

By Kamna Bohra
Focus Editor

On Tuesday, Aug. 31, Institute President G.P. "Bud" Peterson and several administrators rolled out the new strategic plan for the next 25 years of Tech's future. While over a year of time and dozens of students and administrators' opinions went into the production of the plan, Tech students often find themselves bogged down by the length of the plan for Tech in 2035.

GOAL 1

One goal of the strategic plan is to relentlessly pursue institutional effectiveness. The Institute plans to align its jobs, work processes and technologies with the goals of service and innovation. A strategy for this goal is to develop innovative business procedures that will retain the best people within Tech. Additionally, Tech will engage in financial practices akin to those of both public and private peer universities to keep pace with both.

GOAL 2

Another goal is to sustain and enhance excellence in scholarship and research. As part of an effort to give

back to Georgia, Tech will assist the economy by supporting start-up companies in technology, along with graduating innovative leaders. Tech plans to push its professors to be the best educators in target areas such as nanoscience, national security, sustainable energy and biotechnology. Tech will pursue progress in interdisciplinary research.

GOAL 3

A third goal of the strategic plan is for Tech to be among the most highly respected technology-focused learning institutions in the world. The Institute will encourage and reward learning initiatives, such as faculty-student interactions, expanded opportunities for disciplinary depth and interdisciplinary breadth and effective live-work-learn-play environments. Additionally, Tech wants to revitalize Midtown Atlanta to parallel society and culture with research and academia.

GOAL 4

A goal is to expand Tech's global footprint and influence to ensure that the Institute is graduating good

global citizens. Tech will continue to foster international alliances to establish itself as an international hub for academia and research. The Institute will leave its footprint on the world in innovation and technology, and in turn, international institutions will leave their globalized mark on Tech. Through international programs, Tech will also embrace global students to the institution.

GOAL 5

The last goal is to ensure that innovation, entrepreneurship and public service are fundamental characteristics of Tech's graduates. Along with serving the state, Tech plans to serve strategic national and international institutions through entrepreneurship and partnerships with K-12. The Institute will also incentivize faculty's work in commercialization and lending of service to primary and secondary schools. Tech will also encourage faculty to pursue state, national and global leadership positions to create a platform for research discourse. This will also inspire in students an understanding of the importance of service and leadership.

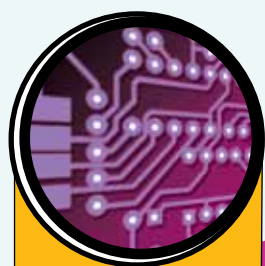
STRATEGIC PLAN PILLARS



"Pursue institutional effectiveness"



"Sustain and improve scholarship and research excellence"



"Be among highly respected technological learning institutions"



"Expand global influence"



"Establish innovation, entrepreneurship and public service as characteristics of graduates"

Illustrations by Vivian Fan / Student Publications

Tech taps onto iPhone app

By Chris Russell
Online Editor

Students with smart phones have another reason to gloat this week with the release of the official Georgia Tech application for the Apple iPhone.

The free-to-download application acts as a one-stop-shop for all things Tech and provides students with instant access to several campus-related tools.

The application has several utilities, ranging from remote access to campus resources like the library, to updates on campus news and videos, to GPS-based NextBus widget and a sliver widget.

The application was developed jointly by the administration and students, including Noah Witherspoon, a fourth-year CM major and a veteran of the iPhone development environment with over a dozen personally made applications and two summers working at Apple under his belt.

Witherspoon first got the idea for a campus application when he was thinking about improvements to the earlier GT Login application. While that application's main function was just to get users logged onto the campus wireless, it also included a few extra features that had Witherspoon thinking about other tools that would be useful in a similar application.

"I had a lot of ideas for a more comprehensive Tech [application], with things like a location-based NextBus, [but] I had a lot of other things to do at the time, so I dropped that [idea]," Witherspoon said.

As luck would have it, at this time, the Department of Communications and Marketing began conceptualizing an application.

"We had seen some of the other applications that other schools came out with, and we knew that our students would be interested in an application, but we thought that, being Georgia Tech, we could probably do it better than a lot of those schools," said David Terrasso, a communications officer in Communications and Marketing.

"[W]e thought, why don't we see if we can find a student who could build it? We figured a student would have his or her own ideas on what they'd like to see. In addition, it would give us a chance to make a statement about the kind of enterprising students we have here at Georgia Tech," Terrasso said of student involvement.

Other parts of the application are home-grown at Tech as well.

Jiten Chabra, a Ph.D. student in the College of Computing (CoC) at the time the application was developed, created Usable

See iPhone, page 13



Photo by Joey Cerone / Student Publications

Students access Tech services through a student-developed iPhone application.

Gamedays go green through recycling

By Jenna Dundore
Contributing Writer

Each year, when game day rolls around, the Tech campus buzzes with not only numerous fans and tailgaters, but also numerous fans' and tailgaters' trash. The Office of Solid Waste Management and Recycling is planning another year of reducing game day waste with the launch of this year's season of Georgia Tech Game Day Recycling.

"[Tech] is getting ahead of the game with recycling," said Cindy Jackson, Georgia Tech Recycling Program Manager.

Game Day Recycling is a program through which individual students, as well as large campus organizations, volunteer to help encourage recycling at Tech football games. The program's founders established the initiative to divert the large amounts of solid waste generated at games away from landfills.

"I didn't have the opportunity to do this type of thing in high school, so I was excited to try it out now," said Alessandra Palazzolo, a first-year HTS major volunteering through her sorority.

Volunteers participate by helping to distribute recycling bags to the tailgaters, collecting trash from incoming fans, and encouraging recycling during breaks in the game, such as halftime.

"It is all about student involvement," said Maria Linderoth, Program Coordinator.

"We want to make recycling a normal part of the football and tailgating experience. When students are grilling or meeting friends, recycling should also be a part of that," Linderoth said.

Gameday recycling is a program that has reached out to student organizations, as well as to

students with a goal of becoming more environmentally aware.

"I enjoy football, and I like to help the environment. There are all kinds of festivals made just to be green but this [game day recycling] makes an everyday thing more environmentally friendly," said Molly McLaughlin, fifth-year CHEM major.

"We want recycling ingrained into the whole experience. If you're tailgating at Georgia Tech, you're recycling," Jackson said.

Some student organizations on campus have taken the initiative to become highly involved in the program. The Greek Community, the Sustainability Task Force of the Student Government Association (SGA), the Environmental Alliance and Students Organizing for Sustainability are all major contributors.

"I think it's an easy way to get involved and a great environment to be in. You are already going to the game, so it is a great way to give back for a hour," said Keaton Belli, member of Students Organizing for Sustainability and EAS graduate student.

Internally, each student organization encourages its members to help recycle during the game. Students set goals for their organization and raise excitement about volunteering.

"We have a huge turnout from the Greek community. They work within themselves at chapter meetings to generate excitement about recycling," Linderoth said.

As Tech students help to make the campus green, they are also learning something about being environmentally aware.

"[The recycling program] is about education. We are making the people that come onto our campus not only respect it, but become more educated about

keeping it green. You are coming onto a campus, where we work, where we live and where we play," Jackson said.

"Georgia Tech enables every person to recycle, and to become more environmentally responsible," said Tomas Leon, co-chair of SGA's Sustainability Task Force and a third-year EnvE major.

"Through the education we are reminding people to not throw so

much away, and to bring reusable items," Jackson said.

There are numerous other ways for students to recycle on campus. Residence halls are equipped with 40-quart recycling containers that can be emptied at one of the 14 outdoor recycling sites. Campus buildings also have recycling bins for every material from paper and plastic to fluorescent bulbs and electronic waste.



Photo by Kellie Koshiba / Student Publications



Photo by Dean Liao / Student Publications



Photo by Kellie Koshiba / Student Publications

Tech's Gameday Recycling Program pursues a green campus, especially during the hectic influx of football fans on gameday.

Students explore Asia

By Andrew Nelson
Staff Writer

While other students study abroad in Asia, Tech students in Atlanta were able to experience the tastes and tones of Asian culture as they trekked through a series of Asian-oriented stands across campus on Tuesday, Sept. 7.

"This was our first attempt at such a large-scale event," said Elyssia Hwang, vice president of the Asian American Student Association (AASA) and a fourth-year BME major.

The AASA conducted initial planning of the Tour of Asia and invited Asian cultural organizations from across campus to set up booths and activities.

"Our main goal for the event was to encourage students to get to know campus better because when we were freshmen, we rarely ventured outside of the areas around our dorms. We also hoped to facilitate more communication between the Asian organizations on campus," Hwang said.

In addition to facilitating communication, the Tour of Asia allowed freshmen and other students to explore the campus, according to Andy Wu, president of the Taiwanese Student Association and fourth-year ChBE major.

The coordinated organization recruiting effort began with Tour of Asia, a campus-wide event with informational booths, samples of culture and a prize giveaway.

Organized by the Asian American Student Association, the 11 groups involved were a sampling of South, Central and Eastern Asian cultural student organizations on campus.

The process started with each

See Asia, page 14

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Photo by Vijai Narayanan / Student Publications

NextBus and Technique Slivers are among the app's features.

iPhone from page 11

Health, a function of the application that allows users to track their nutritional consumption and diet. The tool is an expanded version of the 'Dr. J Says' health program that was featured in campus dining halls.

A big part of the application's design process focused on finding what students wanted and needed in a mobile application.

"We really wanted to make sure that the students would find the application useful, so we had a group of them do some beta testing for us," Terrasso said.

Both Terrasso and Witherspoon said that they did not see

the new application as a replacement for applications such as GT Login, so much as they saw it as a different category altogether.

"I wouldn't say that we have improvements to the application over GT Login. That application is a fine application, and the student that built it filled a need for the students. They're different applications that do different tasks," Terrasso said.

No single aspect of the application is particularly innovative in relation to other colleges' mobile applications, but that innovation was not the main concern, according to Witherspoon.

"I think the main innovation is that it brings all this stuff together.

There are a few new features that I'd never seen before...but I don't think of it as an innovative idea, so much as a bunch of really useful things, in a relatively nice looking package...That was pretty much my goal: to make something that was well-designed and useful," Witherspoon said.

The applications' developers are currently seeking feedback from the student body on what works, what needs to be improved and what they would like to see in the future. In particular, they are looking for students to send in bugs they have run across, issues where the application fails to meet expectations and what they would like to see in future iterations and

updates to the application.

Communications and Marketing is also looking toward expanding off of the iPhone platform onto other mobile device platforms for more universal use.

"We are also looking for a student who'd be interested in talking with us about building an Android [application]. That's probably the number one request we've received: 'Great [application], now where's the Android version?'" Terrasso said.

Students can e-mail feedback to app@comm.gatech.edu.

Like most mobile applications, the Tech application is available for download either directly to the iPhone or from iTunes.

Walesby makes case for newly created position

By Andrew Nelson
Staff Writer

Speaking to a combined audience of students, faculty and administrators in the Global Learning Center on Thursday, Sept. 2, Anthony Walesby presented his qualifications and goals as he competes with two other finalists for the newly-established position of the Vice President of Institute Diversity (VPID).

"My interest would be to assess what's happening now, take a look at areas we can improve, add some programming—the more we get the word out the better—and then

having discussions with higher ed universities," said Walesby.

The VPID position will be a leadership role primarily for formulating a diversity and inclusion strategy. The person chosen will report to the president as a cabinet member and "is charged with embracing and leveraging the talents of the entire campus community to its greatest advantage," according to the Office of the President's website.

Currently, Walesby is the Senior Director of the Office of Institutional Equity at the University of Michigan, Ann Arbor. Before that, he was the Associate

Director of the Office of Equal Opportunity and Access at the University of Illinois at Urbana-Champaign. Earlier still, he served as a federal investigator with the Department of Education's Office for Civil Rights and Equal Employment Opportunity Commission.

Most recently, however, his work as Senior Director required him to ensure working and learning environments on campus are free from discrimination and harassment, to lead the development of programming that supports diversity and to ensure all allegations of discrimination and ha-

arrassment are investigated.

"This is some of the most important work on campus for the students who are here to learn and the staff who are here for day-to-day operation and faculty who are here to do their research and teach," Walesby said.

"None of that, in my view, is possible in an environment where sexual harassment or racial discrimination is occurring," Walesby said.

At Tech, Walesby would like to allow students better access to programming related to diversity awareness and study, and having a friend in high places can help

move ideas through the financing and coordinating more quickly.

"If you have support from the top, then a lot of things are possible," Walesby said.

One University of Michigan organization he champions is Expect Respect, an educational platform for promoting civility and providing services for victims of hate crimes or bias incidents.

"I'm also really toying with the idea of hosting a national civil rights conference on our campus," Walesby said.

"What we would do is invite

See **Walesby**, page 14

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Asia from page 12

student participant taking a postcard marked with all the booth locations, and the student would earn a sticker from each booth by completing a culture-dependent activity. Fortunately for those making the journey across "Asia," many of the booths distributed cold Yakult, a sweet Japanese beverage, and the Campanile booth distributed cups of Thai tea to combat sweltering temperatures.

Once the participants completed all 11 booths' activities, they could trade the postcard at the central booth at the Campanile for a T-shirt and an entry to the prize drawing. Prizes included several gift certificates, an external hard drive, a Wii and a 32-inch television.

This first ever run of the Tour of Asia met some challenges though; attendance was much lower than expected, and there were some issues with contracted services that

impeded progress.

"It could have been more organized, [and the] concept could have been worked a little more so that people don't have to run around so much," said Jerome Choo, a second-year BME major.

Additionally, not as large of a turnout appeared as expected.

"Our biggest challenge was marketing the event to campus. Since this was a new event, students would only know about it if we reached them through our

marketing campaign," said Soumon Rudra, president of AASA and a fourth-year BME major.

"We had a decent turnout but it could certainly be improved. We are planning on making Tour of Asia a recurring event every fall," Rudra said.

Ultimately, the participating organizations had the opportunity to network with the freshmen.

"[We got to] sell ourselves and make our names known to the freshmen...It was awesome to

reach out," Wu said.

The groups participating in the event were a mix of cultural, professional and academic organizations: Alpha Iota Omicron, Chinese Friendship Association, Chinese Student Association, Delta Phi Lambda, Hong Kong Student Association, India Club, Japan Society, Society of Asian Scientists and Engineers, Taiwanese American Student Association, Vietnamese Student Association and Xi Kappa.

TOUR OF ASIA



Photos by Virginia Lin / Student Publications

Walesby from page 13

folks from all around the country and leading experts... come in and talk about the research they're doing," Walesby said.

He also would like to include student feedback in diversity summits and symposiums. Past meetings at University of Michigan have yielded positive results, but

he would like to take advantage of data collection.

"On our campus, what we've done is have some great breakout sessions. We have over 300 people there, so someone is facilitating the discussions with students across the campus and a person is recording it all," Walesby said.

"Though we've recorded it all, we haven't necessarily done a lot

with that data... and so we're missing a great opportunity to hear great input from folks and then start composing programming around that," Walesby said.

Walesby earned his bachelor of science in history and political science, summa cum laude, from Illinois State University in 1991, and his master of education degree in educational policy studies

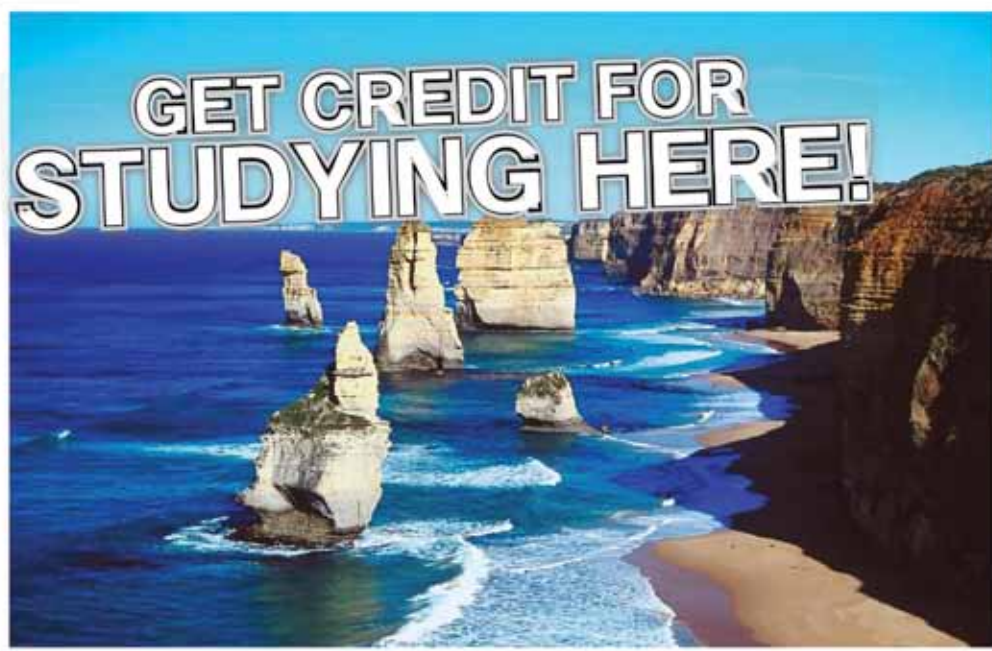
from the University of Illinois at Urbana-Champaign in 2003.

He also served in the U.S. Navy for four years for Naval Telecommunications before attending college.

Since its announcement last year, the VPID search committee has selected three candidates, all of whom will make appearances at Tech this month to present them-

selves.

Candidate Dr. Sallye McKee, made her presentation this past Tuesday, Sept. 7. The other announced candidate, Dr. Archie Evin, will make his presentation Tuesday, Sept. 14 in the Global Learning Center, room 222. Their "biosketch" and more can be found on the search committee's website.



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