

STUDENT CENTERS



STUDENT FEES ADVISORY COMMITTEE (SFAC)

Presentation for FY 2016 - 2017
Tuesday, October 27, 2015

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.

Student Centers Link to DSAES – Strategic Initiatives

Strategic Initiative 1: **Create new opportunities for student success** through learning, engagement and discovery.

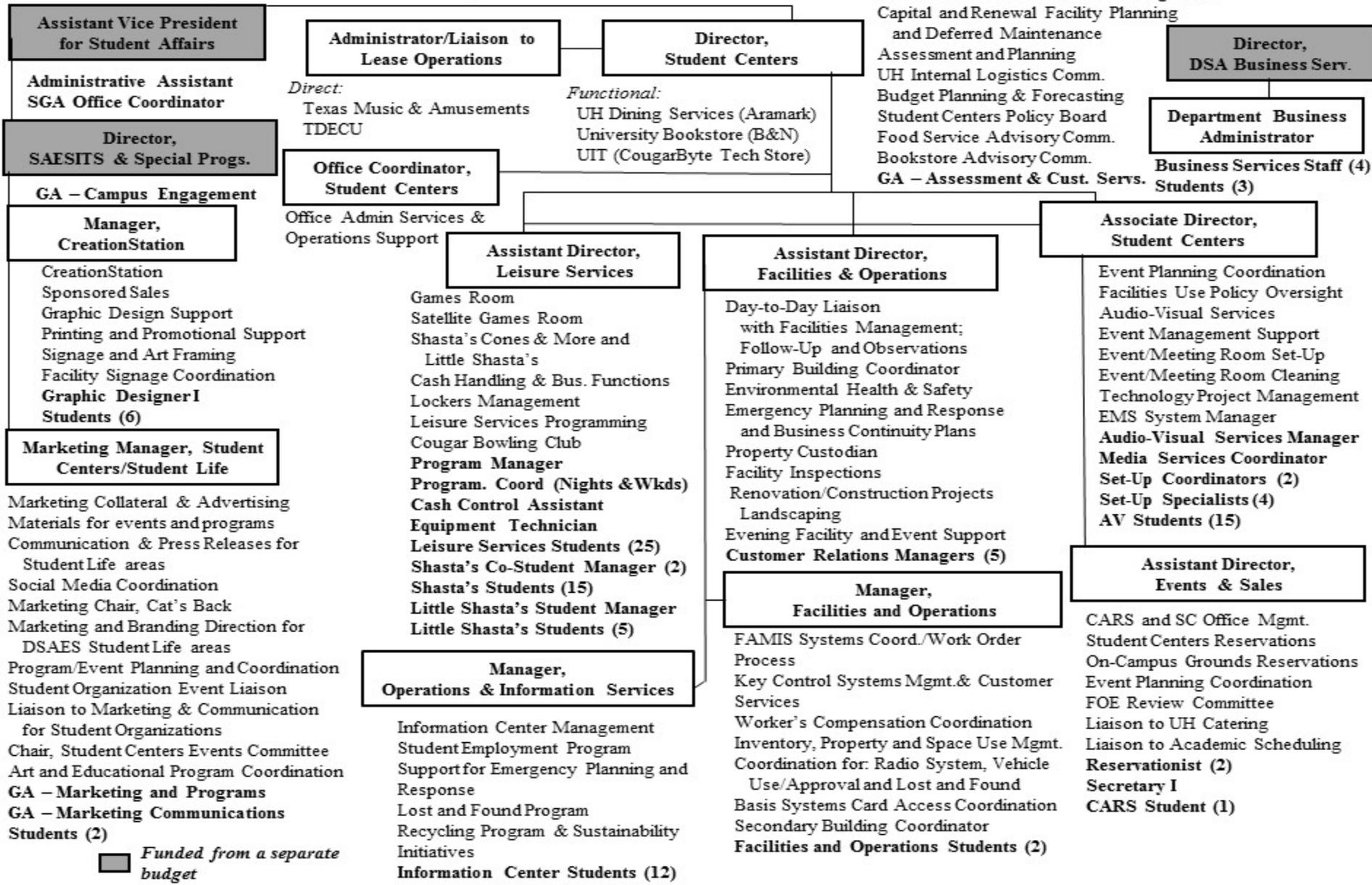
Strategic Initiative 2: Actualize and leverage the fiscal, human, technological, and facility resources that **enhance the student experience.**

Strategic Initiative 4: Develop a **culture of innovation and accountability** in the redesign of Division policies, processes and procedures.

Strategic Initiative 5: Cultivate a **collective identity** that demonstrates a **united vision.**

Strategic Initiative 6: Create and engage in **strategic partnerships.**

Student Centers Organizational Structure as of 10-2015



SFAC Comments

SFAC approved your amended base budget request of \$901,656; reduced due to the reallocation of staff salaries to the VPSA account. We appreciate your continued efforts to provide an engaging student experience at the University of Houston, especially in the midst of the transformation project.

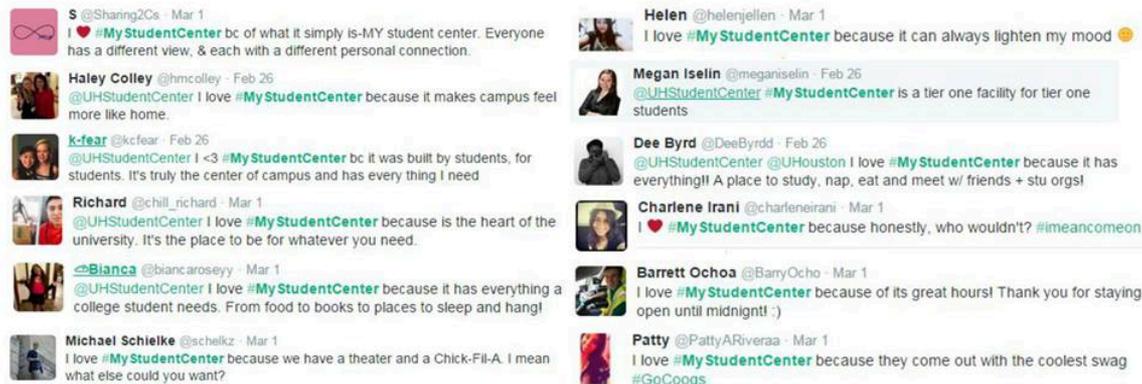
The committee is very supportive of your marketing efforts to increase student involvement. We are impressed by the current progress on the new UC and look forward to the impact that this facility will have on the student experience.

We were delighted to take advantage of a wonderful tour during our presentation, and we thank you for your hospitality. The building will be a shining star on our campus for years to come. It will quickly become the center for student life, and the newly completed portions will further solidify this project's standing as one of the finest on our campus.

Student Feedback about the SC



WE LOVE YOU TOO COOGS!



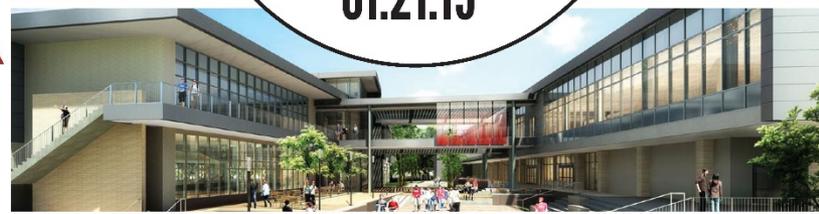
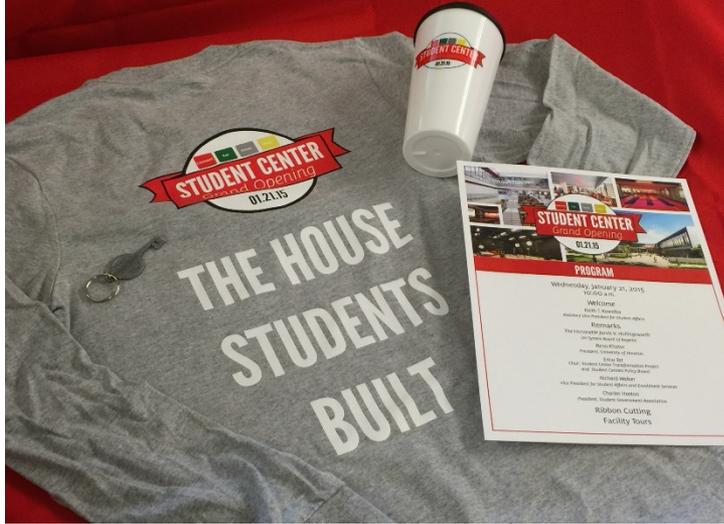
President Renu Khator



“This is a memorable day for UH, but most important, for our students.”

“This project was student-driven from the very beginning, highlighted by the Student Fee referendum in 2008... with an unprecedented 77% students voting “for” the new UC.”

“Statistics show that student involvement is key to student retention and success... and I know that this stunning new Student Center – a center worthy of our Tier One students – will become the very heart and soul of the university.”



Please Join Us...
 at the Grand Opening Ceremony
 for the Student Center.

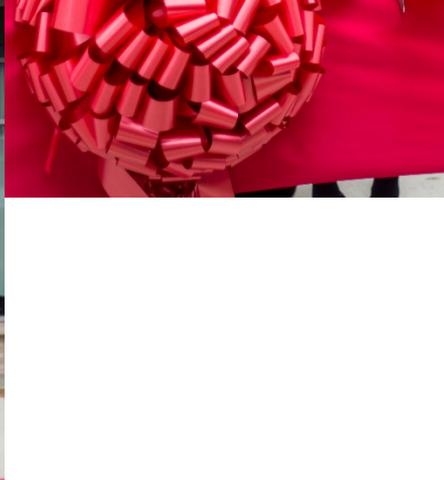
Date: Wednesday, January 21, 2015
Time: 10:00 a.m. - 11:00 a.m.
Location: Student Center Plaza
 (Located between the Student Center South & North)

Please RSVP to Tonja Jones at tajones@uh.edu
 by January 16, 2015

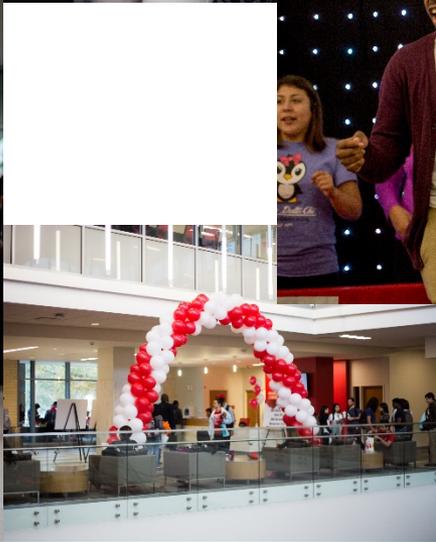
UNIVERSITY of HOUSTON
 STUDENT CENTERS

ALSO INSIDE A.D. BRUCE RELIGION CENTER TURNS 50

Student Center Grand Opening



Student Center Grand Opening



SC Transformation Project Priorities

- Create a one-of-a-kind experience, that epitomizes student life and student success
- Become the provider of choice for activities, services and facilities for the campus community
- Foster a sense of place by enhanced formal and informal spaces
- Enhance the food service program
- Cultivate a convenient and centralized retail zone
- Create a synergistic student organization center



Connect. Eat. Relax. Shop.

STUDENT CENTER

Grand Opening

01.21.15







Connect. Eat. Relax. Shop.

STUDENT CENTER

Grand Opening

01.21.15





Connect. Eat. Relax. Shop.

STUDENT CENTER

Grand Opening

01.21.15



Connect. Eat. Relax. Shop.

STUDENT CENTER
Grand Opening
01.21.15

Major Accomplishments

- Completed and opened Phase Two of the SC Transformation Project in January 2015.
- Coordinated transition plans for Student Centers, DSAES IT Services, Business Services, Dean of Students Office and the OAVPSA Office to new and renovated space. Transitions began in mid-December and were completed in January 2015.
- Hosted a series of ceremonies and celebration for the UH community surrounding the Student Center Grand Opening.
- Completed equipment and furniture purchases for departments and general Student Centers space for the SC Transformation Project Phase Two.
- Completed equipment and furniture purchases for the meeting and event rooms, as well as the new student study lounges.

Meeting Room Art & City of Houston



MONTROSE DISTRICT

The Montrose neighborhood has been referred to as a "hip district" due to its Bohemian atmosphere, cultural diversity and trends ambience. The 4 square mile region, also referred to as "Northtown/Montrose," is an eclectic urban community known for its inclusion and free-spiritedness. It is bordered by the Washington Corridor, River Oaks, West University, Upper Kirby, the Museum District, Midtown and Downtown Houston neighborhoods.

Developer J.W. Lack of the Houston Land Corporation designed Montrose to be a structure residential suburb in the 1920s, supplementing with rich landscaping and walk ways across in grid plan. It is believed "the Montrose" would be at the forefront of social culture, and in many ways, his ideal was achieved. Today the neighborhood is a center for the Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) community, hosting the annual Pride Festival and Parade in June, which is the city's second largest event after the Houston Livestock Show and Rodeo. Gay bars and clubs have been established here since the 1970s as the LGBTQ community gathered and grew in the neighborhood. Artists, musicians, writers, and free-thinkers have called Montrose home for the past several decades, lending a folkloric to the shade on one off of Westheimer Road and Montrose Boulevard.

This popular area offers an abundance of comfortable coffee houses, hotel and breakfast, quirky hotels, warehouses, and casual and fine-dining restaurants. Bookstores and artist-driven galleries huddle together adjacent to restaurants that are weekend brunch hotspots. The mid-scene of the 1960s and 70s has strong roots in the community and live shows are still very much a part of the restaurant and entertainment scene. Montrose is also the go-to place for vintage shopping, profiting small stores in a pedestrian-friendly row off of Dunlavy and Westheimer. Monthly and seasonal flea markets attract those in search of interesting treasures. Vinyl record collectors can also find a wide selection to meet their musical needs in this area. Montrose also hosts the annual Houston Greek Festival where participants can sample traditional cuisine, enjoy performances and shopping.

Architecture in this highly walkable area can be described as eclectic and somewhat gentrified, as older bungalows and cottages have been renovated, and traditional houses have been deconstructed to make room for modern condos, apartments and houses. Its many historic homes are interspersed with fashionable cafes, white terrace parks and saagly accent antique stores. Businesses in the area have a long history celebrating anti-streets laws, and other homes are occupied by independent small businesses, as opposed to being located in traditional commercial storefronts. This incremental approach to development began in the 1950s and the trend continues today as the area's reputation grows.

Montrose borders the Museum District, with the Contemporary Arts Museum Houston, Museum of Fine Arts Houston and Natural Science Museum within walking distance from the Museum Courtyard at the south end of Montrose Boulevard. Art lovers can also visit the Mural Collection and Rothko Chapel, spaces that include an extensive collection of art acquired by John and Dominique de Menil. Rothko Chapel is a non-denominational space that investigates the intersection of art and spirituality, and is open for reading and contemplation. The surrounding park grounds invite relaxation and socialization. This artsy district is also home to the Art League Houston, which presents exhibitions, programming and art instruction classes which are open to the community. Public art installations frequently decorate the area near this non-profit organization.

Montrose was ranked by the American Planning Association as one of the country's top 100 great neighborhoods in 2009.

PHOTO BY THE HOUSTON OBSERVER. COURTESY OF MUSEUM OF FINE ARTS HOUSTON, ELIZABETH WORTHEN, HELEN YOUNG, KRISTIN, NATHAN, NICK, MICHIGNE AND TIM CARROLL FOR MONTROSE. THE HISTORICAL ARCHITECTURE AND LANDSCAPE OF MONTROSE WAS RECORDED AND PRESERVED BY THE HOUSTON OBSERVER IN JANUARY 2015, AND IS AVAILABLE AT: <http://www.houstonobserver.com/neighborhoods/montrose>. VISITED SUMMER OF THE OBSERVER. COURTESY OF THE OBSERVER, SUMMER OF THE OBSERVER AND THE OBSERVER'S VISUAL COMMUNICATIONS.



Large Event Space Improvements

- Completed the Installation of Audio-Visual Equipment for the Multi-Purpose Room.
- Completed the Installation of Audio-Visual and Lighting Equipment for the Houston Room.
- Completed the Installation of Sound Dampening Devices in the Ballroom; which also provided some additional accent color.



New Retail Option Openings

- Opened Shata's Cones and More, Freshii and CougarByte at the conclusion of Phase Two of the SC Transformation Project in January 2015



UH SWAAC Art & Leadership Wall

- Installed the second piece of art for the Student Center Transformation Project, as approved by the System Wide Art Acquisition Committee (SWAAC)
- Installed the Campus Leaders Dedication Wall on the second floor of Student Center South



Improved Retail Income Levels

CreationStation Revenue Comparisons Showing Continuing Increases

9/01/2014-8/31/2015	\$247,931.43
9/01/2013-8/31/2014	\$151,836.44
9/01/2012-8/31/2013	\$117,017.57
9/01/2011-8/31/2012	\$128,881.60
9/01/2010-8/31/2011	\$ 94,604.60

Games Rooms Revenue Comparisons Showing Continuing Increases

9/01/2014-8/31/2015	\$384,396
1/20/2014-8/31/2014	\$210,981
9/01/2012-11/28/2012	\$ 88,402
9/01/2011-8/31/2012	\$264,448 (The last year with Games Rooms open fully)

Conference and Reservation Services

Type	FY13		FY14		FY15	
Bookings by Customer Type	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Departments	4,320	40.7%	3,569	33.95%	5,565	43.04%
Non-UH Sponsored	148	1.40%	180	1.71%	524	4.05%
Student Organizations	6,137	57.87%	6,763	64.34%	6,842	52.91%
Total	10,605		10,512		12,931	
Total Event Hours by Customer Type	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Departments	35,347	49.73%	21,110	39.73%	33,358	47.80%
Non-UH Sponsored	911	1.28%	959	1.80%	2,668	3.82%
Student Organizations	34,813	48.96%	31,227	58.47%	33,763	48.38%
Total	71,071		53,406		69,789	
Estimated Attendance by Customer Type	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Departments	330,455	46.66%	609,046	63.56%	786,414	71.11%
Non-UH Sponsored	6,505	0.92%	9,789	1.02%	32,216	2.91%
Student Organizations	371,215	52.42%	339,327	35.41%	287,261	25.98%
Total	708,175		958,162		1,105,891	
Customers Served by Type	Numbers	Percentage	Numbers	Percentage	Numbers	Percentage
Campus Departments	89	N/A	83	N/A	224	N/A
Non-UH Sponsored	77	N/A	77	N/A	191	N/A
Student Organizations	310	N/A	298	N/A	597	N/A
Total	476		458		1,012	

Shasta's Cones & More Three Day Transition to New Provider



Program Successes in 2014-15

- **UH Weeks of Welcome 2015**

- Included utilization of the UH Redline & Scavify App

- **UH WOW15 Events – 111**

- 2014 – 97, 2013 -93 & 2012 - 65

- UHWOW Website Hits - 26,326 unique page hits

- 102,891 Page Views via Redline App.

- **UHWOW New Events**

- Heathy U
 - Zumba-thon
 - infraRED

- **Campus Prowl Event**

- 20 Department & 9 Fee-Funded Organizations hosted a Open House as part of this single day event
 - 26 Departments & Organizations in 2014



Program Successes in 2014-15

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

- *Spring 2015 – 2,354 & Fall 2015 – 6,925 students attended
- Spring 2014 – 3,650 & Fall 2014 – 6,532 students attended
- Spring 2013 - 2,300 & Fall 2013 – 5,600 students attended

*In conjunction with Student Center Grand Opening



Program Successes in 2014-15

• Student Centers Sponsored Events

- Student Center Welcome Back/Open House
- Cougar Resource Fair
- Oktoberfest
- Citizenship Month
- Poetry Slam
- Cougar Casino @ Frontier Fiesta
- Safe Spring Break
- Stress Free Finals Week (Fall & Spring)



• Evening Programs

- Karaoke Nights
- Video Game Tournaments
- Snack & Paint



• Social Media Contests

- I love #MYSTUDENTCENTER
– FB, Twitter, Tumblr, Instagram

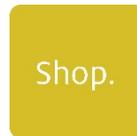


Future Objectives

- Increase Variety of Collaborative Events
 - Working with tenants, departments and Student Organizations to increase the amount of Student Center Sponsored Events in new spaces to showcase the building
 - Benchmark & Explore new program options that cater to new spaces in Student Center



- Branding
 - Expand marketing campaign to highlight all offerings (resources & services) in the Student Center
 - Connect, Eat, Relax, Shop
 - #MYSTUDENTCENTER



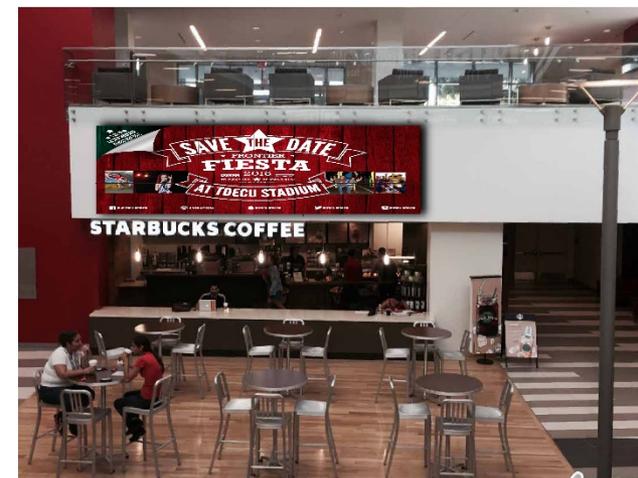
Building, Services, & Program Stewardship – Future Objectives

- Hire a new Director of the Student Centers
- Develop Tier One Customer Service Standards for all facilities, services and programs.
- Increased support for Student Staff Development and Ownership with the Student Centers.
- Increased support for additional event venues and coordination of event logistics and services
- Development of new long term repair, replacement and capital improvement plans



Building, Services, & Program Stewardship – Future Objectives

- Monitor Business Plan for retail services and contracted services.
- Leverage the Student Center for potential Development Opportunities for Future Programmatic Growth
- Complete the FY16 Project List (Page 15 in the SFAC Report)



Building, Services, & Program Stewardship – Future Objectives

- Complete the FY16 Project List (Page 15 in the SFAC Report)



Challenges

Student Center Satellite

- Roof Replacement
- Interior systems to be further reviewed for repairs
- Interior upgrades and 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



Request to SFAC

- DSAES Business Functions were Centralized in 2011.
- Funding for Business Services staff which support Student Life/DOS are currently in three SFAC departments: Student Centers (5 staff and M&O), CSI (1 staff), and CSM (1 staff).
- Request to move funding for Financial Coordinator from CSI (\$62,634) and CSM (\$78,228) to Student Center SFAC allocation for efficiency.
- This Request is included in the Student Centers, CSI and CSM FY2017 Budget Request.
- This requested transfer is Cost Neutral.

Questions & Answers

