Texas Tech University



Student Union & Activities

Statistical Analysis of Programs 2017-2018

Texas Tech University



Student Activities Assessment Data



Mission

The Student Activities Board (SAB) is committed to hosting FREE STUDENT EVENTS that contribute to each student's individual experience at Texas Tech University.

History

The Student Activities Board is the largest student programming board on campus and is responsible for planning quality events for the university community. SAB was originally founded in 1953 as the University Center Programming Board, was reinvented in 2006 as the Tech Activities Board (TAB), and was then reinvented again in 2017 as SAB to better serve and identify with the student population. Today, SAB plays a vital role in fostering and developing Red Raider spirit and traditions such as Homecoming, RaiderGate, Arbor Day, Tech to Town, and in creating community on the Texas Tech campus.

Purpose

The Student Activities Board strives to be responsive to student interest, with a goal of encouraging campus community and unity at Texas Tech through exciting, relevant, engaging, and entertaining events. The Student Activities Board looks to bring the best local, college, and national entertainment and educational programs to Texas Tech University. SAB offers students, faculty, staff, and community members diverse programming in support of the educational missions of the University. SAB also provides students with leadership training and hands-on learning through membership and leadership opportunities on the board. It will always be the priority of SAB to offer programs at a free or at a reduced cost to Texas Tech University students.

Student Activities Board

Revamp Process



The Student Activities Board was revealed to Texas Tech University in May 2017 and completed its first year as an organization during the 2017-2018 year

SAB Leadership

Fall 2017

President Johnny Morales

Vice President Brian Owens

SAB Executive Board

Daytime Coordinator Andrew Villarreal

Night Life Coordinator Ester Garza

Off-Campus Coordinator Katarina Leal

Outreach Coordinator Gabi Diaz

Spirit & Traditions Coordinator Dawn Warren

SAB Leadership

Spring 2018

President Johnny Morales

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SAB Executive Board

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Off-Campus Coordinator Katarina Leal

Outreach Coordinator Gabi Diaz

Spirit & Traditions Coordinator Mackenna Noland



Fall 2017- Spring 2018

SAB Membership Fall 2017

49 Active Board Members

12 Inactive Members

SAB Membership Spring 2018

44 Active Board Members

16 Inactive Members



SAB Executive Board Statistics

Colleges Represented

•	College of Agricultural Sciences & Natural Resources	0%
•	College of Architecture	0%
•	College of Arts & Sciences	83%
•	College of Education	0%
•	College of Engineering	0%
•	College of Human Sciences	0%
•	College of Media & Communication	0%
•	College of Visual & Performing Arts	0%
•	Rawls College of Business	17%
•	Texas Tech Health Sciences Center Nursing	0%

Gender		Currently Employed		
MaleFemale	33% 66%	• Yes	100%	
remaie	0070	• No	0%	
Classification		Other Student Org Involvement		
 Sophomore 	33%		•	
• Junior	33%	• Yes	50%	
• Senior	33%	• No	50%	

Student Activities Board (SAB) SAB Committees



DAYTIME is responsible for planning and implementing a series of make-and-take events, novelties, and other home-grown activities during the lunch hour and throughout the day.

NIGHT LIFE is responsible for hosting live entertainment acts and speaker engagements in the evening and on weekends, including magicians, comedians, hypnotists, mentalists, lecturers, and more.

OFF-CAMPUS is responsible for planning any event that does not take place on the Texas Tech University campus. Excursions include trips to the Corn Maize, Adrenaline City, and Cosmic Bowling.

OUTREACH is responsible for community outreach programming and creating partnerships and connections on campus and in the greater Lubbock community through programs including Service Week, Diversity Week, Tech to Town, and monthly service opportunities. OUTREACH is also responsible for planning the Raiders Give Back (RGB) events which give back to the Lubbock Community.

SPIRIT & TRADITIONS is responsible for Texas Tech Homecoming Week programming, including various events such as Student Organization Sing, Pep Rally, Bonfire, Parade, and Homecoming Court, as well as any other programs related to Homecoming. This Spring SPIRIT & TRADITIONS facilitated Pep Rallies in local elementary schools to encourage kids to consider attending college. SPIRIT & TRADITIONS is also responsible for planning and implementing various spirit events on campus such as RaiderGate: A Student Tailgate Tradition, Eco-Week, and Arbor Day.

4

Fall 2017 - Events Assessed

Late Night Bowling

Video Game Night @ the SUB

LNM: Despicable Me 3

Rocky Horror Picture Show

RRS Auditions

LNM Wonder Woman

Altitude Trampoline Park

First Friday Art Trail

Homecoming: Storybook Names

Stuff a Critter

Homecoming Comedian: Drew Lynch

Corn Maize

LNM Logan Lucky

Raiders Relax

Career Fair Headshots

Speed Sketchers

LNM American Assassin

Family Fun Night

LNM Moonlight

Red Raider Showcase

LNM: Dunkirk



Spring 2018 - Events Assessed



90s Skate Night

LNM - Downsizing

LNM - Daddy's Home 2

LNM - Lorax

Mug Shots

Buses to FFAT

LNM Justice League

Tech Valagrams

Super Bowl Watch Party

LNM - Pitch Perfect 3

Thunder Zone

Self-Defense Class

Hunter Hayes Concert

Canvas Splatter Paint

LNM - Thor

Dive-In LNM Foreigner

Paintball

LNM - Blade Runner

LNM - Lady Bird

Mr. Gatti's Night

Raider Spa

LNM - Coco

LNM - Happy Death Day

LNM - Star Wars



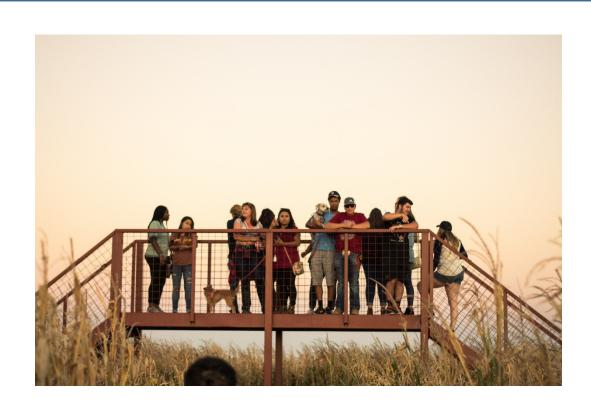
2017-2018 Event Assessment

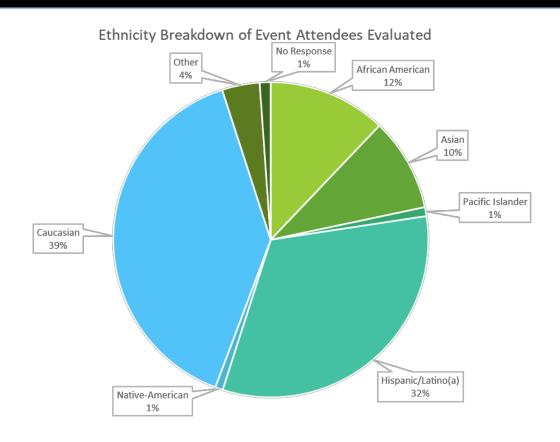
Audience Information



Student Activities Board (SAB) Ethnicity



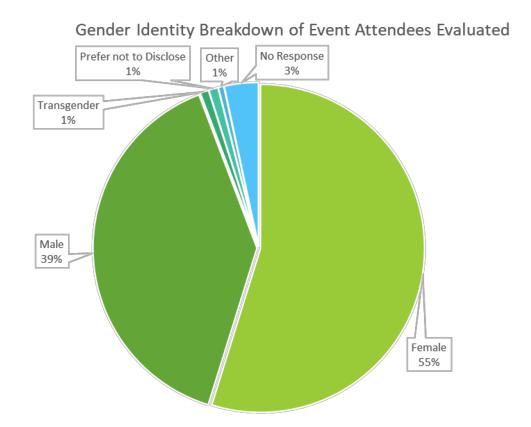




The SAB event evaluation asks participants to identity ethnicity to determine if SAB event attendance is reflective of the Texas Tech student population. Approximately 32% of the students were Hispanic/Latino, 12% of the attendees identified as African-American and 10% were Asian-American.



Gender Identity



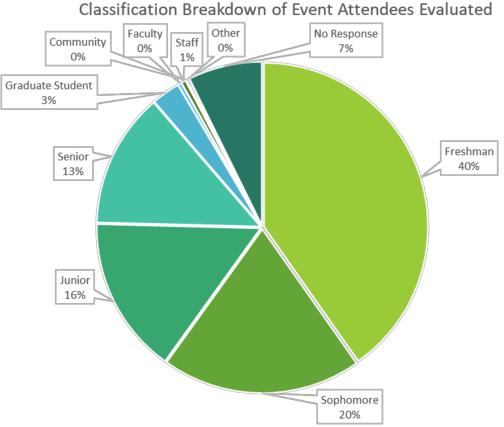


The evaluation asks participants to identity their gender identity to determine how SAB is inclusively serving students of all genders

Student Activities Board (SAB) Classification



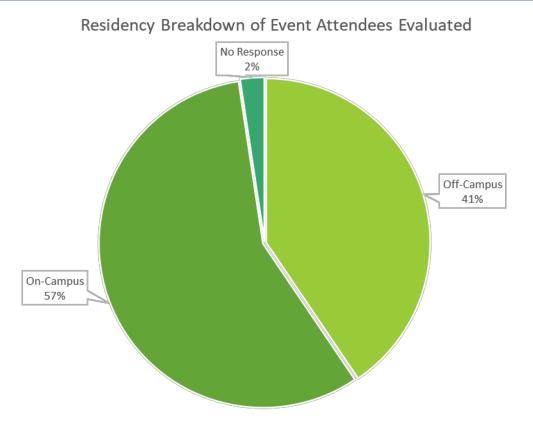




The evaluation asks participants to identity classification to determine how SAB is serving students of various classifications.



Residency

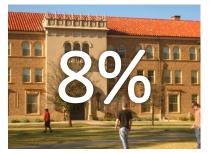




SAB tries to reach students living both on and off campus. This year, 57% of those surveyed indicated that they lived oncampus, while 41% indicated they live off-campus.

On-Campus Residency





Bledsoe/Sneed Hall



Carpenter/Wells Complex



Chitwood/Weymouth Complex



Coleman Hall



Gordon Hall



Horn/Knapp Complex



Honors Hall



Hulen/Clement Complex



Murray Hall



Stangel/Murdough Complex



Talkington Hall



Wall/Gates Complex



West Village

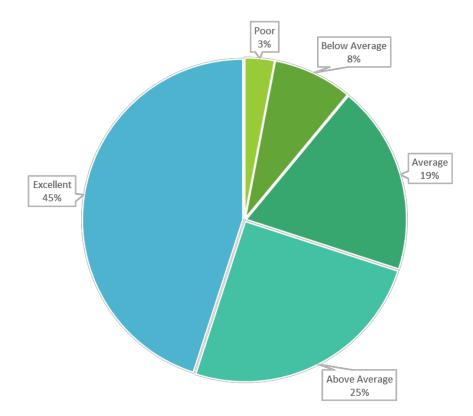
2017-2018 Event Assessment

Event Information





Event Publicity

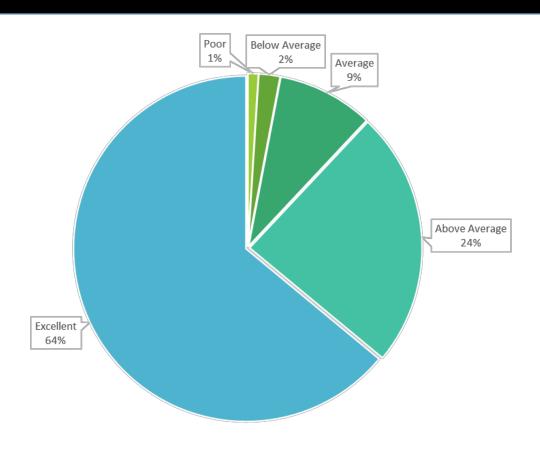




After surveying the students, 45% believe that the marketing for SAB events was excellent. Roughly 70% of those surveyed identified that SAB event publicity is above average or better.

Event Location/Venue

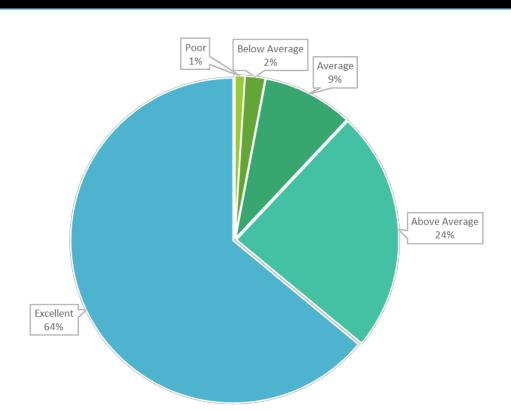




Students are pleased with the current locations for SAB events, with 88% of the students rating the venues as above average or better. SAB events take place in venues throughout the Student Union Building and in a variety of venues across campus.

Student Activities Board (SAB) Time of Event



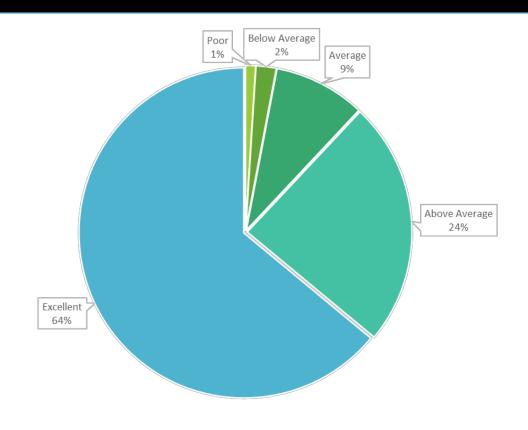




The time for SAB events varies, with times that range from daytime to evening hours. Students have different schedules and SAB tries to plan different event times throughout the day to accommodate student needs.

Date/Day of the Week

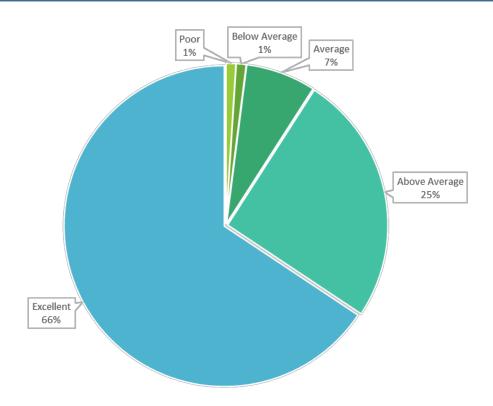




Of those surveyed, 88% indicated that they were satisfied with SAB event dates. SAB takes this into consideration to encourage more students to attend events.

Student Activities Board (SAB) Quality of Event



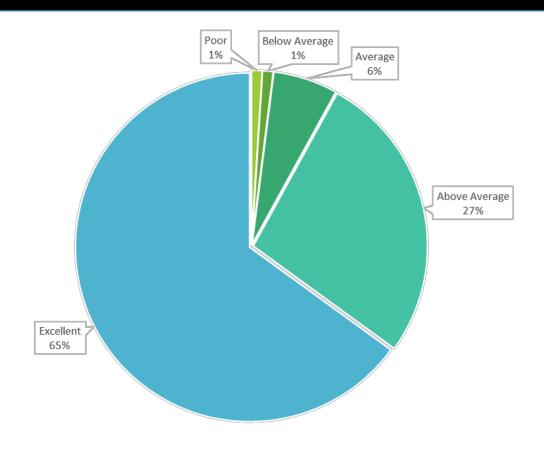




Of those surveyed, 90% indicated that they viewed the quality of SAB events as above average or excellent.

Overall Satisfaction of Event

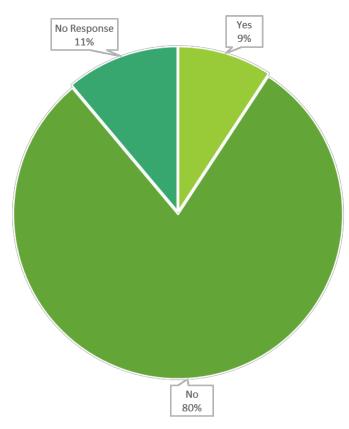




This is an important statistic from the evaluation. SAB's goal is to be successful and create great events throughout the year. This year, 65% of individuals surveyed identified their overall satisfaction as excellent.



Faculty Involvement





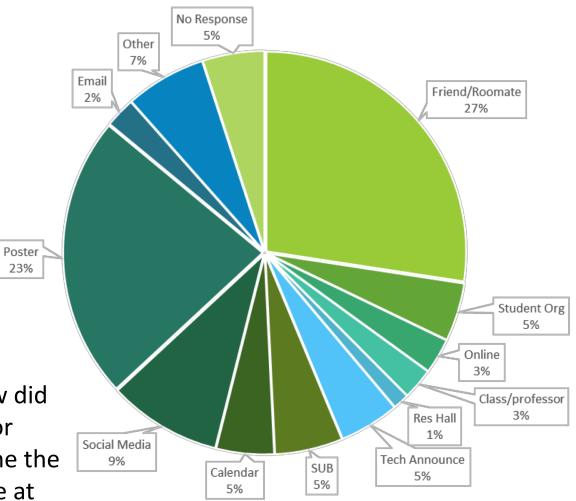
The Student Activities Board encourages faculty involvement by increasing faculty awareness of SAB events related to their curriculum. This year 9% of students were encouraged to attend a SAB event by their professor.

How did you hear about this event?





The most common answer students give when asked "how did you hear about the event," was from a friend/roommate or seeing a poster. This information will help SAB to determine the most effective marketing strategies to increase attendance at events.





Attendance Numbers

	2016-2017	2017-2018
Total Attendance	34,113	41,278
Honorarium Expenses	\$170,743.01	\$232,388.61
Price Per Student	\$5.01	\$5.62
Fall Events	50	79
Spring Events	34	71
Total Number of Events	84	150

Attendance Per Month



	Number of Events	Attendance	Honorarium Expenses
August	5	4,924	\$17,796.95
September	25	3,517	\$20,482.74
October	30	18,971	\$49,802.93
November	15	1,825	\$13,286.24
December	4	503	\$2,760.84
January	12	1,260	\$4,845.50
February	17	1,748	\$7,729.50
March	17	2,074	\$16,460.80
April	20	5,430	\$94,376.27
May	5	1,026	\$4,846.84
TOTAL	150	41,278	\$232,388.61



Event Highlights

Homecoming Week

The theme of Homecoming Week 2017 was "Tales of Texas Tech: Published 1923" This year, the committee worked
to change the schedule of events from hosting Student Organization Sing on Wednesday to now having it on
Tuesday. The Friday night activities remained the same and still include the Homecoming Parade, Pep Rally and
Bonfire.

RaiderGate

 RaiderGate, a Student Tailgate Tradition, was formatted to be more of a tailgating atmosphere prior to every home game and the previous concert format was removed from the schedule. An online reservation system continues being used for students and student orgs to reserve spaces for every home game. Greenspace tailgating is still an opportunity for students and SGA sponsors a venue at RaiderGate for the student body. Overall attendance increased for this past year and students were very satisfied with having the opportunity to have a consistent tailgating spot for every home game.

Collaborations 2017 - 2018

Fall 2017

- Student Government Association
- Residence Hall Association
- The Center for Active Learning and Undergraduate Engagement (CALUE)
- University Career Center

Spring 2018

- Rec Sports
- Parking Services
- Hospitality Services
- Grounds Maintenance
- University Career Center



Student Activities

2017-2018 Department Events



Arbor Day

Diversity Week

Finals Study Break

Late Night Movies (every Thursday & Friday evening)

National Collegiate Alcohol Awareness Week

Night at the SUB

Raider Welcome (each semester)

Study at the SUB

Tech to Town

Tech-or-Treat

Volunteer Fair (one each semester)



Late Night Movies

The 2017-18 academic year saw an expansion of our traditional Thursday Night Movies. After focus groups and a response to previous year's assessments, we began showing films on Thursday and Friday nights starting at 10:00 pm. The following data show trends of the first year of implementing this new structure.



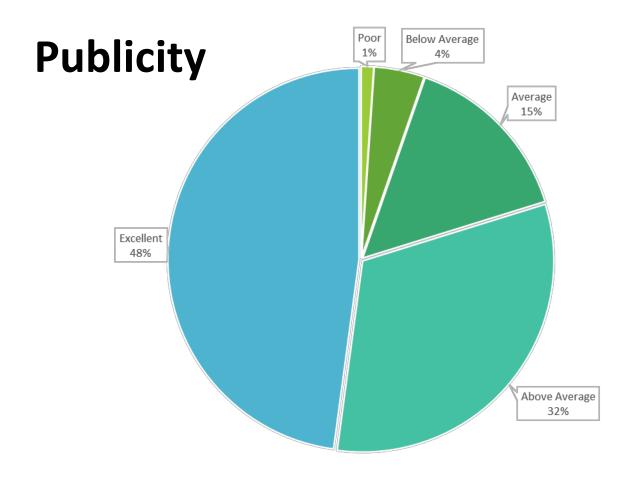


Late Night Movie Event Attendance

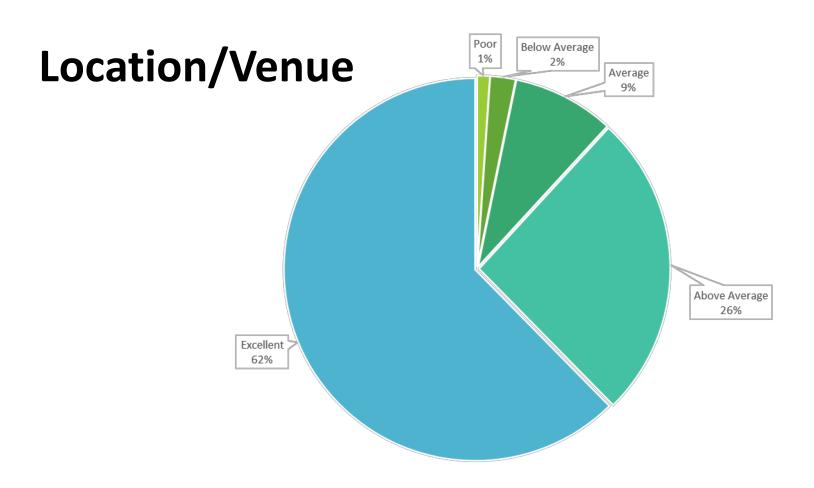
	Thursday Night	Friday Night	Turned Away
Fall 2017 (13 Films)	900	893	220
Spring 2018 (15 films)	887	883	23
Total	1,787	1,776	243
Average per showing	64	63	4

By doubling the showings of our Late Night Film Series, we were able to accommodate more students. Of the 56 individual showings, 12 (21%) were at capacity and/or we had to turn people away.

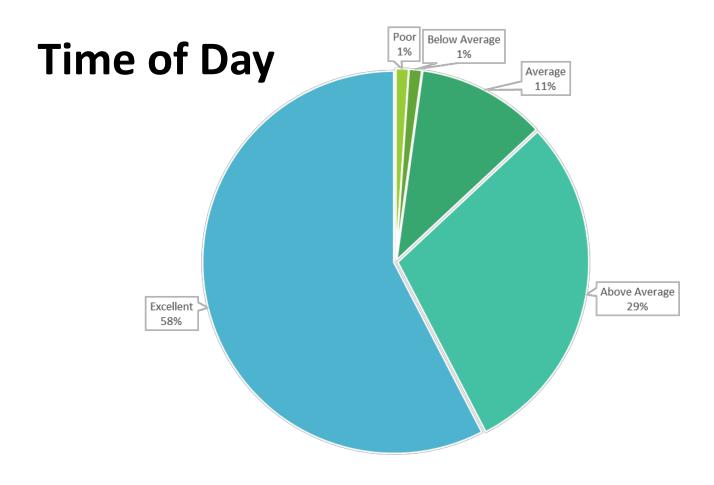




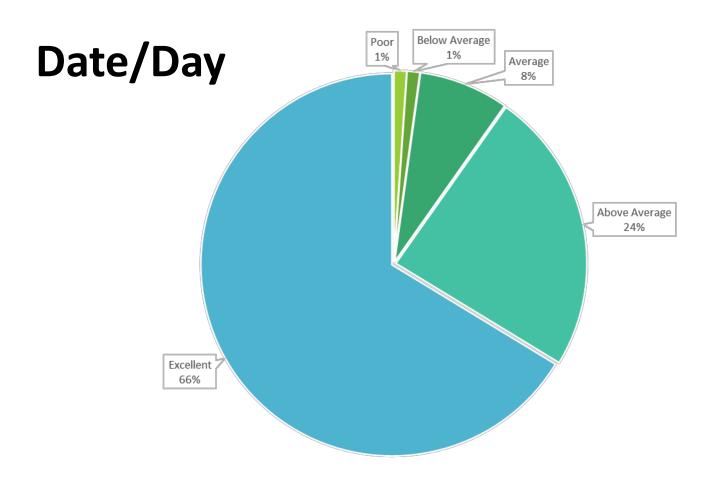






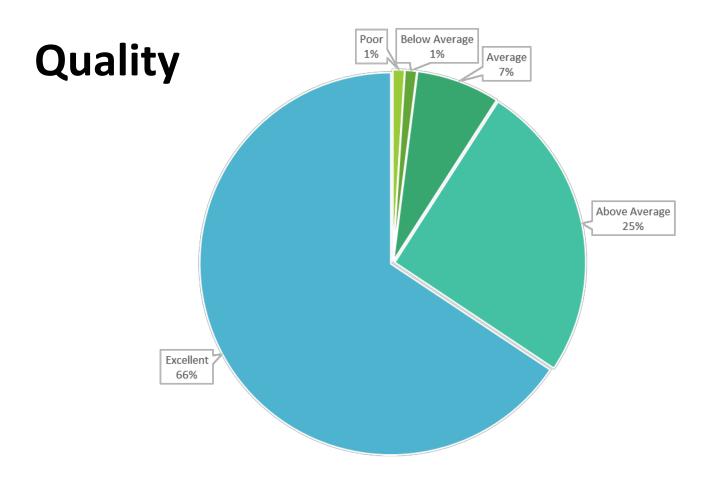






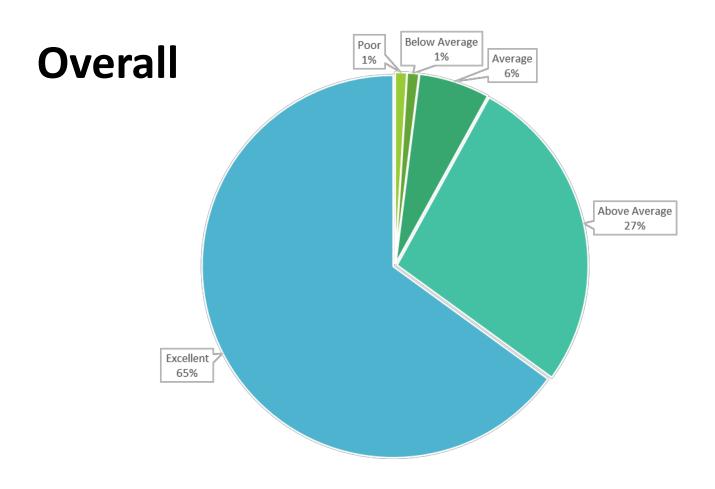
Late Night Movies 2017-18 Event Assessment





Late Night Movies 2017-18 Event Assessment

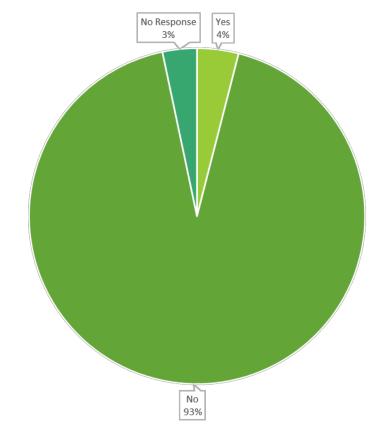




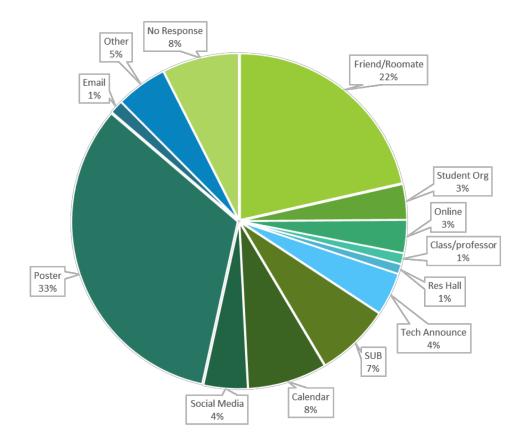
Late Night Movies 2017-18 Event Assessment



Were you encouraged by a professor?



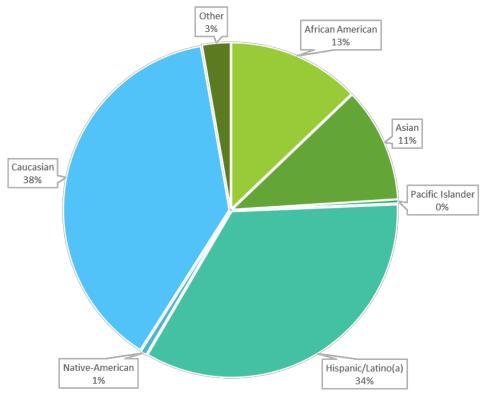
How did you hear about the event?



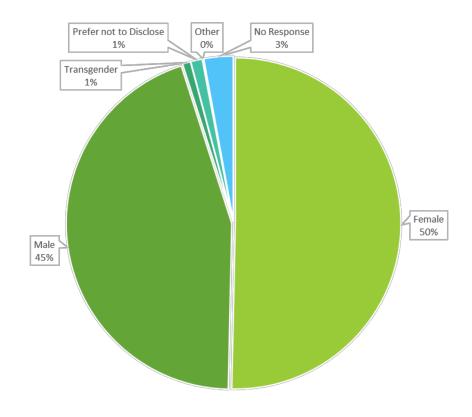
Late Night Movies 2017-18 Audience Information



Ethnicity



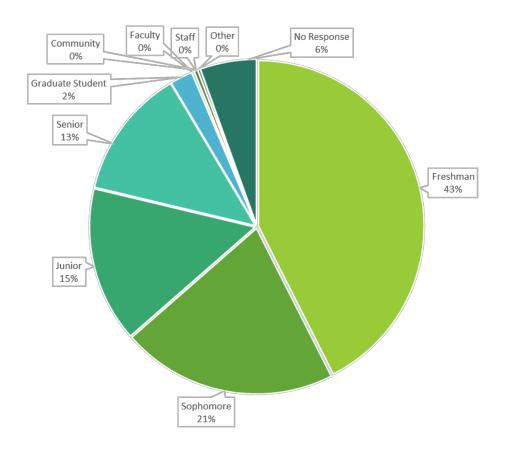
Gender



Late Night Movies 2017-18 Audience Information



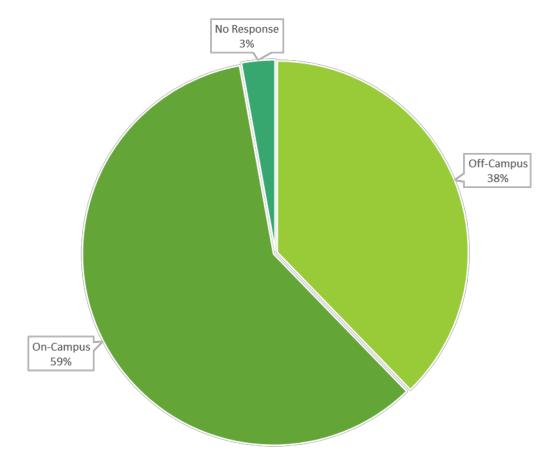
Classification



Late Night Movies 2017-18 Audience Information



Residency



On-Campus Breakdown	
Bledsoe/Sneed	11%
Carpenter/Wells	3%
Chitwood/Weymouth	7%
Coleman	9%
Gordon	1%
Horn/Knapp	20%
Honors	3%
Hulen/Clement	10%
Murray	4%
Stangel/Murdough	13%
Talkington	5%
Wall/Gates	12%
West Village	3%



Outreach Event Highlights

Diversity Week

• Diversity Week was a collaboration among SAB and around 50 campus departments and student organizations to sponsor 40+ events that promote and educate the campus community about diversity. It is a week dedicated to celebrating and understanding the importance of diversity throughout the community and Texas Tech University.

Service Week

This year SAB worked with the Residence Hall Association and CALUE to host Service Week. Service Week had five off-campus
volunteer opportunities and five 6-Minutes of Service opportunities, some of which included making treat bags for the Ronald
McDonald House, volunteering at the Dream Center and the Lubbock Children's Home, and making Art Kits for the Boys and Girls
Club.

Tech Can Share Food Drive

 Tech Can Share was held throughout the month of November. Overall, 3,405 pounds of food were collected and donated to the South Plains Food Bank.

Tech to Town

• Tech to Town serves as a one-day event that brings students, faculty, and staff out into the Lubbock Community to serve, impact, and strengthen the bonds between Texas Tech University and the City of Lubbock. This year, we had almost 500 volunteers serving the Lubbock Community.

Tech-or-Treat

Tech-or-Treat is an event that invites the Lubbock Community out to the Student Union Building for fun and safe trick-or-treating. This year we had over 3,000 families & children attend Tech or Treat and 41 student organizations and campus departments participate in hosting activities.







Awards Spring 2018

Scholarships

- Schubert Family Programming Scholarship Recipients: Ryan Clark & Mikayla Holmes
- Barnes & Noble Scholarship Recipient:
- Student Union & Activities Scholarship Recipient:

Tech Activities Board Annual Awards

- Jerry V. Fox, Jr. Award for Outstanding Coordinator: Andrew Villarreal
- Award for Outstanding New General Member: Sabrina Gonzalez
- James G. Allen Award for Outstanding General Member: Grant Vernon
- W.B. Rushing Award for Outstanding Contribution to Campus Programs: Johnny Morales
- Advisor's Choice Excellence Award: William Schneider
- SABtime Achievement Award: Dr. Jay Killough, University Career Center

Student Development



Student Development

- 2018 NACA National Conference
 - Alexandria Gallegos
 - William Brandt Schneider
 - Chelsea Uzoukwu
 - Jeremy Chesser
 - Mackenna Noland

Community/Campus Involvement



Alpha Chi Omega Sorority

Kelsey Jackson serves as the on-campus advisor and as the Chapter Relations and Standards advisor for the Texas Tech, Gamma Rho, Chapter of Alpha Chi Omega.

American Advertising Federation, Lubbock

The American Advertising Federation (AAF) is the Unifying Voice for Advertising. The AAF's national members share a commitment to make advertising a positive force in America's economy and culture. They are advocates for the rights of advertisers and we educate policy makers, the news media and the general public on the value that advertising brings to the well-being of the nation.

Delta Alpha Sigma Multicultural Sorority, Inc.

Casandra Suarez serves as an advisor for Delta Alpha Sigma, a sisterhood that provides an environment of true sisters that encourages, empowers, enhances, and celebrates women of all cultures.

Emerging Leaders

Kelsey Jackson is participating in the Volunteer Center of Lubbock's Emerging Leaders program, a yearlong leadership program that positively benefits the Lubbock community and its volunteer opportunities.

Junior League of Lubbock

Kristin Miller is involved with Junior League of Lubbock. The Junior League of Lubbock is an organization of women committed to promoting voluntarism, developing potential, and improving communities through the effective action and leadership of trained volunteers.

Leadership Lubbock

Leadership Lubbock has continued to provide an outstanding leadership and community orientation program for selected Chamber business leaders. Created especially for the busy professional, Leadership Lubbock participants focus on developing leadership skills to improve connections in their professions.

Lubbock Helping Youth Purposefully Engage (Lubbock HYPE)

Jon Mark Bernal is on the committee for Lubbock HYPE, a program that offers high school juniors the opportunity to engage in their community in a whole new way to encourage young people to explore their leadership potential and understand the importance of service to build a more engaged community.

Office of Student Conduct Hearing Panel participants

Dan Burns, Jon Mark Bernal, and Claire Maginness were trained by the Office of Student Conduct in order to be fully educated about the hearing processes at TTU and participate in the process by sitting on various disciplinary hearings.

Staff Senate

The Texas Tech University Staff Senate shall exist to contribute to the welfare of its staff employees; to serve as a liaison among staff, administration, faculty, and students; and to advise the administration in matters affecting the staff. Through these purposes the Staff Senate strives foremost to contribute to the overall success of Texas Tech University.

Professional Development

Conference/Event Attendance

- Association of College Unions International (ACUI) National Conference: Jon Mark Bernal, Jewel Downing, Belinda Arredondo, Kristin Miller, & Claire Maginness
- Big XII Directors Conference: Dan Burns & Jon Mark Bernal
- EMS Live: Jon Mark Bernal & Kristin Miller
- IPDS New Professionals Orientation: University of Wisconsin Kelsey Jackson
- Leadership Series Book Club: Autumn Arthur
- NACA 2018: Boston Claire Maginness, Troy Pike, & Myles Smith
- NACA Central Regional Conference: Kelsey Jackson
- NACA Central Regional Conference Planning Committee, Showcase Production Assistant (2017) and CAMP Coordinator (2018): Kelsey Jackson
- Texas Tech University Auxiliary & Finance Supervisor Workshop- Dan Burns, Jon Mark Bernal, Casandra Suarez, Kristin Miller, Mark Nazworth, Roy Nielsen, & Claire Maginness
- NACA Practitioner Academy: Claire Maginness

Student Leader Learning Outcomes



Student Leader Learning Outcomes Assessment

SAB Leadership and Executive Board members participated in a pre-assessment and post-assessment, self-identifying a variety of learning outcomes along a Likert scale ranging from strongly agree to strongly disagree.

The following six slides reflect the change between pre-assessment and post-assessment data associated with these leadership, decision-making and problem-solving, planning and organization, assessment and evaluation, communication, time and stress management, and financial management learning outcomes, as reported by SAB Executive Board as a collective.

Exec Board Learning Outcomes



LEADERSHIP Learning Outcome Year Score 1 I have the ability to persuade or influence effectively. I take initiative. 3 I delegate tasks. -2 4 I manage meetings effectively. -1 5 I am able to teach various skills. -2 6 I motivate others in an organization. -1 I evaluate skills and knowledge of other individuals. +1 8 I confront problems. 9 I exercise authority when needed. 10 I work independently. +1 11 I foresee problems and take appropriate action. -2 12 I am aware of my weaknesses as a leader. -1 13 I can effectively recruit, retain and recognize team members. +3

Exec Board Learning Outcomes



DECISION-MAKING AND PROBLEM-SOLVING Learning Outcome Year Score 14 I identify issues and their cause/effect. -1 15 I mediate in times of dissension. -1 16 I reach logical decisions. -1 17 I implement decisions. 18 I deal objectively with situations and people. +2 19 I take responsibility for my actions. +1 20 I do not procrastinate. -5 21 I have an understanding of effective conflict management. -4 22 I believe that my actions reflect sound and ethical decisions. -1

Exec Board Learning Outcomes



PLANNING AND ORGANIZATION	
Learning Outcome	Year Score
23 I set goals and specific objectives to meet those goals.	-3
24 I develop a plan of action to obtain goals and objectives.	-3
25 I evaluate progress towards the goal upon its completion.	-3
26 I organize projects into manageable parts and processes.	-2
27 I set and meet deadlines.	-2
28 I am knowledgeable of trends in the campus culture.	-2
29 I am aware of the steps involved in event planning.	+2
30 I know how to organize a major event on campus.	+2
I am knowledgeable of different methods to promote an 31 event.	+3

Exec Board Learning Outcomes

35 universities.



ASSESSMENT AND EVALUATION Learning Outcome Year Score 12 I know how to use and collect quantitative data for an event. +1 33 I know how to use and collect qualitative date for an event. +1 34 I know how to evaluate and reflect on an event. +1

+5

I know how to benchmark with other programming boards and

Exec Board Learning Outcomes



COMMUNICATION	
Learning Outcome	Year Score
36 I give clear instructions	-1
37 I listen empathetically.	No Change
38 I have a command of written English.	+1
39 I have a command of verbal English.	+2
40 I have a command of e-mail and text messaging.	+1
41 I can give constructive feedback.	-1
42 I can accept feedback in an appropriate manner.	+1
43 I feel confident speaking in front of large groups.	+1
44 I am comfortable interviewing for campus leader positions.	+3
45 I seek out my advisor for advice about my programming position.	-1
I seek out my advisor for advice about academics and/or my 46 personal life.	-2

Exec Board Learning Outcomes

51 curricular activities.



TIME AND STRESS MANAGMENT Learning Outcome 47 I work effectively under pressure. 48 I exhibit effective means of coping with stress. 49 I effectively manage my time. 41 50 I make immediate logical decisions. I create a balance between academic, employment, and co-

FINANCIAL MANAGEMENT	
Learning Outcome	Year Score
52 I can read and analyze a budget.	+1
53 I accept financial responsibility and work within a budget.	+1

-2

Exec Board Learning Outcomes



ADAPTABILITY	
Learning Outcome	Year Score
54 I can read and analyze a budget.	-1
55 I accept financial responsibility and work within a budget.	+1
56 I react well to change.	-2

HUMAN RELATIONS	
Learning Outcome	Year Score
	-2
57 I demonstrate a cooperative spirit.	
I try to understand the varying backgrounds and lifestyles of	
58 others.	+3
59 I respond to the needs of my peers/colleagues.	+1
60 I actively educate myself in different cultures.	-
61 I cultivate relationships with others different from myself.	-

Contributors



Claire Maginness, Associate Director Kelsey Jackson, Administrator

Autumn Arthur, Unit Manager Myles Smith, Administrator

Troy Pike, Administrator Rhonda Bratcher, Specialist III