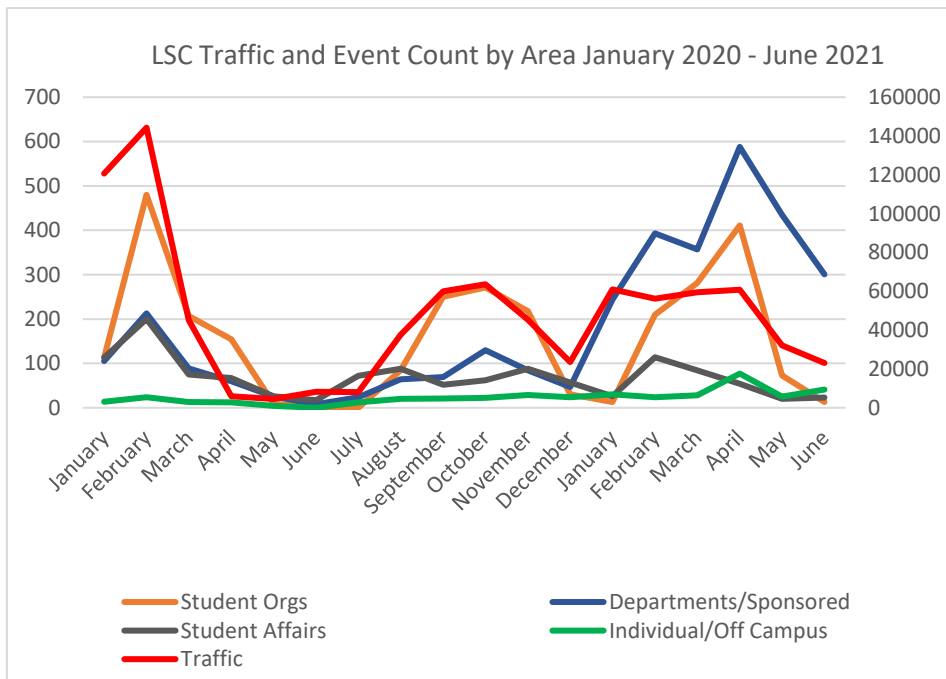
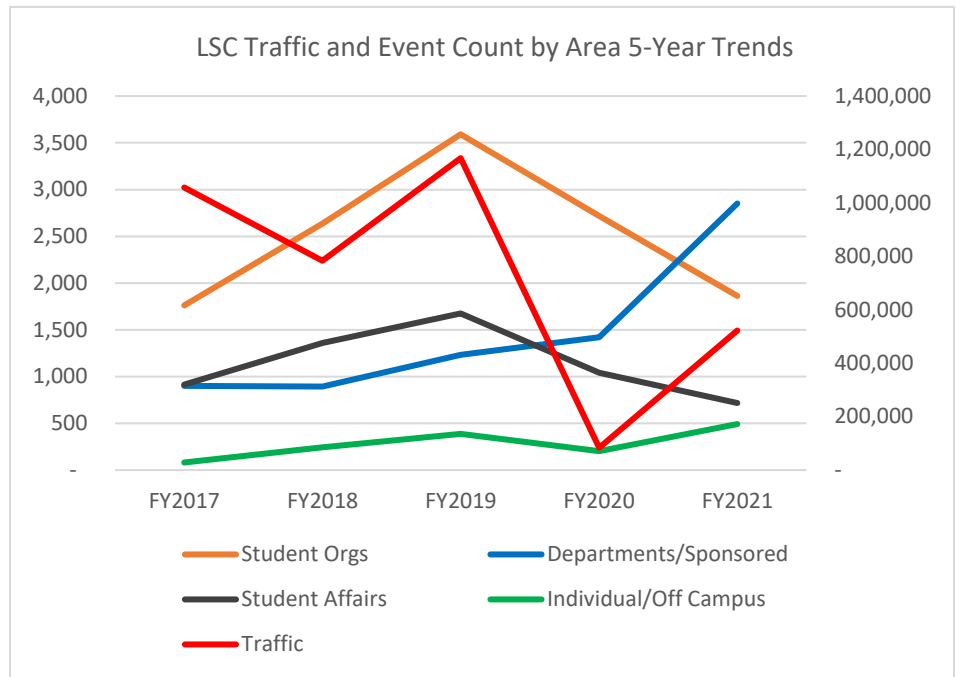
* To this end, the LSC remained open and offered services during the entirety of the COVID pandemic.



Student artist, Jada Jackson, created these images to represent our student workers in 2021.

COVID-19 IMPACT ON LSC TRAFFIC AND EVENTS

Prior to the COVID-19 pandemic, the LSC, had seen traffic trends tracking to 200% over 3 years, and 88% over 3 years in annual bookings, post-expansion. Booking trends tracked to 97% over 5 years. The chart below illustrates this graphically with major dips March 2020 through September 2020 with increases in events. As FY20 progressed to FY21 the LSC saw a growth from the bottom point to an overall drop of 55% from the previous FY in traffic. The LSC did not close, opened its doors to academic classrooms to help serve the campus community, moved programs online, and worked diligently keep services excellent.



The LSC offered support to 22% fewer events in FY20 than FY19 and 14% fewer in FY21 than FY19. However, while events constituted .59% of total traffic in FY19, in FY20 events constituted 6.44% of total traffic—a 992% difference. 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 the entire SHSU campus community to gather.

CAS SELF-ASSESSMENT

INTRODUCTION

During Spring 2021, the 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). 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

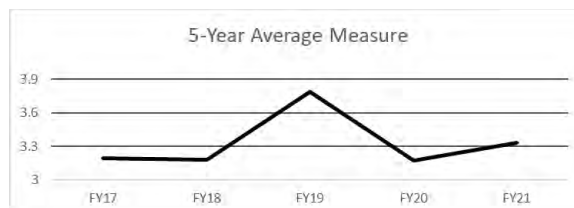
FINDINGS

Based on the LSC internal CAS Review described above, our findings indicate that the LSC generally meets the criteria, closely matched to the Average Measure 5-Year scoring, though is short and does not meet standards under Part 5: Ethics; and Part 8: Institutional and External Relations. These Parts, in particular, and the remaining, in general, will be addressed FY22. FY19 Average Measure appears to be higher based on the scores of our outside scorer; and, as such, is treated as an anomaly. Too, this year's outside scorer left several areas blank due to lack of knowledge regarding the questions.

Criterion Measures Review Results Total Average by Part

Part 1: 3.23	Part 5: 2.69	Part 9: 3.31
Part 2: 3.80	Part 6: 3.01	Part 10: 3.58
Part 3: 3.56	Part 7: 3.34	Part 11: 3.83
Part 4: 3.28	Part 8: 2.96	Part 12: 3.37

Average Measure for Self-Assessment FY21: 3.33
Average Measure for Self-Assessment FY20: 3.17
Average Measure for Self-Assessment FY19: 3.79
Average Measure for Self-Assessment FY18: 3.18
Average Measure for Self-Assessment FY17: 3.19



ACTION ITEMS

While, on the whole, the team agreed that the LSC meets the CAS standards, it is indicated that Parts 5 and 8, collectively, are not met. Part 5 seemed to be scored lower in relation to not having a formalized written

statement of ethics and the need for better communication of institutional codes to professional and student staff by offering additional standardized training to student staff regarding these—there was a similar finding in FY18. Part 8 looks to increase relations across our clientele while continuing to be better about telling our story.

To answer the Partly Meets scoring, the following goals will be implemented FY22:

- Create local statement of ethics that make sense within the operating functions of the LSC.
- Develop a training strategic plan focusing on marketing and telling our story
- Analyze training and programming in relation to the impact on students and student groups.

These areas will be re-assessed collectively with the remaining CAS Parts per above beginning Spring 2022.



SOCIAL MEDIA/MARKETING

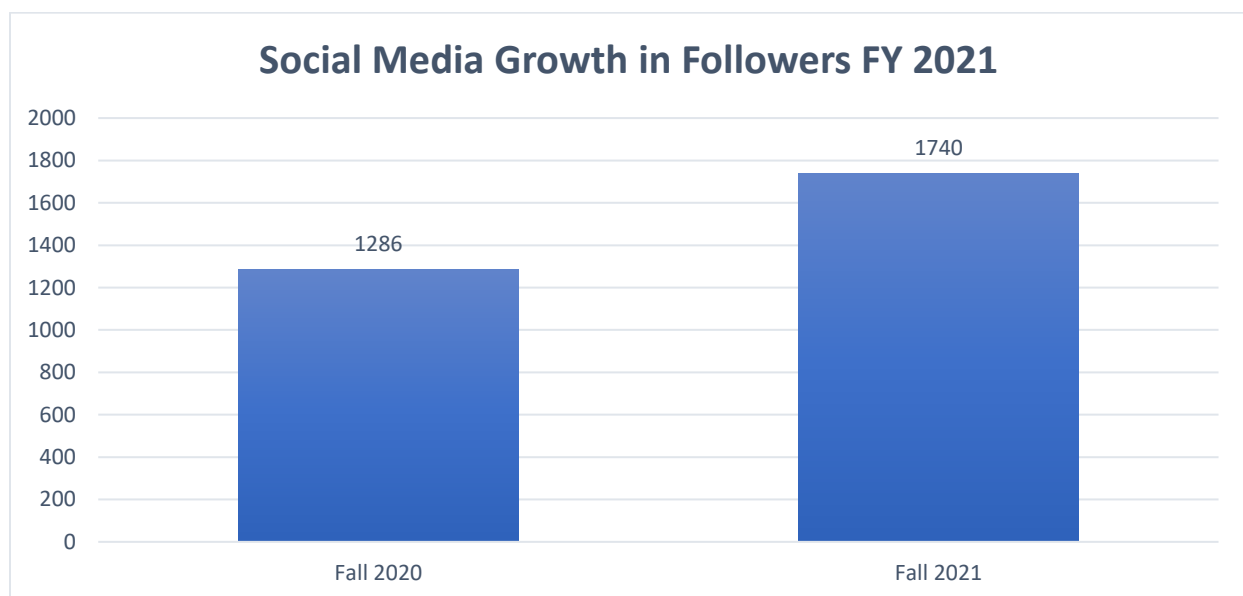
To meet our overall goal of increasing marketing outreach in telling our story and maintaining connections with students off-campus and on, an integrated marketing write-up was created. This document defined opportunities, barriers, competition, and threats to our business model as well as specific goals of social media marketing.

Department goals specified in September 2020:

- 1) Publishing informative and accurate content consistently.
- 2) Develop a strong brand voice to allow for brand recognition.
- 3) Create a welcoming destination for target audiences.
- 4) Offer safe and healthy alternatives to other college activities that are promoted in the media.
- 5) Collaborate and partner with other departments and community entities.

Our initial approach to meet the above goals included capitalizing on virtual and in-person engagement, as well as increasing goodwill by collaborating with other entities. The LSC utilizes three main platforms for social media; Twitter, Instagram, and Facebook.

The most successful platform has been Instagram; however, we have seen growth across all three. Below you can see this growth in social media followers portrayed graphically.

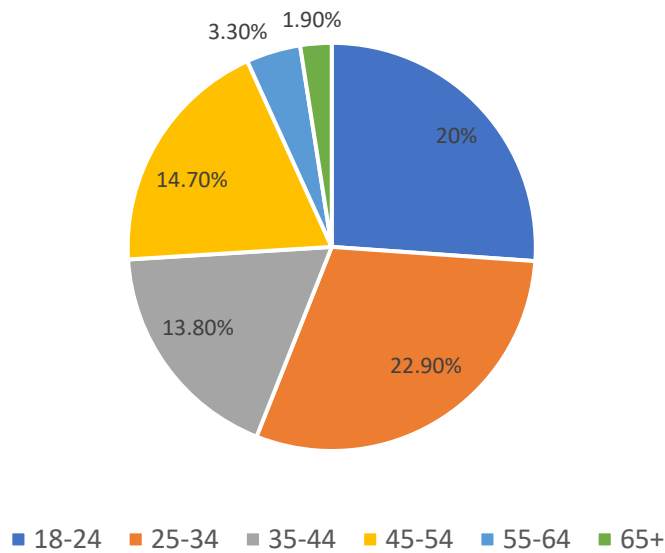




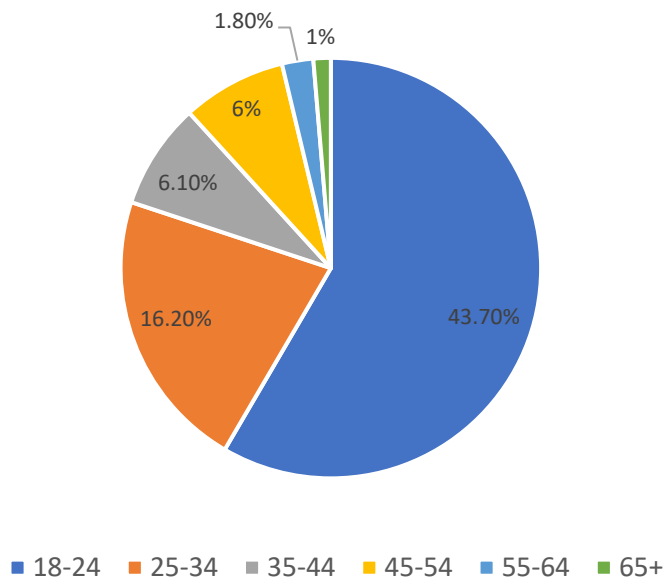
TARGET MARKET ANALYSIS

The Target Market Analysis section below originated in the integrated marketing write-up written in the Fall of 2020. As a department, we identified the main groups of people that we would be engaging with both virtually and in-person.

FY 20 Facebook Following by Age



FY 20 Instagram Following by Age



Current Students

The Current Student market is comprised of registered students who have paid the student center fee, between the age of 18 and 24. People within this target market are better reached through platforms like Instagram and Twitter. Their needs include meeting spaces, bookstore needs, lounge spaces, dining, Kat Klub, and ballrooms for organizations or departments which they may be a part of. We expect that every student taking in-person classes will spend time inside the LSC.

Departments - Faculty & Staff

The Faculty & Staff market is comprised of SHSU professionals who organize events for other professionals inside the university system or on the behalf of students. We expect this demographic to need larger spaces for annual awards ceremonies, staff development, and programming. This group may also need meeting room space away from their own buildings throughout the year.

Alumni

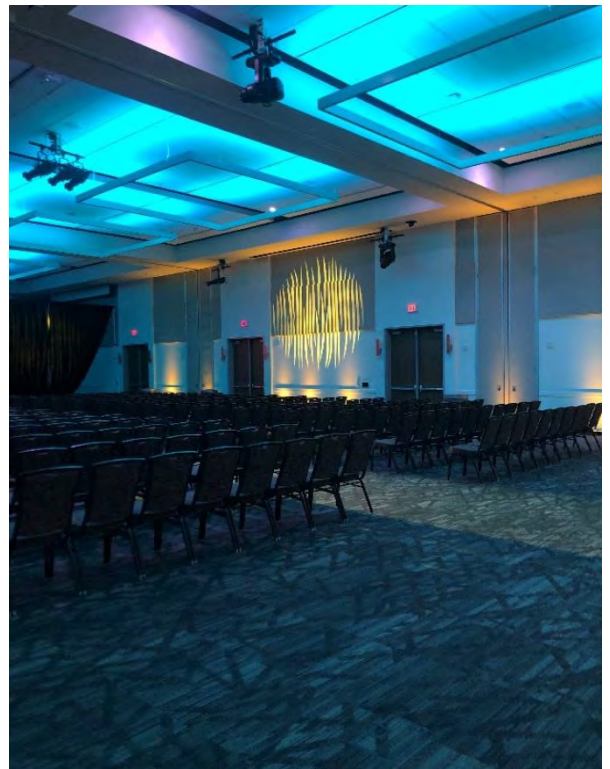
The Alumni market is comprised of men and women who have graduated from Sam Houston State University and are pursuing their careers. The age range for this group includes many generations, 25-80 years old. Those in this demographic may also have children that are looking at colleges and have an influence on future students.

OPPORTUNITY ANALYSIS

By developing an opportunity analysis, the LSC can look at strengths, weaknesses, and competition that could threaten the brand.

The LSC is offering improved services to multiple targets on campus as well as in the community. The spaces housed in the LSC offer larger capacity levels than those in the surrounding areas and at a reasonable price. With the ability to host over 500 people at one time there is a competitive advantage in the market.

The technology available at the LSC is unmatched in the market. To capitalize on this, we have been promoting our offerings on social media through video content. There is an educational curve for our clientele so more media from current events needs to be pushed out to communicate how services can be put to use.



The advancement of technology, particularly in the ballrooms, creates a high barrier of entry to any potential substitutes in the market. Equipment available in the LSC is valued over \$950,000. This would be the minimum buy-in amount for a company looking to compete.

Potential substitutes to our services include Huntsville Storm Shelter, Schools, other University Buildings, and Hotel chains in surrounding areas. These spaces can host large numbers of people, with adequate parking and facilities. Though these alternatives may offer space, our technology investment makes us a firm competitor. Theatrical grade sound and lighting is not available in many locations, though it could be brought in by a third-party company.

With a competitive advantage, and few comparable substitutes, there is opportunity to innovate new services and strengthen the brand of the LSC.



PROPOSED GROWTH STRATEGY

In 2018, when Priority One put together The New LSC marketing presentation the campaign was focused on the construction and upcoming Grand Opening of the LSC expansion and renovation. Now that the building is complete and open to all, new goals have been put in place. To accomplish these new goals, we recommend the following: incorporating more student talent into photos and videos shared on LSC social media, set aside marketing dollars that will be used for sponsoring or partnerships, focus message strategy, and increase giveaways run through social media and programming.

THE MARKETING TEAM



From FY 20 to FY 21 we were able to double the size of our student staff working on marketing. Our effort to increase engagement with students starts inside our office by giving student artists the opportunity to showcase their work by being a student assistant.

These students work on at least two projects a week to meet our growing demand for marketing content. Below we have highlighted some of the most successful projects that our students have completed in their time with the LSC. These images showcase how our students bring creative ideas to life and assist the LSC in offering a safe destination for all.

Kat Klub Bash Promo Image – reached over 1,500 people

LOWMAN STUDENT CENTER
SAM HOUSTON STATE UNIVERSITY

RESUME TIPS
FROM LSC STAFF

RESUME TIPS

TIPS FROM LSC STAFF

2

Having a one page resume is not always the norm. Research and ask around for the field you want to apply in, what is the standard and build your resume to that.

Tabitha Tipton
Assistant Director

3

Use key words from the job description in your resume and cover letter.

Tabitha Tipton
Assistant Director

2021

A MEASURE OF A LIFE
IS ITS SERVICE

Resume Tips – over 775 people reached

LOWMAN STUDENT CENTER
SAM HOUSTON STATE UNIVERSITY

NATIONAL DONUT DAY

SWIPE LEFT FOR SOME A-GLAZE-ING NEWS!

National Donut Day – over 800 people reached

LOWMAN STUDENT CENTER
SAM HOUSTON STATE UNIVERSITY

'DONUT JUNKIE' IS COMING TO THE LSC!

WE WILL BE HOSTING 'DONUT JUNKIE' THIS FALL!

DONUT JUNKIE OFFERS FRESH MINI DONUTS WITH CUSTOMIZED SUGARS AND DIPS.



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

Brenda Rusk, Office Manager

EVENTS AND TECHNOLOGY

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

*Anna Pursley, Assistant Director of Event Services

Ashley De Jesus, Reservations Coordinator

Bailey Rhodes, Assistant Director of Technical Services

Jeremiah Piercy, Technology 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

Eric Martin, Kat Klub Manager

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

*document authors