Auxiliary Services
Summer Semester Highlights
FY 2008-09
September 20, 2008

Programs - Page 2
- Both Georgia Tech Housing and Georgia Tech Parking & Transportation contracted professional planners to create master plans.
- Flicks on 5th summer outdoor movie series set a record with its one-night showing of *Superbad*, July 16 with 2,010 people in attendance. The six-movie series saw 6,380 people in total attendance.

Services - Page 3
- Stamps Health Services upgraded its scheduling and appointment systems, predicting the ability to see 3,500 more patients per year in its primary care units.
- Georgia Tech Parking & Transportation Stingerette Escort Service expanded its service to Monday-Sunday, 6 p.m.-7 a.m.
- Barnes & Noble @ Georgia Tech’s Used Textbook Initiative saved students more than $300,000 in textbook sales.

Facilities - Page 4
- Brittain Dining Hall completed renovations in its servery and underground tunnel in time for fall semester opening.
- The Student Center Food Court upgraded its hot chef’s line and deli sandwich sections.
- The North Avenue Apartments updated bathroom facilities and began re-bricking its buildings.
- BuzzCard installations included new proximity door access, value transfer stations and point of sale systems.
- GT Dining announced its sustainability programs, including organic fair trade coffee, local food, cooking oil recycling for biodiesel fuel, napkins made from recycled materials and steam cleaning rather than pressure washing.

In the News . . .
- CR80News eDigest, “The buzz about campus card space” included the *BuzzCard* program. James A. Pete, director, Auxiliary Technical Support, quoted in article.
- GTCN received three Telly Awards for the second consecutive year. The series “On the Flats” was honored three times. GTCN’s Scott Sergent and Dean DeGennaro oversee student assistants working on the series and Manager Carol Pulliam is executive producer.
- Georgia Tech Housing received the 2008 Innovations and Best Practices Awards for Process Management, “Vendor Performance Reports” at the 63rd Annual Forum of the National Institute of Governmental Purchasing in July.
- 11 Alive Television EarthWatch featured GT Dining’s Trayless Initiative, July 30.
- ACUINACAS Marketing Seminar, Aug. 3-5, “How to Best Use your Advisory Groups” presented by Melissa Moore (Auxiliary Services Director of Communications) and Julie Elion (Marketing Coordinator, Student Center).
- Association of College and University Housing Officers-International magazine, “Working with Faculty: Lessons Learned,” by Holly Shikano (assistant director, Housing, Residence Life).
- Four Auxiliary Services’ employees received Employee of the Month honors: David Jackson, GT Dining (May), Debbie Key, Housing (June), Donnie Collins, Housing (July), and Tami Brewer, GT Dining (August).
Master Planning

HOUSING

Georgia Tech Housing contracted with the facility planning and program management firm, Brailsford & Dunlavey, to create a comprehensive master plan for Georgia Tech Housing.

Brailsford & Dunlavey specialize in developing quality of life facilities for such groups as colleges and universities, professional sports organizations, elementary and secondary schools, municipalities and governments and private organizations.

Brailsford & Dunlavey performed off-campus market analysis with competitive groups to further determine rates, vacancy trends, general economic trends and an overall view of Georgia Tech’s relationship to its student population. Further research will continue with peer institutions and surveys to determine student life programs and facilities.

Areas projected to cover include facility review, focus groups and interviews, demographic analysis, off-campus analysis, peer institution analysis, survey analysis, demand-based programming and site selection analysis.

This master planning process will include recommendations on undergraduate and graduate housing needs.

The Georgia Tech Housing Master Plan is projected to be completed during fall semester.

PARKING & TRANSPORTATION

Georgia Tech Parking & Transportation contracted with Vanasse Hangen Brustlin, Inc. (VHB), to create a comprehensive master plan for Georgia Tech Parking & Transportation.

VHB specializes in integrated transportation, land development and environmental consulting.

The Georgia Tech Parking & Transportation master plan is divided into four phases: Phase I - Existing Conditions Assessment, Phase II - Development of a Future Travel Demand Forecast, Phase III - Alternative Development and Analysis and Phase IV - Recommendations.

The Parking & Transportation master plan will integrate with the Georgia Tech campus master plan, including new building sites, sustainability goals, land use, traffic patterns, sector plans and landscaping. It will include the three key elements:

- Parking - Identification of the size and location of future construction of structured campus parking.
- Transit - Identification of any changes or modifications to the on-campus transit system that supports a pedestrian friendly campus.
- Transportation Demand Management - Development of a transportation demand management program that decreases the number of single occupant vehicles driven to campus.

This master planning process will also take into consideration the surrounding Midtown community, transit initiatives and opportunities.

The Georgia Tech Parking & Transportation Master Plan is projected to be completed during fall semester.

Flicks on 5th

The fourth season of Flicks on 5th, the summer outdoor film series at Technology Square, hit a record attendance for one film with the showing of Superbad on July 16 with 2,010 people in attendance. Two nights’ attendance dropped due to rain or the threat of rain; however, overall attendance still recorded high numbers with 6,380 people in attendance at the six movies.

Audience surveys revealed:

- First visit to Tech Square 22% or 1,558 people
- Visit Tech Square weekly 27% or 1,912 people
- GT students attending 51% or 3,612 people
- Unaffiliated GT attending 30% or 2,124 people
- Live outside Midtown 60% or 4,249 people

Thousands attended this year’s Flicks on 5th summer outdoor movie series.
Services

Stamps Health Services’ Advanced Access

Stamps Health Services initiated an advanced access program, including a scheduling task force who investigated resources and human resource operational performance. The task force reviewed statistical data, interviewed students and discussed critical issues that would enhance Stamps Health Services’ performance.

The task force recommended a new scheduling system which is projected to increase available appointments for primary care by 3,500 patients per year or an 11 percent increase.

The new program also includes an upgraded online appointment scheduling system which gives students the ability to make same-day and next-day appointments. Like many health care facilities, Stamps Health Services had previously allowed so many advance appointments that same-day and next-day service was, at times, not available. Walk-in service continues to be part of the new program.

Georgia Tech Parking & Transportation

Stingerette Service Expanded

The Stingerette Escort Service that transports students on campus after routine work hours expanded its service. Originally ending at 2:30 a.m., beginning in August, the Stingerette now runs Monday through Sunday from 6 p.m. until 7 a.m. and accepts scheduling requests from 5 p.m. to 6:30 a.m. Previously, the Georgia Tech Police handled calls after the 2:30 a.m. Stingerette close.

The Stingerette Escort Service is a safety program provided by Georgia Tech Parking & Transportation, giving students an option to walking across campus during evening hours.

Barnes & Noble @ Georgia Tech Used Textbook Initiative

Barnes & Noble @ Georgia Tech began its Used Textbook Initiative in 2004 to make as many used textbooks as possible available to Georgia Tech students, thereby saving students money on textbook sales because used textbooks are less expensive than new books.

Barnes & Noble @ Georgia Tech works with Georgia Tech faculty to obtain book lists as soon as possible so that the bookstore has the correct books on its shelves for students. Obtaining faculty book lists early also allows Barnes & Noble @ Georgia Tech to pay as much as 50 percent back to students who sell their books to Barnes & Noble @ Georgia Tech during Buyback.

Barnes & Noble @ Georgia Tech also aggressively shops the national used textbook market to maximize the used textbook availability.

It’s an initiative that has proven successful.

May 2008 Buyback

- Returned to Students - $345,284, an increase of 45.3% from May 2007

Fall 2008 Used Textbook Availability

- $1,054,486, an increase of 18.5% from fall 2007
- $979,483 in used textbook sales, giving $326,494 in savings to students

Georgia Tech Housing Conference Services

Conference Services housed such annual events as Teach for America during its summer season. And it added a new program, an Intern Lodging Program similar to other universities who house interns working at local businesses for the summer. With very little marketing, almost 100 interns stayed at GT Housing.

Auxiliary Services’ BuzzFunds

Auxiliary Services awarded BuzzFunds to these organizations during Summer Semester:
- African American Membership Week
- Emerging Leaders
- Executive Round Table
- Graduate Student Picnic
- Into the Streets - MOVE
- Leadershape Guest Leader Night
- Multicultural Programs
- Presidents’ Council
- Team Buzz
Facilities

Reinvestment

Brittain Dining Hall

Construction completed at Brittain Dining Hall in time for fall semester opening. The interior renovation concentrated on the hot line servery, adding a hot “Encore” station. Improved lighting, fresh paint and new cooking equipment were also part of the new servery.

The flow of traffic during peak times is more efficient as a central column and the deli counter were removed from the center of the floor.

However, much of the renovation was under the building in what is known as the tunnel. This underground construction corrected damaged waste lines and other infrastructure problems.

Student Center Food Court

The Student Center Food Court renovated its hot chef’s line and deli sandwich sections, renaming them “Essential Eats” and “Ms. Ruthie’s Deli” after long-time employee Ruthie Beck.

In addition to an upgrade to the entree and side item display, the chef’s line features a new rotisserie, serving broiled lamb, pork and other fresh meats.

The deli changes include a layout that supports a more efficient ordering process as customers now form a queue at one point and move along one single line as their items are prepared. Focaccia, nine grain, crusty baguette and Kaiser rolls are some of the new choices available at the deli.

North Avenue Apartments

Interior work included upgrading toilets throughout the North Avenue Apartments. The older toilets and piping did not accurately match and thus caused plumbing problems.

Plans began for re-bricking the North Avenue Apartments by Gilbane Building Company.

BuzzCard Installations

The BuzzCard Center installed proximity (prox) card access to the Campus Recreation Center (CRC), Armstrong Residence Hall and Hefner Residence Hall.

CRC’s access continues to be dual with prox card and magnetic stripe until all CRC patrons are recorded.

All students residing in Hefner and Armstrong have been recorded with prox cards.

The BuzzCard Center installed a new value transfer station in the North Avenue North Housing Office for easy access to students in North Avenue Apartments.

The BuzzCard Center continued its installation of the new touch screen point of sale systems, adding Jackets in the Student Center Commons to its most recent upgrades.

Columns came down and the hot line servery upgraded to include a new hot “Encore” station at Brittain Dining Hall for fall semester opening.

GT Dining Sustainability Programs

In addition to its trayless initiative in both Woodruff and Brittain Dining Halls, conserving more than 3,000 gallons of water per day by not washing trays to carry food, GT Dining has also implemented other sustainability programs.

Food
- Certified organic fair trade coffees served at Starbucks, Seattle’s Best and Jazzman’s locations.
- Local food products that account for 40 percent of total food served in dining halls.

Energy
- Cooking oil used in dining locations recycled to be used for the creation of biodiesel fuel.
- Napkins made from recycled materials to help reduce greenhouse gases and save trees.
- GT Dining operations steam cleans in place of water pressure cleaning, saving water.
- Carry-out containers made from post consumer waste materials.

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