

STUDENT CENTERS

UNIVERSITY of
HOUSTON
STUDENT CENTERS



Student Fees Advisory Committee (SFAC)

Presentation for FY 2017 – 2018

Monday, October 31, 2016

UH.EDU/STUDENTCENTERS

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.

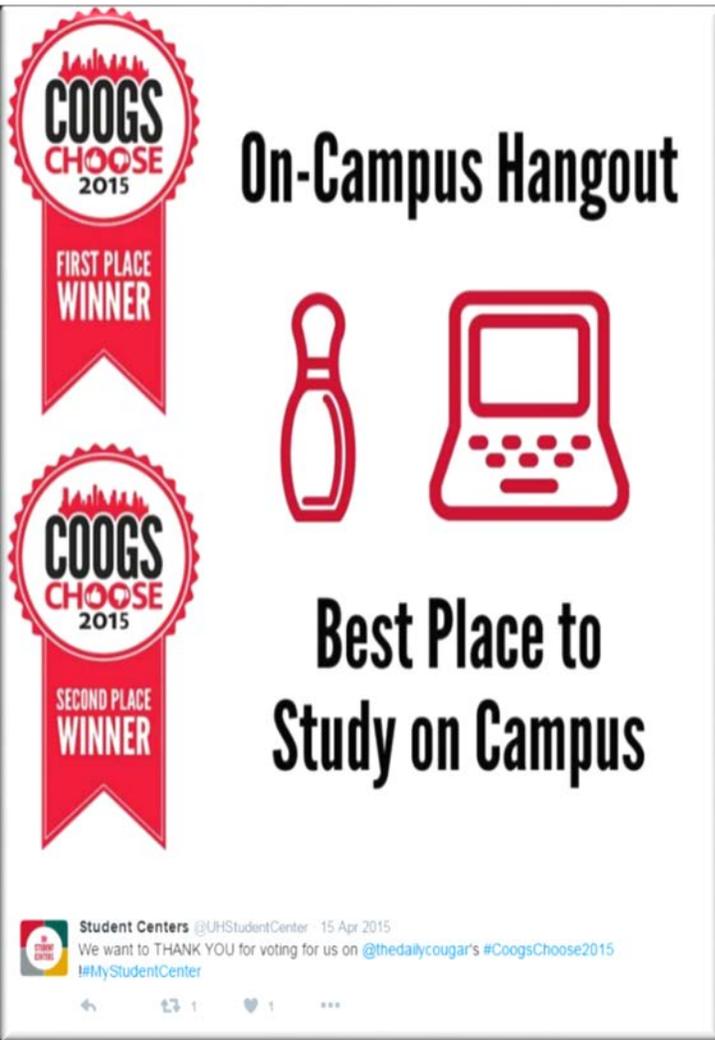
Strategic Initiative 5: Cultivate a **collective identity** that demonstrates a **united vision.**

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

Update on Last Year's 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

Student Feedback



COOGS CHOOSE 2015
FIRST PLACE WINNER

On-Campus Hangout

COOGS CHOOSE 2015
SECOND PLACE WINNER

Best Place to Study on Campus

Student Centers @UHStudentCenter · 15 Apr 2015
We want to THANK YOU for voting for us on @thedailycougar's #CoogsChoose2015 #MyStudentCenter

"Stop by the SC and take a moment to reflect about the tragic events that occurred on September 11th, 2001. Always remember, never forget. #neverforget #mystudentcenter" by uhsga. Link to image: <http://ift.tt/1KIUBrm>

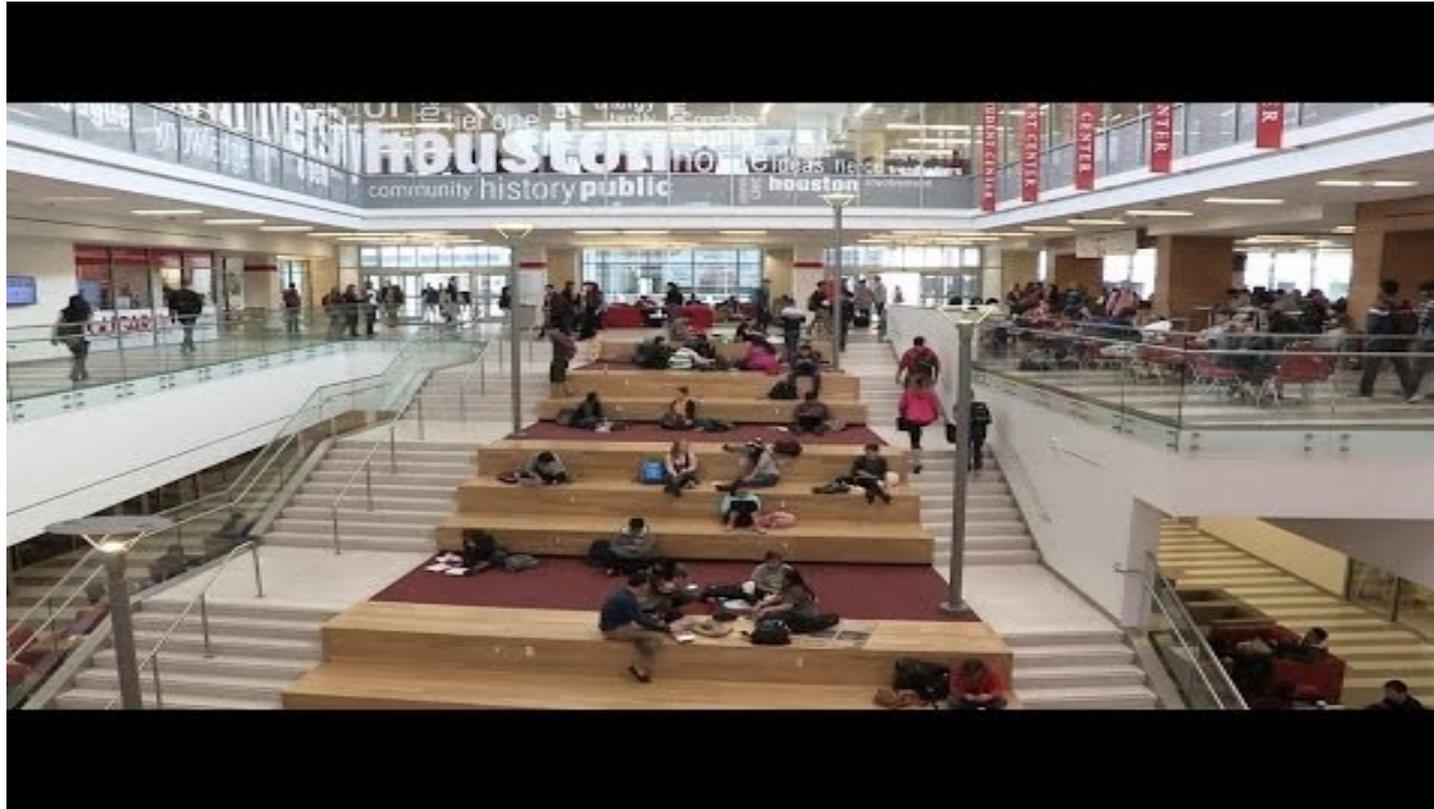


@terlynnn_ · 27 Oct 2015
my painting. I tried 🍂 #mystudentcenter

SFAC Comments

“Construction and renovation of the new University Center has finally been completed, and students from across the University of Houston gather at an illustrious new facility that is quickly becoming the heart and soul of our proud university. SFAC applauds the University Center for wise investment, fiscal responsibility, and consideration of Houston’s proud and storied heritage when constructing this new emblem of our university’s prestige. A tier one institution is deserving of a nexus such as this. SFAC enthusiastically approves your base budget request.”

Student Centers Turned 1



Student Centers in an Election Year

- Hosted Watch Party for Republican Debate February
- Hosted Green Party Nominating Convention over the Summer
- Hosted other Debate Watch Parties
- <http://www.usatoday.com/story/news/politics/elections/2016/10/14/texas-elections-presidential-trump-democrats/91852372/>



Assessment & Major Accomplishments

- Installed People Counters at all entrances and recorded over 30,000 visitors on August 30th in Student Center North & South.
- Increased revenue in Leisure Services by 9%. Sold approximately 5,000 more items in Shasta's this year, which lead to a 18% increase in revenue.
- Increased number of events held in Student Centers from 12,931 to 17,419, a 35% increase that included over 1,900 more student events. Clients' Satisfaction with Event Reservation Process also increased significantly (48% Very Satisfied in FY15 to 77% Very Satisfied in FY16).

Major Accomplishments

- Updated policy to allow registered student organizations to have off campus guests without having to pay more for their event.
- Installed additional security cameras, bringing total to 118 cameras covering the Student Centers North and South facilities 24 hours a day, which should mitigate potential crime, as well as provide info to security personnel of possible perpetrators.
- Installed a state of the art audio/video system to the Student Centers Games Room which provides significantly more options for reservations and other special events, which can possibly have impacted the increase in the number of reservations.
- Installed an indoor marquee at the Grand Staircase, which is used to market student and university wide events.

Indoor Marquee



STARBUCKS COFFEE

New Committees

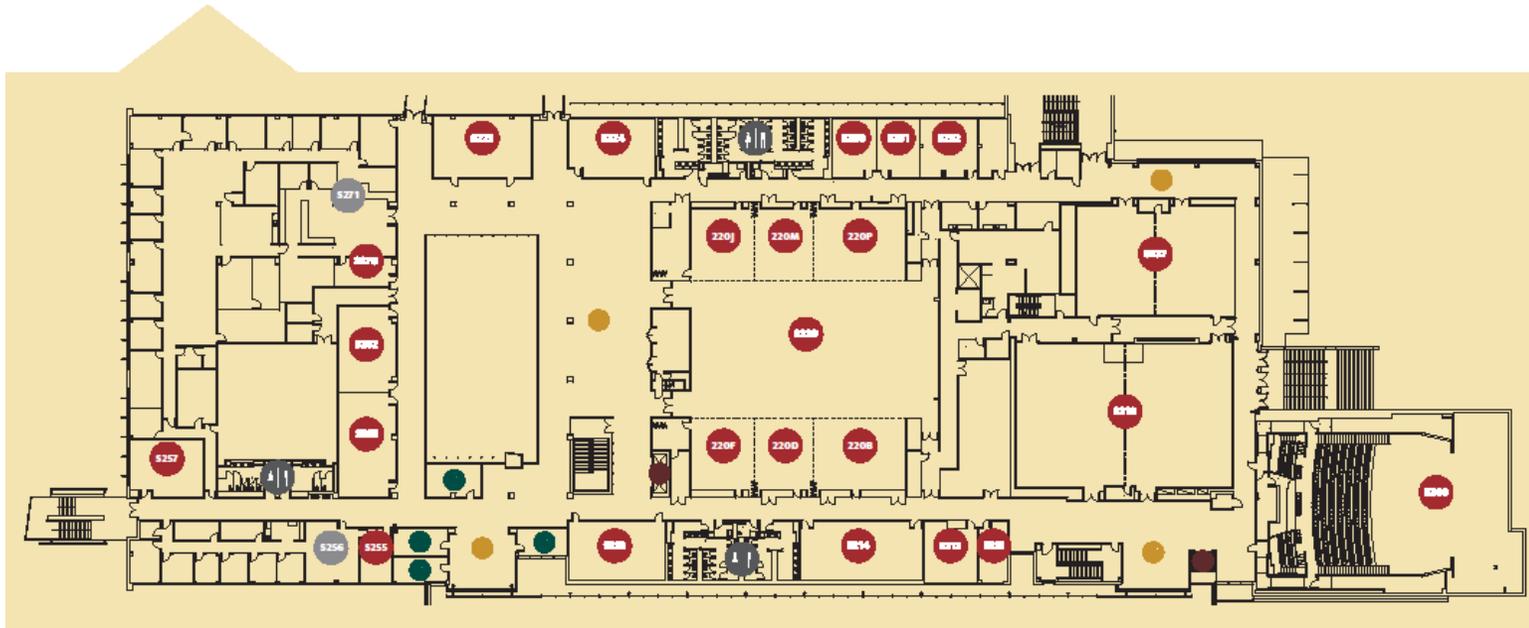
- Art Board
- Wayfinding/Signage
- Sustainability

UC/SC History Timeline Wall & Art



Wayfinding/Signage

STUDENT CENTER SOUTH, 2nd Floor



ASTRODOME	S257	DOWNTOWN	S261	MIDTOWN	S262	SKYLINE	S223	DEAN OF STUDENTS OFFICE	S256	RESTROOMS	
AUSTIN	220J	EL PASO	220D	MONTROSE DISTRICT	S232	SPACE CITY	S214	STUDENT CENTERS OFFICES	S271		
BALLROOM	S210	FORT WORTH	220P	MULTIPURPOSE EVENT SPACE	S237	THEATER	S203	STUDY ROOMS			
BAYOU CITY	S219	HEIGHTS	S224	MUSEUM DISTRICT	S211	THIRD WARD	S212	ELEVATORS			
CORPUS CHRISTI	220M	HOUSTON ROOM	S220	RIVER OAKS	S231	UPTOWN	S270	LOUNGING AREAS			
DALLAS	220B	MEDICAL CENTER	S225	SAN ANTONIO	220F	WASHINGTON AVENUE	S230				

Sustainability

Student Centers have upgraded to
WATER BOTTLE FILLING STATIONS
that save over **180,000** plastic
bottles from our landfills & oceans
= \$304,200* student savings
bottled H₂O



#SCSUSTAIN

*Based on 20 ounce water bottle sold at \$1.69



RECYCLE HERE

OVER **80** RECYCLING BINS
ADDED TO THE STUDENT CENTERS
FOR THE FALL SEMESTER



#SCSUSTAIN

**STUDENT CENTERS
HAND DRYERS**

save over **72 trees**
annually



#SCSUSTAIN

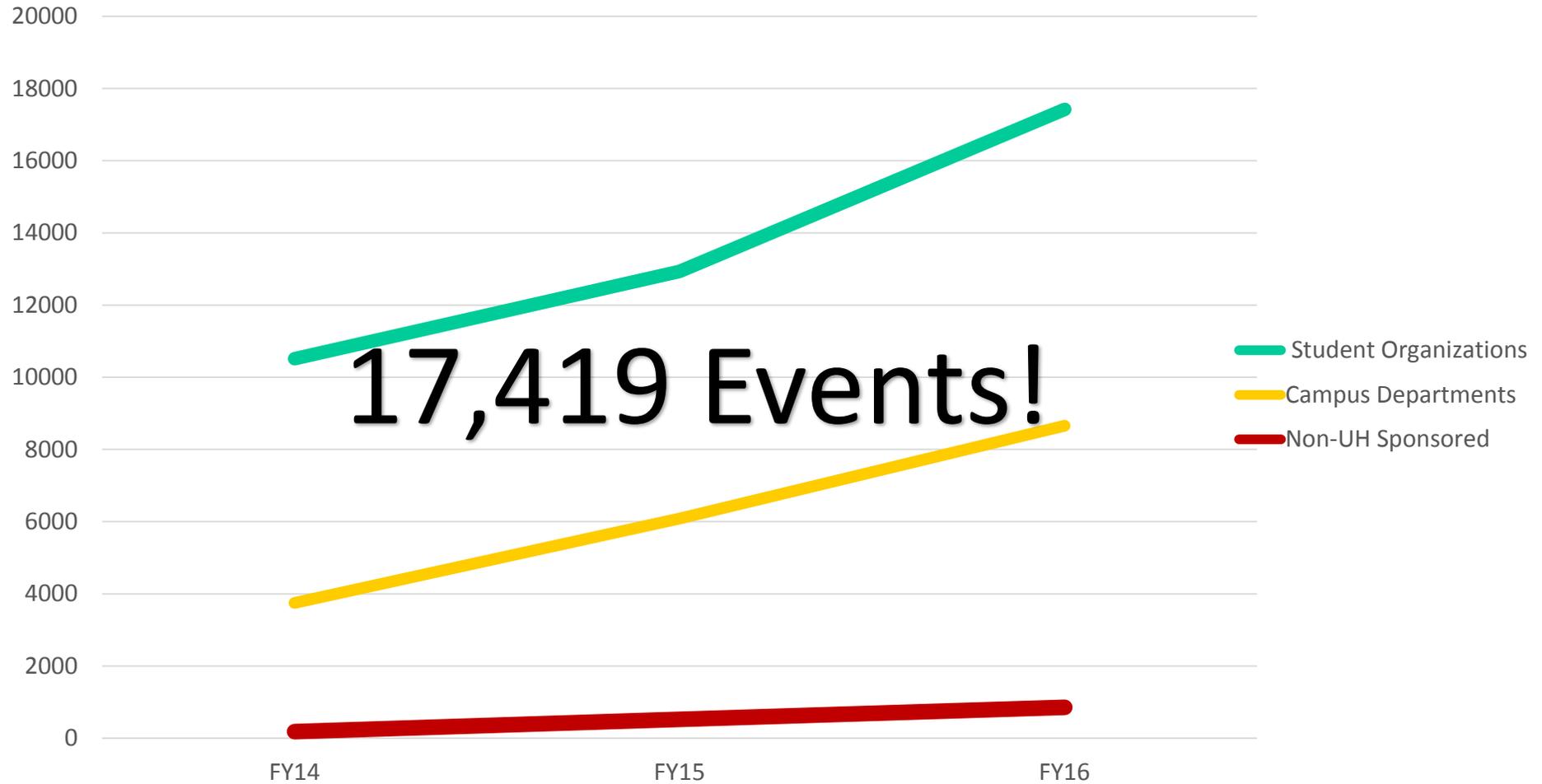
*Based on XLERATOR Excel Dryer specs

Project Plans

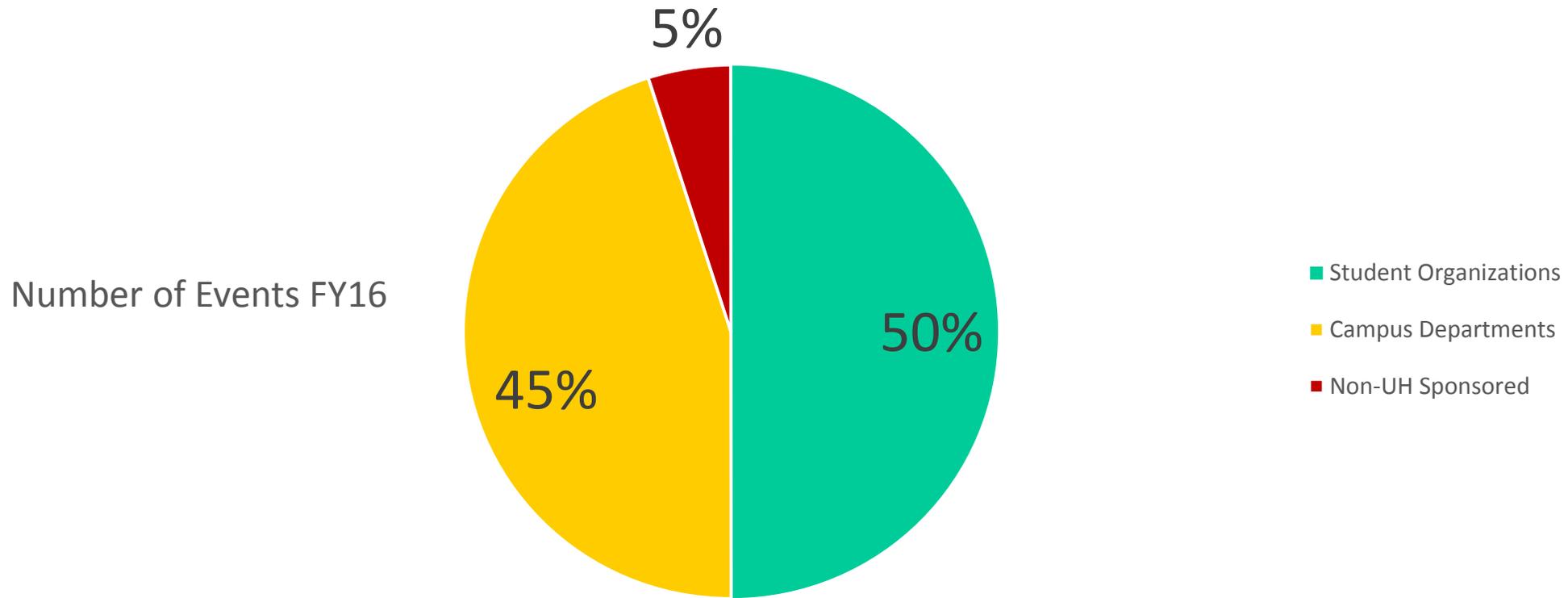
Our non SFAC budgets concluded FY16 with a fund balance carry forward of **\$1,257,020.00**. The Student Centers has projects which are either “in-process” or are scheduled to be completed in FY17 which will cost approximately **\$1,257,020.00**.

Flooring replacement beginning 2021 (707,000/5)		\$141,400.00
AV equipment replacement beginning in 2017		\$125,000.00
Enhancements to Plaza		\$102,420.00
Front Office Reconfiguration		\$100,000.00
Furniture replacement beginning in 2021 (476,000/5)		\$95,200.00
Visibility Marker		\$75,000.00
Electronic Room Cards - sync with EMS		\$75,000.00
Electricity Infrastructure enhancements		\$65,000.00
Exterior Signage – East Side		\$50,000.00
Acoustic panels in Multipurpose Room		\$50,000.00
Lockers		\$40,000.00
2 replacement golf carts		\$30,000.00
Recycling Containers		\$30,000.00
Lift - Genie		\$30,000.00
Electrify Exterior Doors		\$30,000.00
911 Memorial Concrete/drainage		\$27,000.00
Digital Screens - Wayfinding		\$25,000.00
Creation Station Equipment		\$24,000.00
Projector Replacement bulbs		\$20,000.00
Interior Building Signage		\$20,000.00
Lane Cleaning Machine		\$15,000.00
iMag Camera		\$15,000.00
Fiesta Front		\$12,000.00
Install Wattstopper Sensor		\$12,000.00
Acoustic Treatment to AV booth		\$12,000.00
Digital Screens/Database - Student Leaders/Awards/Art Board		\$10,000.00
Additional water bottle filling stations		\$10,000.00
Sustainability Marketing Campaign		\$8,000.00
Meeting Room laptops		\$8,000.00
TOTAL		\$1,257,020.00

Conference & Reservation Services Data

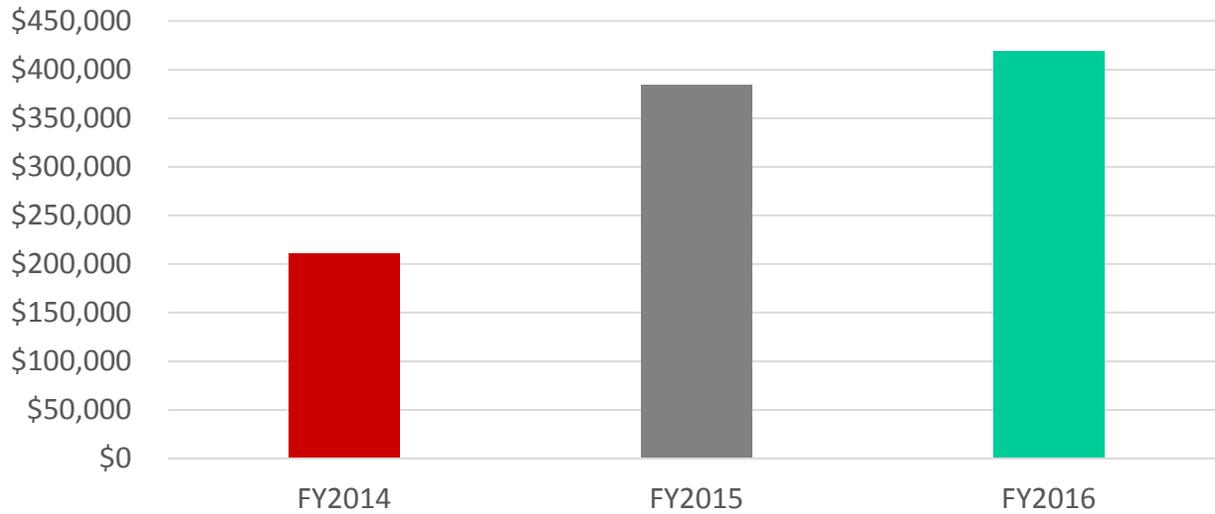


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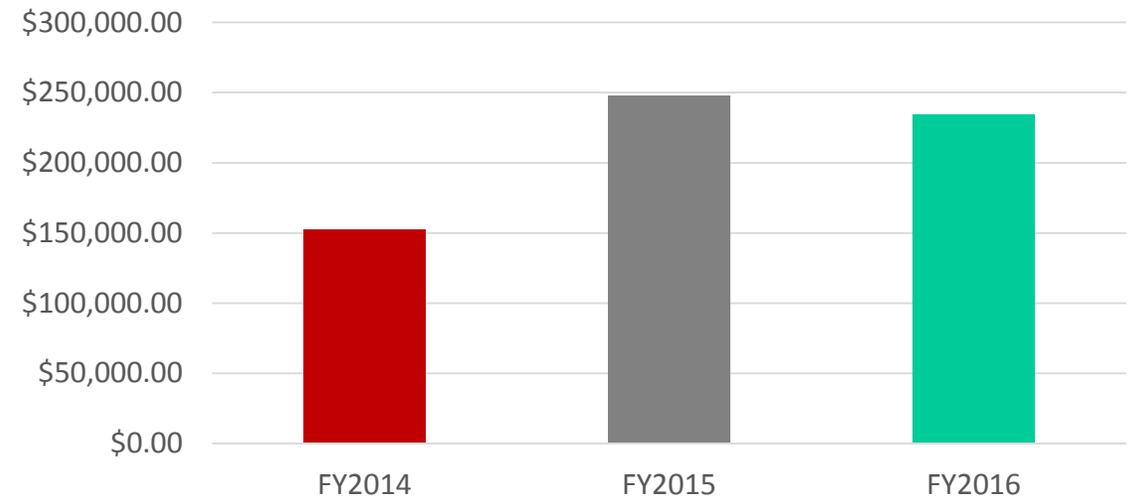


Retail Income Levels

Games Rooms



Creation Station



Lawrence Daniel

Director, DSAES IT Services & Special Programs

Program Successes in 2015-16

- **UH Weeks of Welcome 2015 (UHWOW15 by the numbers)**

- Included utilization of the UH Redline for the full UHWOW15 Events Schedule
- 102,891 Page Views via Redline App.
- UHWOW Website Hits - 26,326 unique page hits

- **UHWOW15 Events – 111 (+14.43%)**

- 2014 – 97 (+3.19%)
- 2013 – 93 (+43.07%)
- 2012 – 65 (first year)

- **UHWOW15 Assessment**

- **96.5%** of students agreed that UHWOW events **Connected** them to campus.
- **94.8%** of students agreed that UHWOW events encouraged them to **Get Involved** on campus.



Program Successes in 2015-16

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

- **79.22% of students who participated in UH WOW 15 events attended Cat's Back 2015.**
 - 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**

**In conjunction with Student Center Grand Opening - Spring 2015 & Student Center 1st Birthday Party – Spring 2016*



Program Successes in 2015-16

- **Student Centers Sponsored Events**

- Student Center Welcome Back
- Cougar Resource Fair
- Fall Fest
- Citizenship Month
- I Heart the Student Centers Gift Mart
- 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

- **Incentive Programs**

- Cougar Trading Card Program
 - 2,107 participants
 - 30 scholarships awarded



Cougar Trading Card Program

- **Cougar Office – New Location**

- Office is now located in the Student Center South behind Information Desk
- Student Organizations & Departments can pick-up cards for their events.
- Students can stop by to have their cards validated for prizes.
 - 15 cards = T-shirt
 - 30 cards = Commemorative Booklet
 - 56 cards = \$1000 Scholarship (funded by the Provost)

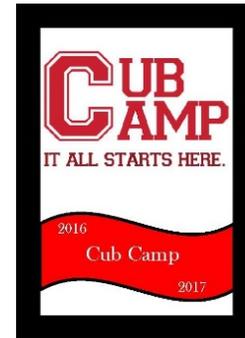


- **Two Work Study Interns & Student Volunteers**

- All were previously involved with the Program

- **Updated Website & Social Media**

- uh.edu/tradingcards
- Instagram & Facebook



Future Objectives

- **Increase Variety of Collaborative Events**

- Benchmark & Explore new program options that will highlight the different spaces and resources at the Student Centers.
- Working with SC Tenants, Departments and Student Organizations to increase the amount of collaborative events, while eliminating event duplication.

- **Marketing & Branding**

- Work with the SC Marketing Committee to expand marketing campaign to highlight all offerings, resources, and services in the Student Centers.
 - Connect, Eat, Relax, Learn
 - #MYSTUDENTCENTER
 - #SCSUSTAIN



Challenges

- The Student Centers and SC Satellite 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.
- Student Centers and SC Satellite maintains contingency funds to cover costs associated with unforeseen events such as hurricanes, fire damage, internal system failure, severe weather damage and the like. It is important to note that the management team for the Student Centers is very committed to keeping the facilities in a Tier One state for the UH community.

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

- Maintain Base Funding

Questions & Answers



Thank You!

Eve Esch

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