



## Student Union & Activities

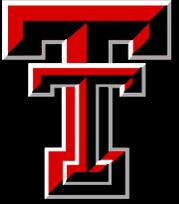
Statistical Analysis of Programs 2018-2019

# Texas Tech University



## Student Activities Assessment Data

# Student Activities Board (SAB)



## **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**

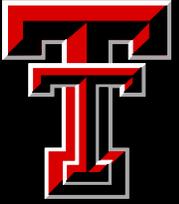
The Student Activities Board is the largest student programming board on campus and is responsible for planning quality events for the university community. SAB was originally founded in 1953 as the University Center Programming Board, was reinvented in 2006 as the Tech Activities Board (TAB), and was 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 (SAB)

Fall 2018



## **SAB Leadership**

President

Brian Owens

Vice President

Katarina Leal

## **SAB Executive Board**

Daytime Coordinator

Alexandria Gallegos

Night Life Coordinator

Michelle Morris

Off-Campus Coordinator

Ryan Perez

Outreach Coordinator

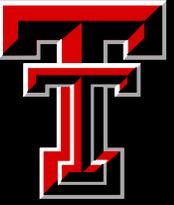
Jeremy Chesser

Spirit & Traditions Coordinator

Mackenna Noland

# Student Activities Board (SAB)

Spring 2019



## **SAB Leadership**

President

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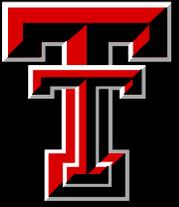
Spirit & Traditions Coordinator

Mackenna Noland

Spirit & Traditions Coordinator-Elect

Bethany DeLuna

# Student Activities Board (SAB)



Fall 2018- Spring 2019

## SAB Membership Fall 2018

41 Active Board Members

## SAB Membership Spring 2019

39 Active Board Members



## SAB Executive Board Statistics

### Colleges Represented



### Gender



### Classification



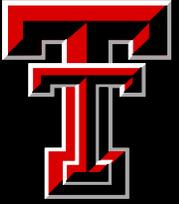
### Currently Employed



### Other Student Org Involvement

# 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.

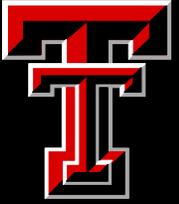
OFF-CAMPUS is responsible for planning any event that does not take place on the Texas Tech University campus. Excursions include trips to the Corn Maize, Adrenaline City, and Cosmic Bowling.

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.

# Student Activities Board (SAB)

Fall 2018 - Events Assessed



Before I Graduate

Canvas Creations

Comedy Night

Corn Maze

Friends & Family Night

Homecoming Happenings: Hair Bears

Late Night Movie: Equalizer 2

Late Night Movie: Hocus Pocus

Late Night Movie: Mama Mia 2

Late Night Movie: Skyscraper

Late Night Movie: Slenderman

Late Night Movie: The Nun

MYO Soup

Open Mic Night

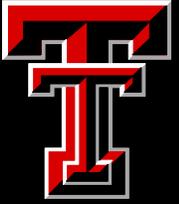
Red Raider Showcase

Stuff-a-Plush Bears



# Student Activities Board (SAB)

Spring 2019 - Events Assessed



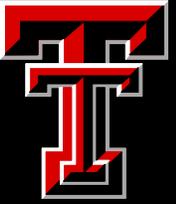
4ORE! Golf  
Altitude Trampoline Park  
Bon-a-pet Treat  
Color Therapy  
Come Find Your Zen  
Hawaiian Skate Night  
Identity Sand Art  
Late Night Bowling  
Late Night Movie: Creed 2  
Late Night Movie: Fantastic Beasts: The  
Crimes of Grindelwald

Late Night Movie: Instant Family  
Late Night Movie: Robin Hood  
Late Night Movie: The LEGO Movie 2: The Second Part  
Late Night Movie: Venom  
Make Your Own Bamboo  
Open Mic Night  
Paint & Glow  
Puppies in the Park  
Raiders Rejuvenate  
Spring Concert- Plain White T's



# Student Activities Board (SAB)

2017-2018 Event Assessment

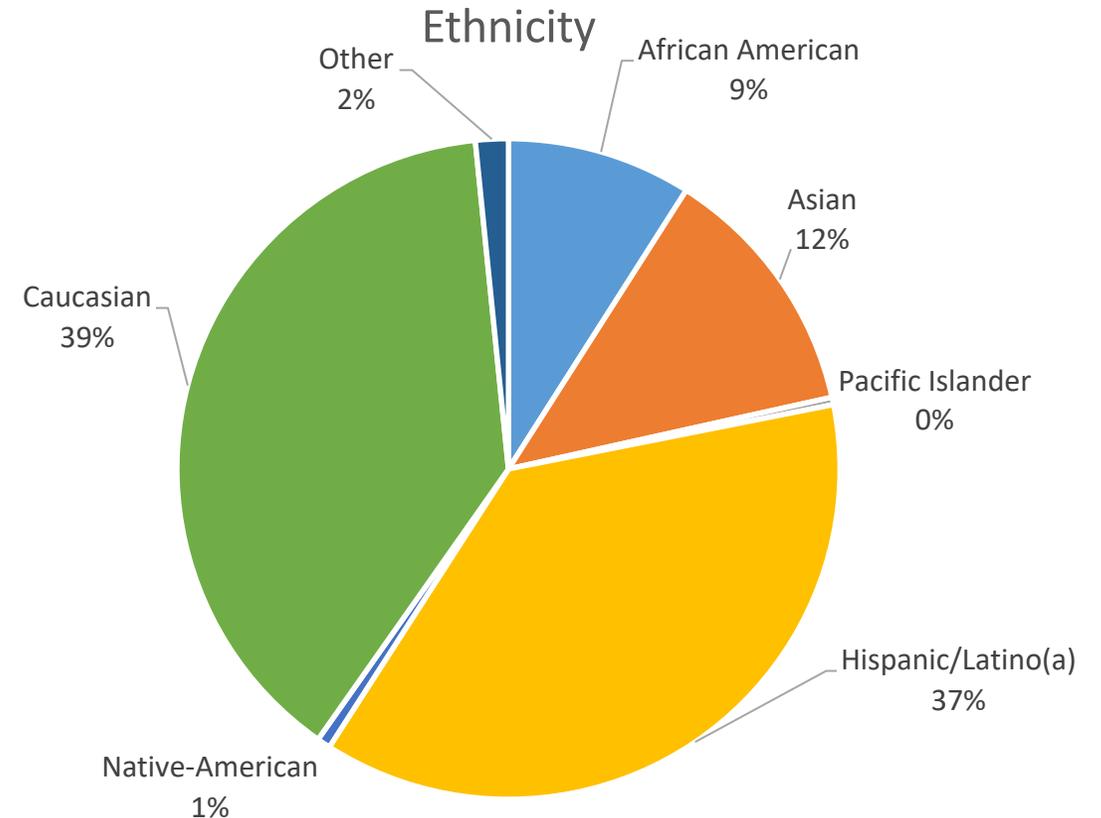
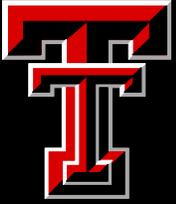


# Audience Information

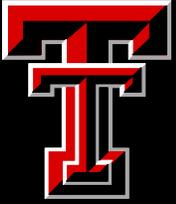


# Student Activities Board (SAB)

## Ethnicity

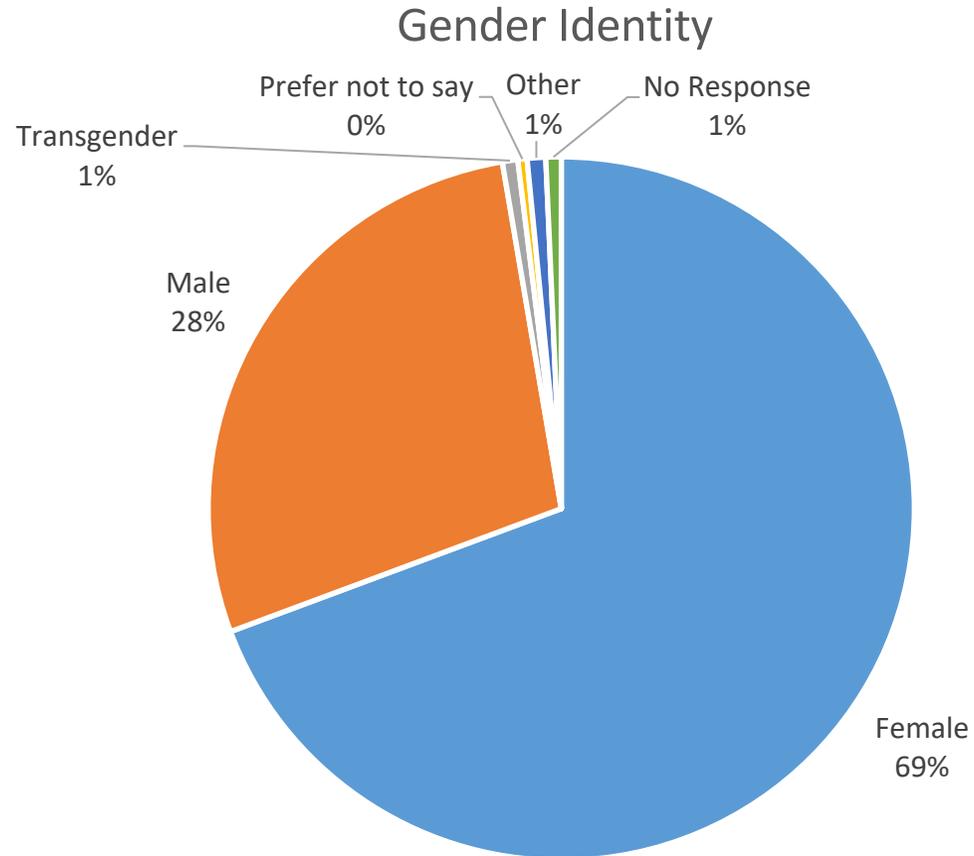


The SAB event evaluation asks participants to identify ethnicity to determine if SAB event attendance is reflective of the Texas Tech student population. Approximately 37% of the students were Hispanic/Latino(a), 9% of the attendees identified as African-American and 12% were Asian-American.

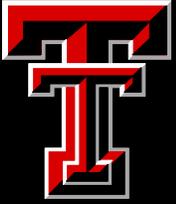


# Student Activities Board (SAB)

## Gender Identity

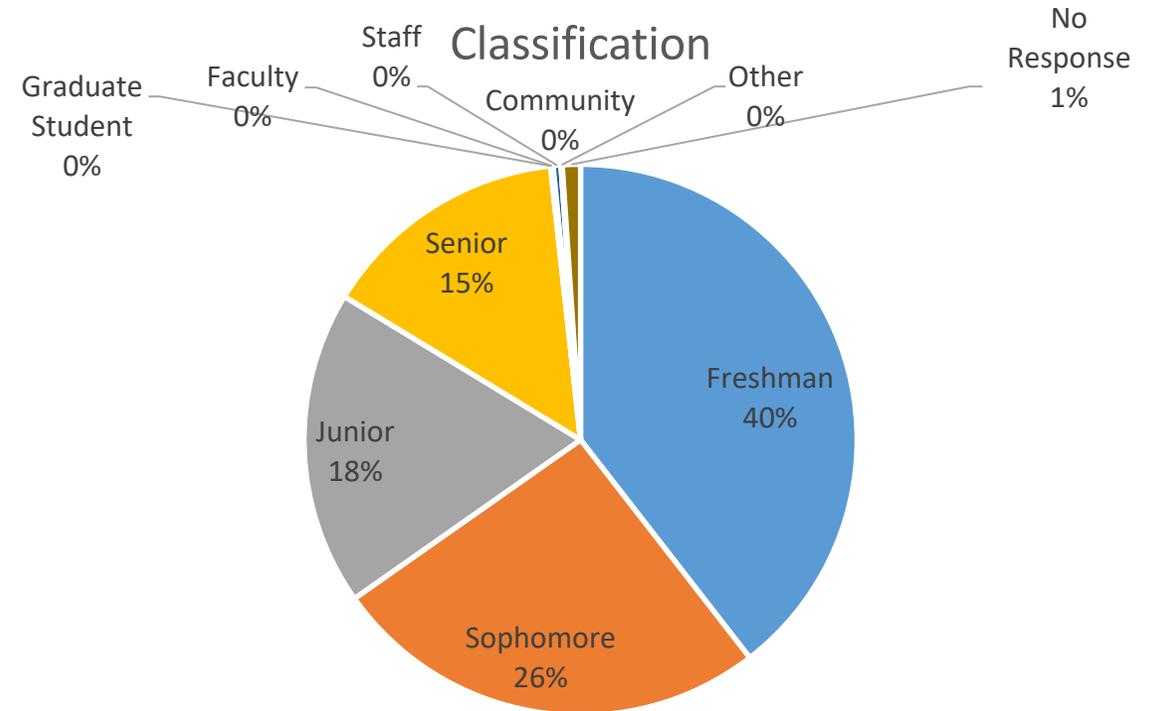


The evaluation asks participants to identify their gender identity to determine how SAB is inclusively serving students of all genders

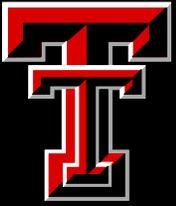


# Student Activities Board (SAB)

## Classification

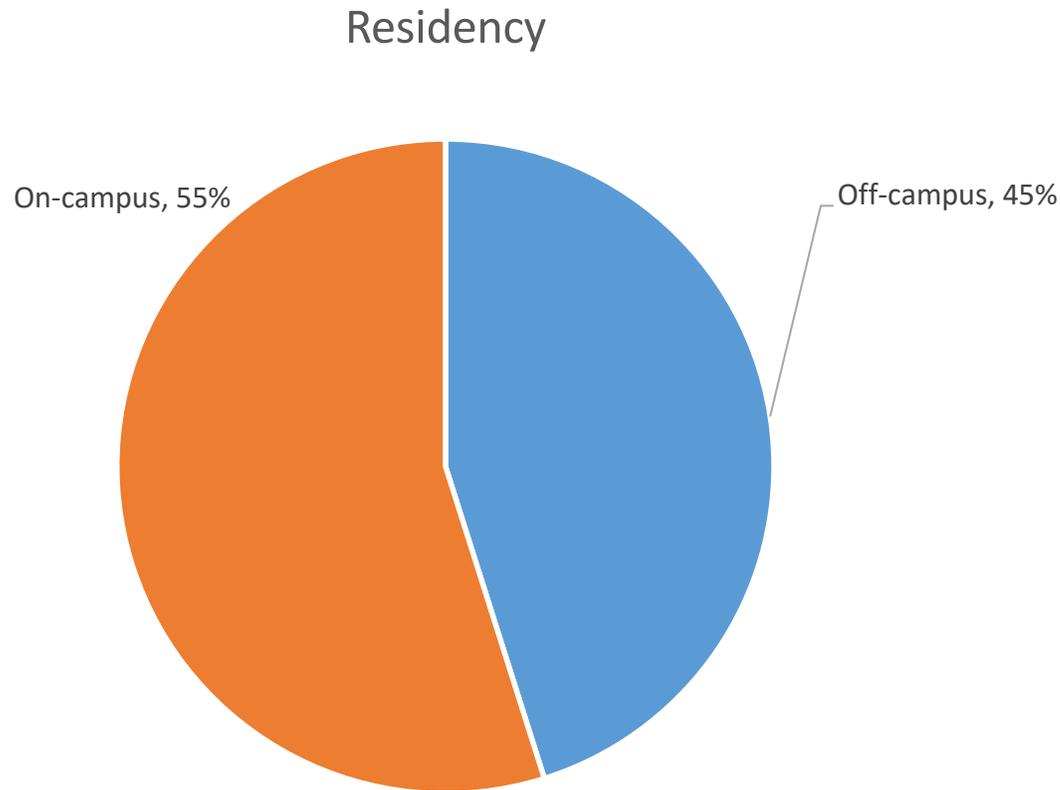


The evaluation asks participants to identify classification to determine how SAB is serving students of various classifications.



# Student Activities Board (SAB)

## Residency



SAB tries to reach students living both on and off campus. This year, 55% of those surveyed indicated that they lived on-campus, while 45% indicated they live off-campus.



# Student Activities Board (SAB)

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



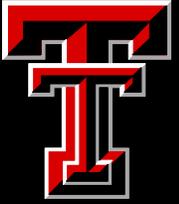
Wall/Gates Complex



West Village

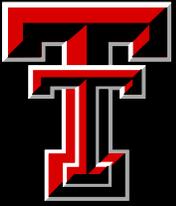
# Student Activities Board (SAB)

2017-2018 Event Assessment



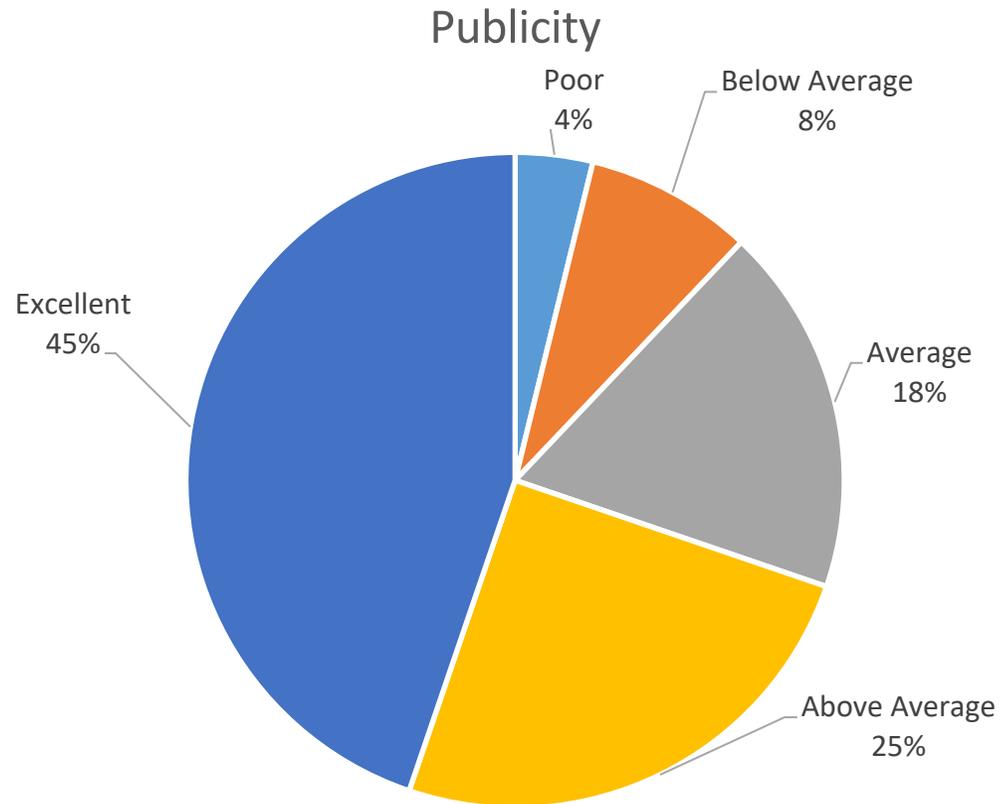
## Event Information



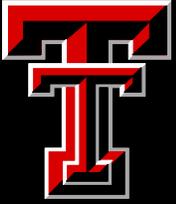


# Student Activities Board (SAB)

## Event Publicity

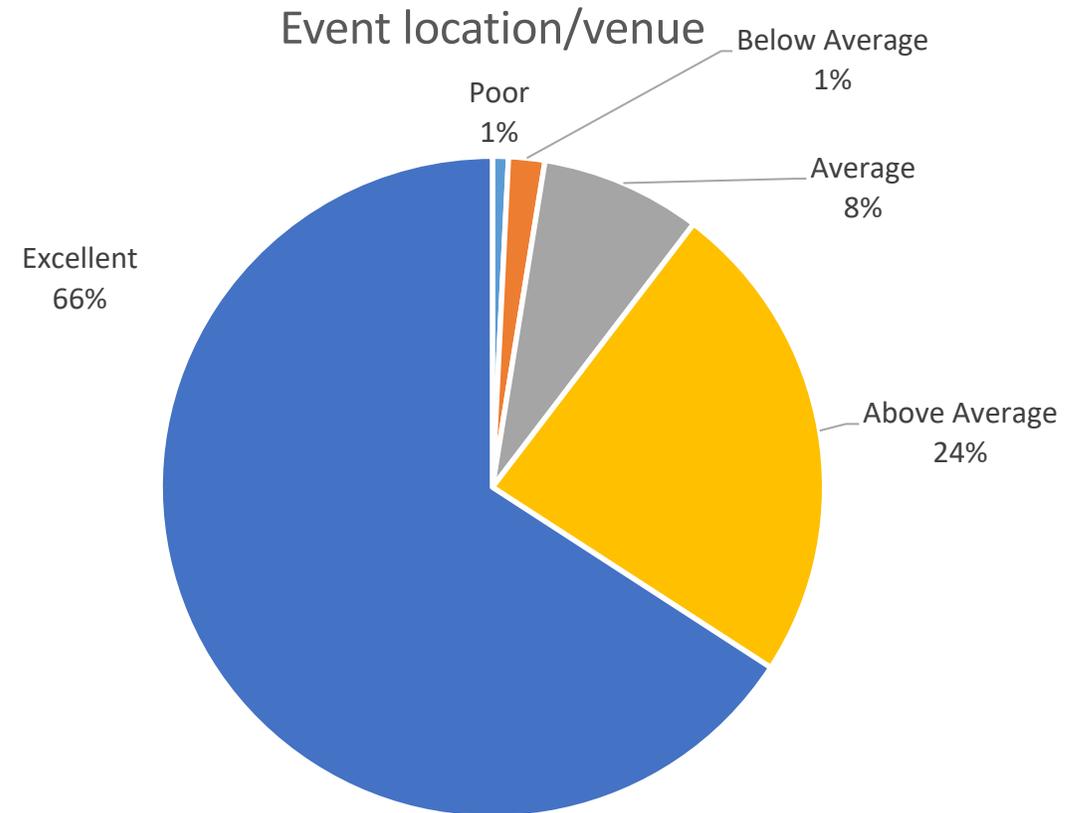


After surveying the students, 45% believe that the marketing for SAB events was excellent. Roughly 70% of those surveyed identified that SAB event publicity is above average or better.



# Student Activities Board (SAB)

Event Location/Venue

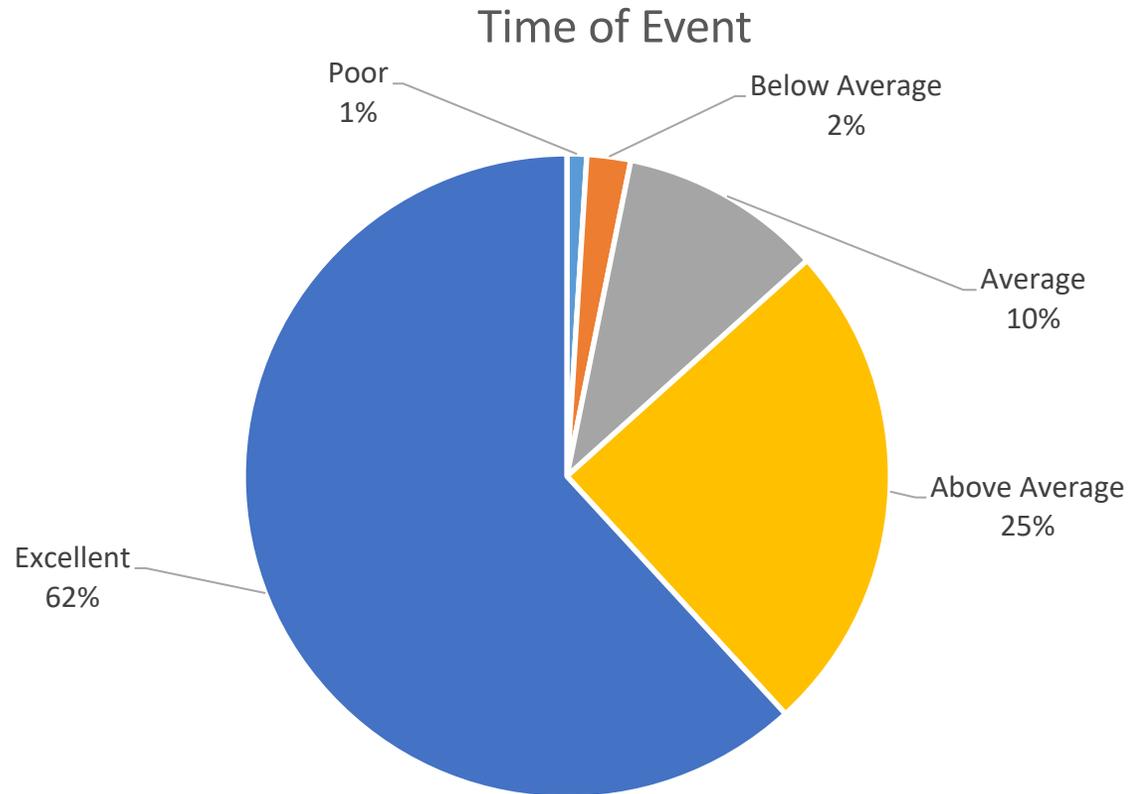


Students are pleased with the current locations for SAB events, with 90% of the students rating the venues as above average or better. This rating is up 2% from last year's evaluations. SAB events take place in venues throughout the Student Union Building and in a variety of venues on and off campus.

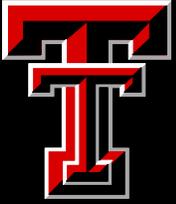


# Student Activities Board (SAB)

Time of Event

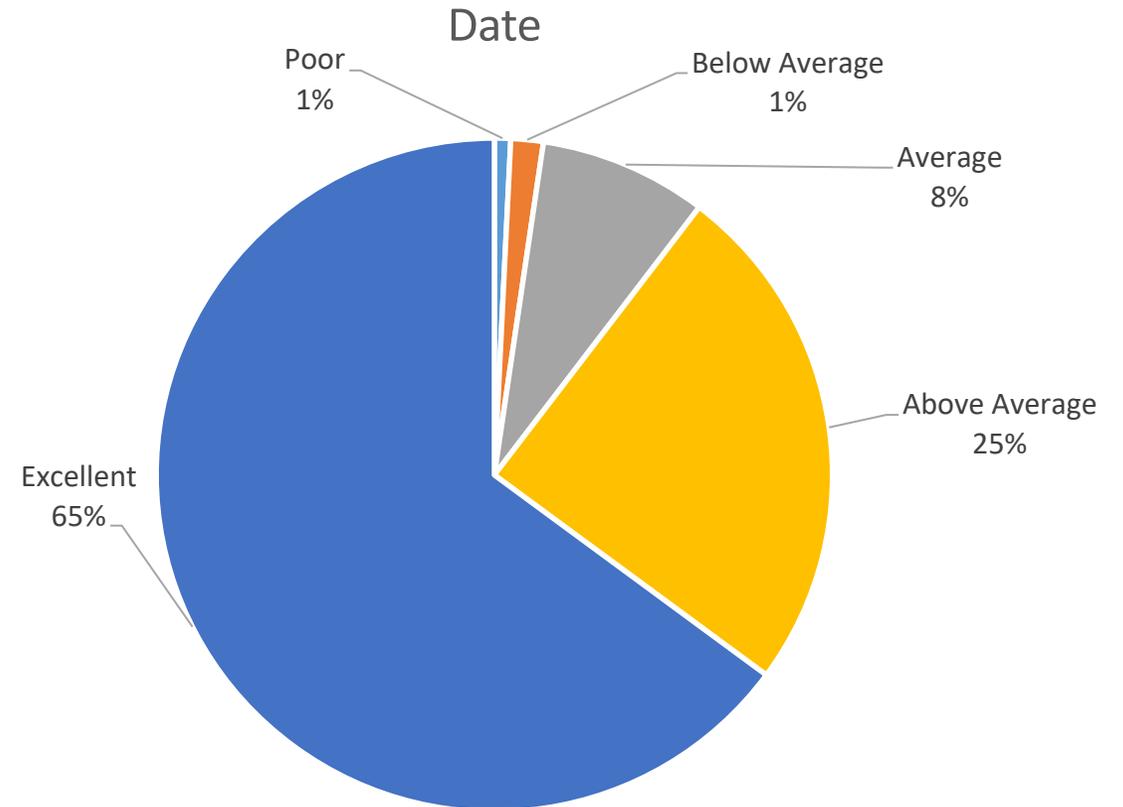


The time for SAB events varies, with times that range from daytime to evening hours. Students have different schedules and SAB tries to plan different event times throughout the day to accommodate student needs.

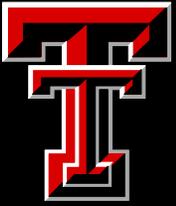


# Student Activities Board (SAB)

Date/Day of the Week

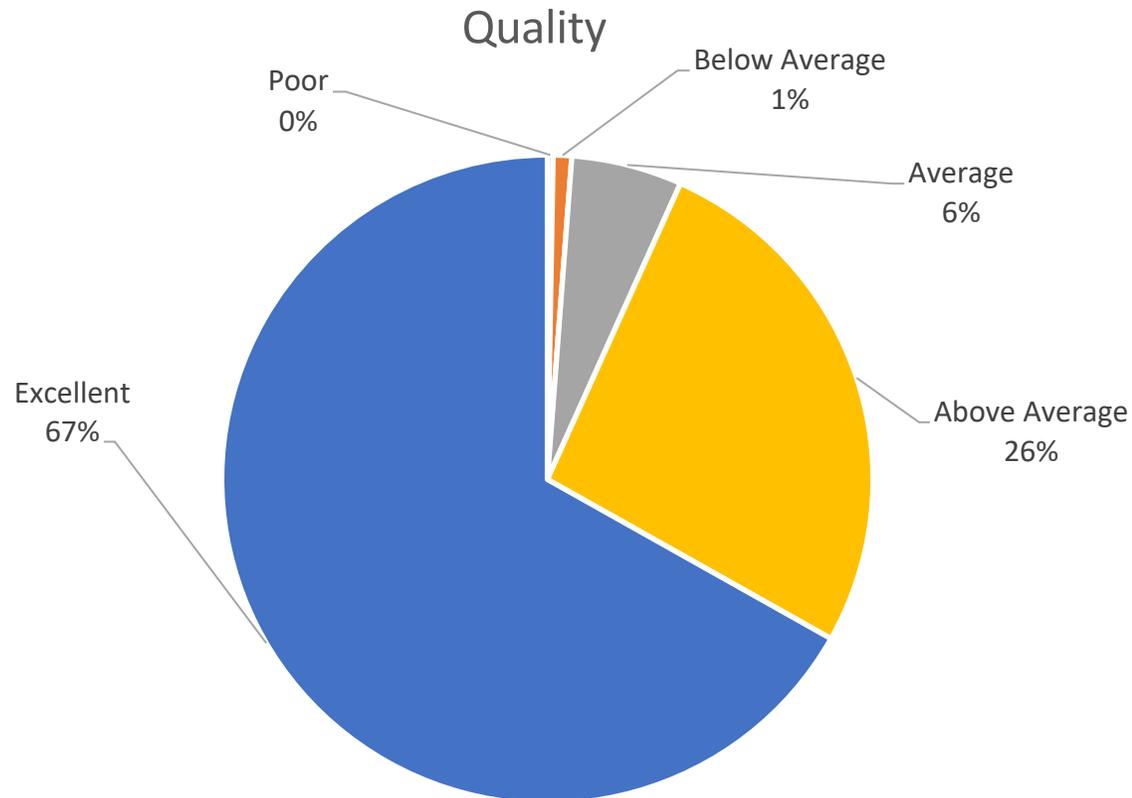


Of those surveyed, 90% indicated that they were satisfied with SAB event dates. SAB takes this into consideration to encourage more students to attend events.

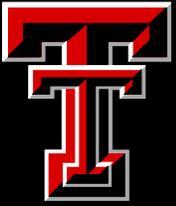


# Student Activities Board (SAB)

Quality of Event

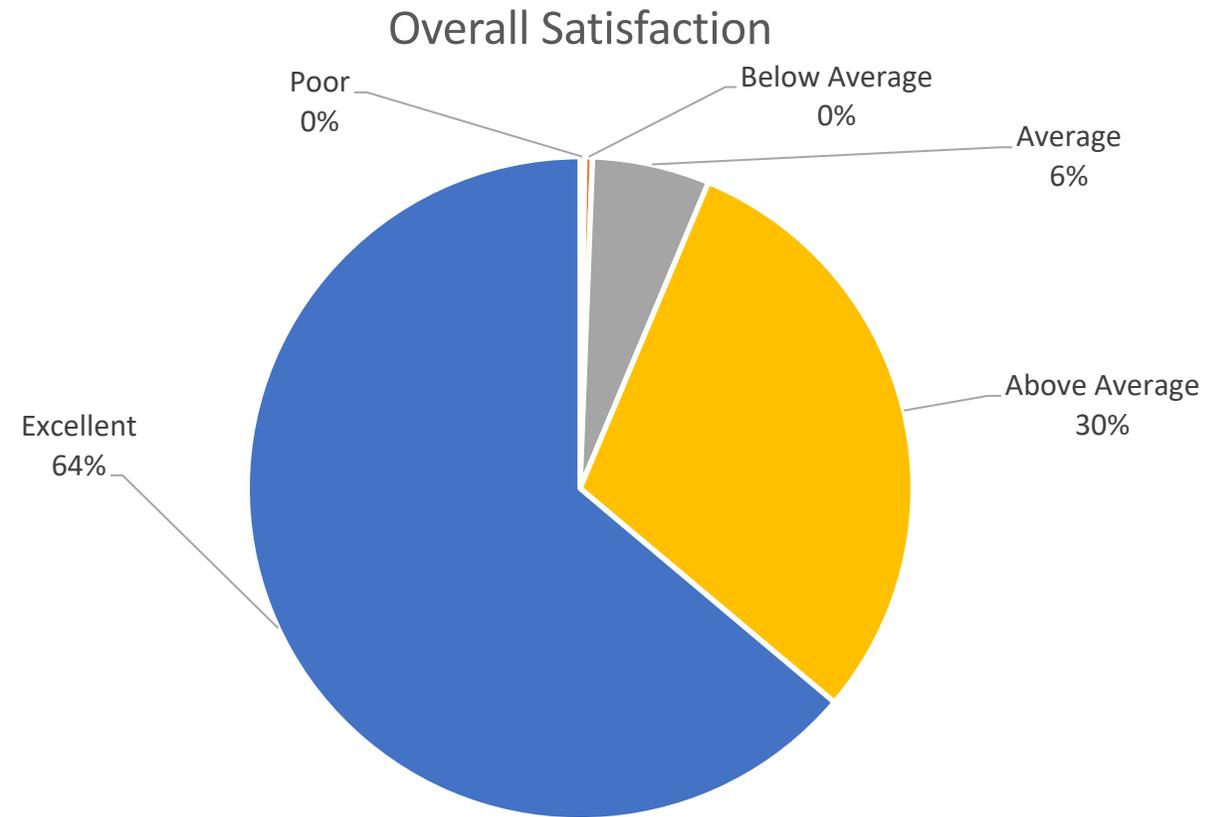


Of those surveyed, 93% indicated that they viewed the quality of SAB events as above average or excellent.

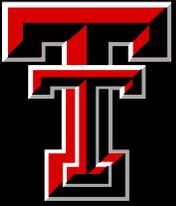


# Student Activities Board (SAB)

Overall Satisfaction of Event



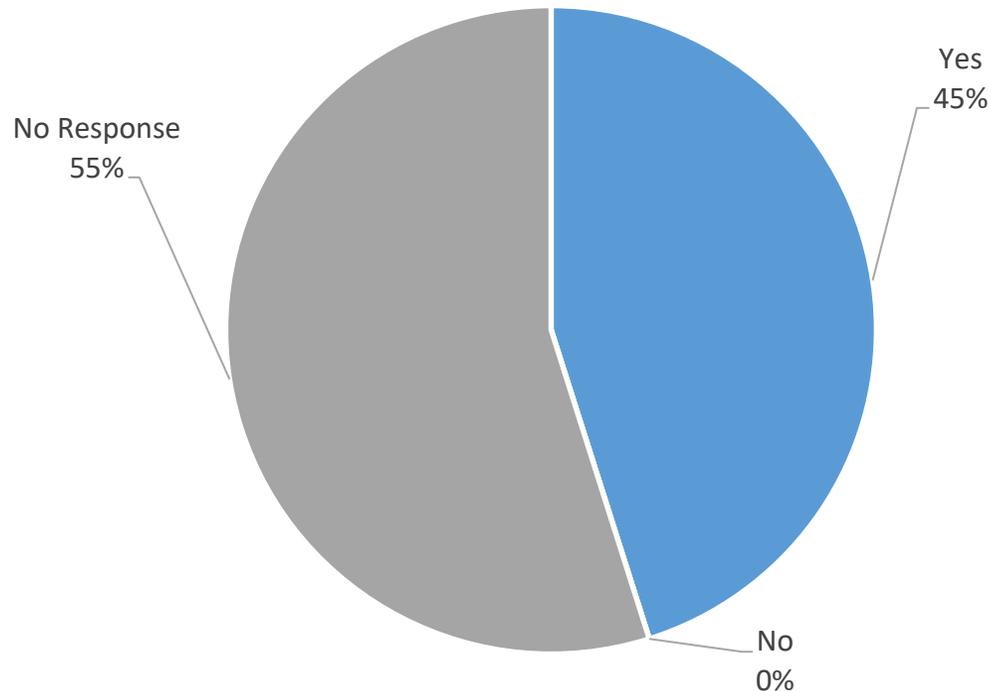
This is an important statistic from the evaluation. SAB's goal is to be successful and create great events throughout the year. This year, 64% of individuals surveyed identified their overall satisfaction as excellent.



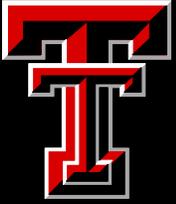
# Student Activities Board (SAB)

## Faculty Involvement

### Faculty Encouragement

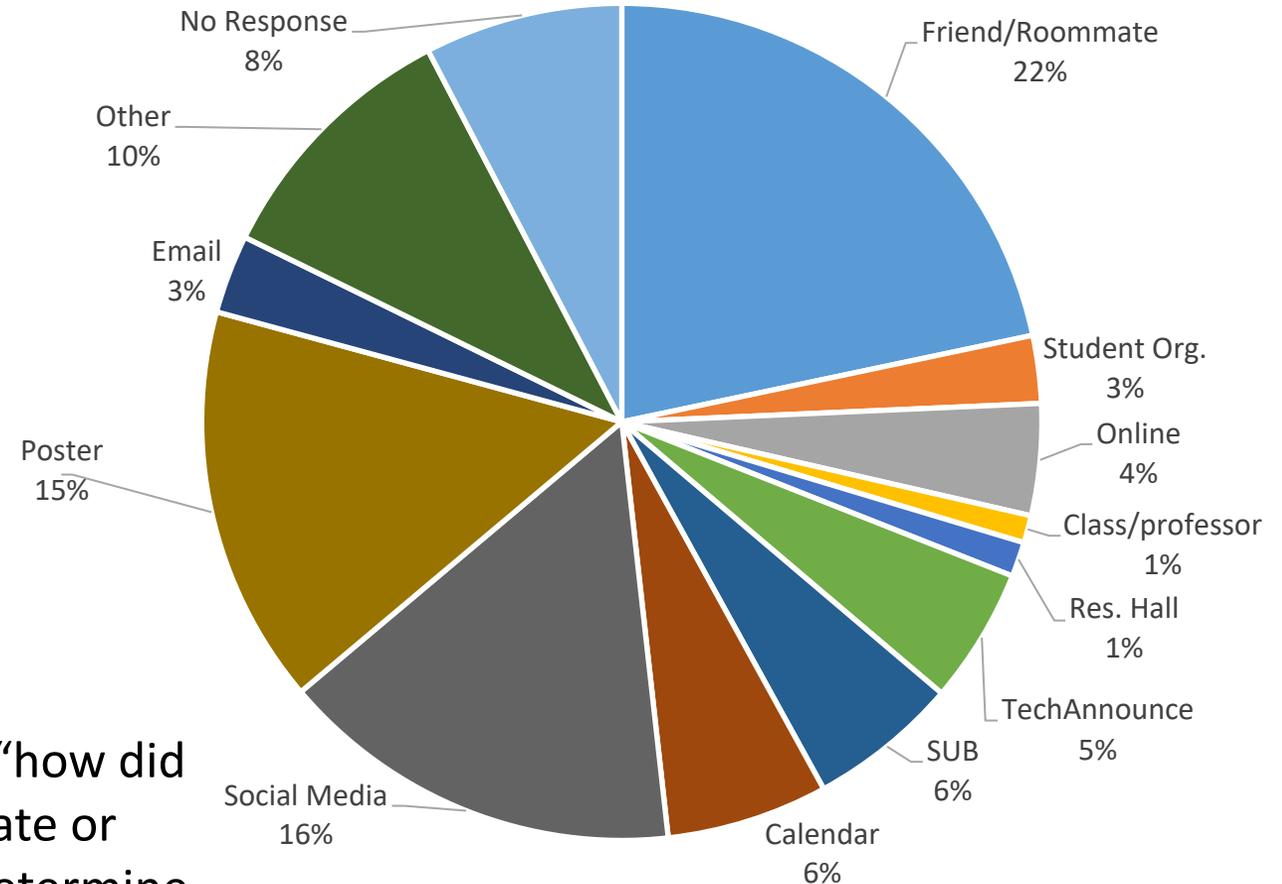


The Student Activities Board encourages faculty involvement by increasing faculty awareness of SAB events related to their curriculum. This year 45% of the students who responded were encouraged to attend a SAB event by their professor.



# Student Activities Board (SAB)

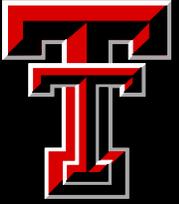
How did you hear about this event?



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

# Student Activities Board (SAB)

## Attendance Numbers



	2017-2018	2018-2019
Total Attendance	<b>41,278</b>	<b>37,598</b>
Honorarium Expenses	<b>\$232,388.61</b>	<b>\$188,982.64</b>
Price Per Student	<b>\$5.62</b>	<b>\$5.03</b>
Fall Events	<b>79</b>	<b>92</b>
Spring Events	<b>71</b>	<b>63</b>
Total Number of Events	<b>150</b>	<b>155</b>

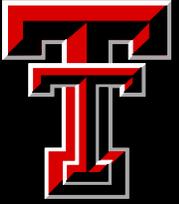
# Student Activities Board (SAB)

## Attendance Per Month



	Number of Events	Attendance	Honorarium Expenses
August	8	1,002	\$3,456.97
September	27	5,604	\$21,669.10
October	32	16,551	\$34,424.94
November	22	2,843	\$14,366.75
December	3	397	\$3,378.48
January	10	1,199	\$7,330.91
February	16	1,487	\$7,396.02
March	15	2,360	\$7,808.91
April	17	5,558	\$76,627.00
May	5	597	\$12,523.56
<b>TOTAL</b>	<b>155</b>	<b>37,598</b>	<b>\$188,982.64</b>

# Student Activities Board (SAB)



## Event Highlights

### Homecoming Week

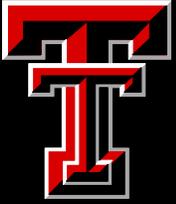
- The theme of Homecoming Week 2018 was “Raiderpalooza” and featured festival type of categories. Groups chose a musical artist as their theme for the week.

### 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.

# Student Activities Board (SAB)

Collaborations 2018 - 2019



## Fall 2018

- University Career Center
- Hospitality Services
- Raiders Helping Others
- Rec Sports
- Residence Halls Association
- The Center for Active Learning and Undergraduate Engagement (CALUE)

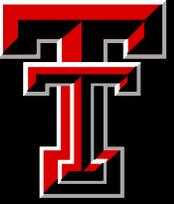
## Spring 2019

- Grounds Maintenance
- Hospitality Services
- Parking Services
- Rec Sports
- Volunteer Center of Lubbock



# Student Activities

2018-2019 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

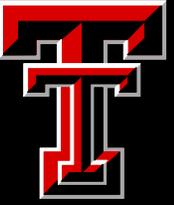
Tech to Town

Tech-or-Treat

Volunteer Fair (one each semester)

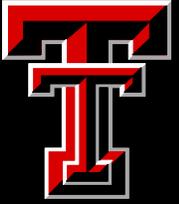
# Student Activities Board (SAB)

## Late Night Movies



Due to the increase in attendance and movie titles being released during the Fall semester, the 2018-19 film series began with three showings of each film, one on Thursday night and two each Friday evening. The following data reflects the three showings during the Fall semester and two showings each week (one each Thursday evening and one each Friday evening) during the Spring semester.





# Student Union & Activities

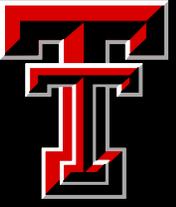
## Late Night Movie Event Attendance

	Thursday Night	Friday Night	Turned Away
<b>Fall 2018</b> (13 Films)	1,053	1,449	306
<b>Spring 2019</b> (15 films)	865	942	127
<b>Total</b>	1,918	2,391	433
<b>Average per showing</b>	68.5	85	15

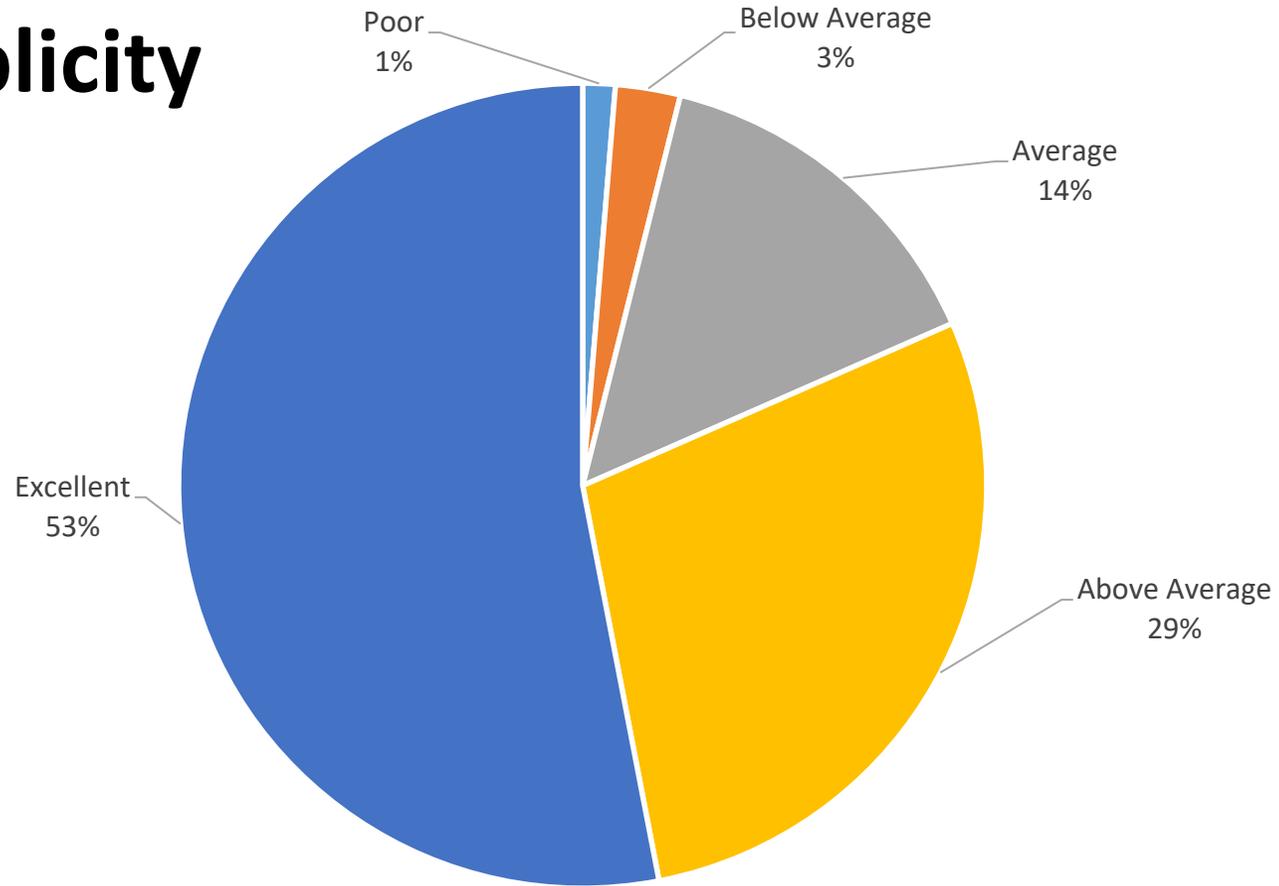
2018-2019 was the second academic year that the Late Night Movie series was shown on both Thursday and Friday evenings. Attendance increased 21% since the 2017-2018 film series.

# Student Union & Activities

Late Night Movies 2018-2019 Event Assessment



## Publicity

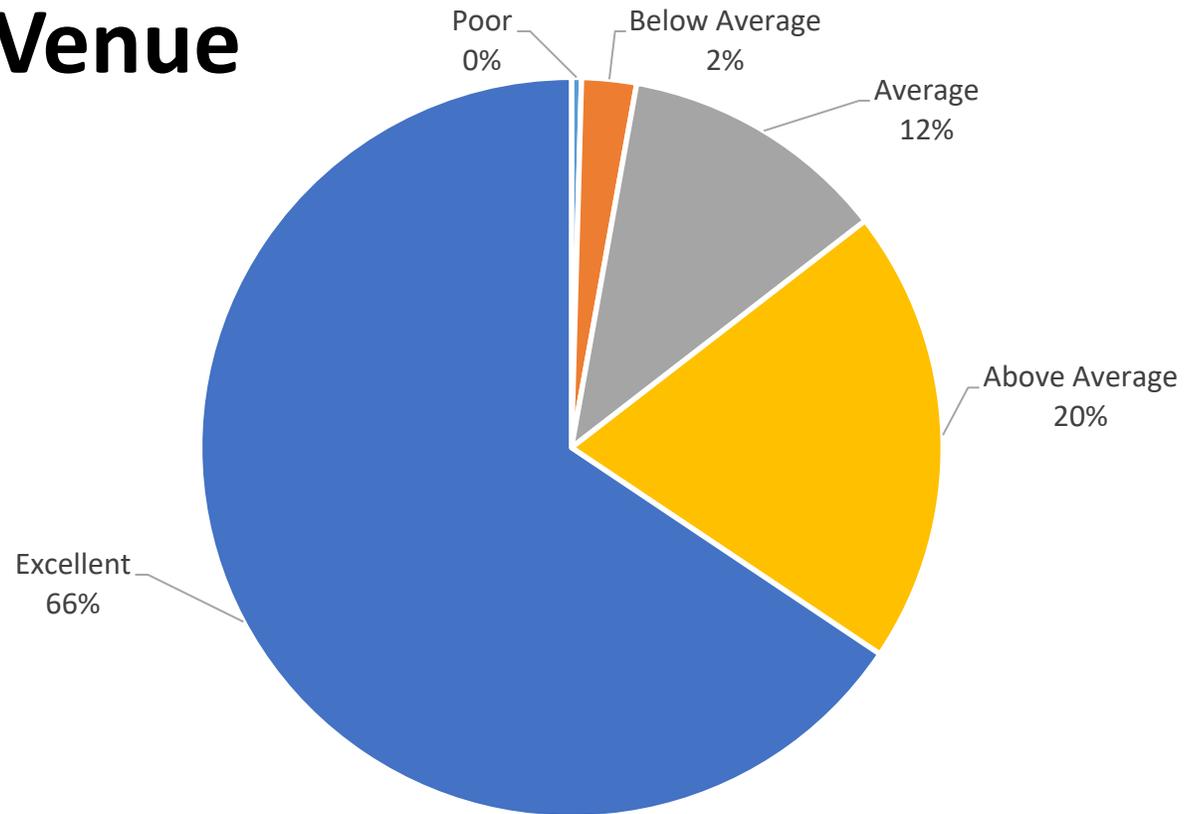


# Student Union & Activities

Late Night Movies 2018-2019 Event Assessment

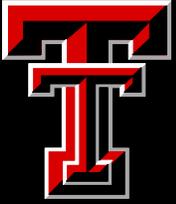


## Location/Venue

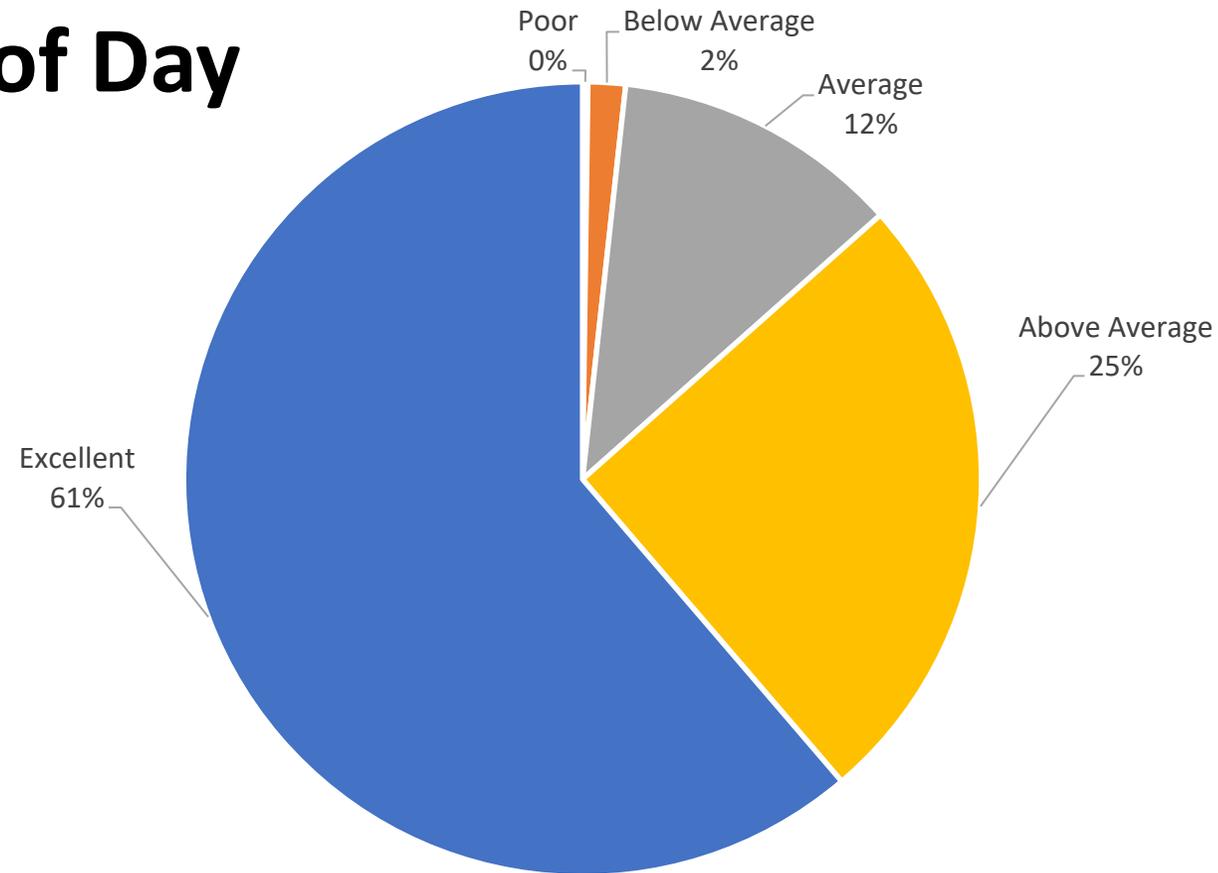


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Late Night Movies 2018-2019 Event Assessment

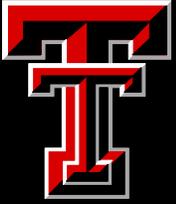


## Time of Day

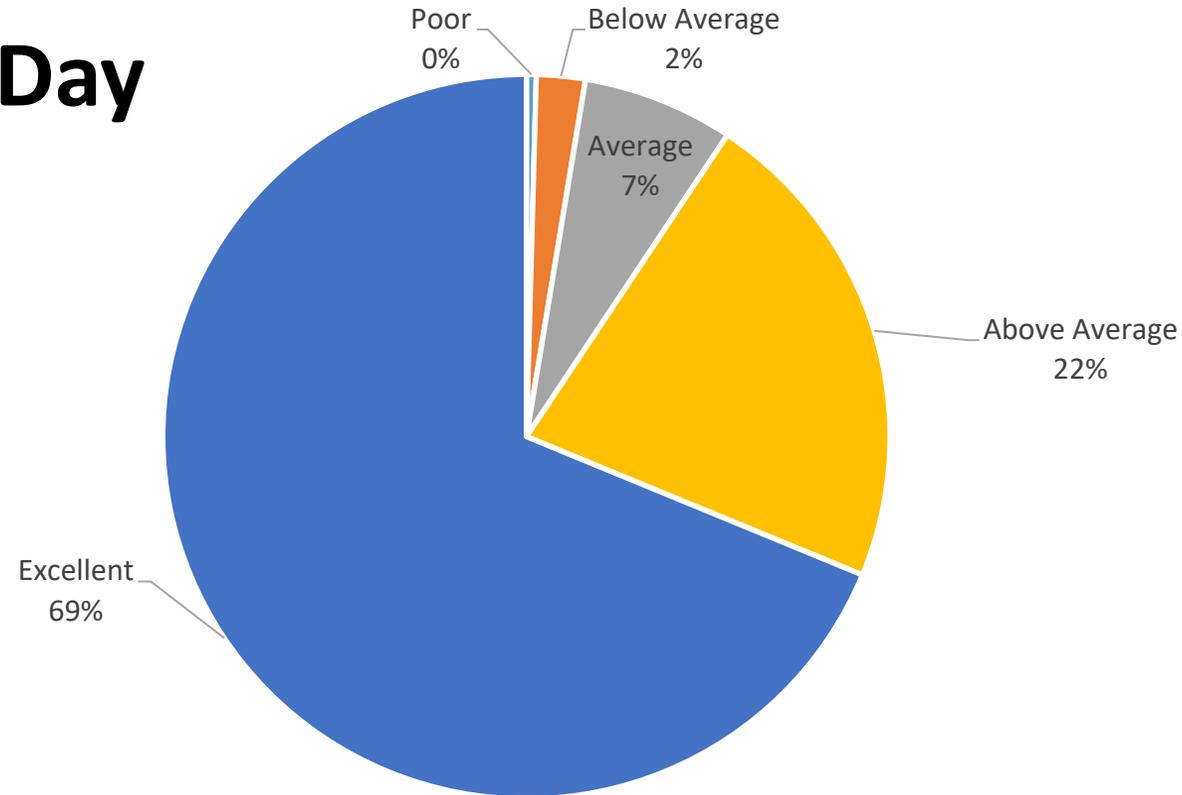


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Late Night Movies 2018-2019 Event Assessment

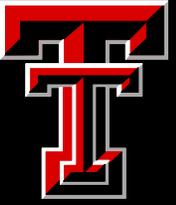


## Date/Day

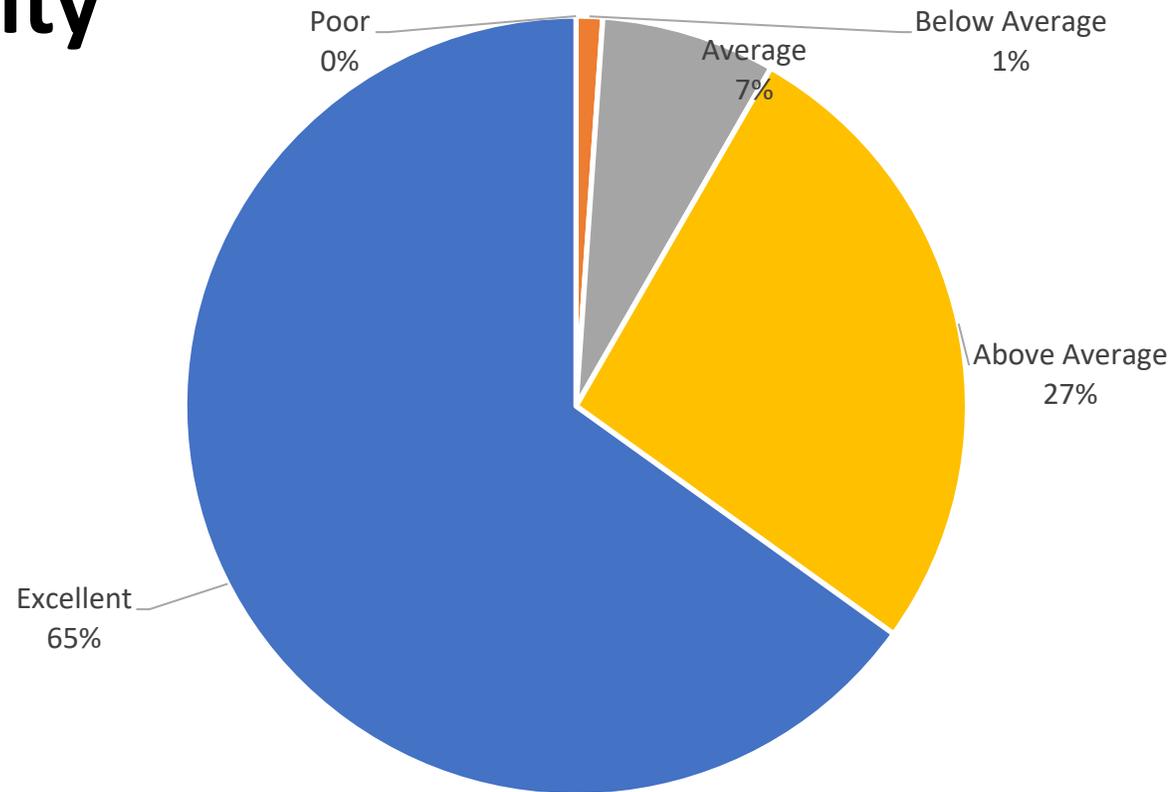


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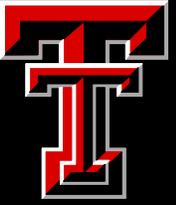


## Quality

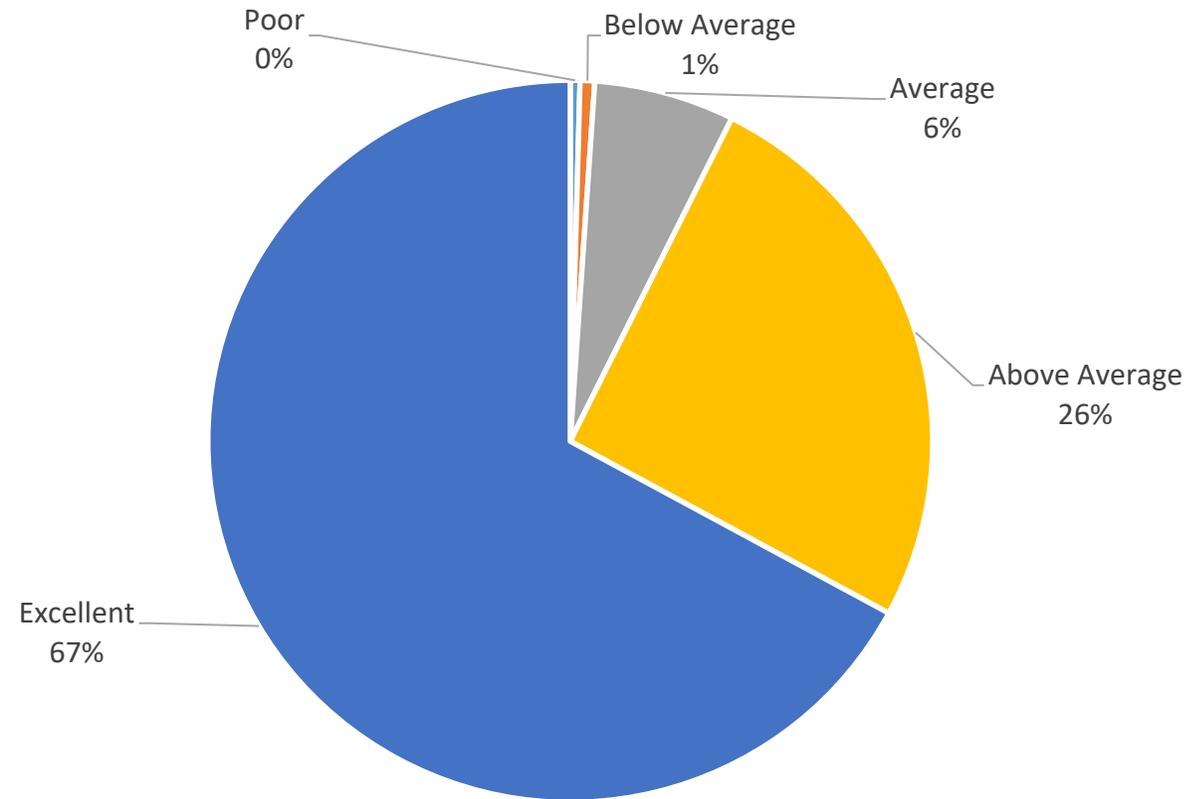


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Late Night Movies 2018-2019 Event Assessment



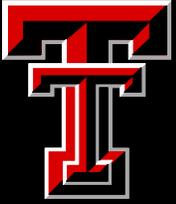
## Overall



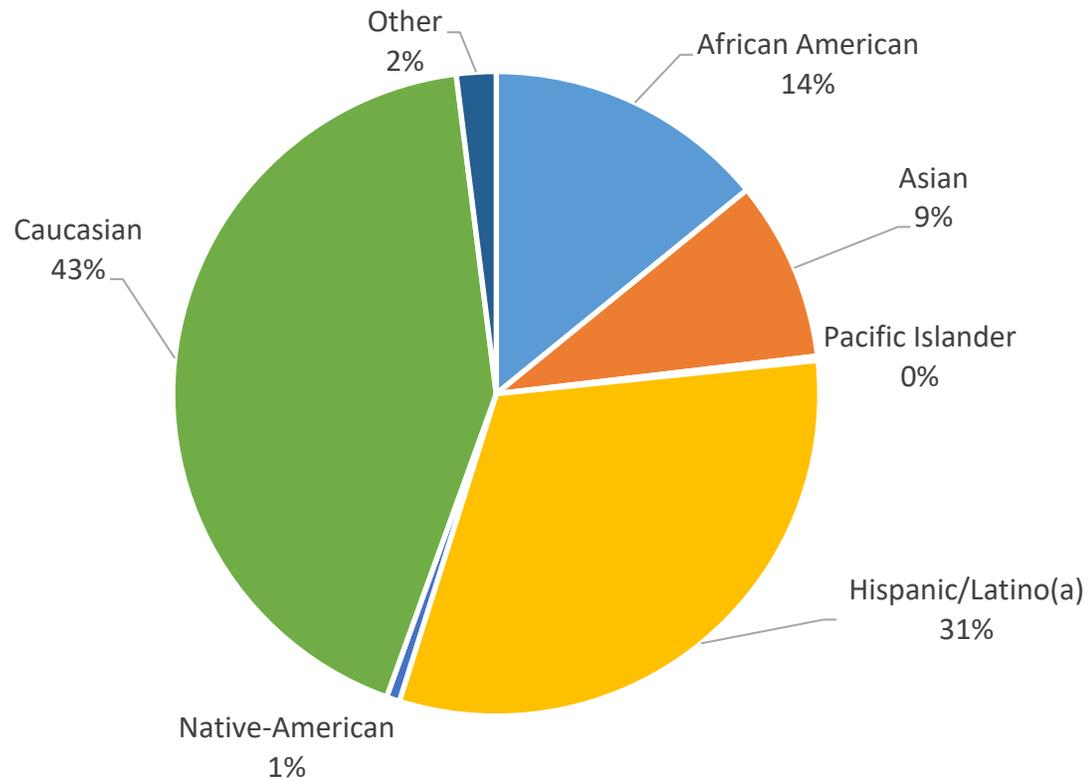


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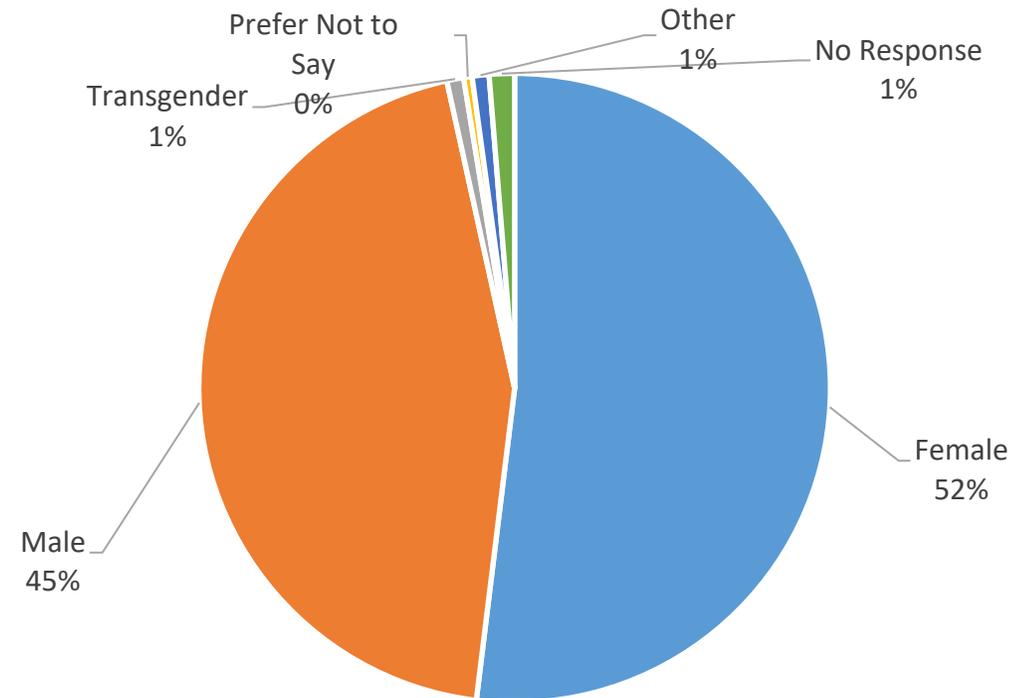
Late Night Movies 2018-2019 Audience Information



## Ethnicity

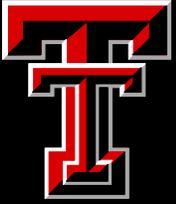


## Gender

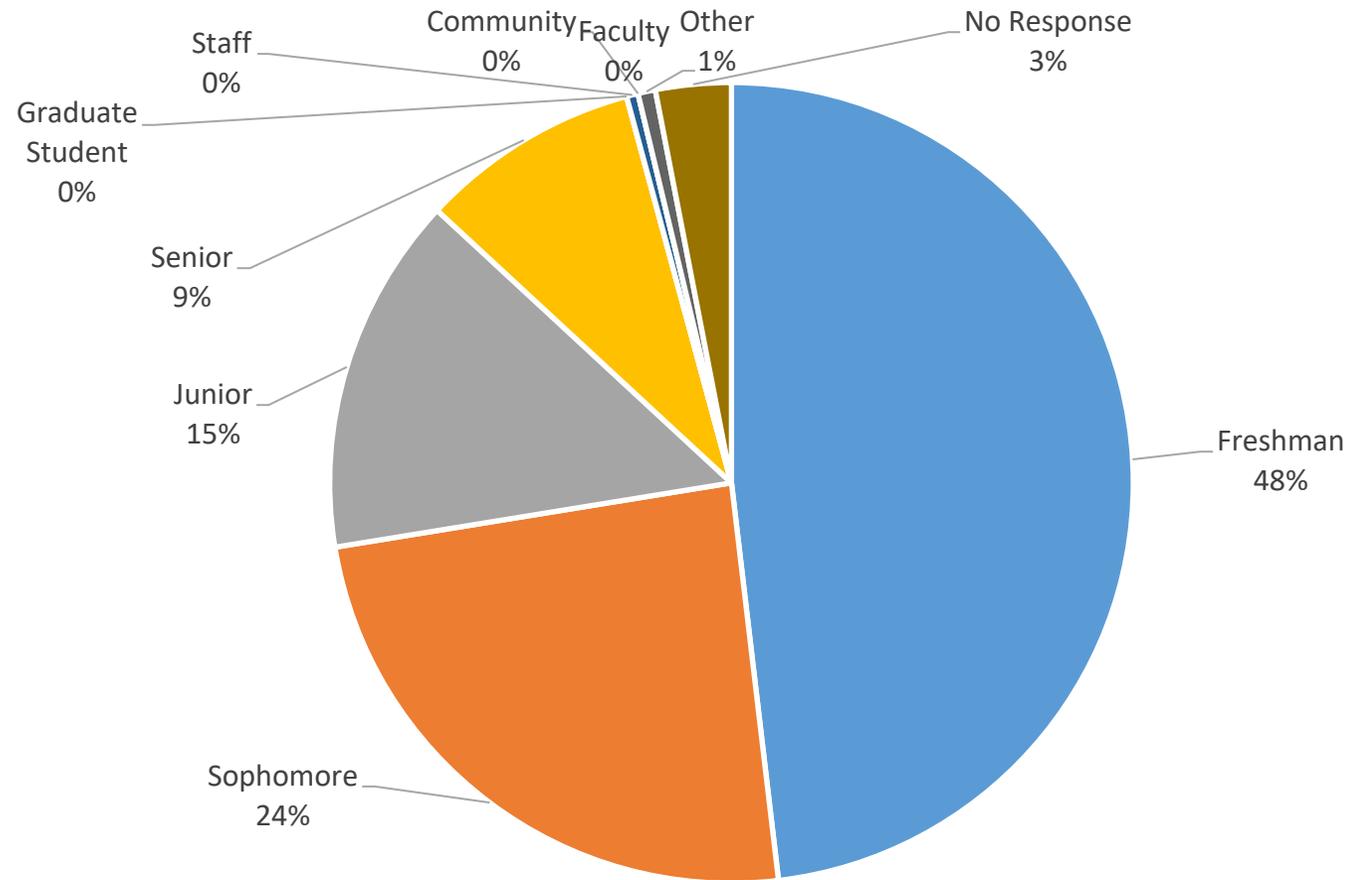


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Late Night Movies 2018-2019 Audience Information

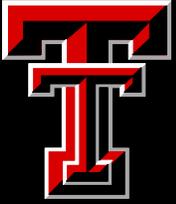


## Classification

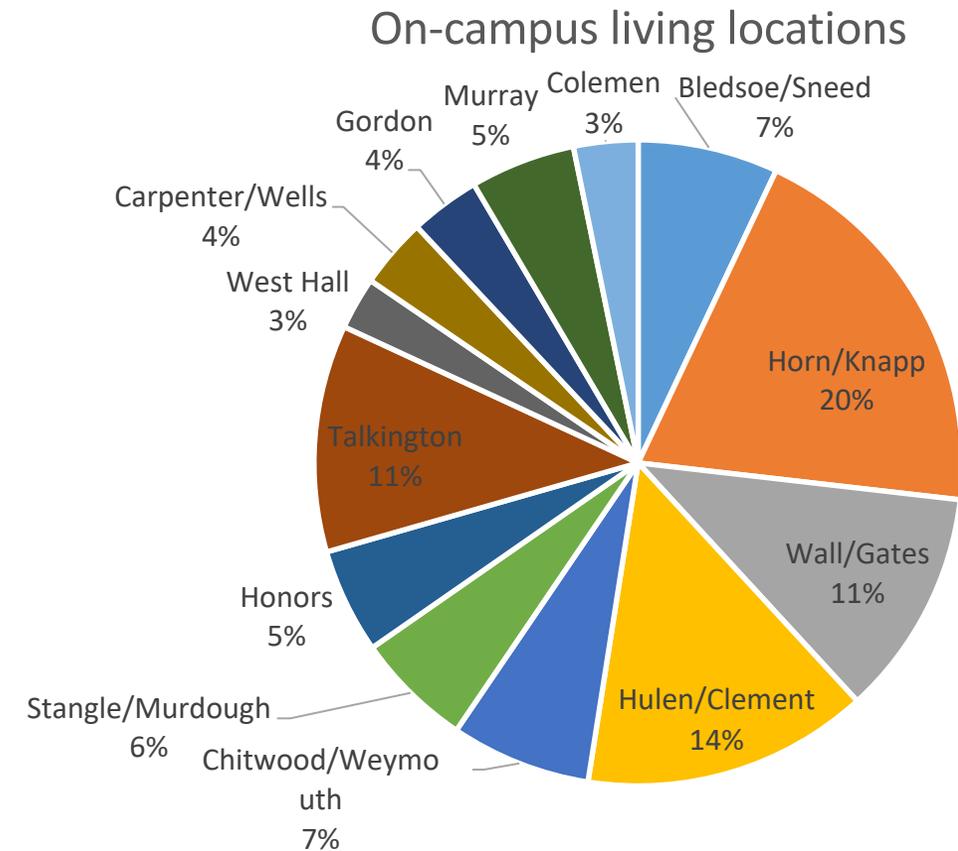
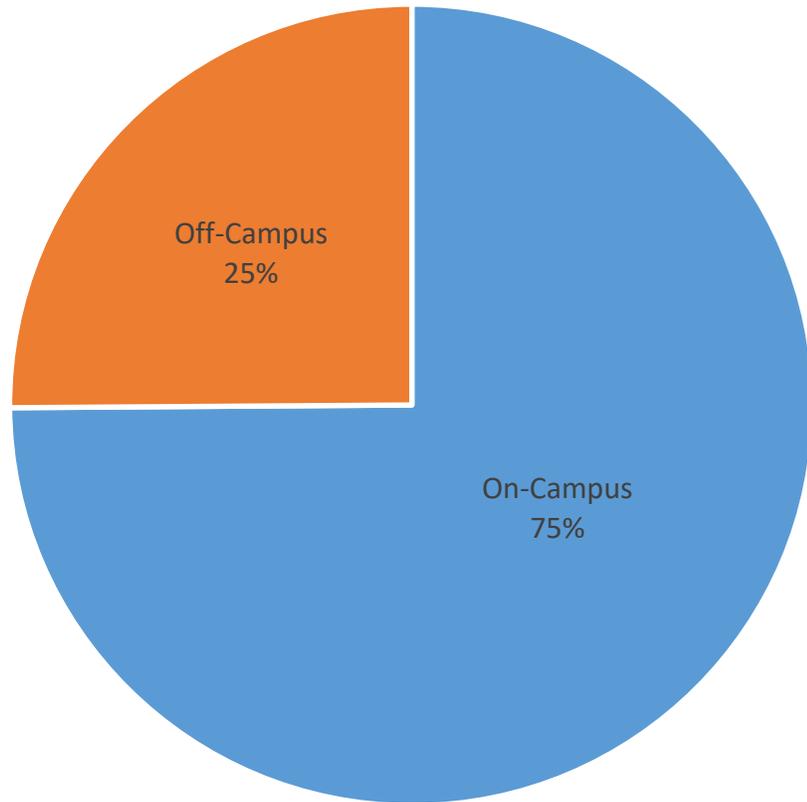


# Student Union & Activities

Late Night Movies 2018-2019 Audience Information

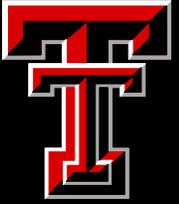


## Residency



# Student Activities Board (SAB)

## Outreach Event Highlights 2018-2019



### **Diversity Week**

- Diversity Week was a collaboration among SAB and around 40 campus departments and student organizations to sponsor 30+ 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 volunteer opportunities at the Texas Tech Recycling Center and five 6-Minutes of Service opportunities some of which included decorating flowerpots to promote the importance of protecting bees, filling our cards to be sent over seas for the holidays, and making signs and banners for veterans.

### **Tech Can Share Food Drive**

- Tech Can Share was held throughout the month of November. Overall, 2,136 lbs. of food and \$515 were 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 600 volunteers registered to serve the Lubbock Community.



# Student Union & Activities

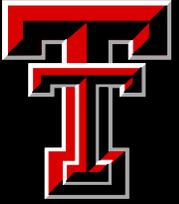
Tech-or-Treat 2017-2018

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 47 student organizations and campus departments participate in hosting activities.



# Student Union & Activities

Awards Spring 2018



## **Scholarships**

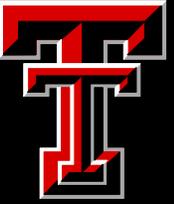
- Schubert Family Programming Scholarship Recipients: Michelle Morris & Alexandria Gallegos
- Barnes & Noble Scholarship Recipients: William Schneider, Taryn Starr, Kayla Owens, Emma Johnson, Young Min Kim, Flavio Calderon II

## **Student Activities Board Annual Awards**

- Jerry V. Fox, Jr. Award for Outstanding Coordinator: Michelle Morris
- Award for Outstanding New General Member: Christian Valles
- James G. Allen Award for Outstanding General Member: Rahil Patel
- W.B. Rushing Award for Outstanding Contribution to Campus Programs: Katarina Leal
- Advisor's Choice Excellence Award: Colin Owens
- SABtime Achievement Award: Colton May

# Student Union & Activities

Student Development



## Student Development

- **2019 NACA National Conference**
  - Sabrina Gonzalez
  - Michelle Morris
  - Colin Owens
  - Resa Pletcher
  - Christian Valles

# Student Union & Activities

## Community/Campus Involvement



### **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.

### **Children's Advocacy Center**

Claire Maginness volunteers with the Children's Advocacy Center to help present Texas' Play it Safe Program to children in the Lubbock community (both in school and in various summer camp programs). Play it Safe teaches children of all ages to recognize potentially abusive behavior, provides the tools to respond to threatening situations, and encourages them to report abuse to a trusted adult.

### **Delta Alpha Sigma Multicultural Sorority, Inc.**

Cassandra 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**

Loni Crosby 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.

### **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**

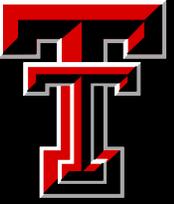
The Texas Tech University Staff Senate shall exist to contribute to the welfare of its staff employees; to serve as a liaison among staff, administration, faculty, and students; and to advise the administration in matters affecting the staff. Through these purposes the Staff Senate strives foremost to contribute to the overall success of Texas Tech University. Jon Mark Bernal served as the President-elect for 2018-2019 year.

### **United Way**

Kristin Miller, Claire Maginness, and Jon Mark Bernal serve in various positions within United Way volunteer positions within United We Read and the United Way Program Review.

# Student Union & Activities

## Professional Development

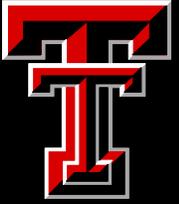


### Conference/Event Attendance

- *Association of College Unions International (ACUI) National Conference:* Dan Burns, Jon Mark Bernal, Kristin Miller, & Claire Maginness
- *Big XII Directors Conference:* Dan Burns & Jon Mark Bernal
- *IPDS New Professionals Orientation*– Loni Crosby
- *Leadership Series Book Club:* Autumn Arthur
- *NACA 2019:* Columbus – Claire Maginness, Loni Crosby

# Student Activities Board (SAB)

## Student Leader Learning Outcomes



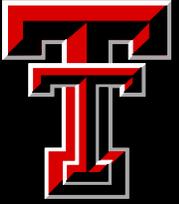
### **Student Leader Learning Outcomes Assessment**

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.

# Student Activities Board (SAB)

## Exec Board Learning Outcomes

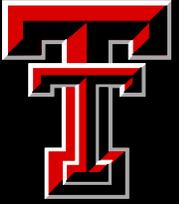


### LEADERSHIP

Learning Outcome	Year Score
1 I have the ability to persuade or influence effectively.	+5
2 I take initiative.	+5
3 I delegate tasks.	+6
4 I manage meetings effectively.	+6
5 I am able to teach various skills.	+7
6 I motivate others in an organization.	+7
7 I evaluate skills and knowledge of other individuals.	+6
8 I confront problems.	+6
9 I exercise authority when needed.	+8
10 I work independently.	+4
11 I foresee problems and take appropriate action.	+5
12 I am aware of my weaknesses as a leader.	+4
13 I can effectively recruit, retain and recognize team members.	+7

# Student Activities Board (SAB)

## Exec Board Learning Outcomes

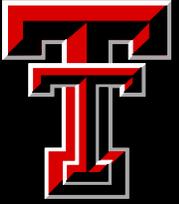


### DECISION-MAKING AND PROBLEM-SOLVING

Learning Outcome	Year Score
14 I identify issues and their cause/effect.	+5
15 I mediate in times of dissension.	+5
16 I reach logical decisions.	+5
17 I implement decisions.	+3
18 I deal objectively with situations and people.	+6
19 I take responsibility for my actions.	+7
20 I do not procrastinate.	No Change
21 I have an understanding of effective conflict management.	+4
22 I believe that my actions reflect sound and ethical decisions.	+4

# Student Activities Board (SAB)

## Exec Board Learning Outcomes

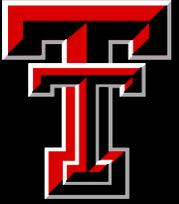


### PLANNING AND ORGANIZATION

Learning Outcome	Year Score
23 I set goals and specific objectives to meet those goals.	+5
24 I develop a plan of action to obtain goals and objectives.	+5
25 I evaluate progress towards the goal upon its completion.	+6
26 I organize projects into manageable parts and processes.	+6
27 I set and meet deadlines.	+7
28 I am knowledgeable of trends in the campus culture.	+4
29 I am aware of the steps involved in event planning.	+7
30 I know how to organize a major event on campus.	+9
31 I am knowledgeable of different methods to promote an event.	+7

# Student Activities Board (SAB)

Exec Board Learning Outcomes

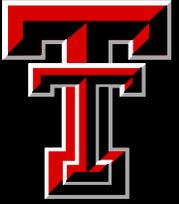


## ASSESSMENT AND EVALUATION

Learning Outcome	Year Score
32 I know how to use and collect quantitative data for an event.	+6
33 I know how to use and collect qualitative data for an event.	+7
34 I know how to evaluate and reflect on an event.	+10
I know how to benchmark with other programming boards and 35 universities.	+3

# Student Activities Board (SAB)

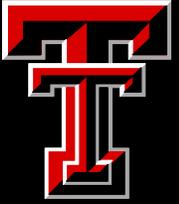
## Exec Board Learning Outcomes



COMMUNICATION	
Learning Outcome	Year Score
36 I give clear instructions	+6
37 I listen empathetically.	+8
38 I have a command of written English.	+4
39 I have a command of verbal English.	+4
40 I have a command of e-mail and text messaging.	+5
41 I can give constructive feedback.	+6
42 I can accept feedback in an appropriate manner.	+6
43 I feel confident speaking in front of large groups.	+4
44 I am comfortable interviewing for campus leader positions.	+5
45 I seek out my advisor for advice about my programming position.	+6
46 I seek out my advisor for advice about academics and/or my personal life.	+9

# Student Activities Board (SAB)

## Exec Board Learning Outcomes



### TIME AND STRESS MANAGEMENT

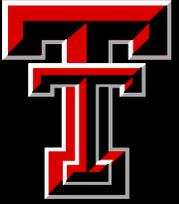
Learning Outcome	Year Score
47 I work effectively under pressure.	+5
48 I exhibit effective means of coping with stress.	+4
49 I effectively manage my time.	+4
50 I make immediate logical decisions.	+7
51 I create a balance between academic, employment, and co-curricular activities.	+5

### FINANCIAL MANAGEMENT

Learning Outcome	Year Score
52 I can read and analyze a budget.	+6
53 I accept financial responsibility and work within a budget.	+6

# Student Activities Board (SAB)

## Exec Board Learning Outcomes



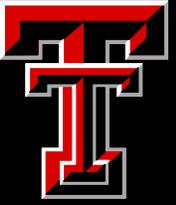
### ADAPTABILITY

Learning Outcome	Year Score
54 I can read and analyze a budget.	+6
55 I accept financial responsibility and work within a budget.	+3
56 I react well to change.	+4

### HUMAN RELATIONS

Learning Outcome	Year Score
57 I demonstrate a cooperative spirit.	+5
58 I try to understand the varying backgrounds and lifestyles of others.	+7
59 I respond to the needs of my peers/colleagues.	+6
60 I actively educate myself in different cultures.	+5
61 I cultivate relationships with others different from myself.	+7

# Contributors



Claire Maginness, Associate Director

Loni Crosby, Administrator

Troy Pike, Administrator

Autumn Arthur, Unit Manager

Jeremy Smith, Marketing Unit Coordinator

Rhonda Bratcher, Specialist III