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In the Lowman Student Center, the 2021/2022 academic year has been exciting to say the least. In fact, this year has been record breaking! This year in the LSC we produced more than 8,000 events supporting campus and community engagement. Daily, the staff of the LSC diligently worked to embody a culture of excellence as we served our campus community.

More than anything this has been a year of growth: more guests, more events, more community engagement, more partnerships, and more staff are just a few examples we have experienced in the LSC. Nearly 1 million visitors passed through the doors of the LSC this year. This clearly demonstrates the impact the LSC has on campus as a gathering space for our students, faculty, and staff. Being the Living Room on campus is an important part of the mission of the LSC. The number of community events increased as well, and we continue to proactively work to increase our community engagement efforts through space rentals and active partnerships with community members.

The LSC staff has worked collaboratively with other departments this year, striving to provide an excellent experience for our guests. The Hope over Hate Campaign is one notable example of a collaborative project aimed at student success and creating a more supportive, empowering, and culturally sensitive environment on campus.

Finally, this year we added an Associate Director of Event Services and Technology and an Event Coordinator to our team. These positions were added to ensure a culture of excellence in the student center as we serve the campuses' event planning needs. These staff will ensure that we continue to maintain a high-quality level of service to our guests, putting our guests' needs and their event details first.

Serving as the Living Room on Campus for SHSU is a responsibility that we take seriously. It is our honor to serve the campus community by providing a safe, welcoming, and engaging environment for everyone who walks through our doors. We are excited about this year's highlights and accomplishments, and we are proud of how the staff of the LSC are working to enhance the reputation of SHSU and embody a culture of excellence in all that we do. We look forward to continuing to actively serve the SHSU community.

Robert W Webber Director of the Lowman Student Center

VISION

As the Lowman Student Center continues to be a leader among student centers, we will provide excellence in constructing a vibrant experience by focusing on student development, community engagement, and departmental operations.

MISSION

The Lowman Student Center creates and inspires community building by providing a safe, welcoming, and engaging environment.

GOALS

The LSC will:

- Develop a strategic plan focusing on specified student learning outcomes
- Develop a proactive social media publishing presence
- Increase traffic in to the building

Our goals are measured each year through self-assessment, quantitative data from programming and events, quantitative data from building tracking, quantitative and qualitative data from post-event and building use surveys.

INILLION VISITORS TO THE LSC*



60+ STUDENT EMPLOYEES 4 GRADUATE ASSISTANTS 13 PROFESSIONAL STAFF

*These numbers are an approximation based on current year's trends.

INSIDE THE LSC

IN-BUILDING DINING OPTIONS

3 DIVISION OF STUDENT AFFAIRS OFFICES

2 RESERVABLE SPACES INCLUDING 2 BALLROOMS, THEATER, AND KAT KLUB

179 LSC PROGRAMS 250 + STUDENT & GREEK ORGS

LOCATED IN HUNTSVILLE TEXAS 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

INSIDE THE LOWMAN STUDENT CENTER'S RECORD-BREAKING YEAR

As the 2021-22 academic year came to a close, Sam Houston State University was full of events as campus life continued to see growth after a return to in-person classes. The Lowman Student Center (LSC) is a driving force behind gatherings on campus and finished its busiest year with more than 8,000 events, a record since the building was opened in 1963.

The 'Living Room on Campus' has truly become the heartbeat of campus with 22 meeting spaces, 2 ballrooms, a theater, the gaming center - Kat Klub, and an outdoor space, "Parker Plaza."

While 2021-22 was a benchmark year for the LSC, all trending data points to even more activity and growth in the coming year. The LSC Professional Staff and Student Employees are excited to push the limits and go above the expectations of our clients and guests.



MAKING HISTORY

PROFESSIONAL STAFF & STUDENT STAFF

July 2022 marked a new milestone. We passed our goal/prediction of 8,000 events this year—more than we had ever done previously. Today, we are at 8,042 events where our previous top had been 6,887 during FY2019 for a 17% increase —during a year of drop decreased enrollment. We are at 129% over FY2016.

With this dramatic increase in events, the Lowman Student Center has added two professional staff members - the largest professional team the LSC has known, and we are actively recruiting student employees for the fall to keep up with the ever-changing market and demand.

In addition to the increase, we are in the process of improvements to training and training retention rates for both the Professional Staff and Student Employees to ensure success.

STUDENT TRAINING OUTCOMES AND RETENTION

The LSC began to increase student learning and training efforts during FY2017 by increasing expenditures by 160% (\$5000 to \$13,000) and student learning hours by 223% (18 to 58) for the year. Funding spent on student learning has been kept at between \$13,000 and \$18,000 depending on content costs, while the





number of students employees remains relatively static at 65-70 students. However, because of the up to 1000% (731 hours) increase in student learning offerings, expenditures per capita has decreased by 48% over the last 5 years. The large increase in student learning hours during FY2020 illustrates an effort to keep student employees engaged and on payroll during campus closures through COVID-19.

The LSC has been increasing and adapting the mode and means of student employee training; experimenting with several programmatic learning methodologies such as Kuh's theory.



National Survey of Student Engagement's (NSSE) founding director, George Kuh, promoted the concept of **student engagement as an important factor in student success** and, thus, a more legitimate indicator of educational quality than rankings based on inputs and reputation.

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: APPROX.195



Lowman Student Center: CAS Self-Assessment, Spring 2022

INTRODUCTION

During Spring 2022, 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). 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 was made up of three LSC staff members, one LSC graduate student, and one divisional staff representative from an office housed in the facility. The Team judged compliance with CAS standards utilizing the Criterion Measure Rating Scale matrix listed in the instrument and replicated here: ND, 0-5.

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

FINDINGS

Based on the LSC internal CAS Review described above, 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 9: Financial Resources; and Part 12: Assessment and Evaluation. These Parts, in particular, and the remaining, in general, will be addressed FY23. Focus will be determined during LSC Summer 2022 Retreat where priorities in the shortcomings will be decided. Finally, the bulk of the shortcomings beyond financial considerations, were concentrated on student employee concerns, student learning outcomes, and sustainability; though, this is not easily seen in the total Part score but is indicated on the scoring instrument itself. FY19 Average Measure is ranked higher based on the relative overly positive scores of our outside reviewer; and, as such, is treated as an anomaly.

Criterion Measures Review Results Total Average by Part

Part 1: 3.37	Part 5:	3.30
Part 2: 3.12	Part 6:	3.05
Part 3: 3.30	Part 7:	3.13
Part 4: 3.10	Part 8:	3.24
Average Measure for Self-Assessment	3.12	
Average Measure for Self-Assessment I	Y21:	3.33
Average Measure for Self-Assessment I	Y20:	3.17

Average Measure for Self-Assessment FY19:

Average Measure for Self-Assessment FY18:





ACTION ITEMS

While, on the whole, the team agreed that the LSC meets the CAS standards, it is indicated that Parts 9 and 12, collectively, are only partly met. Part 9 seemed to be scored lower in relation current campus-wide issues, particularly lower student enrollment. Part 12 looks to increase local assessment and evaluation and increasing effectiveness. Some of the criteria scored lower on the instruments, though not reflected in the total scores include:

3.79

3.18

Student employee training Clear student employee job descriptions Student Learning Outcomes Referral systems for students Work-life initiatives Emergency plans/procedures Sustainability Conservation Funding

To answer the Partly Meets scoring, goals will be created and implemented Summer 2022 and reported Fall 2022. These areas will be re-assessed collectively with the remaining CAS Parts per above beginning Spring 2023.

ACUI/Skyfactor Benchworks Lowman Student Center Spring 2022 Assessment

During March and April 2022, the Lowman Student Center (LSC) administered 3,500 online satisfaction surveys to on-campus Sam Houston State University (SHSU) Students. This survey had been designed by Skyfactor Benchworks in collaboration with ACUI: the Association of College Unions International to offer a standardized instrument that would "provide a process to collect information to better understand the perceptions of [the] institution's effectiveness from the viewpoint of campus constituents."

Of the 3,500 surveys sent, the return saw 297 respondents for a response rate of 8.48% which, according to a brief literature review, ranks high in online survey returns where success rates vary from 3 to 6%. The survey, itself, is made up of about 100 questions broken up in to categorical and scaled questions. Categorical questions ask GPA, class standing, residence, and demographic questions, whereas, scaled questions focus on the 12 factors traced within the instrument as well as non-factor questions. Factors include:

- Factor 1: Publicizes the Union and Promotes Campus
- Factor 2: College Union has a Positive Environment
- Factor 3: College Union is Student Oriented
- Factor 4: College Union is a Source of Entertainment
- Factor 5: College Union Enhances Life and Leadership
- Factor 6: Union Food Variety, Quality and Price
- Factor 7: Aspects of Dining Service
- Factor 8: Bookstore Staff
- Factor 9: Bookstore Items, Variety and Price
- Factor 10: Union Cleanliness
- Factor 11: Union Staff
- Factor 12: Overall Program Effectiveness

Specific definitions of these can be found in the Skybridge Notebook PDF at T:\LSC Office\Assessment Reports\FY22

The instrument also compares results with three groups as benchmarks:

- The Select 6 (LSC Choice: Bowling Green, Kansas State, Texas State, U of H, UNT, Wichita State)
- Carnegie Classification Institutions (SHSU: Doctoral/Professional Universities)
- All Institutions (Benchworks participating institutions: 42 institutions)

Details of the findings in these comparisons are in the table below. In short, the LSC scored an overall 72.3% performance rating—Benchworks ranks 75% - 100% as good; and is statistically equal with the Select 6 and All Institutions. Carnegie Classification Institutions are note represented wholly in the report, though two of the Select 6 match SHSU: Doctoral/Professional Universities.

Finally, while some of the shortfall in scoring relates to Factors outside of LSC oversight, there are several areas that need attention that will be addressed in FY23 efforts.

Skyfactor Benchworks Findings Lowman Student Center Spring 2022

		Lowman Student Center Standard	Benchworks	Benchworks All Institutions**	Statistical Comparison ^Statistically Higher vStatistically Lower	Performance	Reliability
Benchworks Assessment Factors		Deviation		Mean	=Statistically Equal	Percentage***	(Cronbach's Alpha)
Publicizes the Union and Promotes Campus	5.32					72.3	
College Union has a Positive Environment	5.90		5.94	5.85		81.7	0.84
College Union is Student Oriented	5.91	0.82		5.75		81.8	
College Union is a Source of Entertainment	5.73	1512515		5.51	= ^	78.8	
College Union Enhances Life and Leadership	4.58	5.55.5				59.7	0.94
Union Food Variety, Quality and Price	5.08				= ^	68.0	
Aspects of Dining Service	5.56	Sector Sector	5.64	5.53		76.0	
Bookstore Staff	5.77	1.25				79.5	5.1.5. 1
Bookstore Items Variety and Price	4.43				E E	57.2	0.81
Union Cleanliness	6.26					87.7	0.89
Union Staff	5.75	1.14	5.77	5.72	= =	79.2	0.89
Overall Program Effectiveness	5.34	1.18	5.29	5.11		72.3	0.91
(Goal Value 5.50/7-point scale or 75%)	Measures the	Measures the	Measures the	Measures the	Statistical variations	Benchworks rates	Internal consistency
	average of scores	variance of answers,	average of scores	average of scores	between the three	percentage ranges	of answers to scaled
Benchworks is focused on these factors in an effort	across each	indicates consistency	across each	across each	groupsthe two	as 0% - 70% has	questions. Alpha of 0
to reduce complexity within it's instrument while	question in each	or, at least smaller	question in each	question in each	higher instances are	issues, 71% - 74%	would indicate none in
strengthening the analysis based on multi-variant	factor. Mean	variability among	factor. Mean	factor. Mean	from all institutions	needs work, and	that there is no pattern
regression utilizing a shorter set of variables.	scores each out	respondents.	scores each out	scores each out	group. Left characters	75% - 100% good.	to how respondents
	of a seven point		of a seven point	of a seven point	represent Select 6,		answered each question
*Select 6:	range.	In this, the lower the	range.	range.	right represent All	While a few factors	Alpha of 1 would show
Bowling Green State University		number, the less			Institutions.	scored here are	that each respondent
Kansas State University	Used similarly to	variance in responses.	The use of mean			beyond LSC	answered each question
Texas State University	performance		scores should not		There was little to no	oversight, there	consistentlyhighly
University of Houston	percentages.		be the only indicator		Statistical variations	are evident areas	unlikely.
University of North Texas	However, individua	N	in assessment		between the LSC and	in which to focus	
Wichita State University	questions should		instrument.		the Select 6 or the LSC	on in training and	The findings here are
These institutions were chosen as they align	be reviewed as		Comparing these		and All Institutions.	application falling	exceptional in showing
with Sam Houston State University in Carnegie	means do not		mean scores do,			under 75%.	alphas above .8; or,
Classification and size.	tell the entire		however, illustrate			Action items will be	high instances of
	story, especially		statistical variations			targeted towards	consistency among the
**42 institutions represented in this comparative group	in the occurrence		between groups.			specific scaled	respondents.
· · · · · · · · · · · · · · · · · · ·	of excessively high					questions.	
*** Percentages below 75 questions and scores on a	or low scoring.						
separate sheet for discussion							



HOST YOUR MEETINGS & EVENTS WITH THE LSC

The staff of the Lowman Student Center are dedicated to offering the best event planning and hosting facility in the area for our students, university community, and off-campus visitors.

We offer state-of-the-art technology, professional event services, and customizable facilities including:

- 2 Ballrooms
- Over 20 meeting spaces
- Kat Klub Gaming center











EXPRESSIVE ACTIVITY

Let the HOPE, you have LIGHT the road you're Walking

BEARKATS EXPRESS HOPE OVER HATE

Part of our role and responsibility in the LSC is to help our students figure out productive ways to get out a more positive message.

Rob Webber, Director of the LSC

During the month of March, the Lowman Student Center teamed up with the Dean of Students' Office to launch a new campaign titled "Hope Over Hate."

Hope Over Hate messaging was posted all over campus to give supportive messages to students from fellow Bearkats.

In addition to positive messaging, educational tools, resources, and information was provided to guide students to learn the meaning of expressive activity.



print and digital distribution.

11

you are stronger than you Realize

> Sam Houston State University Students show hand-written signs during "bearkats express" event held in March 2022 (left)

Educational poster with resources that was displayed during event. (below)



SHSU Students, Faculty, and Staff provided statements on how expressive activity impacts others and what it means to them. (left)



LSC SPOTLIGHT PRODUCTION & PROGRAMMING



"Best Overall Production

The Lowman Student Center sees a variety of events over the academic year, from student organization and department events, and LSC Programing, to community events.

In February 2022, The Miss Sam Houston Pageant was held in the LSC's Orange Ballroom, with over 10 talented candidates vying for the crown and chance to enter Miss Texas, USA that would be held later in June 2022.

The Miss Sam Houston Pageant was recently awarded "Best Overall Production," by the Miss Texas Organization, an affiliate of the Miss America Organization. The Miss Sam Houston Pageant was selected out of the 30+ local pageant organizations throughout the state of Texas.

Candidates performed in several ranking categories — each performance was unique in needs for theatrical lights & sound as well as stage assistance. The Technical Services Crew spent over 300 hours of preparation and run-throughs to ensure quality of show met the needs of Program Council's event (below and right)

h, there's no place like the Living Room o for the holidays Cam

he Lowman Student Center's Annual Open House returned in full swing December 2021. The theme of a tree farm was ear marked in 2020, giving the programming team time to source unique features. The Orange Ballroom was transformed over a two-day period to a holiday wonderland.

As the centerpiece to the room, Magic Moments commissioned a red truck that was twelve feet long. Wonderful food stations were sprinkled in every corner of the room, allowing the crowds to flow through easily.



LSC pick-up truck at the "tree farm" (left) Commemorative magnets, featuring the pick-up truck in a snow globe, is given to an SHSU Student upon entry (below)



SHSU Students enjoy refreshments and live music at the Holiday Open House (above)

Sammy, the Bearkat, poses in front of the Tree Farm Truck (middle right)

The SHSU Jazz Band serenades auests with Holiday tunes and favorites (bottom right)



SHSU Faculty, Staff, and Student take photos with Santa in the Piano Lounge (right)

ur marketing team worked on the graphics for the invitations, social media, as well as everything you saw on the screens in the ballroom. The work on these graphics began in October to be ready for the big event.

After the event, we calculated 1,200 people came through the Open House. It was wonderful seeing departments and students alike take pictures with Santa and enjoying the jazz band. As a department, we look forward to bringing more engaging programs to our campus in FY 23!





THE MARKETING TEAM

The Lowman Student Center Marketing Team has worked tirelessly throughout the year to make sure our campus community is in the know about programs, building operations, opportunities, and more!

We are excited that we now have a full-time staff person dedicated to graphic design and project management of our student team. This change will allow Programming & Marketing to thrive together in our department.

QUALITY & QUANTITY



While the number of team members has dropped from three graphic designers to two, the quality of work and volume has increased. New measures, to ensure quality of work, have been put into place, such as design meetings, proofing, and the creation of templates. This is to deliver engaging, innovative, and consistent content to increase visibility and retain our audience. We are in the process of growing the team to meet the increase in demand.

Reach



Growth 2021-2022

Over the 2021-2022 academic year, there was significant growth on the Lowman Student Center social media pages. Growth is measured by post & social story reach, page profile visits, and likes/follows on Facebook and Instagram pages. Facebook reach had over 100% increase LY while Instagram surpassed LY by 280%.



Redesigning Instagram & Content

Late June saw the redesign of the LSC Instagram page by creating social story covers, archiving non-branded compliant content, the implementation of templates, and giving the social media accounts a modern look.

Our Audience responded positively with the changes to social, reflected in the weeks after. The overall number of impressions increased by 5.9% leading to a 51.3% increase in profile visits and 37.5% increase in page followers. Followership increased 18.6% over LY.

To test the success rate of the redesign, the goal for growth on Instagram has been set to 25% LY for 2022/23 i.e., measured by followership, engagement, and campaign results which would equal approx. 540 new followers.

2022/2023 | THE YEAR OF OPPORTUNITY

While 2021/22 proved to be a benchmark year in all areas for the Lowman Student Center, opportunity for growth still exists.

This 2022/23 academic year the Marketing team will expand our horizon across different marketing channels including, but not limited to, promotional tabling in Parker Plaza, participating in community outreach events, creating brochures for the Kat Klub and LSC, and creating, capturing, and publishing recaps of the events.

MEASURING ENGAGEMENT & RETENTION

Measurement of engagement and retention will be assessed by the following, but not limited to:

- Repeat interactions on social media accounts (likes, shares etc.)
- Increase in LSC interactive posts including, social media promotional givaway posts, polls, and live streams
- Reduction in loss of followership after campaign or event end



Interactive Post, June 2022 Reach: 489 | Likes: 61



Interactive Post, July 2022 Reach: 542 | Likes: 45



LSC Hiring Post, July 2022 Reach: 1,114 | Likes: 98



Recap Spring, May 2022 Reach: 675 | Likes: 85



IG Reel highlighting the LSC, July 2022 Reach: 3,000 | Likes: 260 | Plays: 3,200



Step Into the LSC Campaign

During 2020, incoming Freshmen didn't get to have a typical "first year experience," due to the restrictions in place to ensure the health and safety of all. To give a second chance, and to welcome all students back on campus, the LSC designed and executed a groundbreaking campaign to showcase what the newly renovated student center was capable of.

Digital imagery with testimonies from the Bearkat Community expressing why they



Step Into the LSC, Published over the Fall 2021 Total Reach: 5,200+ | Total Likes: 420+ (right)

visit the 'Livingroom on Campus' was designed and posted over the fall semester to retain presence. Window decals were place on the front of the LSC building in addition to other marketing materials.

COME TO THE

MMUNITY. OUR

LSC FOR

OFFICE REALLY LOVES TO HAVE MEETINGS AND

BE AROUND

THE STUDENT





LEADERSHIP

DIVISION OF STUDENT AFFAIRS

Mr. Frank Parker; MA, Vice President for Student Affairs | Retired May 2022 Dr. Drew Miller; PhD, Interim Vice President for Student Affairs Dr. Keith Jenkins; EdD, Associate Vice President for Student Affairs

LOWMAN STUDENT CENTER PROFESSIONAL STAFF ADMINISTRATION

Robert Webber; MA, MS, Director of the Lowman Student Center Brenda Rusk, Office Manager James Van Roekel, MA, MLS, Director of Student Affairs Technology & Associate Director of Administration*

EVENTS AND TECHNOLOGY

Denesha Henderson, Associate Director of Events and Technical Services Eric Martin, Assistant Director of Technical Services Alexandra Smaney, Assistant Director of Event Services Eboné Seese, Reservations Coordinator Tayo Oyeleke, Event Services Coordinator Tyrese Cooley, Event Services Coordinator

OPERATIONS

Joe Campo; MS, Associate Director of Operations* Garrett Hanson, Assistant Director of Operations Anna Pursley, Assistant Director of Operations* Ashley Nguyen; MBA, Marketing Coordinator*

*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:







