

# Auxiliary Services

## Fall Semester Highlights

FY 2009-10

March 20, 2010

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- **Rosalind R. Meyers**, vice president, Campus Services, directed the 10th Annual Auxiliary Services Council of Georgia Annual Conference with 18 public and private colleges and universities from throughout the state, Sept. 23-24.
- **Housing's Georgia Tech Cable Network** produced 18 original videos and 500 minutes of original content; it also created and published its *Living the Dream* video sent to Georgia Tech parents, encouraging on-campus living.
- The **Student Center Programs Council** held 31 percent fewer programs, recognizing a 46 percent increase in the annual participation rate in 2009 compared with 2008. The goal was to have fewer but larger programs that appealed to more students and it worked.

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- **GT Dining** increased its meal plan participation 9.5 percent during fall 2009 compared to fall 2008; the declining balance plans, the Ramblin' 400 and 200, saw substantial increases comparing 2009 to 2008 with 106.3 percent and 34.0 percent increases, respectively.
- **Stamps Health Services** administered 6,217 flu shots during fall semester, including seasonal and H1N1 flu shots.
- The **BuzzCard**, Athletics and new student turnstiles at football games gave students a quick, authentic entry to the games.
- **Transportation** carried 1,304,700 riders on its three forms of transportation (Stingers, Tech Trolleys, Stingerettes).
- **Special Event Parking** increased its services 23 percent during July-November 2009 compared to same months in 2008.

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- **Barnes & Noble @ Georgia Tech** gave back more than \$200,000 to Georgia Tech students during fall BuyBack.
- The **Student Center Commons Mini Food Court** design began with Lyman Davidson Dooley.

## In the News . . .

- *On Campus Hospitality*, Oct. issue, featured a half-page recognition of **GT Dining's** Green Honor Roll "A" award for its sustainability efforts presented by the Princeton Review.
- The **BuzzCard** eMarketplace received the National Association of College Auxiliary Services (NACAS) first-ever Technology Award at the NACAS Annual Conference, Nov. 8.
- *Winning Partnerships: How to Save Time and Make Money*, NACAS Annual Conference, Nov. 9, presentation by Auxiliary Services staff **Barbara Hanschke** (Finance), **Melissa Moore** (Communications), **James A. Pete** (Auxiliary Technical Services), **Vern Johnson** (GT Dining) and **Todd Schram** (GT Dining).



- Thirty-six Parking & Transportation employees received Office of Organizational Development (OOD) certificates at the annual OOD Recognition Luncheon, Nov. 16. Areas receiving awards were Collections, Customer Service, Enforcement, Finance, Maintenance, Communications and Transportation.
- Five Auxiliary Services staff members received Employee of the Month awards during fall semester: **Sean Drake**, Housing (August), **Ron White**, Parking & Transportation (September), **Heather Magalski**, Student Center (October), **Jay Jenkins**, Project Management (November) and **Rose Boyd**, Stamps Health Services (December).

**GEORGIA TECH HOUSING BRINGS HOME SILVER.** Housing's Freshmen Move-in Partnership Program won the 2009 University System of Georgia Chancellor's Customer Service Silver Team Award. Team members pictured with Chancellor Erroll Davis at the award ceremony, Sept. 15, are (l-r) Kyle Hanofee (Greek Affairs), Elliot Mork (Residence Hall Association), Dan Morrison (Housing), Melissa Pestle (Georgia Tech Police), Andrew deRussy (Greek Affairs), Chancellor Davis, Cindy Jackson (Facilities/Recycling) and Mike Black (Housing).

# Programs

## AUXILIARY SERVICES COUNCIL OF GEORGIA

**Rosalind R. Meyers**, vice president, Campus Services, led the 10th Annual Auxiliary Services Council of Georgia Annual Conference, Sept. 23-24.

Eighteen public and private colleges and universities met at Kennesaw State University for the day-and-a-half educational sessions, campus tour and networking.

The program topics included:

- *Board of Regents Update*, **Usha Ramachandran**, vice chancellor, Fiscal Affairs, University System of Georgia Board of Regents
- *From 0 to 14,000 in One Year* (meal plan program), **Faye Silverman**, director, Auxiliary Services, Kennesaw State University
- *Salvaging from Ruination to a Successful Profitable Venture* (Print Shops), **Max Harrell**, manager, University Printing, and **Deborah Huckaby**, marketing assistant, University Printing, University of Georgia
- *Finding the Right Business Partner* (Writing Successful RFPs), **Rich Steele**, director, Student Center, Georgia Institute of Technology

## HOUSING'S GEORGIA TECH CABLE NETWORK (GTCN)

GTCN produced 18 original videos (student production) and 500 minutes of original content for its cable station, including these student productions:

- *Ramblin' Research* - research around campus
- *Campus Myths* - historical traditions and stories involving Georgia Tech
- *Poetry @ Tech* - poetry from the southeast



**Dean DeGennaro**, GTCN video producer/director, **Sympathetic Vibrations** (student group), and Housing staff **Wanda Norwood**, **Jennifer Grover**, **Melissa Rains** and **Vicki Hill** created

Housing's marketing video, *Livin' the Dream*. Mailed to parents, the video encourages students to live on campus and parents to want their students to live on campus. See the video at <http://www.gtcn.gatech.edu/>

## STUDENT CENTER

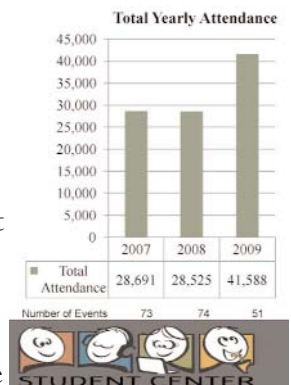
The Student Center posted big numbers for the semester, including the Taste of Atlanta at Technology



The Auxiliary Services Council of Georgia began 10 years ago when Rosalind R. Meyers started the annual event at Georgia Tech. On a vote from the membership, she has continued the management of the conference every year since the 2001 event.

Square. More than 40,000 people attended the two-day event, Saturday and Sunday, Oct. 10-11. The Taste of Atlanta sponsors have already signed to hold the 2010 event at Technology Square.

The Student Center Programs Council held it's annual awards banquet, Tuesday, Nov. 30, showing impressive numbers for its 2009 programs. From its 2008 programs, it reduced the number of events by 31 percent while increasing annual participation by 46 percent. The goal was to have fewer but larger programs that appealed to more students and it worked.



## FALL 2009 STUDENT CENTER EVENTS, OPERATING AND RECREATION AREAS

With 22,657 people attending the Student Center Programs during fall semester, the Homecoming events with 9,642 scored the highest attendance (6,745 events; 2,897 concert). The Special Events placed second with 4,792 in attendance at three events (Comedian Seth Meyers 1,150, Tech Trivia 127, Georgia Tech Night at Six Flags 3,515).

Options Classes saw 460 people with 40 percent attending dance classes ranging from Ballroom Dancing to Intermediate Belly Dancing.

The Operating Area recorded 4,041 people using the Craft Center and 43,229 spent time at Tech Rec with highest hits at bowling scoring, 12,189 participants.

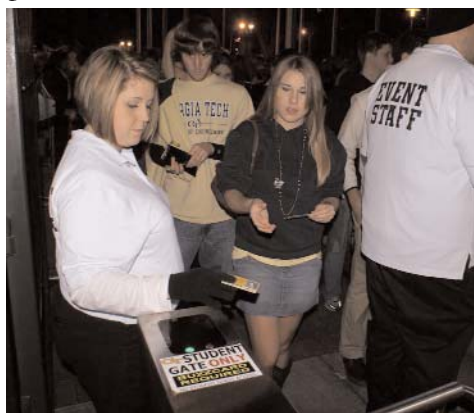


# Services

## GT DINING - MEAL PLANS - LOCAL, ORGANIC PURCHASES

Meal plan registrations continued to increase during fall semester. Total meal plan participation increased 9.5 percent from fall 2008 to fall 2009 with the greatest increase shown in the declining balance plans, the Ramblin' 400 and 200, with increases tallied at 106.3 percent and 34.0 percent respectively.

During fall semester, GT Dining's three campus cooking locations held a purchasing competition to see which site would order the most locally grown, organic produce. Brittain Dining Hall won followed by Woodruff Dining Hall and then the Food Court. Total purchases reached more than \$43,000 of locally grown,



Students with valid BuzzCards breezed through the new athletic turnstiles at football games.

organic produce. **BUZZCARD** BuzzCard deposits and sales were approximately the same for the first six months of the fiscal year compared to the previous fiscal year with deposits increasing by 1.7 percent and

sales decreasing by 0.4 percent.

BuzzCard popularity continued to rise. Convenience and ease of use kept the BuzzCard at the top of students' lists when planning and attending programs and events, especially during athletic events.

## STAMPS HEALTH SERVICES

Stamps Health Services doubled its seasonal flu shot distribution from fall 2007 to fall 2008 and tacked on another 26 percent increase from fall 2008 to fall 2009. It also distributed another 70 percent by giving H1N1 flu shots.

	<u>Seasonal</u>	<u>H1N1</u>
Students	2,806	1,705
Faculty/Staff	<u>740</u>	<u>966</u>
Total	3,546	2,671
Flu shot Administration fall 2009 - 6,217 (totaling seasonal and H1N1)		



**AUXILIARY SERVICES BUZZFUNDS** gave funding to 18 student and campus groups: (1) African American Student Union Taste of Africa, (2) AISEC fall event, (3) Alpha Phi Alpha Fraternity, (4) Executive Round Table, (5) Grad SGA Picnic - students pictured above with President G.P. "Bud" Peterson and Val Peterson, (6) HPV Vaccine Campaign, (7) MOVE - Into the Streets, (8) Leader to Leader Dinner, (9) Multicultural Programs, (10) Ramblin' Reck Club, (11) Student Center Dance Competition, (12) Student Center Poetry Slam, (13) Student Center Buzz around World of Coke, (14) Sigma Nu, (15) Georgia Tech Night at Six Flags, (16) Take a Prof to Lunch, (17) Welcome Home Event, (18) World Aids Day.

## PARKING - SPECIAL EVENTS

During July, August, September, October and November, Georgia Tech Parking arranged special event parking and rented transportation for 50 events, including many multiple-day activities. The events ranged from FASET (freshman orientation) to Connect with Tech and swim/dive meets.

It also printed and sold 1,500 permits for various programs for Housing's Conference Services.

Special Event Parking Services increased 23 percent from the same five-month period in 2008.

## TRANSPORTATION

Georgia Tech Transportation carried more than 1.3 million riders the first six months of Fiscal Year 2010 and added new Trolley stops at the Academy of Medicine and Publix on Spring Street.

	<u>Ridership</u>
- Stingers	824,000
- Tech Trolleys	444,500
- Stingerettes	<u>36,200</u>
Total	1,304,700

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# Facilities

## REINVESTMENT & USAGE

Construction and renovation projects during fall semester included:

- Student Center Loading Dock Freezer installed.
- Freeman, Fitten, Montag Residence Halls renovation planning began with Winter Construction being selected as the Construction Manager and schematic design starting in December. The Executive Planning and Design Council agreed with existing plans, including the new elevator additions.
- Stamps Health Center Pandemic Containment created to make flexible space that can turn into a separate area for a pandemic situation or an area to isolate contagious individuals.
- Parking Deck Carbon Monoxide Monitors installed in the North Avenue North and Curran Parking Decks.
- Burge Demolition Project received permission to begin after Governor Sonny Perdue signed the demolition request documentation in November. Fifteen contractors were qualified to submit bids.
- Parking Deck Review was completed by an independent contractor (WJE) after the collapse of the Centergy Parking Deck (summer 2009). WJE confirmed the previous review by CVM engineers that the campus parking structures are structurally sound.
- Student Center Commons Mini Food Court design began with Lyman Davidson Dooley working on the space that will be available in the existing Pandini's site.

## HOUSING ASSIGNMENT SOFTWARE

The Housing Priorities Committee met to enhance the room selection process for fall 2010 and future years. Students from the Student Government Association and Residence Hall Association asked for a roommate finder and self assignment functions. The Committee is reviewing new software and will have findings in spring semester.

## BARNES & NOBLE @ GEORGIA TECH

Fall BuyBack gave students more than \$200,000 in return for selling their books back to the bookstore at five BuyBack campus locations.

A successful football season, including the ACC Championship and trip to the Orange Bowl, led to an increase in Georgia Tech emblematic apparel, showing a 7.4 percent increase from the projected budget.

Barnes & Noble introduced its nook, an electronic



**Dunkin' Donuts** opened in the Student Center Food Court in late September. Comparing the two full months it was open (October and November) to the previous year's Chili Bean's location, Dunkin' Donuts' sales were more than 275 percent higher than the 2008 two-month period for Chili Bean's.

reader, in November, creating a back-order immediately with more nooks available in February.

## GT DINING RETAIL

- The Food Court entrance added an LCD Screen (liquid crystal display - digital technology), showing announcements rather than printing them on paper flyers and thereby adding to GT Dining's sustainability efforts.
- Seattle's Best at the Quad Cafe introduced a Happy Hour, Monday-Friday, 3 p.m., featuring brewed coffee for \$1.
- GT Dining hosted a Farmers Market at the Food Court exit, Nov. 12, featuring local farmers: Sparkman's Cream Valley by Ricky Sparkman, Pure Bliss Organic by Jon Morgan, Atlanta Fresh by Ron Marks, The Veggie Patch at Bouchard Farms by Kristy Coward and Neva Hydroponics by Darren Barkman.
- Due to construction of the North Avenue Apartment Dining Hall, EastSide Market relocated from North Avenue to a site beside Brittain Dining Hall.

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**Academy of Medicine** held an Open House, Friday, Nov. 13, showing off its facilities to approximately 250 campus guests.

The Student Center **Music Listening Room** started renovation for Under the Couch's new location.