UNIVERSITY UNIONS BOARD OF DIRECTORS
Friday, November 16, 2012

The University Unions Board of Directors met on Friday, November 16, 2012 in the Texas Union Board of Directors’ room, UNB 4.118.

Members Present:
Mr. Wm. Andrew Smith, Jr.
Mr. Jesse Hernandez, chair
Dr. Karrol Kitt
Mr. Seth Snyder
Ms. Carissa Kelley
Dr. John Ruszkiewicz
Dr. John Doggett
Mr. John Walker
Dr. Soncia Reagins-Lilly
Ms. Tess McKenna

Members Absent:
Mr. Thor Lund

I. CALL TO ORDER

The meeting of the University Unions Board of Directors was called to order at 3:00 p.m.

II. APPROVAL OF THE MINUTES

A quorum was called. Mr. Jesse Hernandez asked if there were any additions or corrections to the October 19, 2012 minutes as submitted to the board.

MOTION Mr. Seth Snyder - That the minutes be approved as submitted.
Second Mr. John Walker
Motion carried, and the minutes were approved as submitted.

III. SEC COMMITTEE PRESENTATIONS

Asian American Culture Committee: Stephanie Kim and Vicky Nguyen, presenting
Ms. Stephanie Kim informed the board that the structure of the Asian American Culture Committee includes one committee chair, two internal communications officers, two external communications/publicity officers, one events coordinator, and one budgets and assessment officer. The purpose of the committee is to plan, coordinate and implement programs that increase awareness of various Asian cultures. Members of the committee gain leadership skills, event-planning experience, and an increased campus wide involvement. Types of events include a Lunar New Year celebration, Heritage Week, Music at the Mall, inspirational speakers such as Dan Choi, Decision 2012, and social events. Events include a range of cultural, political, and
social interest. Planning and coordinating the various components of hosting these events began in the summer of 2012, including proposing what events to host, preparing advertising, and negotiating and securing agreements with the talent. The Asian American Culture Committee has thirty-five active members who are provided opportunities to hone leadership, organizational, and time management skills. For the full presentation, see Attachment A. Dr. John Doggett asked what is being done to get more members on the committee? Ms. Kim said that each year the group starts off with sixty to seventy members, but the active members are approximately thirty-five. The committee continues to reach out to students throughout campus.

**Distinguished Speakers Committee:** Sarah Robinson presenting
The Distinguished Speakers Committee is the premier student-run speaker series at the University of Texas, allocating student fees to bring the most interesting, relevant, and influential speakers to campus. Committee members have the opportunity to mingle with today's most well known public figures. Speakers hosted in 2012 include Salvatore Giunta, Arcade Fire, Joseph Kahn, Jack Abramoff, John Legend, and Lt. Dan Choi. Several of these events were co-sponsored with other SEC committees. The committee has approximately twenty-five active members, currently working on spring events to be co-sponsored by the Center for Ethical Leadership and the Student Endowed Centennial Lecturship.

**Events CoSponsorship Committee:** Chris Fellows presenting
The Events CoSponsorship Committee provides a source of funding for The University of Texas at Austin registered student organizations not affiliated with the Texas Union. The committee helps student organizations financially and logistically to produce quality events. Each week organizations make presentations to the committee, explaining their program and its need for funding. The Events CoSponsorship Committee goes through a deliberation process to determine which groups will receive co-sponsorship. This year the committee is seeking to expand membership from seven to ten committee members, provide funding for a wide range of events, simplify the process for applying for funds, and launch an ad campaign to increase awareness of what the committee has to offer. The committee is also responsible for reviewing and approving requests from departments and student organizations for the use of the “digiknow” screens in the University Unions.
Mr. Jesse Hernandez asked if there is a difference between providing groups with funding and actually working with them to coordinate events. Mr. Fellows said that the Events CoSponsorship Committee does not fund any Student Events Center committees and does not host events. They do help facilitate events by being a source of funding and guidance for coordinating the event process.

**Forty Acres Fest Committee:** Nicole Ferraro presenting
The Forty Acres Fest Committee organizes the annual Forty Acres Fest, a campus-wide festival featuring unique booths and entertainment by over two hundred on-campus student organizations. This free event allows student organizations to showcase their creativity and diversity. The festival is a twenty-one year tradition on campus that enjoys a lot of student involvement. Goals of the committee are to get more students involved, to provide an outlet for students to show their pride, and to operate at the level of other successful Austin Festivals. See Attachment B.
**Texas Revue Committee:** Courtney Brindle presenting
Texas Revue is the largest and most diverse student-run talent show held on campus. This annual tradition showcases a variety of acts including dancing, music, and skits performed by student organizations and individual performers. Texas Revue prides itself in choosing diverse and talented acts to produce the most entertaining show possible. With over fifty-five acts auditioning each year and averaging over one thousand attendees, Texas Revue has truly made a name for itself. Texas Revue will be held in the Hogg Memorial Auditorium this year. With past venues having a capacity of one thousand, the group hopes to increase attendance this year to fill the twelve hundred seats available in Hogg Memorial Auditorium.

**Texas Sports Committee:** Mathew Montes, presenting
The Texas Sports Committee is a spirit committee that takes pride in the promotion and support of UT athletics. One primary event held each year is the Road Trip event. Traditionally it is held in the Red McCombs end zone, but this year the venue was the SAC ballroom, where the group used projectors to show the football game, took advantage of the excellent sound system in the room, and had food, music and Longhorn trivia. Upcoming Texas Sports Committee events include a “3 on 3” Basketball Tournament with all profits benefiting Special Olympics, a Coach’s Night, which will include a group of UT athletic coaches available for a panel discussion and question/answer session, and a planned “Bevolympics” field day. The committee has co-sponsored with the South African American Brotherhood, Student Government, and residence halls. The group uses social media to promote events and create interest. Dr. John Doggett asked why the group was not sponsored by the UT Athletics Department. Mr. Montes said that there had been collaborations with UT Athletics in the past, but none this year.

**Film Committee:** Marc Bachan, presenting
The Film Committee (FC) shows free movies, selected by the committee members, to the university community each week. These movies include the latest blockbuster hits, a late night film series, special events, and advanced screenings. The 4th Annual Texas Union Film Festival is currently seeking submissions, and will hold screenings and judging in February 2013. The group is working with the Radio/Television/Film Department to invite film director Robert Rodriguez to be a judge for the film festival. Dr. John Doggett asked if the group has thought about working with the RTF Department to provide a prize for the winner of the contest, and Mr. Bachan said the group is looking into it. The Film Committee’s outreach member is speaking with the RTF Department, the South By Southwest Film Festival, and the Austin Film Society to explore ways to collaborate.

**IV. OLD BUSINESS**

**A. Union Underground Presentation**
Ms. Jennifer Zamora, Director of Student Programming, presented a report (Attachment C) in response to the University Unions Board of Directors Underground Subcommittee recommendations. The Underground Subcommittee was asked in 2011-2012 to examine the Texas Union Underground and make recommendations about policies, attractions and décor.
Those recommendations are organized into short-term, medium-term and long-term goals. Short-term goals include creation of a multipurpose room available for reservation, improved advertising, creation of a new logo, an improved web presence, and creation of a new outreach position. Currently, a new logo is being established, the website is featuring new photos and more easily read rate information, and a multipurpose room will be available soon. Medium-term goals include replacement of “masking units” to hide bowling equipment, upgrade general appearance with new furniture, ceiling tiles and paint, and improve the appearance of the entrance hallway by installing a photography exhibit. Long-term recommendations include improved lighting, replacing furniture, and installing a food service.

Dr. John Dogget said that at the business school, groups hold fund-raisers at various bowling alleys, but have never done one at this location. He suggested that a communication be sent to all social organizations and departments on campus informing them that the Union Underground is here and rejuvenated.

Mr. Seth Snyder asked about the hours of operation for the Underground. He said that after midnight, there is not much business and asked if that was a concern. Ms. Zamora said that although there is not always a large crowd after midnight, it is a goal to provide students a place to go late night where they can get a snack or find entertainment, so it is a fine line between what is requested and what is cost efficient.

B. Programming Budget Allocation Process

Mr. Jesse Hernandez asked the board members to refer to the Programming Budget Allocation document (Attachment D) and pointed out several changes made to the packet that SEC committees are asked to complete. He noted that the changes were made to acknowledge the restructuring of the SEC, but that the packet kept the three part format focusing on the background of the committee, the membership of the committee, and the presentation the committee makes to the board. Each section is assigned a point value, from which the Budget Allocation subcommittee determines funding.

Dr. John Doggett asked if there was a document available that clearly showed what wording had been changed, and Mr. Hernandez said that in front of the board today is only the amended document.

Dr. Soncia Reagins-Lilly asked if there is language in the packet that speaks to a connection to student life and leadership, and Mr. Hernandez said yes.

Mr. Andy Smith commended the board on its budget process, noting that it includes clearly stated criteria.

MOTION Ms. Carissa Kelley – To approve the budget process for allocating the programming budget.

Second Mr. Seth Snyder

Motion carried, and the board approved the budget allocation process for programming.

Dr. John Doggett abstained from the vote.

V. NEW BUSINESS

A. SEC Self-Study Presentation

Ms. Jennifer Zamora informed the board that last year the SEC was challenged with creating a new program model. She referred to a letter (Attachment E) sent from University Unions
Executive Director, Mr. Wm. Andrew Smith, Jr. to the chair of the board in 2011-2012, Ms. Sarah Lee, and president of the Student Events Center, Mr. Cameron Allison. Ms. Zamora said the group focused on the questions listed on page two of the letter, primarily dealing with programming, branding, and outreach. Ms. Zamora reviewed the methods by which the Student Events Center gathered information, including a review of the Council for the Advancement of Standards (CAS) for Campus Activities Programs, focus groups with students, and speaking with programming representatives from peer institutions. (see Self-Study on the University Unions Student Events Center-Attachment F) The self-study resulted in a proposed restructuring as outlined in the document “Self-Study on the University Unions Student Events Center: Summary of Recommendations and Future Considerations” (Attachment G).

Ms. Emily Charlton, Chair of the Music and Entertainment Committee expressed to the board that her committee members were not happy about the proposed name change for their committee, and felt as though their voice had not been heard. Mr. Andy Smith suggested that as a seated chair, if she would like to object to the change in names, a written communication to the chair of the board requesting that the board consider keeping the current name of the committee would be appropriate.

**B. Discussion Items**

Dr. John Doggett informed the board that on a recent visit to the Student Activity Center Starbucks location, the line to make a purchase was extremely long. He was concerned about the lost revenue and the student experience with such a long wait. He asked if there was anything that could be done. Mr. Andy Smith said that Starbucks is an interesting concept because they have many locations, each of which is a small operation. In the case of the Starbucks at the Student Activity Center, there is no option to enlarge the space, but there may be an option to add an additional Starbucks coffee kiosk outdoors. However, this would not address customers who want drinks requiring barista preparation.

**VI. REPORTS**

**A. Chair, University Unions Board**

Mr. Jesse Hernandez informed the board that he had given a presentation to the Advisory Council at the spring Advisory Council meeting on November 9, 2012 (Attachment H). He also announced dates for spring semester board meetings, which are January 25, February 22, March 29, and April 26, 2013. Mr. Seth Snyder, vice chair, informed the board that he is working on the election committee and the election supervisory board.

**B. President, Student Events Center**

No report today.

**C. Executive Director, University Unions**

Mr. Andy Smith commended Ms. Carissa Kelley and Mr. Jesse Hernandez on their presentations for the Advisory Council. He informed the board that the three remaining renovation projects would begin next week.

**VII. QUESTIONS OR COMMENTS**
VIII. ADJOURNMENT

Being no further business, Mr. Hernandez thanked the University Unions staff present for the meeting today, and asked for a motion to adjourn.

**MOTION**  Mr. Seth Snyder - That the meeting be adjourned.
**Second**  Mr. John Walker
**Motion carried**, and the meeting adjourned at 5:09 p.m.
Asian-American Culture Committee

Structure
- Chair (1)
- Internal Communications Officer (2)
- External Communications/ Publicity Officer (2)
- Events Coordinator (1)
- Budgets and Assessments Officer (1)

Purpose
- Plan, coordinate and implement programs that increase awareness of various Asian cultures

Members:
- Provide students with leadership opportunities
- Gain event-planning experience and skills
- Increase campus-wide involvement

Events
- Cultural
- Music and Fine Arts
- Political
- Academic
- Volunteer
Fall 2012

Campus-wide Events:
- YBO
- Music@TheMall
- Decision 2012
- Out on the Front Lines: Lt. Dan Choi

Committee Socials:
- Karaoke
- Tailgate
- Pluckers, Kerbey Lane

DECISION 2012
WATCH IT HAPPEN
NOVEMBER 6
7:00 PM
SAC BALLROOM
- Lunar New Year
- Heritage Week: Food Festival
- InspirAsian: Redefine Your Generation

• 35 active members
• Leadership positions
• Opportunities to collaborate and develop relationships
• Hone organizational skills & time management
QUESTIONS?
Attachment B

Forty Acres Fest 2013 Committee
Chair: Nicole Ferraro

Agenda
- What is Forty Acres Fest?
- History of the fest
- What it is today
- Where we are going

What is Forty Acres Fest?
- Annual day-time spring festival
- Largest student-run event in the nation
- Different components:
  - Entertainment
  - Attractions
  - Organizations

Forty Acres Fest 2013 is a 21 year tradition on the UT campus. It exists as a rallying celebration for UT students to showcase their talent, accomplishments, and diversity, which together show the community our commitment to traditions and pride in our University.

History of Forty Acres Fest
- 21 year tradition
- Many changes:
  - Student Government event
  - Corporate Sponsors
  - SEC committee
  - Recent committee changes:
    - Two - 1 head chair
    - No sub-committees
    - No more co-chairs

Forty Acres Fest Today
- Do a lot with little
- Over 100 student organizations participate
- Over 100 volunteers
- Estimated 3,000 attendees

Looking Forward
- Get more students involved
- Be an outlet for students to show their pride
- Be at the level of other Austin festivals
Attachment C

union underground
Progress on TUUS Recommendations

background

- 2011-2012 the Texas Union Underground Subcommittee was tasked with examining the Underground
- Formed recommendations around policies, attractions and décor
- Recommendations organized into three categories: short term, medium term and long term goals

subcommittee members

- Led by Cody Johnson, Vice Chair, Union Board
- Gwens Miller, Union Board
- Cameron Allison, SEC President
- Natalie Butler, SG President
- Manny Gonzalez, GSA President
- Michael Redding, GSA President-Elect
- Ex-Officio
  - Kevin Ray, Manager, Union Underground
  - Jennifer Zamora, Director, Student Programs

methodology

- Surveyed 25 unions at various universities around the country
  - Big XII
  - PAC 16
  - Big 10
- Comparable size and location
- Responses received from Purdue, Florida, Boise State, Kansas and Michigan
- Surveyed 5000 authorized student organization representatives, 487 responses received
**recommendations**

**Short Term**

Currently waiting for the construction project to end. Upon completion:
- Air hockey tables will remain in main area of the underground; they have seen increased usage in their new location.
- Room reservations will be handled by Underground staff similar to in conjunction with lane reservations.
- Permanent staging to be built (hopefully using pieces of the old balcony floor).
- 12 tables and 48 chairs, the maximum allowed by fire code, have been priced pending availability of funds; consistent with new showroom furniture.
- Priced out karaoke machines.
- Need to determine "party package" bundles.

**multipurpose room**

- Group rate cards distributed at Orientation and to FIGs and Resident Assistants.
- Co-sponsored Big Lebowski Bowl-a-Long with the Tournaments and Games Committee.
- 69 student groups have reserved a total of 302 lanes so far this semester.
- 29 FIGS.
- 40 Student Orgs
- No longer paying for advertising in the Daily Texan.
- New TV screen at West door displays Underground films.
- Need to establish a social media presence via Texas Union twitter and facebook accounts.
- Need to do more outreach to graduate students.

**improved advertising**

- Created a new logo that includes both bowling pins and billiard balls and incorporates "bowling, billiards, and games" text.
- New logo has been/is being used on: apparel, digiknows, banners, etc.
- Old logo will be removed from the wall when the space is repainted.

**new logo**
• MainUnions website now says bowling, billiards and games
• Rates have been reformatted and are now easier to find and read
• Working with Ethan to give the site a "face lift"
• Need to incorporate more photos; recent photos have been taken with Hook’Em but these need to be added to the site

website

• Need to create dedicated outreach position
• Ideal timing is after the completion of the multipurpose room and finalization of party packages so that this position can advertise the room and packages to organizations and departments as well as plan "theme" nights and other special events

new position
recommendations

Medium Term

- Ceiling tiles were replaced this summer, giving a nicer overall look to the facility
- Refelted six pool tables
- New furniture is being purchased; will be similar to new furniture put in the Showroom this summer
- When the construction project is complete, the space is slated to be repainted and we would like to remove the purple and green accents

general appearance

- Painting is slated to happen in the coming months (slated for late November/early December)
- Photos have been chosen from previous "Through Their Eyes" campaigns and earmarked to be displayed after painting is complete
- Would like to consider accent paint colors on the pillars in the main area to brighten up the space

masking units

- Masking units remain in the same condition at present
- Quote to repair/replace is:
  - Equipment: $9494.00
  - Installation: $1760.00
  - TOTAL: $11,254.00

entrance hall
recommendations
Long Term

- To date there has been no progress on this recommendation

seeking donor/sponsor

effect lighting and sound

- Quotes have been obtained for effect lighting
- Sound system was repaired by in house AV and at this time does not need anything additional
- Estimate to repair/replace ranges
  - Bronze blacklight - $4,959.32
  - Silver blacklight - $6,376.82
  - Gold blacklight - $12,223.26
- Would like to consider new lighting above the pool tables

replacing furniture

- New furniture is being ordered for the underground
- Tables and chairs will be similar to those located in the showroom
• Bringing in an established, popular restaurant (such as Sonic or Pluckers as mentioned in the report) will be challenging due to costs

food services

questions?
DATE: November 19, 2012

FROM: University Unions Board of Directors, Programming Budget Subcommittee

TO: Programming Advisors, Committee Chairs, and Budget Officers

Each year, the University Unions Board of Directors Programming Budget Subcommittee is tasked with the responsibility of allocating student funds to the committees of the University Unions’ campus programming organization. Over the past month, the Programming Budget Subcommittee has worked hard to put together a fair and reasonable budget allocation process. Included in this packet are the documents for the budget allocation process, which need to be prepared and submitted in a timely manner.

The Programming Budget Subcommittee wants to learn more about your committee, its operation, and its culture through this process. We have prepared the following questions because we feel the answers will be valuable in assessing the membership, programming, and budget management of your committee. If you feel you are unable to answer a particular question throughout any part of the budget process, that is fine; however, we do ask that you give us a brief explanation as to why.

We are also well aware that your organization is expected to undergo restructuring within the coming months. Just as you will be cognizant of this, we will take it into consideration at each step of the budget allocation process. In order to ensure that we receive the most accurate information about your committee, we ask that both the outgoing committee chair and incoming committee chair work with your committee’s budget officer and advisor to complete the required documents and present before the Programming Budget Subcommittee.

Your committee will be evaluated on a three-part system. Specifics about each part are as follows:

**PART 1: BACKGROUND INFORMATION (8 points)**

Members of the University Unions Board of Directors will be attending your committee meetings and events throughout the year to learn more about what your committee does and how it operates. In addition, we ask you to please compose a one-page summary (on page 4 of this packet) about your committee, including the following background information:

1. What is the purpose of your committee? How have past events represented this purpose?
2. What is the classification breakdown (number of freshmen, sophomores, etc.) of your members, including graduate and professional students?
3. Aside from the mandated positions, what other leadership positions does your committee have, and what purpose do they serve?
4. What were the goals your committee set for itself at the beginning of the 2012-2013 academic year?
5. Describe one challenge your committee has faced and how it has been addressed.
6. Describe one of your committee’s strengths and how it has enhanced your committee.

PART 2: MEMBERSHIP, PROGRAMMING, AND BUDGET MANAGEMENT (37 points)

On pages 5-8 of this packet, you will find the documents that will be used to review your committee’s membership, programming, and budget management skills. On each page, please complete the table provided, and answer the questions relative to each section:

Section A: Membership (10 points)

In the space provided on page 5, please answer the following questions:

1. How has the membership of your committee changed since 2011-2012? Please explain any major differences or noticeable trends in membership.
2. How does your committee encourage its members, other than its officers, to take on leadership roles within the committee? What training do they receive that prepares them for these roles?
3. How does your committee recruit new members? How successful have these methods been?
4. What opportunities for growth do you see for your committee in the 2013-2014 year?

Section B: Programming (12 points)

In the space provided on page 6, please answer the following questions:

1. Considering the use of student tuition, how do your events demonstrate educational, social, and/or recreational value to the UT community?
2. How have your committee’s events allowed you and your committee to accomplish specific goals that were set at the beginning of the 2012-2013 year?
3. How does your committee attempt to improve its recurring events? What new event(s) is/are being developed by your committee?
4. Describe how your committee measures the success of its programs.
5. Describe how any of your committee’s events have exceeded or fallen short of meeting expectations.
6. Describe your committee’s experiences, if any, with co-sponsoring events.
Section C: Budget Management (15 points)

In the space provided on page 8, please answer the following questions:

1. By how much do you project your committee to be over or under budget for the 2012-2013 year? Why?
2. Is your budget sufficient for the 2012-2013 year? How would a larger or smaller budget affect your committee? Please provide answers for both.
3. Provide specific examples of how your committee attempted to be efficient with its resources (money, facility space, etc.) this academic year. How could your committee have been more efficient?
4. Please explain the rationale behind your budget request for 2013-2014.

PLEASE SUBMIT PAGES 4-8 OF THIS PACKET TO LESLIE HAY NO LATER THAN NOON ON FRIDAY, MARCH 1, 2013.

PART 3: PRESENTATION (15 points)

Tell us about your committee. In an eight-minute presentation, paint a picture of what you and your membership have done to impact our university. After your presentation, there will be a two-minute question and answer period. The entire allotted time for your committee is 10 minutes.

Has your committee offered new members an opportunity to get involved and form new bonds on campus? How does your committee act as a unifying force to bring different members of the UT student body together?

Create a presentation covering these questions and anything else you may find relevant. Overall, this is an opportunity to show the Programming Budget Subcommittee who you are and what you do. We want something beyond a slide show; reflect the culture and atmosphere of your committee in your presentation. Most importantly, have a good time.

Presentations are scheduled to take place the week after spring break, from March 21-22, 2013, so please save those dates in your calendar. Additionally, if you need any audio/visual equipment or other items for your presentation (tables, chairs, easels, etc.), please let Jesse Hernandez know within one week of your presentation date.

If you have any questions or concerns about the budget allocation process, please contact Jesse Hernandez (jesusrhernandez@utexas.edu), Chair of the University Unions Board of Directors, or Robert Lawrence (rjlawrence@austin.utexas.edu), Director of Business and Support Services for the University Unions.

Thank you, and we look forward to seeing your presentations in the spring!
PART 1: BACKGROUND INFORMATION

Committee: __________________________  Prepared by: __________________________

Please use this page to answer the BACKGROUND INFORMATION questions found on pages 1-2. Your summary should not exceed one page.
PART 2, SECTION A: MEMBERSHIP

Committee: ______________________  Prepared by: ______________________

<table>
<thead>
<tr>
<th>Number of Returning Members</th>
<th>Number of New Members</th>
<th>Total Number of Members</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not Previously Affiliated</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Previously Affiliated</td>
<td></td>
</tr>
</tbody>
</table>

Please use the remainder of this page to answer the MEMBERSHIP questions found on page 2. Responses to all questions should not exceed the space provided on this page.
PART 2, SECTION B: PROGRAMMING

<table>
<thead>
<tr>
<th>Name of Event</th>
<th>New Event? (Y/N)</th>
<th>Date of Event</th>
<th>Total Attendance</th>
<th>Total Event Cost</th>
<th>Cost Per Head</th>
<th>Average Rating</th>
<th>Co-Sponsored? (Y/N)</th>
<th>If 'Y,' Provide Total Contribution</th>
<th>Advertisement</th>
<th>Cost</th>
<th>Method</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please expand the table above as necessary to include ALL of your committee's programs for Fall 2012 and actual and projected programs for Spring 2013.

To calculate "Cost Per Head," divide "Total Event Cost" by "Total Attendance."

When the table above is completed, please move on to the next page. Do not provide any additional information on this page.
Please use this page to answer the PROGRAMMING questions found on page 2. Responses to all questions should not exceed the space provided on this page.
### PART 2, SECTION C: BUDGET MANAGEMENT

|-----------------------------|---------------------------|----------------------|-----------------------------|--------------------------------|---------------------------|


Please use the remainder of this page to answer the BUDGET MANAGEMENT questions found on page 2. Responses to all questions should not exceed the space provided on this page.
November 7, 2011

Sarah Lee
Chair, University Unions Board of Directors

Cameron Allison
President, Student Events Center

Dear Sarah and Cameron:

As everyone is aware, the past several years have brought many fundamental changes and challenges to state funded institutions of higher education across the country. In most cases, the root cause of these events has been related to decreases in funding, which has led to budget reductions and added attention to productivity and accountability. All departments of the University of Texas, both academic and non-academic have gone through processes of rigorous examination to insure that our operations are efficient and effective and that we are committing University resources appropriately.

It has been over ten years since we have had a comprehensive review and assessment of the University Unions' student programming organization and circumstances indicate that now is the time to undertake such an examination. The following factors have influenced my thinking:

1. Reduction in funding from mandated budget cuts
2. Reduction in funding from the Co-Op for SEC organizations and the resulting questions about survival of their programs
3. Addition of additional Union facilities for programming
4. Concerns related to possible future budget reductions
5. Changes in student traffic patterns due to the addition of over 12,000 beds in the West Campus area in the past 5 years
6. Changes in the demographics of the student body in the past 10 years
7. Changes in methods of communication/interaction
8. Appropriateness of the SEC purpose and brand
The following questions/issues are among those that need to be addressed:

1. We need to determine if we are meeting the needs of all/ a majority of the UT Austin student population and how do we build in flexibility to adapt along with the present and changing needs.

2. We need to review populations that are underserved through our programming efforts. An example would be nursing students, or cultures that are not represented through one of our current 3 culture committees.

3. We need to understand the impact of the evolution of technology and new media. How is the organization using it in their programming model?

4. We need to determine institutionally our "traditions." What needs to be valued? How far do we go to protect these traditions? Do we fight to keep certain programs even though student interest may be changing? How do we accommodate the reduction in funding from the University Co-Op in these decisions?

5. We need to study, change/confirm and then clearly articulate the purpose of our programming organization. With any change in purpose/concept, does the name (our brand) of the programming organization need to change? Does the actual student organization need a different name than the department, etc?

5. We need to acknowledge and support programming in both University Union buildings. We need to develop a strategy/plan to fully serve the entire student body by utilizing both facilities as equal bases for our programming.

6. We need to identify and use in our self-study all strengths and weaknesses that we have as an organization. We also need to identify the assets that we as a campus programming organization “own” (consistent funding, ballrooms, theatres, bowling lanes, office space, professionally trained advisors, advertising, contract processing, accounting support, etc.) and consider how effectively do we use these assets to aid our organizations efforts.

7. We need to review our allocation/budgeting processes and program review to determine if the University Unions Board of Directors and the Student Events Center are effectively and efficiently using the resources provided through the University Unions to achieve the purpose of our student programming organization.

8. We need to determine what stakeholders are involved and how they will participate in our process.
I am charging the President of the Student Events Center with the cooperation and support of the Chair of the University Unions Board of Directors to work with the staff of the Student Events Center to conduct a full and comprehensive self-study to be completed in one year's time. A preliminary report with appropriate recommendations should be presented at the November 2012 Board of Directors meeting with a final report and recommendations ready to be acted upon by the January 2013 Board meeting. If you have any questions please don't hesitate to contact me.

Best regards,

[Signature]

Wm. Andrew Smith, Jr.
Executive Director
Self-Study on the University Unions
Student Events Center:
Summary of Recommendations and
Future Considerations

November 16, 2012
RECOMMENDATIONS

Restructure the SEC and its member committees

- Maintain the culture committees in their current form. The culture committees have been a topic of conversation amongst select members of the organization for several months now as there has been a proposal to combine the three organizations into one. To modify the culture committees in this way would be detrimental not only to the organization as a whole, but also to the overall campus climate. ACC, AACC and MACC not only have a strong history dating back to the 1970s, but they also have reputations for high quality events that maintain a broad appeal to students across racial and ethnic lines. It is the recommendation of the reviewers that these committees stay as is. Each committee serves as a non-political "home" for many students on campus and the organizations themselves are based on being a community, not necessarily on the events they plan. To alter this dynamic would be a negative change for the organization as a whole.

- Elevate the chair of the Events CoSponsorship Committee to a Vice President position. ECC does not program its own events and as such is already dissimilar to the other SEC committees. Several major findings of the self-study revolve around building bridges across campus, working more closely with organizations and departments and obtaining more student voice; ECC can and should serve in this outreach role not only with its funding, but with its ability to serve as a programming resource for the campus community.

- Add both a public relations committee and a membership development committee to the organization. These two areas have proven to be crucial to the organization and having a dedicated group of students tasked with ensuring success in these areas would be a benefit not only to the SEC but also to the students who can add these skills to their portfolio.
  - Extensive branding and outreach will be a key component of future success, especially if the organization is renamed. To this end, a dedicated public relations committee would have the following key responsibilities: promote the organization along with its events and programs, oversee tabling, flyering and event marketing, as well as develop and implement a social media strategy for the organization. This committee would be made up of PR officers from each organization within the SEC and would report to the current Vice President of Public Relations.
  - A committee dedicated to recruiting and retaining members in an on-going, year-round process is critical to sustain the continued growth and success of the SEC. This committee would also oversee training, the chair selection process, officer transition and community service. It would report to the current Executive Vice President.

- Modify the existing committees to more accurately represent campus needs and national trends. The newly structured committees provide greater opportunity for creativity, innovation and potential new programs and events. They also expand leadership opportunities by giving committees added incentive to create subcommittees and add necessary positional layers into the organization.
  - Creative Arts and Theatre. In addition to hosting the annual Madrigal Dinner, this committee would serve as home for showcasing student talent. While there are a variety of options for this group to engage themselves in, some examples include but are not limited to plays, musicals, open mics, etc.
  - Showtime. This committee would handle programs and events related to films and television while incorporating pop culture and current trends. Examples of programs include but are not limited to film series, trivia nights, TV premieres, sing-a-longs, watch parties (Oscar Night, reality TV finales, etc.).
  - Headliners. Whether real or perceived, there has been a mandate for the SEC to do "large scale" programming. Large events help to unite the campus in a shared sense of
community, build prestige for the SEC and boost student morale. This committee is positioned to do just that. Headliners would handle marquee events – large-scale concerts and comedians for example, that are high profile and high capacity.

- **Distinguished Speakers.** While the name Distinguished Speakers is being maintained to continue a longstanding history and tradition, it is the desired outcome that this group expand on their current repertoire to include forums on current social, political, cultural and ethical issues. The mission should be expanded to help broaden students’ horizons and educate them on issues that impact their lives. Adding these forums along with debates and other smaller scale speakers to their typical list of bringing in prestigious speakers would create a much more well-rounded organization.

- **Recreation.** This group will be charged with high frequency programs that appeal to a wide audience including but not limited to crafts, sports, games, novelties and small performers. It is a hope that Recreation will be able to do more daytime programming that appeals to commuter students.

- **Texas Traditions.** A single committee will now be responsible for overseeing some of the SEC's longstanding traditional programs. Orange & White Ball, Texas Revue, Forty Acres Fest and Road Trip will all fall under one committee. An event coordinator will take the lead on each individual event, but they will share a single committee with multiple programs to work on throughout the year. This structure allows for students to learn how each unique event is put together and run while sharing the common characteristics and traits of these events. Sharing a combined committee minimizes down-time and creates greater opportunities for delegation and meaningful involvement from committee members.

- If approved by the board, these new committees would take effect for the 2013-2014 year and chairs would be selected in late February 2013.

**Change the name of the organization from Student Events Center (SEC) to Campus Events and Entertainment (E+E)**

- Design a logo that would compliment the University Unions branding and design.
- Utilize the new name and logo on the turquoise branding bar.
- Develop a comprehensive campaign to “roll out” the new name and establish the organization’s presence.
- Implement a targeted social media approach that gets the new name in as many places as possible.

**Modify the organization logo**

- Create a logo design that is both clear and distinctive, has visual appeal and communicates who the organization is.
- Add the student created tagline of “We Came to Program” to help clarify what the organization does.
- Implement the new logo in all printed materials.
- Maintain the previous longhorn/star logo where needed so as to not lose the authority granted by trademarks and licensing to utilize a branded longhorn.

**Include a consistent “branding bar” to be used on all organization publications**

- The organization should use a turquoise information band (gray scale for black and white designs) that utilizes the new logo on all posters and handbills to create a cohesive look for all of our events.
Improve the online presence of the organization

- Increase both awareness and use of all organizational social media sites.
- Consistently advertise programs and events using social media outlets; partner with other campus entities to cross-promote thereby increasing the number of followers and “likes.”
- Update the website and include the ability to upload videos of past events or event teasers.
- Utilize the online presence to obtain feedback from the campus community in the form of surveys, twitter connections, wall post discussions, etc. both pre- and post- event.
- Research the possibility of an organization specific smartphone application.

Make more targeted/intentional connections with both organizations and departments

- Expand our efforts to co-program and develop a form to streamline the process.
- Offer ticket preferences and/or VIP incentives to capture audiences.
- Challenge committees to think more specifically about their identity and how they can target other organizations who share similar goals and values.
- Appeal not only to entertainment but also career pursuits, community engagement opportunities and connections to academic courses.

Explore options for development opportunities including corporate and/or departmental sponsorships

- Identify appropriate avenues to partner with corporate entities outside of the University either directly or through pre-existing contracts.
- Create/research a funding committee that has sole responsibility for seeking out governmental and on-campus partners as well as grant opportunities.
- Determine departmental areas to explore for financial partnership (examples include: current lectureship programs in Pharmacy, Nursing, Business and Engineering, Texas Performing Arts, Culture Centers and Radio/Television/Film).
- Investigate the possibility of creating a student-run development committee that has real responsibilities and learns the trade while working under the direction of and in conjunction with the Unions and/or Student Affairs current development campaigns.

Develop a set of conditions and criteria that could be implemented to charge for events

- Gather student input from a variety of sources to discuss the payment option and its short- and long-term implications.
- Develop a marketing strategy if charges are to be assessed. The general understanding at other campuses that charge is that if it is a worthwhile show, people will pay. There would need to be a strong enough case to help convince students who recognize that they are already paying fees for events.
- Ensure the following are considered:
  - Student rates will always be lower than non-student rates.
  - Overall event cost, venue and attendance requirements for paid events need to be consistent.
  - Event rates at comparable institutions and for similar off campus events should be explored.

Create a pool of funds outside of the traditional allocation process that can be requested by groups with event ideas

- Work with the Board of Directors Budget Subcommittee to:
  - Establish a source for this pool of funds. Carryover of the previous year’s ECC allotment? A percentage of the total SEC funding allocation that is held back for this purpose? A combination of the two?
Develop guidelines and criteria for requests.
Educate chairs and budget officers on this process.

Be comfortable accepting change and modify expectations accordingly
- Develop cost effective back up plans for major events.
- Know the difference between "must haves" and "nice to haves" while planning events and prioritize spending accordingly.
- Accept that some events may need to be scaled back in order to provide a well-rounded programming calendar.

Overhaul the organization's survey and event assessment tools
- Meet with professional staff trained in assessment to determine:
  - Best practices in survey creation and question format
  - Best practices for data collection and compliance
  - Available tools and technology that would allow for ease in survey creation and analysis
- Employ social media to distribute surveys to collect student interest in program and event topics.
- Utilize in-house technology and resources to create survey and assessment forms to both shorten analysis time and reduce costs associated with outsourcing.

Maximize the use of physical facilities
- Define elements of each building that offer best use for events that can be utilized in program planning.
- Consider and plan events around audience most often found or with most direct access to each building.
- Ensure that students are familiar with all staff and are aware of the partnership relationship that they are engaged in.
- Educate students about policies, procedures and available resources in each building so that they may plan events accordingly.
- Create SEC-wide events that highlight each of the Unions buildings and making use of the special elements of each.
- Work closely with staff in the Texas Union to expand on SEC activities in open spaces similar to what is done in the Student Activity Center.
- Asset inventory includes:
  - Consistent funding
  - Ballrooms, auditoriums and theaters (including a new 1200 seat theater)
  - Office space
  - Bowling lanes
  - Dedicated staff support: professional advisors, office manager, student employees
  - Supporting departmental services: advertising, accounting, contract management, IT/AV, housekeeping, set up and maintenance, reservations, alumni relations, training and social media
- Create contact sheets that allow student leaders to know and understand not only the resources available to them but also how to utilize them.
- Develop recognition and introductory programs to familiarize students with their resources, both human and physical.
- Build wiki pages for all areas as a resource.
FUTURE CONSIDERATIONS

Creativity and Diversity
Creativity and diversity are values that are being focused on throughout the division and are rapidly becoming lenses through which we are being asked to view and assess our work. The SEC must embrace these values as it moves forward. As an organization, the SEC must become a place that not only values creativity and diversity, but provides stakeholders with an environment where students can learn about, embrace and practically apply these values to their lives both on and off campus. At present, the SEC stands uniquely positioned to do this by bringing students of all races, orientations, interests and academic backgrounds in to its space. This diversity of thought fosters appreciation of difference and creative collaboration and needs to remain at the forefront of all that we do.

Graduate Assistants
The SEC needs to consider hiring at least one graduate assistant to work with the organization. Not only does a graduate assistant provide an additional advising resource for the SEC, but also allows the organization to provide learning and development opportunities that contribute to the future of the field. Graduate assistants lend a different perspective and, one would hope, are current on literature, theories and trends in the field. A graduate assistant also affords a staff member outside of the director with the opportunity to supervise a paraprofessional. If the new programming model is approved, it makes the most sense to assign a graduate student to work with Texas Traditions as they can serve as an additional resource to the event coordinators.

The SEC as a Learning Laboratory
Students are being asked to “produce” daily – events, PR campaigns, recruitment and retention, campus partnerships, leadership initiatives, officer training, etc. It can become easy to focus on the end product and evaluate solely on number of events and programs put on, size of membership, etc. Equal focus needs to be put on the process as it is here where the most student learning, growth and development take place. In a competitive environment where multiple entities on campus produce similar events, the SEC can differentiate itself by creating a culture of creativity where learning is at the forefront of what we do on a daily basis and along the way.

Continuous Improvement
The SEC has functioned in its current state for twelve years. Just as the majority of people would rather use today’s cell phones, cars, computers and televisions than those of twelve years ago because of advancing technology, so too should the SEC want to advance itself and be in line with present day best practices. It is imperative that the SEC adopt a true mindset of continuous improvement and implement mechanisms for annual evaluation. It should not take a mandate from the Executive Director for the organization to take a step towards self-study. At a minimum a comprehensive program review should take place every five years and the organization should, on a yearly basis, take stock of where it is and most importantly where it could be.
Self-Study on the University Unions
Student Events Center

Delivered to the
University Unions Board of Directors
November 16, 2012
Introduction

The core purpose of the University of Texas at Austin is to transform lives for the benefit of society. To that end, the University Unions provide centers of student life for the University, offering activities, programs, services and facilities that complement the academic and focus on student development. One of the ways the Unions serve as that academic complement is through a well-planned program of educational, cultural, social and recreational activities and events.

For many years, the Student Events Center (SEC) has served as the programming arm of the department and as such has contributed to the mission, vision, core values and strategic goals of the Unions. While the organization was meeting goals, a comprehensive review and assessment of the SEC had not taken place in over ten years. Such an examination was deemed both timely and necessary to ensure that SEC operations were efficient, effective and meeting the needs of the University community.

In November 2011, Executive Director of the University Unions Wm. Andrew Smith, Jr. charged the President of the SEC and Chair of the University Unions Board of Directors with conducting a full and comprehensive self-study and developing appropriate recommendations. The underlying purpose and primary goal of this self-study is to improve the organization and related programs by identifying opportunities for future development.

The self-study process began in earnest in January 2012 and adopted a multi-disciplinary approach to gather information and formulate recommendations. For the past 10 months, students and staff in the SEC have worked together to address the questions posed by Mr. Smith in his November 2011 letter and make appropriate recommendations.

The self-study focused on three main areas of investigation: resources and facilities, programming model, and branding, advertising and outreach. Members of the self-study team conducted independent research, focus groups, administered surveys and employed other data collection methods to develop a list of conclusions and recommendations. In addition, a review of the CAS standards for Campus Activities Programs was undertaken, the results of which are included in this report.

Members of the self-study team used the following guidelines while examining questions and answers:

- Is the organization adhering to CAS standards?
- Is the delivery of programs/services useful and effective?
- Is the organization meeting stated goals and contributing to the overall goals of the department, division and University?
- Is the organization responding to the current trends in the profession?

The information gathered by the team served as the foundation for recommendations and proposed changes while student input has helped fine-tune the team's findings.

History

Existing in its current form for the past twelve years, the University Unions Student Events Center (SEC) is the University of Texas at Austin's premier event planning organization. Comprised of fifteen different committees representing different aspects of student life, the SEC provides students with leadership opportunities and events in an effort to make their time at UT more enjoyable.
Since 2002, the SEC has averaged 145 events per year attracting an average of 304 people per event. These numbers represent a decline from the highest average participants per event in 2008-2009 of 398 to 2011-2012’s average of 248 per event. It should be noted that 2008-2009 represented the 75th Anniversary of the Texas Union and these high numbers reflect that; however, even when taking that special circumstance into consideration, the number of both programs and attendees has been on the decline. So far this year, the SEC is on track to improve last year’s numbers and is currently averaging 262 people per event.

Programs and events are planned and executed by the following committees and organizations: African American Culture (AACC), Asian American Culture (ACC), Distinguished Speakers (DSC), Events CoSponsorship (ECC), Forty Acres Fest (FAF), Film (FC), Madrigal Theatre (MTC), Mexican American Culture (MACC), Music & Entertainment (MciC), Orange & White Ball (OWB), Texas Revue (TR), Texas Sports (TSC), Tournaments & Games (TGC). All of the committees listed above, the cabinet, the Student Endowed Centennial Lectureship and the Texas Cowboys Lectureship (two specific lecture programs overseen by SEC staff) are advised by a team of professional staff advisors.

Each of these committee chairs, five appointed vice presidents and one elected president makes up the executive cabinet. The SEC averages just fewer than 300 committee members annually. With the exception of ECC, TR, FAF and OWB, students may join committees simply by attending meetings – no membership application is required. No membership fees are required by any of the SEC committees at any time.

The organization has an operating budget of $479,500. This budget is allocated to each committee by a subcommittee of the University Unions Board of Directors. Committees have an opportunity annually to request funds for the next year. After completing a three-part process that includes submitting background information, answering a series of questions and providing a presentation to the Budget Allocation Subcommittee, funding decisions are made based on how well each committee meets an approved set of criteria. With only two exceptions – Madrigal Dinner and Orange & White Ball – all SEC events are currently free of charge to all University of Texas at Austin students.

Council for the Advancement of Standards (CAS) Review and Current Action Items

A review of CAS standards for Campus Activities Programs was undertaken by Dylan Smith, Senior Advisor, in summer 2012. The results of his review as well as items acted upon since review completion are listed below by category.

Mission
The mission of the SEC was rewritten by the executive cabinet in March 2012 and presented to the Board of Directors for approval. This mission served as a tool and guide for not only the organization, but also the self-study process. While the current SEC mission adequately meets many of the requirements for a mission set by CAS, as the Division of Student Affairs considers its own mission and vision the SEC will need to consider revisiting its mission statement to ensure that the organization is in line with the overall division. An intentional, accurate mission statement will be a key component in adequately telling our story.

Program
Effective August 2012, the SEC revised its learning outcomes to provide more specific goals for our students and their development. A rubric was also provided to students to help them assess their progress with stated outcomes. The SEC needs to utilize those outcomes as well as the recommendations
in this self-study to determine and clearly define what its role is on campus and design focus and programs accordingly around that role. It was determined that training for SEC students (both volunteer and paid student staff) in recent history needed expansion to fall in line with CAS standards. Effective August 2012, outside experts from other areas and offices have been brought in to help enhance SEC training and forge new contacts and working relationships. Additionally, advisor/advisee roles were more clearly defined and articulated to students through the training process. The organization needs to do a better job of interacting with faculty and/or integrating academics into its programs and daily work in a way that is both meaningful and systematic to better meet this standard.

Leadership
It was determined that the SEC could be doing more to advocate for increased representation and participation in other student organizations, including but not limited to student governance organizations and campus leadership committees. Additionally, CAS looks for organizations such as ours to outreach to other departments and collaborate effectively. For the past 10 months, SEC staff have worked closely with campus partners in a variety of departments not only on our own programs and events, but in support of other UT programs and services including but not limited to, sorority recruitment, Black Faculty and Staff of Color, Association of Professionals in Student Affairs, rally duty, graduate programs, Longhorn Run and the Leadership Summit. Furthermore, SEC student leaders have risen to the challenge of collaborating with other organizations and have worked on gameday tailgates, and an election watch party as well as support of Student Government initiatives like 24hr library access.

Human Resources
Staff needs to both become more aware of and take better advantage of resources available to continue their professional development. This includes seeking out opportunities outside of travel and conferences. Training for students and staff alike as it pertains to safety and emergency resources would be a welcome addition.

Ethics
The SEC meets all CAS standards for ethics.

Legal Responsibilities
The SEC is meeting all of its legal responsibilities and duties. One area that could be improved is educating our students in terms of what laws and policies relate to them specifically as programmers and student leaders: breach of contract, liability and indemnification, risk management, etc.

Equity and Access
The SEC is a fair, inclusive and equitable organization for students and staff alike and meets all CAS standards in this area.

Diversity
Overall, the SEC does a commendable job in regards to diversity. Our Executive Cabinet members are drawn from a wide section of the campus population and our programs appeal to a broad range of students and personal interests. Areas in which the SEC should improve include intentionality around socially conscious programming, civic engagement and LGBT issues.

Organization and Management
The SEC would benefit from having more of its office policies and resources in writing and easily accessible to students and staff alike. Examples that are in process include but are not limited to: a formalized chair handbook, programming resources, a formalized transition process and mid-year performance reviews for chairs that are aligned with learning outcomes.
Campus and External Relationships
Institutions the size and scope of the University of Texas at Austin have a tendency to be heavily siloed and as such, the SEC has not historically been the most connected across campus. There are many opportunities throughout the Division of Student Affairs, as well as with Athletics and Academic Affairs to form meaningful partnerships and for the SEC to serve as a “bridge-builder.” Throughout this self-study process, feedback has shown that the campus feels over-programmed; right now disparate organizations plan almost identical events to meet similar needs. The SEC has an opportunity to work with these groups to ensure that we are not stepping on the toes of others, lend our expertise to programs worth co-sponsoring and plan our own events such that they deviate from what’s already being done well by others in order provide students with new and stimulating experiences.

Financial Resources
The SEC has both adequate funding and responsible spending guidelines for students and staff. The organization could benefit from a more systematic way to establish funding priorities and increasing fiscal flexibility amongst our committees. Training in this area as it relates to both budgeting for events and preparing for the budget allocation request process can and should be expanded.

Technology
The SEC has adequate technology to meet its needs. As social media continues to become a larger part of the campus landscape, it would behoove the organization to become more educated on social media policies and best practices as set forth by the University.

Facilities and Equipment
For the most part, the SEC has adequate facilities and equipment to meet its mission and the needs of students and staff. It also has the capacity to acquire additional resources when the need arises. Some elements are dated and could benefit from a “facelift” but the space and materials are safe and secure.

Assessment and Evaluation
While the SEC does well getting event feedback, there is nothing in place to systematically track and assess student learning and development of attendees as a result of our programs. Moving forward, the ability to demonstrate our impact on campus will be vital to maintaining accountability and justifying our continued budget allocations. The SEC could be doing a lot more to gauge what members and non-members alike are getting out of its programs, what kind of events the campus would like to see and how serving in a leadership role within the organization impacts overall student learning and development.

Branding, Advertising and Outreach

Overview
The concept of branding, as it relates to the SEC, focuses on the way we are identified by students and how we want to be known through our advertising efforts, campus outreach and types of events we create. Advertising and outreach go hand-in-hand; therefore, the ways in which we advertise, where we advertise and to whom we personally reach out to around campus to attend our events is illustrative of the ways in which we interact with the UT Austin community.

Findings
Information from this section of the report was gathered via three methods: electronic survey, focus group responses and a student-led group project.
Survey
An eighteen-question survey was distributed via Facebook and Twitter in summer 2012 and received 46 responses. A copy of the survey results can be found in the appendix. The most relevant responses from the survey are listed here.

- When asked the "first thing that came to mind when you see the [name] SEC," answers ranged from the Union to nothing but the majority of respondents said they thought of football when they saw the name SEC, a reference to the Southeastern Athletic Conference. Several other respondents wondered if the SEC was “that new building by Gregory.”
- When asked what are some personal benefits of being involved with the SEC, students generally thought that involvement offered leadership opportunities and event planning experience; some noted the potential for forging friendships with other members.
- Of the 32 students who responded to whether or not they had been to an SEC event, 63% had attended at least one SEC event over the past two years. Some specific events listed included: Harry Potter Fest, Forty Acres Fest, Haunted House and film viewings.
- 90% of respondents heard about SEC events through word of mouth. 65% listed Facebook as the second most popular way to learn about SEC events, although it is unclear whether or not that related to the general SEC Facebook page or individual committee pages.
- 87% of respondents stated that Facebook was the most effective way to reach them; 60% chose posters as the next most effective method of informing them about events.
- Overall, the survey found that the SEC is indistinguishable from other campus organizations as an official entity; there is much confusion about whether the SEC is a building like the SAC. Respondents do not seem to know what it stands for and the acronym itself does not draw a lot of name recognition.

Focus Groups
Six out of fifteen students who were contacted about participating in a focus group responded to the request. Of those six, three were able to make an in-person meeting and another two responded to questions electronically.

- The following reasons were stated for attending campus events: culturally relevant, having to do with career interests, ability to connect with other people having similar interests, exposure to new things and no charge.
- There is a desire to see more programs similar to Harry Potter Fest where most of campus could come together at the same event. Meeting like-minded people, learning something of purpose and having a variety of options were other big draws to campus programs.
- Word of mouth was reinforced as the primary way students hear about events. Respondents went further to state that if fliers were to be handed out, event promoters would also need to explain why students should really go to the event. While posters can be “catchy” or “flashy”, hearing about it from a friend would more likely ensure participation. Word of mouth carries over to other registered student organizations and students would be more apt to attend an event if it was relevant to an organization they belonged to.
- Social media is an important way to advertise programs and events to students. Participants also mentioned the need for more visibility on UT related websites.
- There are multiple options for events to attend on a regular basis and while no participants specifically mentioned a lack of advertising for SEC events as a reason they did not attend, one participant stated that she often did not hear about events that were relevant to her until they were over.
- Focus group participants noted that the SEC should be utilizing its post-event assessments to gain awareness of who is not coming to events and target those groups.
- In terms of the name SEC, participants did not overwhelmingly feel that the name needed to be changed, but acknowledged that it was not very distinctive and agreed that it in fact sounded more like a place than an organization.

**Group Project**

In April 2012, a group of students utilized the SEC as part of a consulting project. Of particular note is the SWOT analysis the students conducted which is included here.

<table>
<thead>
<tr>
<th>Strengths:</th>
<th>Weaknesses:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Entertaining and exciting events</td>
<td>• Not distinguished from other organizations as an official organization for the University</td>
</tr>
<tr>
<td>• Wide variety of events</td>
<td>• Not enough student awareness</td>
</tr>
<tr>
<td>• Diversity within the organization</td>
<td>• The 15 committees within the organization are not integrated enough</td>
</tr>
<tr>
<td>• Works directly with university</td>
<td>• SEC vs. SAC confusion</td>
</tr>
<tr>
<td>• On campus office and many resources available to students</td>
<td>• Not enough publicity; no publicity committee</td>
</tr>
<tr>
<td>• Students gain work experience</td>
<td>• Very limited budget</td>
</tr>
<tr>
<td></td>
<td>• Website is difficult to navigate</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities:</th>
<th>Threats:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Outreach through social media</td>
<td>• Events hosted by other organizations</td>
</tr>
<tr>
<td>• More publicity on campus</td>
<td>• UT's rules and regulations</td>
</tr>
<tr>
<td>• Room for improvement on the website</td>
<td>• Incorrect facts in The Daily Texan</td>
</tr>
<tr>
<td>• Utilizing student feedback with post-event surveys to improve future events</td>
<td></td>
</tr>
<tr>
<td>• Information sessions at freshman orientation, parents weekend and Explore UT</td>
<td></td>
</tr>
<tr>
<td>• Co-sponsorship with other organizations on campus</td>
<td></td>
</tr>
<tr>
<td>• Students elect the president and vice-president</td>
<td></td>
</tr>
</tbody>
</table>

*The Vice-President is appointed, not elected. This form was created by students in a pdf and cannot be edited.

**Recommendations**

Based on information gathered throughout this process, the following recommendations are presented in the area of branding, advertising and outreach.

**Recommendation:** Modify the organization logo

**RATIONALE**
The current SEC logo (the Longhorn icon in a star with corresponding text) resembles other logos affiliated with UT Austin that utilize the longhorn. Most notably it is very similar in size, shape and layout to the Division of RecSports logo.

**ACTION ITEMS**
- Create a logo design that is both clear and distinctive, has visual appeal and communicates who the organization is.
- Add the student created tagline of "We Came to Program" to help clarify what the organization does.
- Implement the new logo in all printed materials.
- Maintain the previous longhorn/star logo where needed so as to not lose the authority granted by trademarks and licensing to utilize a branded longhorn.

**Recommendation: Include a consistent "branding bar" to be used on all organization publications**

**RATIONALE**
Raising the visibility and recognition of the organization is a priority and therefore, the need to create advertising materials with unique branding to identify the individual committees as connected together beneath the same umbrella is paramount.

**ACTION ITEMS**
- The organization should use a turquoise information band (gray scale for black and white designs) that utilizes the new logo on all posters and handbills to create a cohesive look for all of our events.

**Recommendation: Improve the online presence of the organization**

**RATIONALE**
Technology trends and ever increasing usage amongst college students make this recommendation a pressing priority. More and more, students are turning to social media for news and information, sharing and community building. It is imperative that the organization utilizes this technology to its fullest advantage.

**ACTION ITEMS**
- Increase both awareness and use of all organizational social media sites.
- Consistently advertise programs and events using social media outlets; partner with other campus entities to cross-promote thereby increasing the number of followers and “likes.”
- Update the website and include the ability to upload videos of past events or event teasers.
- Utilize the online presence to obtain feedback from the campus community in the form of surveys, twitter connections, wall post discussions, etc. both pre- and post- event.
- Research the possibility of an organization specific smartphone application.

**Recommendation: Make more targeted/intentional connections with both organizations and departments**

**RATIONALE**
On principle, people will be more inclined to participate if they are expressly asked to do so. Better knowing and understanding the needs of campus constituents will appropriately position the organization to provide programs and events that resonate with student audiences.

**ACTION ITEMS**
- Expand our efforts to co-program and develop a form to streamline the process.
- Offer ticket preferences and/or VIP incentives to capture audiences.
- Challenge committees to think more specifically about their identity and how they can target other organizations who share similar goals and values.
- Appeal not only to entertainment but also career pursuits, community engagement opportunities and connections to academic courses.
Recommendation: Change the name of the organization from Student Events Center (SEC) to Campus Events and Entertainment (E+E)

RATIONALE
Both the name Student Events Center and the SEC acronym have proven to be confusing. It is often mistaken for a building or a place and the addition of the Student Activity Center in 2011 served to reinforce the thought that the name Student Events Center denoted a physical space. SEC is mistaken for either the Southeastern Athletic Conference or the Student Engineering Council. Even without the confusion, there is a prevailing sentiment that the name does not adequately convey the organization and often requires more explanation.

ACTION ITEMS
- Design a logo that would compliment the University Unions branding and design.
- Utilize the new name and logo on the turquoise branding bar.
- Develop a comprehensive campaign to “roll out” the new name and establish the organization’s presence.
- Implement a targeted social media approach that gets the new name in as many places as possible.

Resources and Facilities

Overview
The University of Texas, along with many of its counterparts across the country, is feeling the impact of budget constraints. In the midst of a national climate of programming budget cuts, higher education institutions have been forced to reevaluate organizations and events, reexamine priorities and “do more with less.” With the loss of funding from the University Co-op and a budget that allows for many mid-scale but few large-scale events and in a position to answer questions of the Student Services Budget Committee (SSBC), it is imperative that the SEC examine its fiscal condition as well as efficient use of current resources to determine how to move forward during both certain and uncertain times.

Findings
Information from this section of the report was gathered via three methods: readings of professional literature, focus groups and information from other campuses.

Literature Review
Literature in the field of College Unions and Student Activities was examined to establish national trends in regards to resources and facilities. Some of the most relevant information is included here.
- There is pressure on college campuses to manage fairly and accurately these expenses that are a significant part of a college education. “Many institutions have required student activity boards to [sic] instate polling and questionnaires to determine what programs the student body finds beneficial and which are most attended. What does this mean for student activities? Poorly attended events will either need to be reconfigured if deemed beneficial or removed if deemed unnecessary. How does this impact our planning boards? Certain chairs or committees may be eliminated depending on both the results of these polls and the amount of funds removed from the board’s total budget.”
- The ACUI Bulletin September 2009 issue included an article, For Sale: The commercialization of student activities, which reminds its readers that both public and

1 National Association for Campus Activities: Strategic Long-Range Plan, February 2006. Tecker Consultants.
2 Negotiating Board Cutbacks and Downsizing Committees by Angelica Duran, Villanova University (PA), Campus Activities Programming™, pp. 62-64, May 2010.
private institutions have been “turning more and more to outside funding to meet their needs.” Its authors lay out important considerations to keep in mind while exploring the topic on the reader’s campus, but ultimately conclude that sponsorships and external funding of programs be given careful consideration. “So long as the college union or the activities department maintains control of a program and does not gratuitously expose students to excessive advertisements, sponsorship may have a positive impact on campus programming.”

- The University of Houston Student Programs Board went through a significant revamp of its program when it found itself in structural collapse. It has come out a stronger and more focused program with goals of reaching a $1,000,000 budget within the next six years. It will seek out major co-sponsorships and charge for large events.

Focus Groups
Focus groups that included both students and staff were conducted in the Texas Union on June 19 and 20, 2012. Additionally, separate interviews and written responses were collected from those who could not attend these meetings.

- Most students did not grasp the “rock and a hard place” that the SEC finds itself in financially. Staff appreciated the position, recognizing that the SEC does not have enough funding for the large events that the general student population wants, but to the RSOs who are given no funding, it appears that the SEC has more than enough.

- Few focus group members had experience with more than one budget model. Those who did liked the idea of a semester-by-semester funding process and a pot of money (perhaps allocated by a subcommittee of the SEC) as a source for major programs.

- Elements of a budget process that ensure effective and efficient use of resources were deemed to be transparency, accountability, details of budget, clear expectations on both sides, rubric, criteria including goals of event, who it benefits and other sources of funding.

- Concern was expressed over the current budget process practice of accounting for dollars per student attendee; the fear being that this perceived emphasis did not take into account student learning.

- Participants looked upon corporate sponsorship favorably and exploration of such was determined to be a top priority for funding the organization. Questions arose regarding utilizing the (currently vacant) development officer in the VPSA’s office as well as the details surrounding Nike’s partnership with RecSports as avenues to explore.

- The idea of charging a low entry fee to students for large-scale events got mixed reviews (makes a show less accessible, students already pay fees for these events, etc.). There seemed to be some support if that is what would be required to bring in a “really great show”. Entry fees between $5-$15 were discussed. Staff participants for the most part were against the idea of charging a fee and echoed student concerns. More popular was the idea of charging the general public if the events were large enough.

- There was a clear expectation that the SEC do “large” events. Co-sponsorships with RSOs for traditional events was presented as an option as well as choosing to do one large-scale event rather than two medium-scale or small events to better use a limited budget.

- Utilizing open spaces for programming was suggested by respondents as well as recognizing the “feel” of the Unions’ spaces and programming accordingly (ie, Madrigal Dinner makes sense to continue in the Union ballroom while video gaming events are a

---

4 University of Houston Student Program Board SFAC budget request 2012-2013 http://www.uh.edu/sfac/fy13 requests/questionnaire/spb.pdf
better fit in the SAC). Overall there was a consensus to be more innovative with space use including patio and unconditioned space in both buildings.

- In considering people as resources, the Greek population on campus was mentioned as an ideal audience for outreach. If we were able to involve this population, membership and leadership opportunities could be extended to a sizable group of engaged students.

Phone Interviews
Eighteen schools across the country were contacted and asked a series of questions pertaining to their programming organizations and more specifically budget and resources. Responses were received from twelve institutions. Marguerite Elliott, assistant director, spoke with staff from a variety of programs, ranging from universities of a size comparable to UT to mid-size and very small. Their programs included paid interns and volunteers with or without stipends, mid-range and multi-million dollar budgets. Highlights from those conversations are included here.

- All institutions had seen changes in their budgets and/or were anticipating them. While the more fortunate received increases in student fees or maintained a set amount over time, others have seen their budgets cut by up to 40% and were preparing for additional cuts.
- A good number of schools contacted now charge for large-scale events, movies and subsidized trips to special events and out of town concerts/attractions. Even institutions whose budgets had not been reduced maintained free events with the exception of large concerts (between $10-$25 a ticket) or for event items (such as powder packets for Holi).
- Allocation processes vary from event based to bi-annual general funding including those groups that require returning to Student Government or their appointed funding body for additional monies. No school had a similar system to the University Unions, but each has found a way to navigate in their own campus culture.
- Large campuses indicated finding themselves in competition with other registered student organizations. These campuses have made a strong effort to co-sponsor to better seek additional monies on campus and produce larger scale events.
- “Letting go” of traditional events has proven to be a tricky area. While students may be comfortable with forgoing an event, administrations may not and vice versa. Because of budget cuts, one programming board has done away with its lecture committee entirely because it can no longer fund regular programs; another’s music committee found itself losing money, suggested a revamp and when the revamp was voted down was forced to create its own RSO. Still other campuses are looking for anything they can sell or charge for to keep funding at a level they can be effective with. Examples of this include: academic calendars, charging for space, etc.
- The SEC is underfunded compared to schools of comparable size [Ohio State, Michigan and Wisconsin].

Recommendations
Based on information gathered throughout this process, the following recommendations are presented in the area of resources and facilities.

Recommendation: Explore options for development opportunities including corporate and/or departmental sponsorships
RATIONALE
While there are both benefits and challenges to sponsorships, as the SEC has seen first-hand, higher education institutions across the country are being asked to do more with less and the University of Texas at Austin is no exception. As we prepare to enter into a new legislative session whose impact is yet unknown, it is crucial that we consider funding sources beyond the traditional mechanisms to determine whether or not these are real possibilities.
ACTION ITEMS

- Identify appropriate avenues to partner with corporate entities outside of the University either directly or through pre-existing contracts.
- Create/research a funding committee that has sole responsibility for seeking out governmental and on-campus partners as well as grant opportunities.
- Determine departmental areas to explore for financial partnership (examples include: current lectureship programs in Pharmacy, Nursing, Business and Engineering, Texas Performing Arts, Culture Centers and Radio/Television/Film).
- Investigate the possibility of creating a student-run development committee that has real responsibilities and learns the trade while working under the direction of and in conjunction with the Unions and/or Student Affairs current development campaigns.

Recommendation: Develop a set of conditions and criteria that could be implemented to charge for events

RATIONALE

While charging for programs and events is not unprecedented (both currently and historically) it is also not desirable. However, given uncertain financial times it would be irresponsible to not examine options in this area so as to give event organizers options from a predetermined set of guidelines that would aid in their decision making process.

ACTION ITEMS

- Gather student input from a variety of sources to discuss the payment option and its short- and long-term implications.
- Develop a marketing strategy if charges are to be assessed. The general understanding at other campuses that charge is that if it is a worthwhile show, people will pay. There would need to be a strong enough case to help convince students who recognize that they are already paying fees for events.
- Ensure the following are considered:
  - Student rates will always be lower than non-student rates.
  - Overall event cost, venue and attendance requirements for paid events need to be consistent.
  - Event rates at comparable institutions and for similar off campus events should be explored.

Recommendation: Create a pool of funds outside of the traditional allocation process that can be requested by groups with event ideas

RATIONALE

Flexibility is important for our student organizations and there are event ideas that come up at various times throughout the year that were not accounted for in the previous year's budget allocation process. Creating a pool of funds that could be applied for in the event that an opportunity arises that was not previously budgeted for would allow for “of the moment” opportunities to be pursued. Such a process would also create a discussion around campus priorities and would be responsive to campus climate and needs.

ACTION ITEMS

- Work with the Board of Directors Budget Subcommittee to:
  - Establish a source for this pool of funds. Carryover of the previous year’s ECC allotment? A percentage of the total SEC funding allocation that is held back for this purpose? A combination of the two?
  - Develop guidelines and criteria for requests.
  - Educate chairs and budget officers on this process.
Recommendation: Be comfortable accepting change and modify expectations accordingly
RATIONALE
We can only be responsible for those things that are in our locus of control. Since we cannot predict if
funding will be cut we will truly need to be able to accept our financial situation, whatever that may be,
and work with what we have. Being able to do more with less needs to be a consideration always.
ACTION ITEMS
- Develop cost effective back up plans for major events.
- Know the difference between “must haves” and “nice to haves” while planning events and
  prioritize spending accordingly.
- Accept that some events may need to be scaled back in order to provide a well-rounded
  programming calendar.

Recommendation: Overhaul our survey and event assessment tools
RATIONALE
It is imperative that we identify data that demonstrate productivity and effectiveness as well as
limitations and areas of challenge. While our current event assessments have been serving their purpose,
we need to be able to make a case to external groups that we are not only meeting our stated goals but
alsooutreaching campus-wide and responding to student need. Having assessment forms that can be
easily updated allow us to tailor our approach to measuring effectiveness and maximizing our resources.
ACTION ITEMS
- Meet with professional staff trained in assessment to determine:
  - Best practices in survey creation and question format
  - Best practices for data collection and compliance
  - Available tools and technology that would allow for ease in survey creation and analysis
- Employ social media to distribute surveys to collect student interest in program and event topics.
- Utilize in-house technology and resources to create survey and assessment forms to both shorten
  analysis time and reduce costs associated with outsourcing.

Recommendation: Maximize the use of our physical facilities.
RATIONALE
The SEC is extremely fortunate to have access not only to facilities but also to a team of staff members
that are trained and ready to assist them with their endeavors. As new buildings have been added to the
Unions portfolio, the SEC has had challenges adapting and balancing their use. It is imperative that the
SEC fully understands and capitalizes on the physical and human resources that it has access to.
ACTION ITEMS
- Define elements of each building that offer best use for events that can be utilized in program
  planning.
- Consider and plan events around audience most often found or with most direct access to each
  building.
- Ensure that students are familiar with all staff and are aware of the partnership relationship that
  they are engaged in.
- Educate students about policies, procedures and available resources in each building so that they
  may plan events accordingly.
- Create SEC-wide events that highlight each of the Unions buildings and making use of the special
  elements of each.
- Work closely with staff in the Texas Union to expand on SEC activities in open spaces similar to
  what is done in the Student Activity Center.
- Asset inventory includes:
  - Consistent funding
  - Ballrooms, auditoriums and theaters (including a new 1200 seat theater)
- Office space
- Bowling lanes
- Dedicated staff support: professional advisors, office manager, student employees
- Supporting departmental services: advertising, accounting, contract management, IT/AV, housekeeping, set up and maintenance, reservations, alumni relations, training and social media
- Create contact sheets that allow student leaders to know and understand not only the resources available to them but also how to utilize them.
- Develop recognition and introductory programs to familiarize students with their resources, both human and physical.
- Build wiki pages for all areas as a resource.

Programming Model

Overview
The lifeblood of the Student Events Center is its programming. In order for recommendations around branding/advertising and resources/facilities to have merit, the organization must first be sound in its overall structure and programming model. While there is very little information to be found in peer-reviewed literature, careful review of programming models at nearly thirty universities, including all of President Powers' comparison institutions helped guide this section.

Findings
Information from this section of the report was gathered through evaluation of CAS standards (listed above) and institutional program models as well as focus group data.

Focus Groups
A focus group was assembled of student leaders and staff members from around the Division of Student Affairs. Participants with experience in student programming were specifically sought out for their insight. The group met for two sessions on June 20 and June 25, 2012, with separate meetings held for participants with schedule conflicts.
- The primary stakeholders in the SEC were determined by participants to be first- and second-year undergraduates who live on campus. Administrators within the University Unions, Dean of Students and Division of Student Affairs officers were also identified as stakeholders.
- The vast majority of staff participants did not look to the SEC to provide critical services that might have an impact on their areas; it is “easier” for a department to plan its own events as evidenced by numerous speaker series conducted at the College level, Residence Hall programming boards, and “student affairs” departments housed within academic departments.
- The SEC was determined to be an important stress valve and escape from the rigors of everyday academic life: free entertainment that provides social interaction, opportunities to expand ones horizons, instill school pride and build community.
- Upperclassmen, graduate students, commuter, non-traditional and Greek students were determined to be underserved by the SEC. In particular, the Greek community feels cut off from much of campus life and tradition across the board. That community has actively worked to build their own community and events away from campus.
- Organizations across campus are struggling with attendance at and participation in their events.
• The SEC loses many students as they get older. The lure of off-campus activities as well as the sizeable list of on-campus activities serve as competition for the organization. It is believed by participants that the SEC is not in tune with current student demands for events.

• There is confusion around our many individual committee names and how they relate to the SEC as a whole. Committee confusion can sometimes be a barrier to attendance because people judge a book by its cover.

• The SEC generally gets top marks for its film and lecture series. The Events CoSponsorship Committee is well regarded as source of knowledge, resources and empowerment for student organizations as well as providing general outreach on behalf of the SEC.

• The SEC has a reputation for diversity and inclusion. Leadership within the organization is diverse and the multitude of our committees ensures that our events on the whole appeal to a vast cross-section of students. In addition, the three culture committees provide a space for underrepresented students that is not replicated in other organizations on campus.

• Outdoor and high visibility programs were praised for “meeting students where they are.”

• The fact that we solicit feedback at all of our events stresses to audience members that we care about the quality of our programs and that the organization is invested in continuous improvement.

• Three areas determined by participants to be trending were video games/technology, sustainability and entrepreneurship.

• The sense among focus group members was that “bigger is better” when it comes to the SEC. At such a large institution, there are few opportunities for events that bring the campus together outside of football. Three major programs were listed as doing just that: Gone to Texas, Commencement and Forty Acres Fest. The SEC could be doing more to help build community through marquee events that bring out large crowds and foster school pride.

• There is a desire for instantly recognizable name performers, events students can brag to their friends on other campuses about, and topical events that generate intense interest, conversation and debate.

• There was an expressed desire for more events that:
  o Tap in to the culture and vibe of Austin
  o Embrace school spirit and tradition
  o Appeal to commuter students
  o Bring students together and get them excited in a creative way (i.e. Harry Potter Fest)
  o Appeal to a wide audience

• Specific event ideas that were presented by participants include:
  o More midnight movies and sneaks
  o More free food and giveaways
  o Karaoke
  o Trivia nights
  o Field Days
  o Events related to pop culture
  o TED Talks

• Committees should target specific audiences and pursue specific outcomes.

• Taking student schedules into consideration is important when scheduling events.
- The SEC needs to do a better job of connecting people to resources like ECC and getting people in to the physical space so they know where to go when they have a great idea or need help.

Recommendation: Restructure the SEC and its member committees

RATIONALE

The organization as it is currently structured is comprised of fifteen narrowly focused committees. This structure has created an environment that stymies creativity and impedes students' ability to develop innovative programs. Rigid committees tied to specific events don't have the ability to grow and evolve over time without a significant push from the outside; conceptually flexible committees can more easily adapt from year to year and should be designed to do so organically. While the new structure represents fewer overall committees, the depth of each committee has expanded to allow for growth. Every major event that the SEC has traditionally produced continues to have a home in the new structure, what has changed is the ability for the committees to grow beyond their traditional event(s).

ACTION ITEMS

- Maintain the culture committees in their current form. The culture committees have been a topic of conversation amongst select members of the organization for several months now as there has been a proposal to combine the three organizations in to one. To modify the culture committees in this way would be detrimental not only to the organization as a whole, but also to the overall campus climate. ACC, AACC and MACC not only have a strong history dating back to the 1970s, but they also have reputations for high quality events that maintain a broad appeal to students across racial and ethnic lines. It is the recommendation of the reviewers that these committees stay as is. Each committee serves as a non-political "home" for many students on campus and the organizations themselves are based on being a community, not necessarily on the events they plan. To alter this dynamic would be a negative change for the organization as a whole.

- Elevate the chair of the Events CoSponsorship Committee to a Vice President position. ECC does not program its own events and as such is already dissimilar to the other SEC committees. Several major findings of the self-study revolve around building bridges across campus, working more closely with organizations and departments and obtaining more student voice; ECC can and should serve in this outreach role not only with its funding, but with its ability to serve as a programming resource for the campus community.

- Add both a public relations committee and a membership development committee to the organization. These two areas have proven to be crucial to the organization and having a dedicated group of students tasked with ensuring success in these areas would be a benefit not only to the SEC but also to the students who can add these skills to their portfolio.
  - Extensive branding and outreach will be a key component of future success, especially if the organization is renamed. To this end, a dedicated public relations committee would have the following key responsibilities: promote the organization along with its events and programs, oversee tabling, flyering and event marketing, as well as develop and implement a social media strategy for the organization. This committee would be made up of PR officers from each organization within the SEC and would report to the current Vice President of Public Relations.
  - A committee dedicated to recruiting and retaining members in an on-going, year-round process is critical to sustain the continued growth and success of the SEC. This committee would also oversee training, the chair selection process, officer transition and community service. It would report to the current Executive Vice President.

- Modify the existing committees to more accurately represent campus needs and national trends. The newly structured committees provide greater opportunity for creativity, innovation and potential new programs and events. They also expand leadership opportunities by giving
committees added incentive to create subcommittees and add necessary positional layers into the organization.

- **Creative Arts and Theatre.** In addition to hosting the annual Madrigal Dinner, this committee would serve as home for showcasing student talent. While there are a variety of options for this group to engage themselves in, some examples include but are not limited to plays, musicals, open mics, etc.

- **Showtime.** This committee would handle programs and events related to films and television while incorporating pop culture and current trends. Examples of programs include but are not limited to film series, trivia nights, TV premieres, sing-a-longs, watch parties (Oscar Night, reality TV finales, etc.).

- **Headliners.** Whether real or perceived, there has been a mandate for the SEC to do "large scale" programming. Large events help to unite the campus in a shared sense of community, build prestige for the SEC and boost student morale. This committee is positioned to do just that. Headliners would handle marquee events – large-scale concerts and comedians for example, that are high profile and high capacity.

- **Distinguished Speakers.** While the name Distinguished Speakers is being maintained to continue a longstanding history and tradition, it is the desired outcome that this group expand on their current repertoire to include forums on current social, political, cultural and ethical issues. The mission should be expanded to help broaden students' horizons and educate them on issues that impact their lives. Adding these forums along with debates and other smaller scale speakers to their typical list of bringing in prestigious speakers would create a much more well-rounded organization.

- **Recreation.** This group will be charged with high frequency programs that appeal to a wide audience including but not limited to crafts, sports, games, novelties and small performers. It is a hope that Recreation will be able to do more daytime programming that appeals to commuter students.

- **Texas Traditions.** A single committee will now be responsible for overseeing some of the SEC's longstanding traditional programs. Orange & White Ball, Texas Revue, Forty Acres Fest and Road Trip will all fall under one committee. An event coordinator will take the lead on each individual event, but they will share a single committee with multiple programs to work on throughout the year. This structure allows for students to learn how each unique event is put together and run while sharing the common characteristics and traits of these events. Sharing a combined committee minimizes down-time and creates greater opportunities for delegation and meaningful involvement from committee members.

- If approved by the board, these new committees would take effect for the 2013-2014 year and chairs would be selected in late February 2013.

**Future Considerations**

As we look towards the future of the organization, there are several areas to consider not only as the SEC goes about the business of implementing recommendations, but as general approaches to day to day operations and ways of thinking and acting.

**Creativity and Diversity**

Creativity and diversity are values that are being focused on throughout the division and are rapidly becoming lenses through which we are being asked to view and assess our work. The SEC must embrace these values as it moves forward. As an organization, the SEC must become a place that not only values creativity and diversity, but provides stakeholders with an environment where students can learn about, embrace and practically apply these values to their lives both on and off campus. At present, the SEC stands uniquely positioned to do this by bringing students of all races, orientations, interests and
academic backgrounds in to its space. This diversity of thought fosters appreciation of difference and creative collaboration and needs to remain at the forefront of all that we do.

Graduate Assistants
The SEC needs to consider hiring at least one graduate assistant to work with the organization. Not only does a graduate assistant provide an additional advising resource for the SEC, but also allows the organization to provide learning and development opportunities that contribute to the future of the field. Graduate assistants lend a different perspective and, one would hope, are current on literature, theories and trends in the field. A graduate assistant also affords a staff member outside of the director with the opportunity to supervise a paraprofessional. If the new programming model is approved, it makes the most sense to assign a graduate student to work with Texas Traditions as they can serve as an additional resource to the event coordinators.

The SEC as a Learning Laboratory
Students are being asked to “produce” daily – events, PR campaigns, recruitment and retention, campus partnerships, leadership initiatives, officer training, etc. It can become easy to focus on the end product and evaluate solely on number of events and programs put on, size of membership, etc. Equal focus needs to be put on the process as it is here where the most student learning, growth and development take place. In a competitive environment where multiple entities on campus produce similar events, the SEC can differentiate itself by creating a culture of creativity where learning is at the forefront of what we do on a daily basis and along the way.

Continuous Improvement
The SEC has functioned in its current state for twelve years. Just as the majority of people would rather use today’s cell phones, cars, computers and televisions than those of twelve years ago because of advancing technology, so too should the SEC want to advance itself and be in line with present day best practices. It is imperative that the SEC adopt a true mindset of continuous improvement and implement mechanisms for annual evaluation. It should not take a mandate from the Executive Director for the organization to take a step towards self-study. At a minimum a comprehensive program review should take place every five years and the organization should, on a yearly basis, take stock of where it is and most importantly where it could be.

Conclusion
The students and staff that make up the Student Events Center are a talented, dedicated group of people who are committed to the overall health and success of the organization. The willingness of all involved to not only participate in but take seriously the self-study process is a testament to the high level of care and concerns that exists for the SEC.

Organizational change is a gradual process and making modifications to a group that has existed in the same format for over a decade will not be without challenges, but it is our sincere hope that the students and staff associated with the SEC will continue to embrace the need for fundamental and foundational change. Implementing recommendations will require patience, clear communication, strong leadership and a commitment to continuous improvement. Much was learned from focus group conversations this summer, so where suitable and appropriate, some recommendations listed in this report have already been put in to action as it seemed most logical to implement changes as soon as possible to measure for potential success. Results of these changes can already be seen and have been overwhelmingly positive, especially as they relate to branding the organization via social media. The remaining recommendations will need to be acted upon quickly so as to not lose momentum as the SEC continues to make positive strides.
Shirley Bird Perry, former director of the Texas Union said in a speech given to the ACUI during her tenure as president “I believe that college unions must offer opportunities for creativity and innovation, for experimentation, for allowing people to try and to experience the new and the different...we can and should be on the cutting edge of exploration...” It is our most sincere hope that these recommendations provide just this opportunity; it is in this spirit that the SEC can and should move forward to be leaders in the field of college unions.
University Unions
Board of Directors
Fall Meetings

September 26, 2012
This meeting included a tour of the Texas Union. Board members received their subcommittee assignments for the year.

October 19, 2012
This meeting included a tour of Hogg Memorial Auditorium. Representatives from various Student Events Center committees reported on the status of their committees.

Board Chair Report
Jesse Hernandez

The University Unions Board of Directors has convened three times this semester. The board has had two official board meetings, in addition to the annual board workshop. This report highlights two items the board has been working on: the programming budget allocation process and the selection of the 2013-2016 faculty appointee. These items are examples of ways in which the board interacts with students, faculty members, and administrators on a yearly basis. Additionally, this report will briefly review items that are expected to come before the board at the November meeting and throughout the spring semester.
This year, the University Unions Board of Directors aims to increase the visibility of its members by encouraging more representative-constituent interaction with students.

2013-2016 Faculty Appointment

Nominations submitted by September 28, 2012

Seven faculty members nominated from various colleges and schools

Dr. Sheldon Eckland-Olson, former provost and current School of Human Ecology Director, selected for recommendation

Programming Budget Allocation Process

Revised each year to consider factors specifically relevant to that year

This year's review was cognizant of pending restructuring of the Student Events Center

Budget presentations slated for March 21-22, 2013

Budget expected to look different from previous years

November Board Meeting

Student Events Center committee presentations

Presentation of Student Events Center self-study

November Board Meeting (continued)

Recommendations for Texas Union Underground, including providing a multi-purpose room for use by students and community members

Tour of Texas Union Underground

Approval of the programming budget allocation process

Meeting scheduled for November 16, 2012 in the University Unions Board of Directors Room

Spring 2013

Opportunity for student input in disciplinary process for student organizations as related to facility policies

At-large member and Student Events Center president elections scheduled for late February-early March
Jesse Hernandez, Chair
jesusr hernandez@ymail.com
956-244-0825

Seth Snyder, Vice Chair
slsnyder51@gmail.com
Subcommittee assignments: Programming Budget Subcommittee, Elections Subcommittee

Carissa Kelley, Student Events Center President
carissa kelley@yahoo.com
Subcommittee assignments: Programming Budget Subcommittee

Thor Lund
thorlund@utexas.edu

Tess McKenna
tess mckenna@utexas.edu
Subcommittee assignments: Programming Budget Subcommittee, “Through Our Eyes” Photography Contest Selection Committee

John Walker
johnfwalker@utexas.edu
Subcommittee assignments: Programming Budget Subcommittee, “Through Our Eyes” Photography Contest Selection Committee

Thank you for your continued support of the board and for your dedication to the University Unions.