

Fall 2011 Semester Report

QUICK REPORT REVIEW

Campus Services held grand openings for facilities, upgraded services and created new programs during Fall 2011 Semester. This report contains highlights.

PROGRAMS

- Business Services increased its imaging for September, October November by 40 percent compared with the same time in 2010 – page 2.
- Business Services increased 136 percent and 123 percent in the Property Control annual inventory for Assets Created and Interfaces Processed – page 2.
- Auxiliary Services BuzzFunds gave funding to 31 groups – page 2.
- Georgia Tech Dining Services conducted a marketing survey on best ways to reach students – page 3.
- Human Resources held an eight-hour “Welcoming Diversity: Prejudice Reduction” workshop – page 3.
- Housing’s occupancy rate for fall semester was 99.04 percent – page 4.
- Housing’s StarRez assignments software program began – page 4.
- The Student Center sold 5,300 tickets for the Georgia Tech Night at Six Flags event – page 4.

SERVICES

- With a total 8,521 Housing residents, ResNet registered 6,836 residents on the wired network and the average daily usage on the wireless network was 5,524 – page 5.
- More than 200 people attended the 100th Take-A-Prof to Lunch provided by the Student Center Programs Council Arts and Culture Committee – page 5.
- Health Services saw a decrease in visits during same time period from 2010 to 2011 – page 5.
- The BuzzCard Center sold more than 6,300 online transactions on its eMarketplace, including sales for the BluePrint Yearbook – page 6.

- Georgia Tech Dining Services saw 1800-1900 students at its annual Caribbean Night dinner, Aug. 21 – page 6.
- Human Resources had more than 4,000 employees go through its online Benefits Open Enrollment – page 6.
- Human Resources new leave management system, TimeOut, conducted a survey with 91 percent stating that the TimeOut system was efficient in requesting and reporting leave – page 7.

FACILITIES

- The Academy of Medicine opened with its first event on Nov. 16 – page 8.
- The Technology Store in Barnes & Noble @ Georgia Tech held a grand opening with hundreds of students and others attending – page 9.
- Renovation is progressing on Fitten Residence Hall; design phase planning started on Glenn & Towers Residence Halls – page 9.

IN THE NEWS...

- Housing’s North Avenue Apartments received LEED Gold certification for Existing Building in Operations & Maintenance – page 9.



- NACAS awarded Parking & Transportation the NACAS 2011 Innovative Achievement Award for its Stingerette/Ridecell program – page 9.

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Programs

Business Services

Imaging – ImageNow Upgrade

Business Services upgraded its ImageNow software to a 6.6 version. ImageNow is software that adapts business processes and ensures that all documents are secure, quickly retrievable, and tied to the files and applications wanted, with comments and annotations as needed.

Imaging from Business Services increased 40% from FY11 to FY12 for the same months (September, October, November).

BuzzMart

BuzzMart upgraded to the 11.3 version in October.

Property Control

Property Control started the annual inventory process on a staggered schedule by department. Both categories – Assets Created (items required to be tracked) and Interfaces Processed (assets audited for correct equipment code assignment) increased from FY11 to FY 12 for the same months (September, October, November), respectively, 136 percent (1507 vs. 639) and 123 percent (2263 vs. 1013).

BuzzFunds

Auxiliary Services BuzzFunds processed requests and awarded funding to the following student and campus organizations during fall semester:

- African American Student Union Onyx Ball
- Student Government Association Basketball Shuttles
- Transportation for Celebrating Martin Luther King, Jr. event
- Erato
- Executive Round Table
- Georgia Tech Bike Week
- Graduate Student Psychology Welcome Back event
- India Club Garba
- Leader to Leader Introduction Dinner
- MLK Day of Service
- National Panhellenic Step Show

- Phi Beta Sigma Health Fair
- Presidents' Summit 2011
- Relay for Life
- Student Center Spring Speaker
- Homecoming Post-Game Bash
- Buzz Around the World of Coke Transportation
- Student Government Association Involvement Week
- So you think you can step
- Soph' Smores
- Sophomore Summit
- Student Leader Retreat
- Team Buzz
- Tech Chef Competition
- Tour of Asia
- Tower Undergraduate Research
- Vietnamese Moon Festival
- Student Government Association White Out
- Women's Leadership Conference
- Wreckless Tailgate
- Wreckless Stress Relief



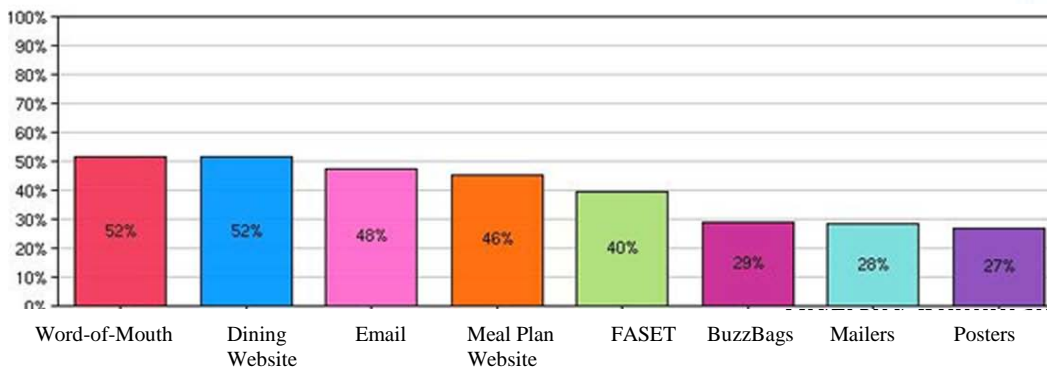
Stamps Health Services and the Joseph Brown Whitehead Building celebrated the 100th Anniversary of Health Services at Georgia Tech, Wednesday, Nov. 16, with (l-r) President and Mrs. G.P. "Bud" Peterson, representatives from the families of Joseph Brown Whitehead and Dr. Edward Roe Stamps III, Dr. Gregory Moore (Director, Stamps Health Services) and Dr. Maureen Olson (Medical Director, Stamps Health Services).

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Georgia Tech Dining Services

Marketing Survey - Trends

The Georgia Tech Dining Services' *September Meal Plan Communication Survey* indicated that students noticed a variety of communication strategies (see Figure 1), but what really influenced them to purchase a meal plan was the Meal Plan Website, FASET, Georgia Tech Dining's Website and Word-of-Mouth (see Figure 2). Since 27% of customers made their decision based on websites, it is important to engage them immediately. Therefore, Dining Services is creating a "Meal Plan Wizard" to be featured on both websites, campus-wide emails and social media, which will lead the customer to the right meal plan based on his/her class status and per day dining needs.



Dining Programs all four areas, Food Court, North Ave Dining Hall, Brittain Dining Hall and Woodruff Dining Hall, had special events during fall semester.

Human Resources (cont)
in federal funds.



Human Resources

Diversity Programs

Human Resources managed an extensive review and achieved favorable compliance with Executive Order 11246 by the Office of Federal Contract Compliance Programs (OFCCP). This review further preserved the Institute's ~ \$398 million

Human Resources piloted an eight-hour "Welcoming Diversity: Prejudice Reduction" workshop to assist staff participants:

- identify information and misinformation learned about other groups
- learn how other groups experience mistreatment
- learn the personal impact of specific incidents of discrimination
- learn skills to assist in interrupting inappropriate thoughts, conversation and behavior

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Housing

Occupancy Rate for Fall Semester

- Opened Fall Semester 2011 with 99.04 percent occupancy rate for single student Housing
- Opened Fall Semester 2011 with 98.02 percent occupancy rate for Family Housing
- Declared seven no shows out of 8,436 (single and family) students.
- The new student enrollment as of Sept. 1 was 2,693; number of new freshmen who live in Housing is 2,606 – only 3.23 percent of new freshmen live off campus

Marketing Programs

- Conference Services contracted these groups for summer 2012:
 - Atlanta Ballet
 - National Student Leadership Conference
 - International Conference on Auditory Display
 - Christian Engineering Society (Summer 2013)
- Conference Services grew its Social Media sites, Facebook and Twitter, to more than 951 followers
- Created Campus Services maps
- Created Guide to Transfer Housing brochure
- Created Guide to Freshmen Living brochure
- Recut and updated the Livin' the Dream DVD
- Designed Graduate Living packet
- Conducted marketing research for local housing and apartments regarding pricing
- Created social media presence for Georgia Tech Cable Network (You Tube and Facebook)
- Monitored social media presence for Family Housing (10h and Home) – 178 followers

StarRez

- Housing Assignments conducted a soft opening of the new resident management system, StarRez, for spring semester with a

complete introduction for fall semester assignments, Feb. 1-March 1.

Student Center Programs Council (SCPC)

100th Take-A-Prof to Lunch

- On November 22, the Arts and Culture Committee hosted the 100th Take a Professor to Lunch program in the ballroom. This event, designed to provide an opportunity for meaningful interaction between students and faculty, featured an upscale menu, festive decorations and giveaways. More than 200 people participated in the celebration.

Other SCPC Highlights

Arts & Culture

- Hosted a sex education lecture, *The J-Spot*, featuring Jay Freidman.
- Hosted a dance competition, *So You Think Tech Can Dance* with 11 acts and 637 students in attendance.

Concert Committee

- Homecoming Concert – Featured hip hop artist T-Pain in the Burger Bowl with 3,000 tickets sold.

Comedy Committee

- Hosted a *ThinkFast* Game show in the ballroom.

Atlanta Life

- Georgia Tech Night at Six Flags sold 5,300 tickets.



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Other SCPC Highlights (cont)

Movie Committee

- Featured *Jaws* at a dive in movie in the CRC pool.
- Featured *Horrible Bosses* as an outdoor movie with 350 students in attendance.
- *Captain America* was on campus this quarter and attracted 375 students to the showing of this film.

Parking & Transportation Services

Partnerships

- Partnered with Student Government Association (SGA) to create wallet-sized cards with parking and transit information for customers (to be distributed 2012-13).

Transportation Week

- Held the first-ever Transportation Week (October 31-November 4).

Open Forum

- Hosted an open forum on November 2 to address the campus community's concerns about parking and transportation services.



Campus Services staff members served at Midnight Breakfast, Tuesday, Dec. 13, 10 p.m.-midnight. Above Dr. Gregory Moore, director, Stamps Health Services, and Sally Hammock (center), retired, Student Center.

Services

BuzzCard

eMarketplace Sales

More than 6,300 online sales transactions were processed through the BuzzCard eMarketplace, including:

- Bio Bash
- BluePrint Yearbook
- Buzzin' Round the World of Coca Cola
- Faculty Staff 200 Meal Plans
- Georgia Tech Leadership Conference
- Homecoming Concert
- Options Classes
- Six Flags Night
- Take-A-Prof

Midnight Breakfast timeslots were also reserved on the BuzzCard eMarketplace.

ResNet

From September through November, ResNet (Residential Network) recorded these statistics:

Wired vs. Wireless Registrations

8,521 - Total Residents

6,836 – Residents registered on wired network from their room

5,524 Residents average daily usage on wireless

7,4.61 Residents maximum daily usage on wireless

Health Services

From September to November these statistics were recorded. Stats are compared to the same time period the previous year. Total volume for the period was down in comparison to the same period the previous year. All visits were down as more administration was needed for such reasons as more patient time for the electronic health record documentation. However, new providers were added as well as changes to the appointment methodology significantly increased appointment availability.

	<u>2011</u>	<u>2010</u>	<u>% Change</u>
Medical Clinic	5,700	7,091	(19.6%)
Women's Clinic	989	1,021	(3.1%)
Psychiatry	<u>764</u>	<u>985</u>	<u>(22.4%)</u>
TOTAL	7,453	9,097	(18.0%)

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Health Promotion

Training & Education

- Facilitated an alcohol prevention program with a co-ed fraternity, 45 participants, prior to the Georgia Tech Homecoming weekend focused on alcohol prevention.
- Sexual violence presentation to Lambda Chi (10/12/2011); Delta Tau Delta (10/19/2011).
- Intimate partner violence presentation to Grad Student housing staff (10/31/2011).
- Created and presented to residence hall programs on “Choosing Healthy Foods to avoid the Freshman 15,” 50 participants.
- Trained Dining Services employees on the eight most common foods that cause 90 percent of food-related allergies.
- Facilitated *Let's Talk about Sex* presentation for GT 1000 classes.
- Facilitated *Sex, Lies and Alcohol* presentation for three GT 1000 classes.

Georgia Tech Dining Services

September through November sales were up in all areas of Georgia Tech Dining Services compared to the same time period the previous year with the exception of the Student Center Food Court (down 8 percent) and Jazzman's in the Library (sales were at 80 percent).



Georgia Tech Dining Services annual Caribbean Night dinner saw between 1,800-1,900 students eat barbecue and have fun throughout the Student Center on the eve of fall classes, Sunday, August 21.

The Food Court hours were adjusted and not open as many hours this year and the extra feature to meal plan participants of “Dinner at the Court” was eliminated resulting in the decrease.

Jazzman's sales were dampened due to the close proximity of the new Starbucks in the Clough Undergraduate Learning Commons. Therefore, Jazzman's closed.

Two new facilities, North Avenue Dining Hall and Starbucks in the Clough Commons, calculated into the increase.

	<u>Increase from 2010</u>
Dining Halls	18.1%
Chick-fil-A	24.1%
H ₂ O Café	22.1%
Café Spice	17.5%
AFC Sushi	15.4%
Ferst Place	7.1%
Catering Sales	6.0%
Retail Sales	7.0%

Human Resources

Open Enrollment

Human Resources and the Benefits Team implemented a successful open enrollment and made plans to implement several 2012 Board of Regents' changes. HR communicated to employees through a variety of media (e-mail, special open enrollment website, benefits guide mailed to home addresses, posters, annual benefits fair, 60 department meetings, video, and webinars).

Stats

- 4173 employees went through the online enrollment process.
- Vision plan enrollment increased by 16%
- HSA participation increased by 18%
- HMO and PPO collectively decreased by 4.4%
- 82% of survey respondents indicated that the various communication methods were helpful in order to educate them on open enrollment and the changes.

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Time Out

Human Resources continued the implementation of TimeOut, a new leave management system. By developing an online system for reporting and tracking vacation, sick, consulting, and court leaves, the Institute alleviates the inconsistencies and inefficiencies of the current, decentralized leave management process. Implementing a new tool for monthly employees to request and report time and for supervisors to approve and certify time allows the Institute to mitigate time reporting risks and comply with Board of Regents' guidelines.

Stats

- 91% of survey respondents indicated that requesting and reporting leave is efficient in TimeOut.

Parking & Transportation Services

Special Events

Parking facilitated these special events during September, October and November:

- Georgia Tech vs. Western Carolina football game (Sept. 1)
- Connect with Tech (Sept. 18-19)
- Georgia Tech vs. Kansas football game (Sept. 17)
- Georgia Tech vs. North Carolina football game (Sept. 24)
- Southern Crescent Swim Meet (Oct. 1-2)
- MARC (Manufacturing Research Center at Georgia Tech) 100th Anniversary (Oct. 6)
- Georgia Tech vs. Maryland football game (Oct. 8)
- Connect with Tech (Oct. 9-10 and Oct. 23-24)
- Georgia Tech vs. Clemson football game (Oct. 29)
- Georgia Tech vs. Virginia Tech football game (Nov. 10)
- Georgia Tech Invitational Swim Meet (Nov. 18-20)
- Georgia Tech Futures Admissions Event (Nov. 21)
- Georgia Tech vs. University of Georgia football game (Nov. 26)



Georgia Tech Dining Services and Stamps Health Services partnered to hire a full-time nutritionist. Angie Garcia joined the staff fall semester, developing nutrition programs within Health Promotion and providing students with information to make healthy food choices.

Carpooling

- With more than 1,500 new Zimride users this year, Georgia Tech is the 7th largest new customer in the Zimride network for 2011; accomplished in only four months.

Bicycles

- viaCycle launched its new bicycle sharing program on campus, beginning with 10+ bicycles and 100 users.
- viaCycle.com – “viaCycle’s flagship product is a technologically advanced “bike share in a box,” everything needed to set up seamless bicycle transportation.
- Worked with Midtown Alliance, Atlanta Bicycle Coalition and the City of Atlanta and received a \$10,000 Bikes Belong grant to improve the safety of the 5th Street/West Peachtree Street intersection for bicyclists.

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Parking & Transportation Services (continued) Transit

- Added Friday and Saturday night service to the Midnight Rambler. The Midnight Rambler provides nighttime transit service, connecting west to east campus. The route includes convenient stops at the new Clough Undergraduate Learning Center and the North Avenue Dining Hall, both of which are open 24 hours.

Sustainability

- Added two new electric recharge stations for the public and several charging stations for campus fleet operations in the Tech Square Parking Deck (E82).

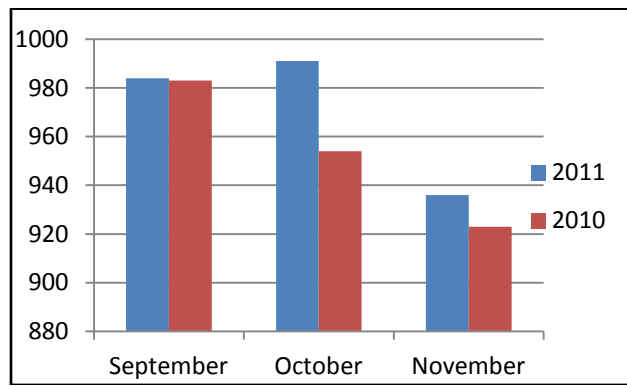
Student Center

Post Office Retail

- The Post Office launched the sale of *Ready Post* package mailing supplies.

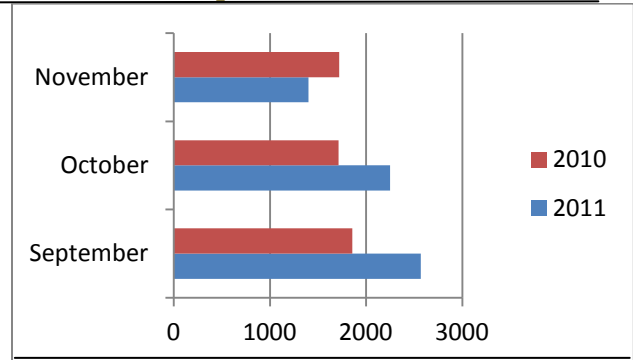
Event Services

- Student Center and Stamps Commons Confirmed Meeting Room Reservations, comparing September, October, November 2011 with the same months in 2010.



Partnerships

- The Student Center hosted a monthly book club for the campus community on the Institute common reading, *I have A Dream: Writings & Speeches That Changed the World*.



Information Services

- Student Center Information Desk inquiries for September, October, November 2011 compared to same time period in 2010.

Facilities

Reinvestment and Usage

Academy of Medicine

- Construction completed and the Academy opened on schedule. On Nov. 16, the Academy welcomed more than 200 guests, including campus event planners to a Catering Showcase featuring 14 Institute caterers.

Clough Commons Starbucks

- Construction completed and opened on schedule.



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Technology Store



- Construction completed on the Technology Store in Barnes & Noble @ Georgia Tech, moving the technology to the first floor from its original home on the second floor.



- Held Wednesday, September 21, the Technology Store Grand Opening welcomed hundreds of students as Georgia Tech President G.P. "Bud" Peterson, Rosalind R. Meyers, Vice President of Campus Services, and Rich Steele, Acting Executive Director for Auxiliary Services, Elle Creele, President, Student Government Association, and others cut the ribbon to the new area.

Fitten Residence Hall

- Renovation is scheduled for completion March 2012, including elevator shaft construction, interior wall finishes, bathroom tile and electrical plumbing.

Glenn & Towers Residence Halls

- The programming design phase started.

In the news...

- The National Association of College Auxiliary Services (NACAS) awarded **Parking & Transportation Services** the NACAS 2011 Innovative Achievement Award for its Stingerette/Ridecell program.
- The United States Green Building Council awarded **Housing's North Avenue Apartment** complex with the Gold LEED (Leadership in Energy and Environmental Design) for Existing Buildings in Operations and Maintenance, November 2011.
- Campus Technology (magazine), *Speeding up the Back End*, **James A. Pete**, Director, Campus Services-Information Technology Group, quoted in article, November 2011.
- **Georgia Tech Cable Network (GTCN)** received Pixie Awards, honoring outstanding work in animation, effects, and motion graphics. GTCN was honored five times for work created by GTCN student assistant Austin Gasaway. Staff member Scott Sergent provided guidance and direction for projects ranging from visual effects to motion graphics to opening titles.
- **Rosalind R. Meyers** received the Board of Regents Chancellor's Customer Service Recognition Award in the Gold category.
- **Rosalind R. Meyers** received the Staff Woman of Distinction award from the Women's Resource Center.
- Campus Services' employees received Employee of the Month honors during September, October, November and December, respectively, **Debbie Spillers** (Stamps Health Services), **Cheryl Foster** (Housing), **Willie Palmer** (Business Services), **Larry Parks** (Housing).