Students help design new Jake’s Ice Cream

ISyE professors provide real-world project for their classes by collaborating with new Jake’s at Hemphill and 10th

By Jennifer Lee Focus Editor

Jake’s Ice Cream has always been a popular destination for Tech students, no news of the location on Howell Mill closing last month was a blow to many.

However, there’s good news—a new Jake’s will be opening even closer to campus, in Tech Plaza, the small strip mall on the corner of Hemphill and 10th Street, next to City Cafe and Lil’ Dinos. And even better news—Tech students may actually have a hand in its design.

Industrial Engineering students in Professor Jane Ammons and Julie Swann’s ISYE 3104: Manufacturing Systems classes are collaborating with Jake’s as their final class project, though it was a last-minute addition to the class curriculum.

“We got lucky because I go to Jake’s ice cream all the time,” said Swann. “And it just happened that a couple weeks ago, Jake was there himself.”

The two got talking, and Jake found out that Swann was a professor, while Swann found out that Jake’s was opening a new location right in her backyard.

“Everybody in the area came out and supported us,” Spanjers said. “So this was an opportunity for him to do that.”

The students work in groups of one to four, which means that at the end of the class, there will be at least 25 or more final designs for Ammons and Swann to present to Jake’s. Since this Jake’s is slated to open at the beginning of the summer, there wasn’t much time: students were only given two weeks to work on the project. In addition, it is much more open-ended than a regular test or project.

“We didn’t package it ahead of time for the students,” Swann said, pointing out that for most projects, the students receive a packet that includes all the information they need for the project. “Students had to figure out what the right questions were, just like you might on a real consulting project or like you might do in senior design.

In addition, there were two separate elements of the project that needed to be addressed: the work-place area itself, which includes the machines, inventory and ice-cream-making equipment; and the other parts of the facility, which include the sofas, chairs and tables.

“They have to think about customer flow and what they want as students,” Swann said. “So it’s also an opportunity for them to be creative, because Jake’s really wants to make his facility catered to Georgia Tech students.”

However, the creativity aspect may be one of the toughest things about the project, according to students. Though the students have had two site visits to scope out the space, take measurements and ask questions of the new location’s manager, there are still lots of unknowns.

“When I sat down to talk to one of the groups this week, their table was covered in rough preliminary drawings,” Spanjers said. “I didn’t have any way of giving you dimensions on things, since they didn’t tell us that?”

The students are working with Adjunct Assistant Professor, ISYE Scott Stucky, while Swann found out that Swann was a professor in Ammons’ class. “The hardest part is

Q100 road trip makes for Final Four memories

By Kristin Noell Contributing Writer

Tech making the Final Four was the big news of the year, and many students were willing to do whatever it took to get to San Antonio and support the team.

Joey Spanjers, a fifth-year Management major, and some of his fellow Alpha Tau Omega brothers were among those who planned to find a way to get to Texas.

“When [people]…asked me how we were going to do it, I said, ‘That’s all details, we’ll fig-ure that out on the road.’ And from there, we figured out how,” Spanjers said.

Luckily for them, everything did work out. A girlfriend of one of the brothers called into Atlantic’s All The Hits Q100 radio station and won a Final Four road trip, and graciously gave the trip to her boyfriend.

Among other things, the prize included two RVs from Bleakley RV, free drinks from Coke, unlimited stops for free food at any Waffle House along the way and hotel rooms in San Antonio.

Spanjers said that they “already planned on getting an RV, so… it made it really easy because we already had a group ready to go, and nobody had plane flights or anything.”

The group consisted of approximately 15 students, including ATO brothers, girls that are involved with the radio station and an employee of Bleakley.

Before they left for Texas, Q100’s The Bert Show came to campus and did a live broadcast from the front yard of ATO house for the send-off. People from the community brought food, and the Tech bookstore donated flags and magnets for the RVs, as well as other Tech gear.

Everybody in the area came out and supported us,” Spanjers said.

Considering that they were on a road trip, the students were quite comfortable. There were only seven or eight on each RV, which left plenty of room to walk around. They had everything they could possibly need on board and only had to stop occasionally for gas.

“We were traveling first class with the radio station,” he said. “They took care of us. It was

Prof causes student to file grievance

By Joshua Causey Senate Staff Writer

Tech became a hub of political contro-versy last month when Ruth Malhotra, a second-year International Affairs student, filed a grievance against one of her profes-sors for political discrimination.

According to Malhotra and others in her Public Policy class, the students were en-gaged in a political debate over President George W. Bush’s health care policy when the professor said, “You don’t know what you’re talking about. George Bush isn’t do-ing anything for you. He’s too busy pimp-ing for the Christian Coalition.”

It was that incident that prompted Malhotra to file the grievance, although she explained that the professor’s comment em-plified the political bias that she felt had permeated the class all semester.

“She frequently told the class… including yourself, You’re ignorant. You don’t know anything,” Malhotra said, adding that the professor would often stereotype conserva-tives, Christians and southerners “in a very derogatory manner… I felt the attacks were getting worse.

Malhotra’s actions generated opposition from some of her classmates, such as John Putrich, a second-year International Affairs and Earth and Atmospheric Sciences ma-jor. Putrich had a different take on the incident, saying that the class provoked the professor into sharing her views when she was trying to review for an upcoming test.

“She seemed kind of frustrated with not being on task because of the test the next day,” he said.

Furthermore, he added, she was trying
 Skinny Sliver Box

Hmm...a flare? a friend? an enemy? Someone’s been reading my slivers who knows me. I actually disagree with you with that one: For RHA, that’s not too much of a problem because they are doing fine, and they do have a better turnout of “lay citizens” as before. SGA, however,Oops, I did it again!
The unsung heroes of GT>>>JWMBBSJHP. Go figure.
Hmm...Hewitt is concerned about getting the Bball team back into class while Callahan is trying to get his players into the NBA. Well, who’s got more family class? Oh, that’s right, Hewitt does!
000111 Free 0101001010
Your 001010100 Mind
001001010101
An outgoing person would be better for getting “lay citizens” into SGA. I know you can’t get everyone in, but I don’t want to find out that SGA has gotten worse.
Why did it get cold again?
I hate the physics dept and their non-working website that happens to die RIGHT before a major 6th test!!!
Pretty sneaky Adrian
Damn automatic flushing toilets...you never work right...
I’m so tired of all the ignorance and incompetence of Ga Tech faculty, administration and staff
Down with capitalism!
Why is a UGA grad speaking at our graduation? And why is our governor named Sonny?
Congrats to the GT Cheerleading Squad, Dance Team, and Buzz for their big wins at competition! YA’LL ARE AWESOME!GOJACKETS! 15 days until graduation!
Congrats on your wedding, Tony!
Thanks to all my loyal sliver readers...I will miss you...
The sliver will return in the May 28 issue, brought to you by the new sliver girl.
Bye bye!
Jake’s from page 11

that we don’t have specifics, we don’t know how much stuff is, and we don’t know exactly what they have, so we don’t know what we can include,” she said.

In addition, much like a real world project, the students have to work with shifting criteria as the project goes along.

For example, the manager had said that they are looking at creating soundproof booths with drafting tables for students who want to work or study. Groups must also take into account things like a two-sided fireplace, which has been a fixture for some of the other Jake’s locations.

Because they just have a general idea of space constraints, and much of the furniture and equipment has already been purchased, the end result will mostly be something on which Jake’s can base their ideas, rather than a concrete design.

“We have a feeling that that’s sort of what they’re looking for, because when they’re actually going to start setting this stuff up, if they use one of our suggestions, they’re basically looking for a plan to go off of,” said Kevin Keene, another student in the group.

“ar isn’t interior design...you have to find the line between layout and engineering.”

Melissa Vanderwood Thirdyear ISyE major

The main thing the professors are looking for in the project is for the students to be able to justify their designs in terms of the concepts they have learned in class, such as flow, efficiency and cost.

“They only have about $5000 to work with in addition to what they’re already set out, so if we have some new ideas for TV or something, we’d really have to really justify that in terms of how it’s going to help them,” Keene said.

For the project, the students are required to come up with one final design and three to four alternate designs for the space. They presented their final project this week in front of the class, with representatives from Jake’s present. Students also gave critiques of their peers’ designs, much like an architecture review.

“I’m looking forward to seeing what they do,” Ammons said.

However, Vanderwood noted, “They kept saying that this isn’t interior design...you have to find the line between layout and engineering.”

The project was met with mixed reactions from the 100 or so students in the classes, perhaps because it came at a busy time for students, with finals coming up and other tests and assignments due.

“Some of the students...were asking if this could be an optional project; some people clearly wanted to have a test,” said Keene, “even though I prefer this to a test any day of the week.”

In addition, the fact that it is Jake’s Ice Cream serves to soften the project. “It is neat to tell other people about it [who are] just asking what’s going on with school,” said Brad Gammill, another member of the group.

“It’s better than some made up textbook problem that is all cookie cutter.”

“And when Jake’s opens, and we go, maybe we’ll be like, ‘Oh, we suggested that,’...and...that’s kinda neat to think about,” Vanderwood said.

“When I’ll take someone in there, I’m going to tell them it’s my design anyway,” Gammill joked.

“Unless something’s bad about it,” Vanderwood retorted. “Then it’s not your fault.”

Harvard, UPenn withhold data to protest college rankings

By Cindy Yee

The Chronicle

(UC-WIRE) Duke University, N.C.—In a move intended to protest college rankings that are often seen as misleading and unfair, Harvard Business School and the University of Pennsylvania’s Wharton School announced they would no longer fully cooperate with news media creating such rankings.

And Harvard and Wharton’s decision was announced Tuesday after the two schools—both of which have ranked among the top five MBA programs in numerous publications for years—refused to release current and former graduate students’ contact information for Business Week’s biannual survey of MBA programs. The magazine typically uses the contact information to help measure students’ levels of satisfaction with their education.

David Lamp, a Harvard spokesperson, told The Chronicle of Higher Education that the business school’s decision was not meant to limit the information available to prospective students.

“Our interest is not in restricting information, but in improving the usefulness and transparency of that information,” he said. “The media haven’t paid particular attention to the rigor of their method or the real needs of the students.”

Both Harvard and Wharton will continue to provide basic data, like class size, to news media.

Discussions about college rankings are by no means limited to the nation’s business schools. Christoph Guttentag, Duke’s director of undergraduate admissions, said he has long been concerned about the rankings systems used by popular news media.

“Rankings are inappropriately reductive in the sense that they take these large, complex, multifaceted, outstanding institutions and reduce all of those qualities to a single number that eliminates any sense of richness of an institution,” Guttentag said. “They appear to be objective when in fact they’re not.”

Karen Kemp, senior public relations specialist for the Stanford Institute of Public Policy, said administrators at Stanford have thought long and hard about effective ways to encourage organizations that rank schools to rethink their methods. Stanford administrators have enlisted the support of professional groups like the Association for Public Policy Analysis and Management and the National Association of Schools of Public Affairs and Administration in expressing their concerns to the news media.

Kemp noted that no one at Stanford has suggested the school withhold information like Harvard and Wharton.

“We’ve used what you might call PR channels to communicate about our desire to see these numbers looked at closely,” she said. “Frankly, it hasn’t had much effect. U.S. News and World Report this year did their rankings the same way they did them in 2001.”

Guttentag noted that there is some merit in the rankings pro-

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“Academic freedom… is not penalizing students for expressing a relevant conviction or view.”

Ruth Malhotra
Second-year INTA major

The academic freedom and SGA Public Policy major and SGA Public Policy representative-elect, has a more middle-of-the-road opinion. "I think it’s a good movement so long as it doesn’t devolve into a witch hunt for the professors on either end," he said.

The bill was authored by David Horowitz, who made headlines in 2003 by denouncing reparations for descendants of slaves. He has since founded a national organization called Students for Academic Freedom, which dedicates itself to opposing what it perceives to be increasing political bias on college campuses. Malhotra is presently involved in starting a chapter at Tech.

Malhotra captured further attention when the Atlanta Journal-Constitution published a column in which he stated, "I believe [the bill] completely misrepresented both the general issue of academic freedom and the specific facts of this particular case… and a lot of what they said isn’t true," Malhotra said in response. "My concerns have never been a personal issue… and I did not instigate the situation… We only responded when the professor herself would bring up a topic or issue for discussion." But Putrich emphasized that he’s never noticed any apparent bias. "I’ve never encountered a situation where I’ve felt that the professor… needed to punish me for my views because of what I would say in class," he said.

Suzer agreed. "I disagree with some of my professors, but it never affected my grades," he said. "That’s what I think the main criterion there for determining whether bias exists." But it does exist, Malhotra said. "Since I came to college, I’ve noticed a bias either in the way the professor conducts the class or the skewed selection of textbooks.

Backers of the Academic Bill of Rights have focused on discrimination against conservatives by liberal professors, but Malhotra said the political affiliation of the professor is irrelevant. "I’m not here to say ‘fire all liberals,’" Malhotra said. "One of the most effective professors I’ve ever had is also one of the most liberal… [but] she conducted her class very objectively, fostering discussion and debate, encouraged dissent."

However, Putrich did praise Malhotra for taking action against a perceived wrong. "She filed a complaint, and that was her right, and that was… the most effective way of doing things," he said. "Government is voicing your opinions, and she voiced her opinion. The tragedy of this situation is that it ended up… in the press." The investigation into Malhotra’s grievance is still pending, but Suarez assured that "[the school has] done everything they needed to, from what I understand."

"It could be that this is an issue of miscommunication, and if it is, then that can be taken care of," he added. "If there’s malice behind it, then there’s other ways of taking care of that."

Online banking convenient, sensible choice for students

By Carol Hsu
Contributing Writer

Have you ever wanted to go postal when you found out you got charged late fees for sending in your payments by snail mail? Because of the postal service’s discrepancies, more and more people are choosing to pay their bills online.

At a school where registration, housing sign-up and almost all important procedures are done online, Tech students in particular have jumped on the online banking bandwagon. The shift from snail mail to email may appeal to many customers who already conduct payments online, but, like everything else, it has its benefits and downsides.

One of the biggest advantages to banking online is the promptness of updated statements available. In the past few years, online banking options have constantly improved so that customers may access and control their account at any time they wish.

In addition, customers who receive bills the "old-fashioned way" may occasionally find their bill incorrect, due to changes made since its delivery. The Bursar’s Office at Tech also experiences this situation with student tuition and fee payments.

Carol Payne, the Bursar, said that despite the fact that a majority of students—65 percent—pay online, it was the accuracy of statements that was the main reason to make student invoices available on the web. For example, paper invoices caused confusion and were often incorrect due to 55% of students changing their schedules after payment due dates, resulting in a change of fees.

Paper invoices represented a moment in time," said Payne. Online banking also allows the Bursar’s Office to transfer fees and pay Tech staff and faculty through a direct deposit option. Rather than receiving a check refund, if the student has signed up for direct deposit, the Bursar’s Office will directly transfer the refund to the student’s bank account to eliminate the hassle of the student depositing the check themselves, as well as the possibility of losing the check through the mail.

Another advantage to online payments is not needing to use postage stamps. This gives banks and credit card companies an efficient way to take care of payments without the need for envelopes and stamps. In fact, some credit card companies will reward customers with $5 for using online payments—the $5 which would have covered a year’s worth of postage for bills.
State fans. bered 20 to one against Oklahoma ready at the Alamodome, called and nio, Spanjers too much for them.

However, the drivers got to sleep in a hotel at the end of the day while the drivers did all the work. While the drivers slept in the RV.

When they first got to San Antonio, Spanjers’ parents, who were already at the Alamodome, called and told him that they were outnumbered 20 to one against Oklahoma State fans.

"They said, ‘When you guys come here, you need to be really really loud,’” he said. "So we all came dressed in full Yellow Jacket gear. I had my Waffle House fleece on, I had a Georgia Tech flag hanging around my neck like a cape, I had the Georgia Tech golf hat on..."

Then Spanjers and his brothers did what any self-respecting Jacket fan would do: they ran into the area around the Alamodome and camped out there.

"News crews came by and interviewed us...we were basically the unofficial ‘official’ tailgate party for Georgia Tech fans,” Spanjers said.

He did not anticipate that anyone would expect him to follow through, however, so he was surprised when two guys came up to him later, saying, "That kid owes us shirts and drinks!" So I ended up having to get those two guys shirts for the game.

Between games, they just parked in the lot right next to Alamodome and camped out there.

"News crews came by and interviewed us; the Rambler’ Wreck came out there. We were basically the unofficial ‘official’ tailgate party for Georgia Tech fans," Spanjers said.

Joey Spanjer Fifth-year MGT major

They also had several brushes with fame: the group was paid a visit from Bill Walton, the well-known basketball player and announcer.

In addition, Ben Callner, one of the guys on the trip, submitted a video to The Best Damn Sport Show’s film festival, which is a national film-making competition.

"Callner’s video had made it into the semifinals, and John Salley, one of the hosts of the show and a former Techie, had said some nice things to say about it when it aired. Salley was at the game, and he talked to Spanjers and Callner, praising the video in person."

The trip was an eventful one, despite Tech’s loss in the title game. Q100 supposedly reported that the group was stuck in San Antonio until Wednesday due to lack of funds.

"Technically we had spent all our money, but the radio station did have money for gas and all that to get back,” Spanjers explained.

"It was somewhat of a publicity stunt to get us to stay there. But if we had just had the money, we probably would have stayed because the radio stations there wanted us all to come in for an interview."

Unfortunately, Tech did not win that last game despite their fantastic season. Regardless of the outcome, the students that went on the Q100 road trip still had a great time.

"Anybody that gets an opportunity to go to the Final Four should go,” Spanjers said. “It’s an amazing event.”

For more pictures of the road trip, visit http://www.q100atlanta.com.