

STUDENT CENTERS



Student Fees Advisory Committee (SFAC) Presentation for FY 2018 - 2019

OUR MISSION

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

OUR VISION

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

OUR TEAM

EVENTS

CARS
AV
SET UP

FACILITIES

ADMIN
INFO
CENTER

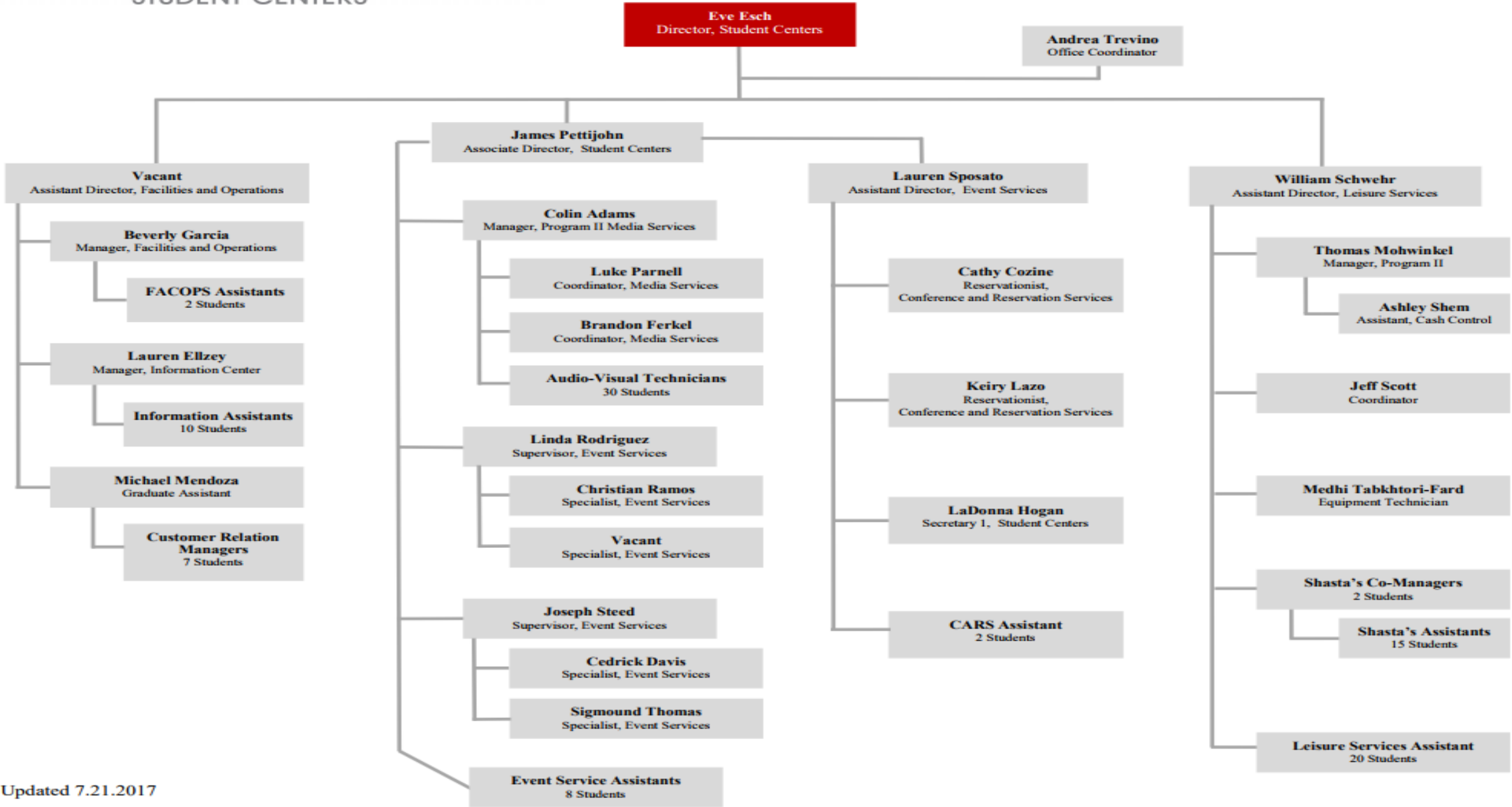
LEISURE

GAMES
ROOMS
SHASTA'S

STUDENTS



STUDENT CENTERS



Policy Board



DSAES INITIATIVES

1. Create new opportunities for student success through learning, engagement and discovery.
2. Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience.
3. Foster the creation of a global learning community that actualizes and embraces inclusion while preparing students to become active citizens.
4. Develop a culture of innovation and accountability in the redesign of Division policies, processes and procedures.
5. Cultivate a collective identity that demonstrates a united vision.
6. Create and engage in strategic partnerships

DSAES INITIATIVES

Create new opportunities for student success through learning, engagement and discovery.

Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience.

Develop a culture of innovation and accountability in the redesign of Division policies, processes and procedures.

Create and engage in strategic partnerships

STRATEGIC INITIATIVES

- **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.

STRATEGIC INITIATIVES

- **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 a day-to-day basis with maximum efficiencies.

STRATEGIC INITIATIVES

- **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

“SFAC enthusiastically approves your adjusted base budget request of \$549,540 to account for merit increases and the transfer of employees to DSAES Business Services. We appreciate the efforts on behalf of your unit to better serve the students of our university and provide a central location for student engagement and socialization. We thank you for adding wayfinding maps to the 2nd floor and for other recent enhancements in the appearance and functionality of the Student Center.”

STUDENT CENTERS

UNIVERSITY of HOUSTON

UPDATES
FROM
FY17

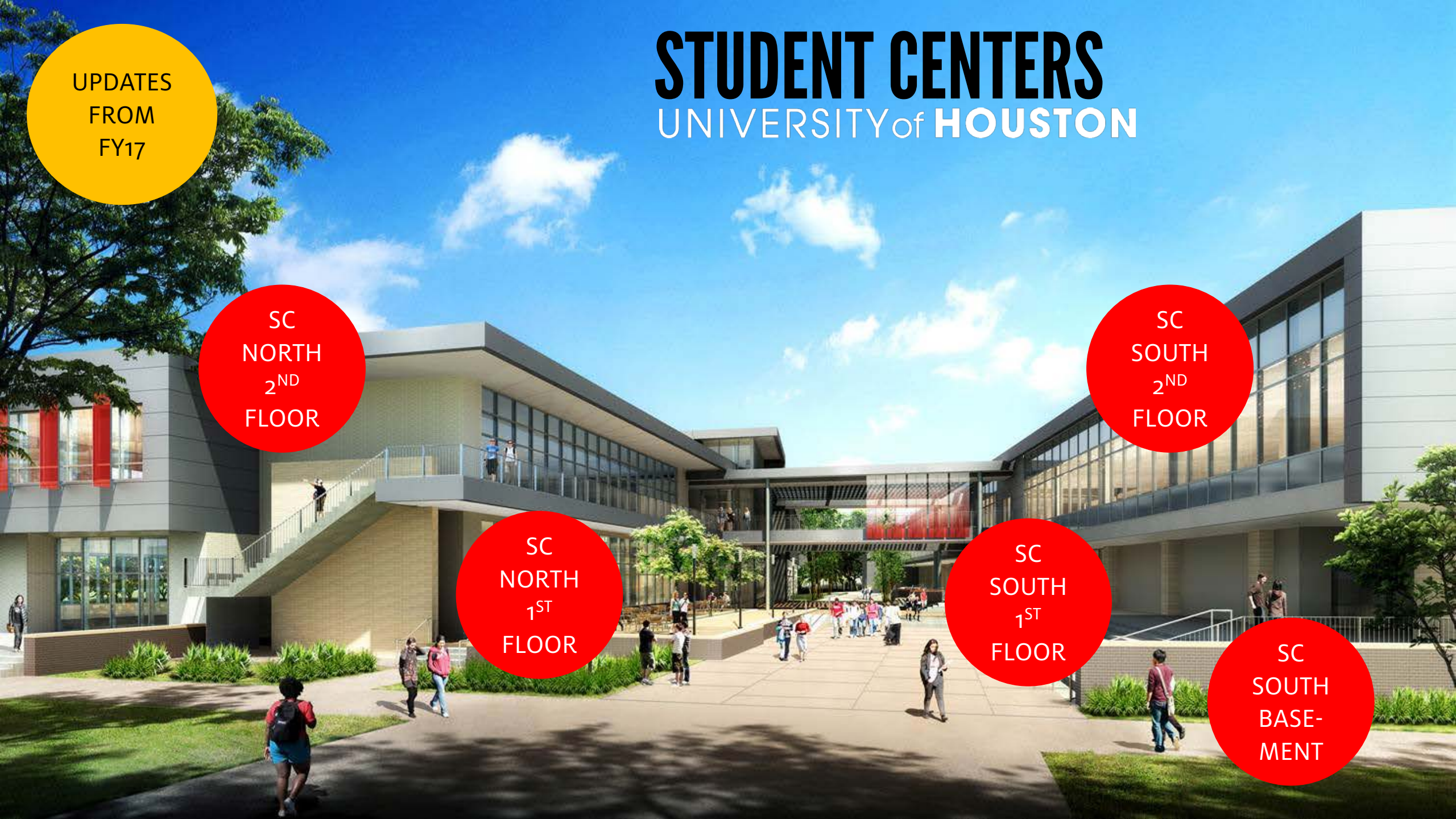
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STUDENT CENTER NORTH, 2nd Floor

Social Media

Facebook Likes
increased by 13.2%

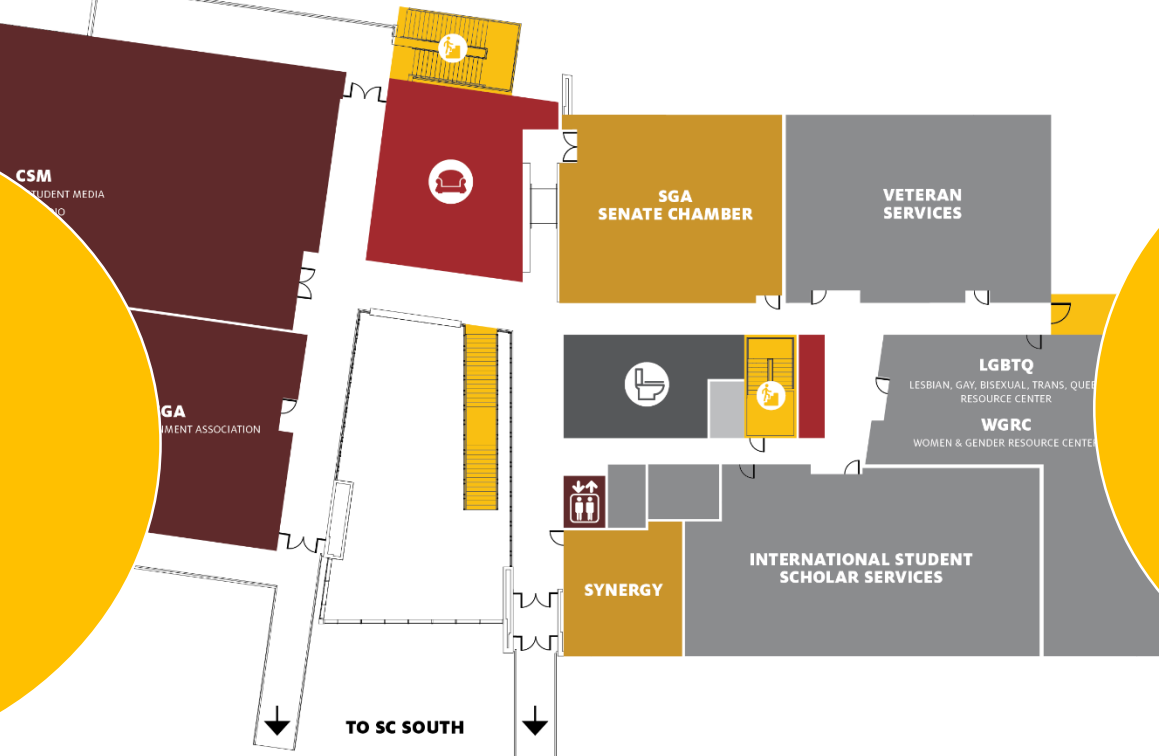
Twitter Followers
increased by 14%

Instagram Followers
increased by 42%

Website Views

Decreased by 18%

Website redesign
aimed to make it
student friendly



OFFICES

LESBIAN, GAY, BISEXUAL, TRANS, QUEER RESOURCE CENTER (LGBTQ)	201
INTERNATIONAL STUDENT & SCHOLAR SERVICES (ISSSO)	203
VETERAN SERVICES	202
WOMEN AND GENDER RESOURCE CENTER (WGRC)	201

STUDENT ORGANIZATION SPACES

CENTER FOR STUDENT MEDIA (CSM)	221
STUDENT GOVERNMENT ASSOCIATION (SGA)	220

EVENT SPACES

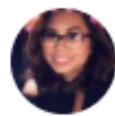
SGA SENATE CHAMBER	204
SYNERGY	212

ELEVATORS

EVENT SPACES
LOUNGE AREAS
OFFICES
RESTROOMS
STAIR ACCESS



STUDENT FEEDBACK



Dinna 🌞 @dinnanelly · Feb 13

I love [#mystudentcenter](#) because there are always talented students playing the piano and it's so soothing. [@UHStudentCenter](#)



Zach-A-WOOOOO!! @BigHomieZach · Feb 13

I love [@UHStudentCenter](#) because it's a place where students of all races, religions, and beliefs can feel accepted. [#mystudentcenter](#)



Ana Castilla @Ana9518 · Feb 14

I love [#mystudentcenter](#) bc there's food in there. And I love food. [@UHStudentCenter](#)



angie @angie_123456789 · Feb 12

Replying to [@UHStudentCenter](#)

I heart [#mystudentcenter](#) because I feel welcome when I am inside and I can grab lunch while studying or with friends [@UHStudentCenter](#)

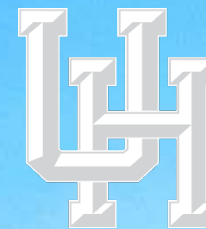


Best On-Campus Hangout
Student Centers

Best Bowling Alley
Student Center Games Room

STUDENT CENTERS

UNIVERSITY of HOUSTON



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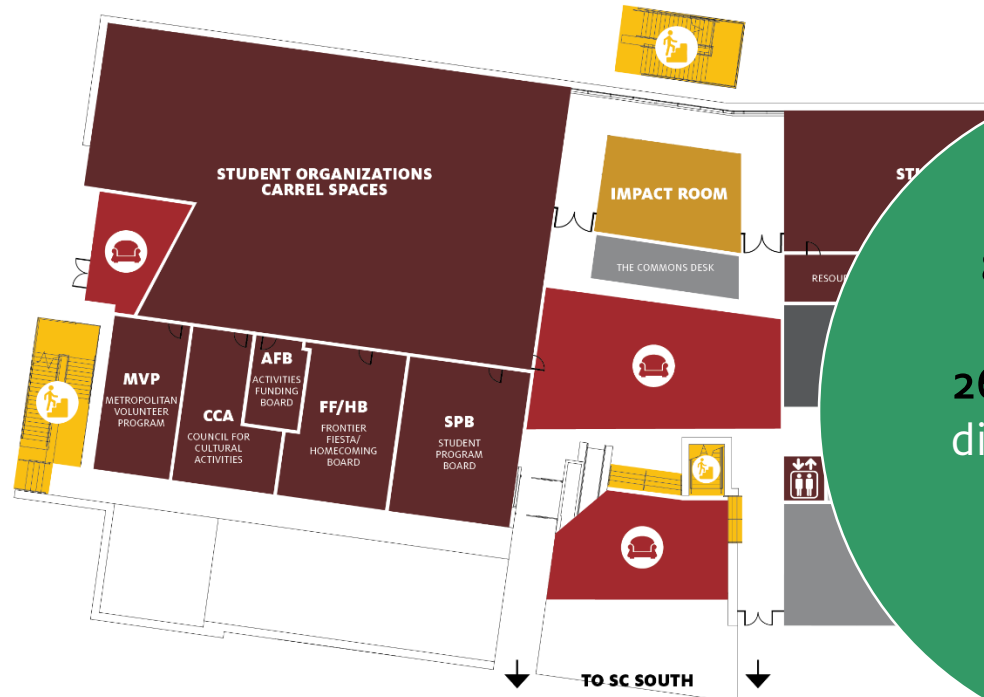
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STUDENT CENTER NORTH, 1st Floor



Sustainability
 80+ recycling bins added to SC.
 268.24 tons of waste diverted. Bottle filling stations saved 125,000 plastic bottles.

OFFICES

CENTER FOR FRATERNITY & SORORITY LIFE (CFSL)	101
CENTER FOR STUDENT INVOLVEMENT (CSI)	103
COMMONS DESK	111

STUDENT ORGANIZATION SPACES

ACTIVITIES FUNDING BOARD (AFB)	117
COUNCIL FOR CULTURAL ACTIVITIES (CCA)	118
FRONTIER FIESTA/HOMECOMING BOARD (FF/HB)	116
METROPOLITAN VOLUNTEER PROGRAM (MVP)	119
STUDENT PROGRAM BOARD (SPB)	115
STUDENT ORGANIZATIONS CARREL SPACES	100 - 120

EVENT SPACES

IMPACT ROOM	113
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ELEVATORS

EVENT SPACES

LOUNGE AREAS

OFFICES

RESTROOMS

STAIR ACCESS

VENDING





Student Centers greenmeetings

Tip of the Month

Shorten the Paper Trail

Reducing print collateral is one of the biggest and easiest ways to lighten an event's eco-footprint. Putting schedules, maps and other information into a mobile app attendees can download to their phones cuts a tremendous amount of paper out of the equation. Services like Guidebook Builder can help with this for little or even no cost.

For material that absolutely must be printed, use two-sided printing to halve the amount of paper used.



STUDENT CENTERS
RECYCLING HAS
DIVERTED

35+

TONS OF WASTE FROM THE LANDFILL

STUDENT CENTERS
WATER BOTTLE FILLING STATIONS
HAVE SAVED OVER **250,000** PLASTIC
BOTTLES FROM OUR LANDFILLS & OCEANS

= \$422,500

*STUDENT SAVINGS IN BOTTLED H2O

#SCSUSTAIN



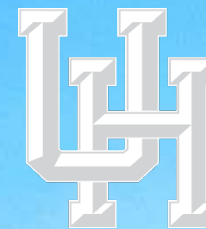


STUDENT CENTER
HAND DRYERS
SAVE OVER **72** TREES
ANNUALLY

#SCSUSTAIN

STUDENT CENTERS

UNIVERSITY of HOUSTON



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STUDENT CENTER SOUTH, 2nd Floor

CARS

Booked 18,761
events in FY17.
Over 10,000 for
student orgs, a
17% increase

ART

Currently
acquiring new
pieces of art to
place around the
Student Center



EVENT SPACES

ASTRODOME	257	EL PASO	
AUSTIN	220J	FORT WORTH	
BALLROOM	210	HEIGHTS	
BAYOU CITY	219	HOUSTON ROOM	220
CORPUS CHRISTI	220M	MEDICAL CENTER	255
DALLAS	220B	MIDTOWN	262
DOWNTOWN	261	MONTROSE DISTRICT	232

THEATER	203
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OFFICES

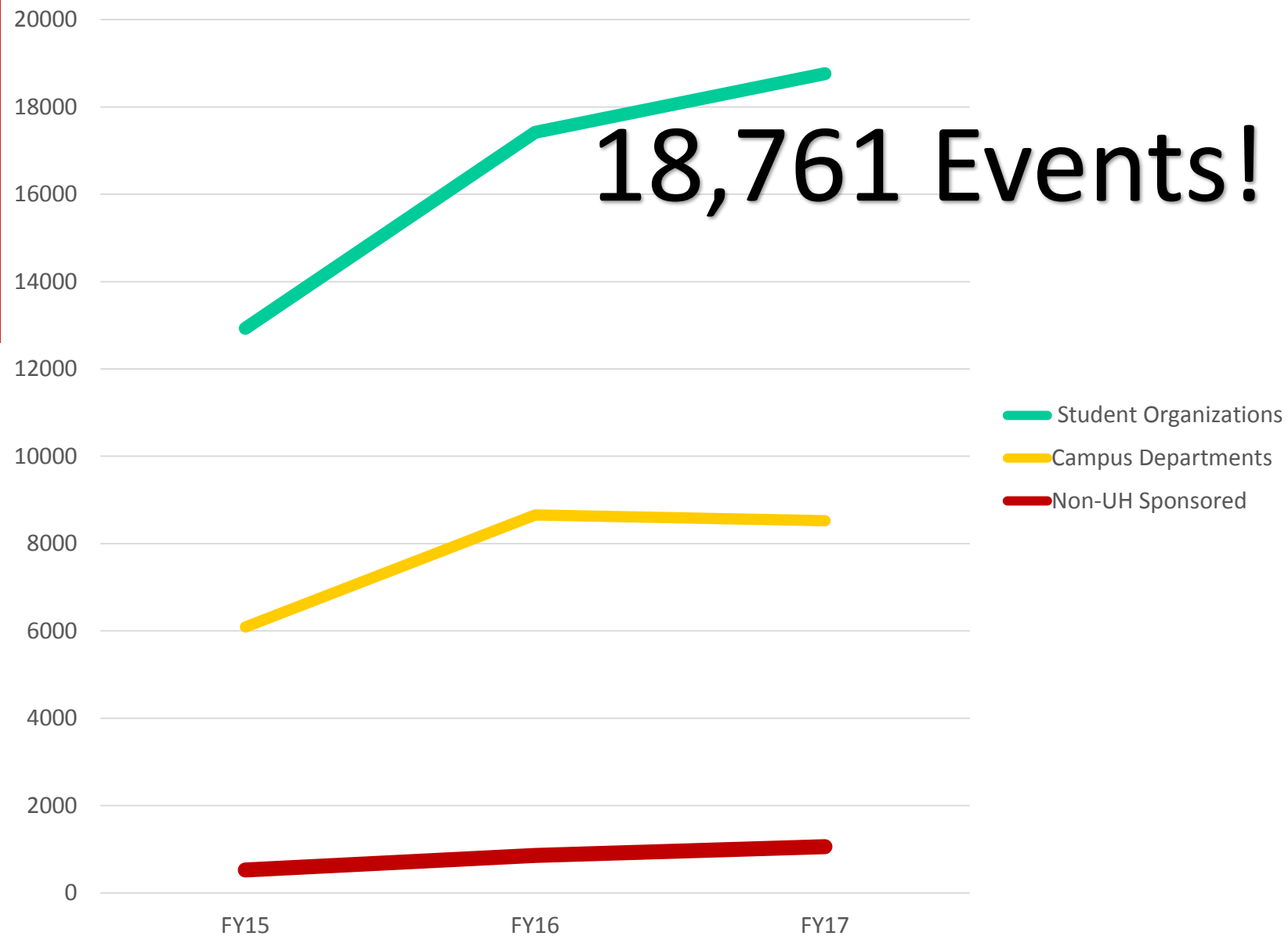
ASSISTANT VICE PRESIDENT FOR STUDENT AFFAIRS	271
AUDIO VISUAL	271
CONFERENCE & RESERVATION SERVICES	271
DEAN OF STUDENTS	256
DSAES IT SERVICES	271
STUDENT CENTERS	271

ELEVATORS

EVENT SPACES
LOUNGING AREAS
OFFICES
RESTROOMS
STAIR ACCESS
STUDY ROOMS

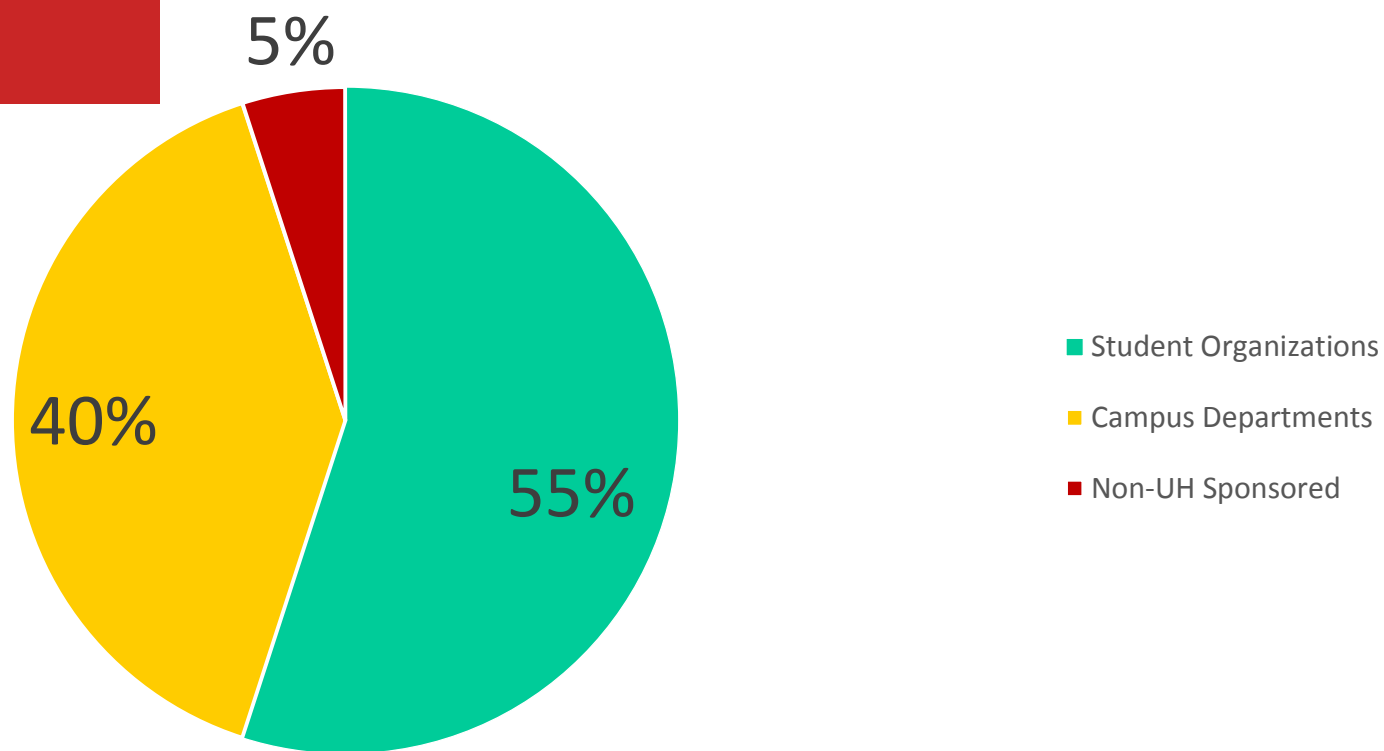


CARS INFO

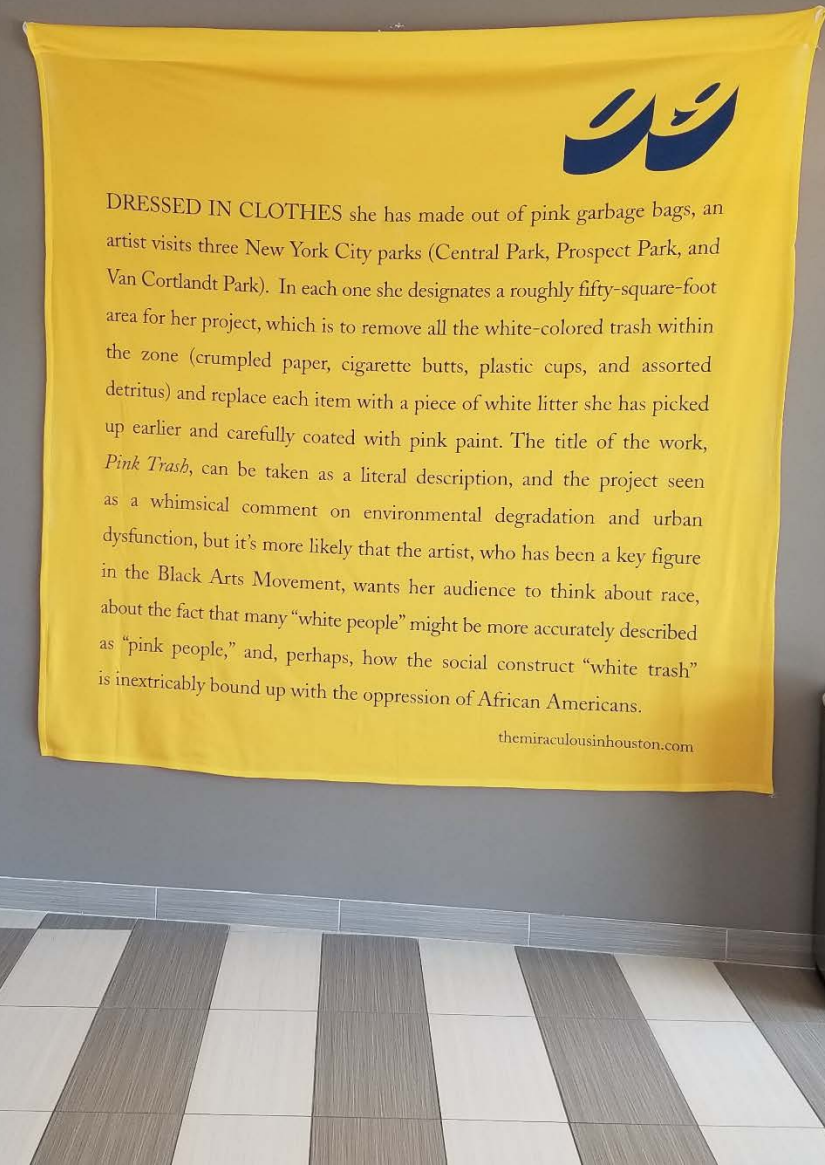
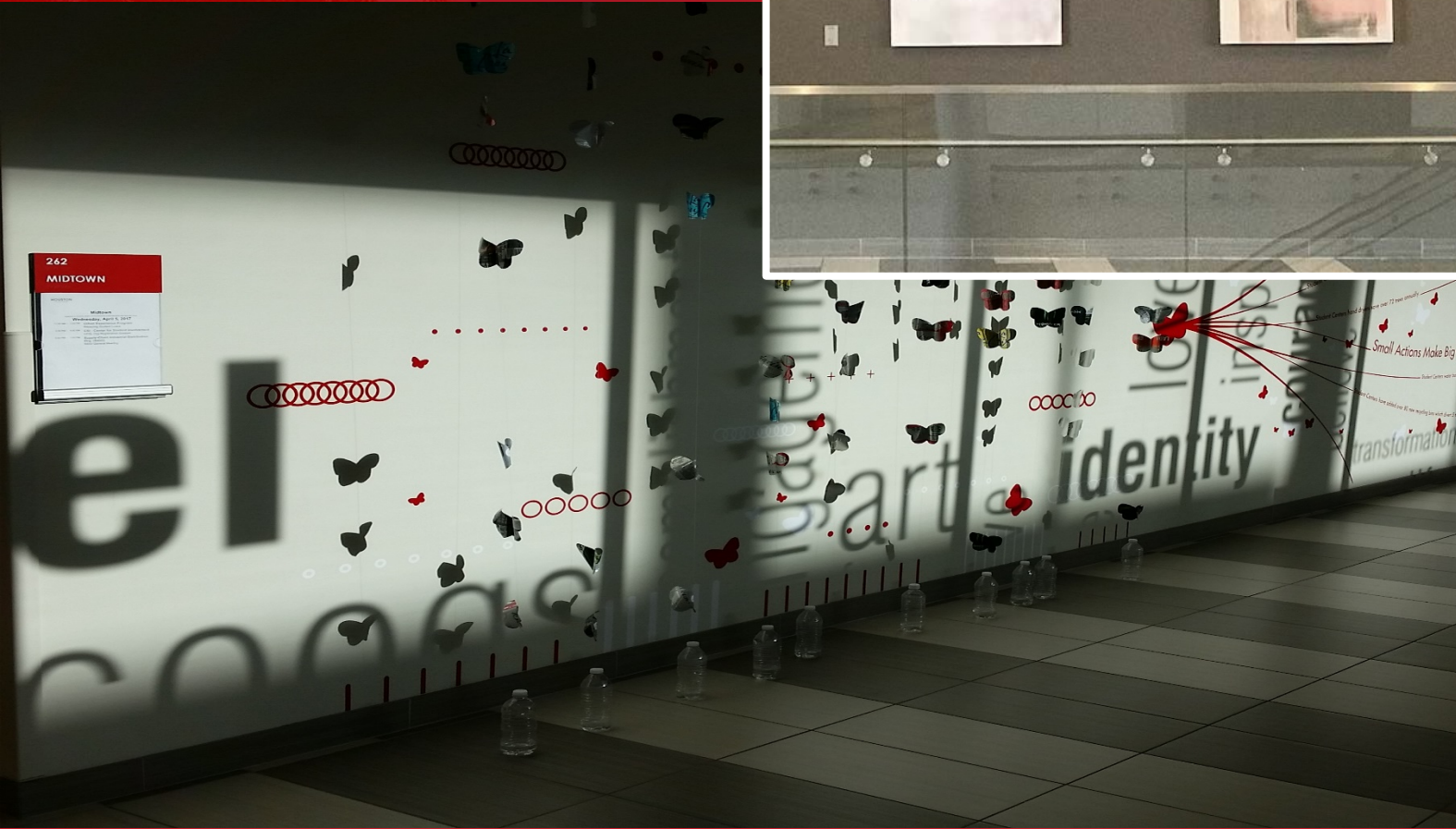


CARS INFO

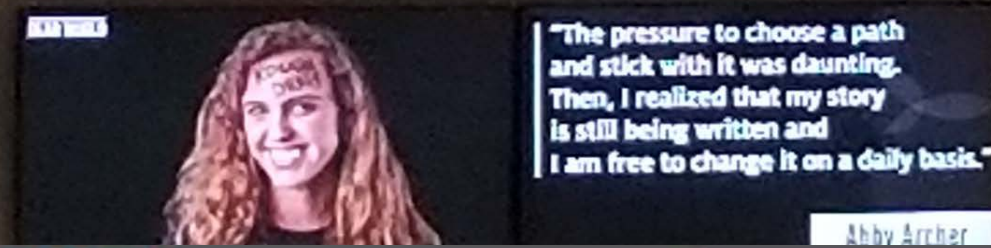
Number of Events FY17



ART



ART



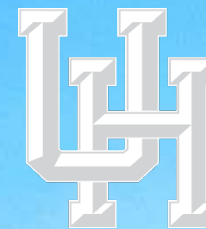
"I am an active community member who loves my family and friends."

ALI LOZANO

Digital Art Galleries: http://www.uh.edu/studentcenters/art_display/

STUDENT CENTERS

UNIVERSITY of HOUSTON



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STUDENT CENTER SOUTH, 1st Floor



Shasta's Cones & More
35,508 single scoops
3,277 new ICEE's sold

People Counters
 Highest 1-day total
 = **44,714**
 One year total =
over 4 million!

OFFICES

CRM OFFICE	143
COUGAR CONNECT	141
INFORMATION CENTER	141

FOOD OPTIONS

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

FOOD COURT

THEATER	103
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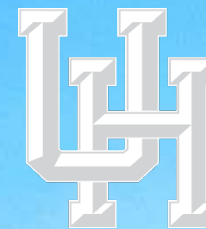
ATM'S

ELEVATORS
EVENT SPACES
LOUNGING AREAS
MOTHER'S ROOM
OFFICES
RESTROOMS
STAIR ACCESS



STUDENT CENTERS

UNIVERSITY of HOUSTON



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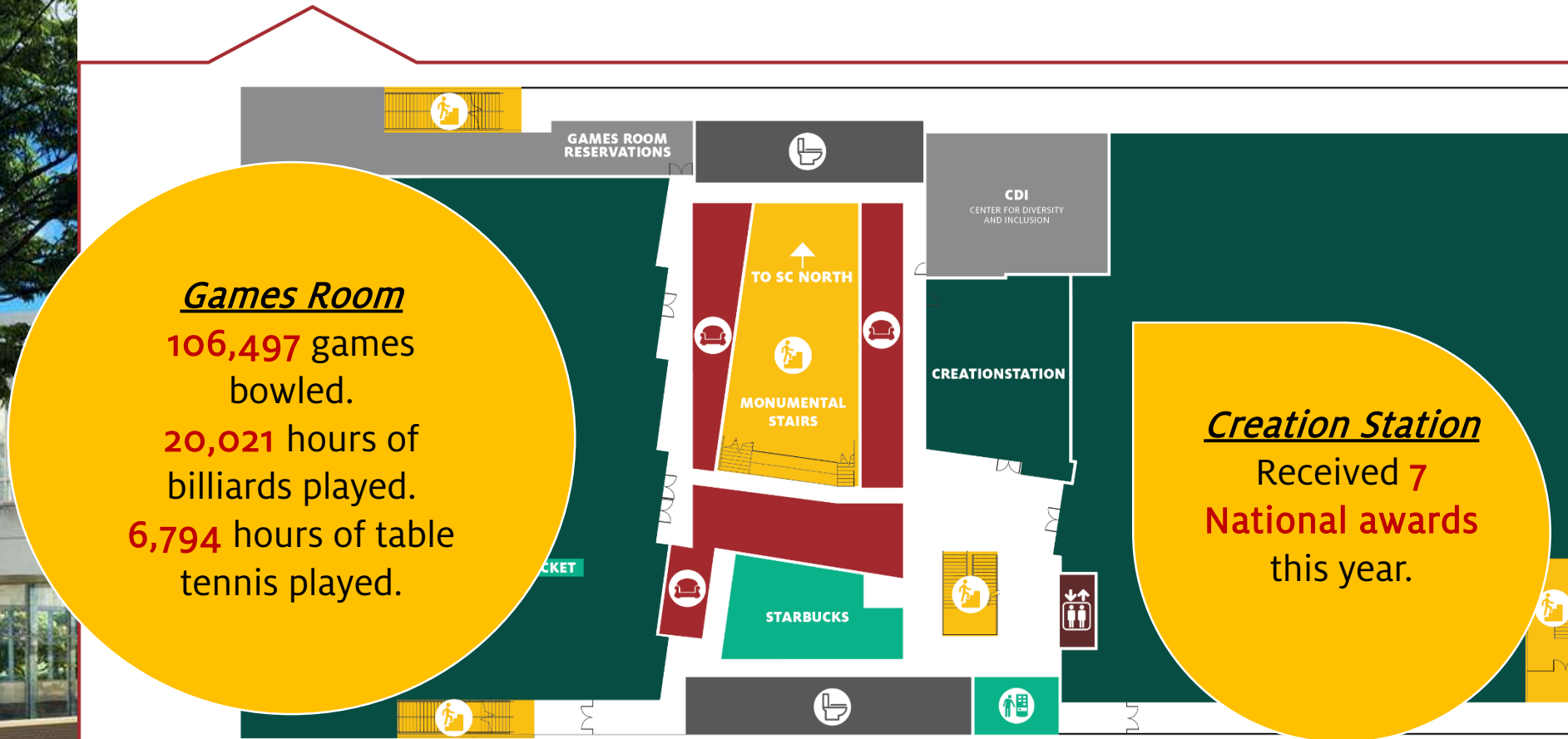
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STUDENT CENTER SOUTH, Basement



RETAIL AREAS

BARNES & NOBLE @ UH
CREATIONSTATION
GAMES ROOM

B01
B17
B30

DINING OPTIONS

STARBUCKS
SIDE POCKET

B24
B30

OFFICES

CENTER FOR DIVERSITY AND INCLUSION (CDI)
GAMES ROOM RESERVATIONS

B12
B40

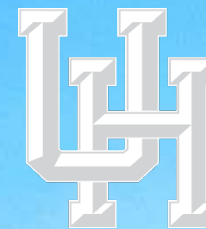
ELEVATORS

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PROGRAM SUCCESSES

- UH Weeks of Welcome 2016 (UHWOW16 by the numbers)
 - Included utilization of the UH Redline for the full UHWOW16 Events Schedule
 - 103,891 Page Views via Redline App.
 - UHWOW Website Hits – 32,326 unique page hits
- UHWOW16 Events – 133 (+16.54%)
 - 2012 – 65 (first year)
 - 2013 – 93 (+43.07%)
 - 2014 – 97 (+4.30%)
 - 2015 – 111 (+14.43%)
 - *2016 – 133 (+19.81%)*



PROGRAM SUCCESSES

- **Cat's Back: Spring & Fall**

- Fall 2013 – 5,600 & Spring 2014 – 3,650 students attended
- Fall 2014 – 6,532 & Spring 2015 – 2,354 students attended
- Fall 2015 – 6,925 & Spring 2016 – 2,225 students attended
- *Fall 2016 – 7,223 & Spring 2017 – 2,662 students attended*
 - Fall Cat's Back Milestone: 160 student organizations participated in 2016 compared to 135 in 2015



PROGRAM SUCCESSES

- **Student Centers Sponsored Events**
 - Student Center Welcome Back
 - Cougar Resource Fair
 - Stress Free Finals Week (Fall & Spring)
www.uh.edu/stressfreefinals
 - Fall Fest
 - Citizenship Month
 - I Heart the Student Centers
 - Poetry Slam
 - Cougar Casino @ Frontier Fiesta
 - Safe Spring Break
- **Evening Programs**
 - Karaoke Nights / Jam Sessions
 - Video Game Tournaments
 - Snack & Paint



PROGRAM FUNDING

- **Cougar Trading Card Program (2015-16)**
 - 2,107 participants
 - 30 scholarships awarded
- **Cougar Trading Card Program (2016-17)**
 - 422 participants
 - 6 scholarships awarded
- Based on significantly reduced involvement, and considerable volunteer and staff time, we have retired the Cougar Trading Card Program.
- Student Centers' request SFAC to reduce base funding of \$8,989 beginning in FY18.

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



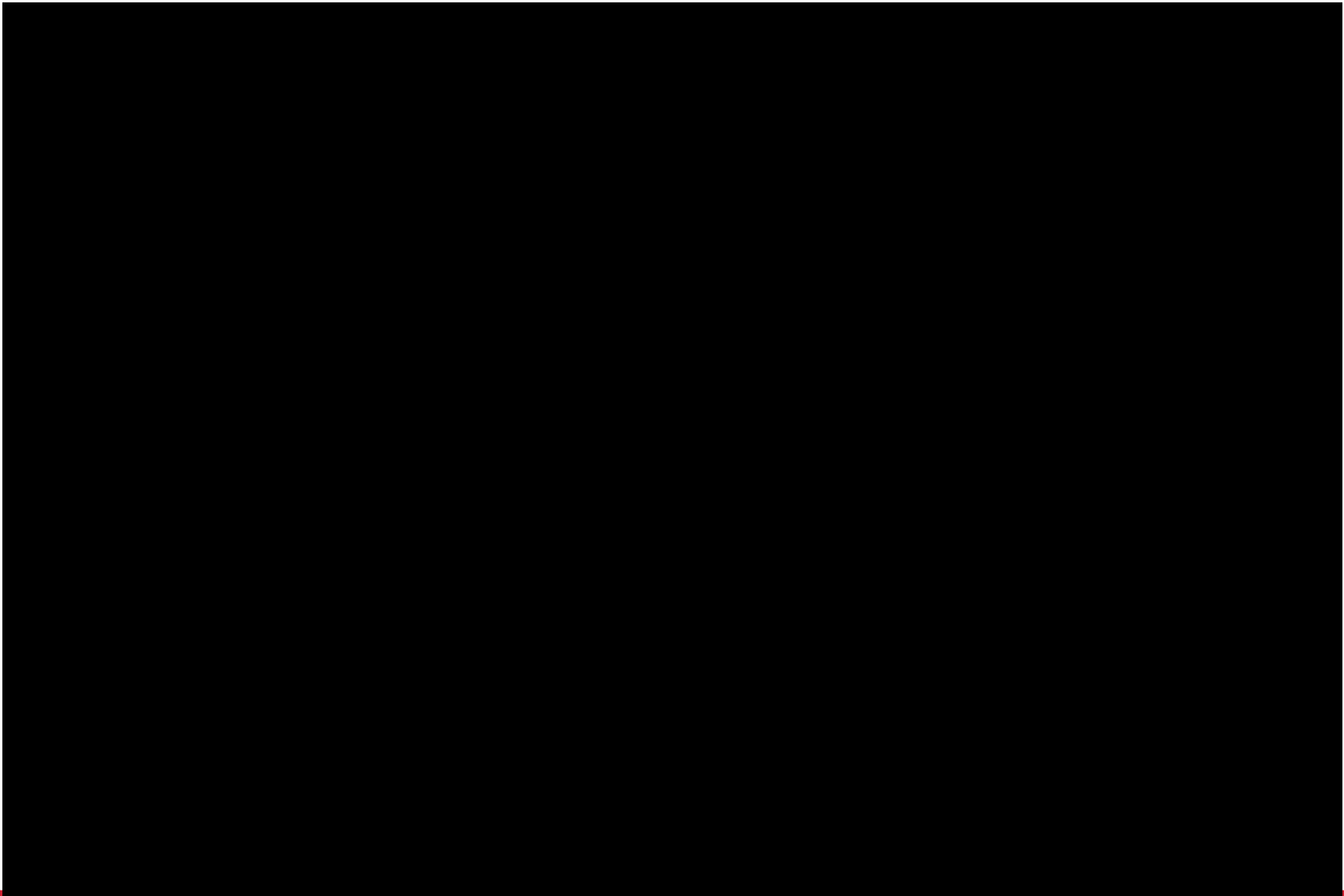
CHALLENGES & NEEDS

- The Student Centers do not receive state funding to address deferred maintenance, emergency issues and/or capital expenditures. Funding for repair and replacement costs must be planned to transfer 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 damage, internal system failure, severe weather damage, etc. We have been challenged with getting projects completed in a timely manner.
- Still working to establish Student Centers instead of UC

PROJECT PLANS

Our unit Fund 3 (3056 and 3050) concluded FY2017 with a fund balance carry forward of \$1,256,840. However, the Student Centers has projects which are either "in-process" or are scheduled to be completed in FY2018 which will cost approximately \$1,256,840.

Projected FY18 Purchases/Projects	Amount
Flooring replacement	\$141,400.00
AV equipment replacement	\$125,000.00
Furniture replacement	\$95,200.00
Digital Screens - Wayfinding	\$12,000.00
Interior Building Signage	\$20,000.00
Electrify Exterior Doors	\$30,000.00
Enhancements to Plaza Space	\$179,040.00
Sustainability Marketing Campaign	\$8,000.00
Creation Station Equipment	\$14,000.00
Front Office Remodel	\$160,000.00
Electronic Room Cards - sync with EMS	\$75,000.00
Exterior Lighting Repairs	\$90,200.00
Visibility Marker	\$75,000.00
Install Wattstopper Sensor	\$12,000.00
Improve handicap accessibility by adding push buttons	\$20,000.00
Games Room Hallway Project (access to red lanes)	\$20,000.00
LED Light Conversion	\$100,000.00
TOTAL	\$1,256,840.00



QUESTIONS & ANSWERS

Thank You!

Eve Esch

Director, Student Centers emesch@uh.edu

