Welcome!
Thank you to our sponsors!

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- Nebraska Book Company
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Auxiliary Services
@ MGA

Ryan Greene- Director of Auxiliary Services
Amanda Funches- Exec Dir, Budgets & Auxiliary Services
Auxiliary Services Overview

• MGA Campuses:
  – Macon, Cochran, Dublin, Eastman, Warner Robins

• Services on all five campuses

• AS consists of:
  – 5 Campus Stores, 2 residential dining halls, 8 retail dining operations, card services, vending, housing (financially), summer camps, licensing, FBO, parking and transit (minimal), conference center
Campus Stores

- Branding Campaign
- Inventory and Financial Overview
- Regalia
- Website upgrade (Financial Aid)
- Inclusive Access
- Dashboard w/ KPI’s & Benchmarking
- Improved AA communication/relationships
- Full Verba implementation
- More affordable GM
- MOWR/DE overhaul
- Mobile Sales
Dining Services

• Prior Dining Setup: MGC, MSC, MGA
• Camelot Court- residential dining hall
• Meal exchange program
• Online Voluntary Meal Plan Signup
• Catering
  – Numerous 350-700 person events in FY18
• Transitioning from phone to data
• Improve overall quality and service
Vending

• Transitioned from Coke to exclusive PepsiCo
• 4-in-1 readers on all beverage vending
• Added credit/debit readers to all snack vending
• Single snack vendor for all 5 campuses
Summer Camps

- Brought all MGA camps under one auxiliary umbrella- FY17
- Streamlining policies and procedures (minors on campus, space usage, facilities agreement etc.)
- Beginning to strongly promote external camps
- Implemented new online camp registration system
Other

- Licensing: Learfield, expand MGA brand
- Transit: Cochran/Eastman Daily Route and online fleet rental program
- Card Services: Improving SR/Banner/BB integrations and processes
- Housing: College Station (2011), occupancy changes, P3 Phase II
- FBO: Airport, partnership with Macon-Bibb
- Conference Center: Transitions 1/1/18
Welcome to MGA!
Reasons for LPR Introduction to Georgia Southern University

- Fiscal limitations of Monetary Assets vs. Cost
- Challenge from AVP of Auxiliary Services for Parking and Transportation Department
- Return on Investment
Getting Approval from President’s Cabinet

• Cost analysis
• Reduce staffing levels/more efficient use of FTE staff
• No permits = no lines at the Parking Office
• Photo evidence with GPS tracking on each citation
• 24/7 access to update records
• Use data gathered to better manage student parking = more student permits available.
• University Police tie in
Campus Wide Marketing Plan

• Branded as new “Parking Lot Management Software” to remove the enforcement emphasis
• No Back In/Pull Thru Parking (Georgia being rear license plate mount only)
• Social media, email, campus digital signage, handbills, website, injection page, freshman orientation, permit receipt
• 8 months of marketing – zero tickets issued for backing in
• Transition into virtual permit environment
For More Information
Please Contact:

Kristi Bryant
Director, Parking and Transportation
Georgia Southern University
Post Office Box 8059
Statesboro, GA 30460
(912) 478-7275
The Humanless POD
David Mitchell
Columbus State University
The Situation:

• Old building
The Situation:

• New building
The Situation:

• Hungry students
The Situation:

• Little time
The Situation:

• Not much food near by
The Situation:

• Smallish population
The Challenge

• Provide food option

• Don’t go broke doing it
The Answer

• The Humanless POD
Micro P.O.D.

SELF CHECKOUT

▷ To checkout, touch register screen and follow instructions.
▷ Scan all barcodes facing right side up.
▷ Click payment type.
▷ Swipe or scan payment.
The Results

Spring

• Ave sales/day (5 days/week) = $121.80

Fall

• Ave sales/day (5 days/week) = $193.94

Annualized = $34 - 37,000
The Results

Best sellers
- Bottled water & sodas
- Grab-n-go sandwiches
- Cookies/crackers/chips

Labor = 6 hours/week = $3,600/yr
10% of revenue

Leakage - negligible
Thank you to our sponsors!

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- Nebraska Book Company
- PARKING MANAGEMENT SOFTWARE by EDC Corporation
- Blackboard
- pepsi®
- caspio
- sodexo
- VitalSource

BREAK
Big Data made easy

Bill McGee, IT Director Auxiliary Services

Robert Holden, Associate Vice President
Auxiliary Services
Chartered by the state of Georgia in 1785, the University of Georgia is the birthplace of public higher education in America — launching our nation’s great tradition of world-class education for all. What began as a commitment to inspire the next generation grows stronger today through global research, hands-on experiential learning and extensive outreach. One of America’s “Public Ivies” and a top 10 best value in public higher education, the University of Georgia tackles some of the world’s grand challenges — from combating infectious disease and securing the world’s food supply to advancing economic growth and analyzing the environment.

Located in Classic City of Athens, approximately an hour northeast of Atlanta, Georgia’s flagship university thrives in a community that promotes the benefits of a culture-rich college town with a strong economic center.
Challenges

• data volume ever increasing
• Ability to explore data from multiple sources
• Auxiliary needed a change in its approach
• transforming raw data into useful information for decision support.
• Static Reports falling short
• IT involvement to create reports
Thought provoking questions

• How long do you work with spreadsheets each week?
• Do you have too many copies of the same data?
• Could you spend that timer better?
• Do you want a more accurate program?
• Is this data used to make management decisions?
Auxiliary Services needed

- A self-service data visualization and discovery experience
- Associative exploration and smart search
- User-driven, drag-and-drop creation
- Collaboration and storytelling
- Unsurpassed mobility
- Powerful data integration
- Governed enterprise capabilities and performance
We needed this! A visual product to share our data.
Summary

• Auxiliary Services settled on a web-based enterprise self-service analytics and visualization platform
• Key benefits
  • Non-static, **fully interactive** dashboards
  • Eliminates need to share files
  • **Non-IT staff are empowered**!
    • Dashboards may be created and modified by end users
    • End user may load their own data
Qlik Sense is a next-generation self-service data visualization application that empowers people to easily create a range of flexible, interactive visualizations that drive exploration and discovery using one’s intuition.

With the proven QIX Associative Data Indexing engine at its core, Qlik Sense delivers:
LIVE DEMO
Questions
Big Data made easy

Bill McGee, IT Director Auxiliary Services

bill.mcgee@uga.edu

Robert Holden, Associate Vice President Auxiliary Services

roholden@uga.edu
National Association of Campus Card Users

Presentation to ASOG
Tuesday, September 19

Ken Boyer, NACCU President
NACCU Value Proposition

NACCU provides members with direct access to a comprehensive network of transaction and credentialing resources to integrate and streamline campus operations, enhancing the student experience.
NACCU Webinars

• Monthly programs free to all NACCU Members
• Topics:
  – Legal Aspects of Running Campus Card Services
  – Balancing Diversity & Consistency in an ID Card Environment
  – Identifying the Online Student
  – Preferred Name Best Practices
  – The Role of the Card Office in Disaster Recovery
NACCU Committee Structure

• Awards Committee
• Conference Committee
• Corporate Relations Committee
• Investment Committee
• Membership Committee
• Professional Development Committee
• Technology Research Committee**
• Volunteer Development Committee**
<table>
<thead>
<tr>
<th>NACCU Campus Profile Index</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Transaction System Integrator</strong></td>
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<td><strong>Mobile App</strong></td>
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<td><strong>Number of Off-Campus Merchants</strong></td>
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<tr>
<td><strong>Events and Venues</strong></td>
</tr>
</tbody>
</table>
NACCU Campus Profile Index

Search by Campus Profile data to find campuses who use specific vendors, offer specific services, or are in a specific location.

The field labeled Location is for State/Province.

Company/Employer

Location

Country

Affiliation

Classification

Enrollment

Card Name

Debit / Flex Account Name

Department that produces student card

Department that produces staff/faculty card

Division

Card/Transaction System

Card/Transaction System

Atrium
Blackboard Transact
CBORD CSGold
CBORD Odyssey

for institutions who use them.

ITC Systems
NuVision Networks
TouchNet/Heartland
Other
None

naccu
NACCU Listserv
U.S. Department of Education

Cash Management Regulations
NACCU Standards and Guidelines (SAGs)

What are Self Assessment Guidelines?

Tool for a comprehensive review

Evaluation of where your program stands

Allows for a consistent process which can be replicated to ensure that the assessment cycle continues
NACCU Membership by Reporting Division

- Administrative Affairs / Services: 4%
- Auxiliary / Ancillary Services: 30%
- Financial Affairs / Services: 27%
- Information Technology: 13%
- Public Safety / Campus Police: 3%
- Student Affairs / Services: 23%

©NACCU 2017  Source: Member Campus Profile Index (self reported)
SAGs Evaluation – Why Participate?

Goal 1
- Identify if your internal program view is in synch with your campus community view

Goal 2
- Identify strengths and weaknesses

Goal 3
- Identify if there is complacency in your program
Eyes Wide Open
• Application process in spring
• Ten classes starting in June
• Maximum 12 schools per cohort
• Remote Classroom Experience
• Monthly class facilitation via video
SAGs Assessment Content

- Mission
- Program
- Marketing
- Leadership
- Organization and Management
- Financial Resources
- Facilities
- Technology and Campus Card Equipment
- Legal Responsibilities
- Campus External Relations
- Assessment and Evaluation
- Diversity
- Ethics
2017-18 SAGs Cohort

- Rozie Amos, Manager, Unicard Program, University of Calgary (AB)
- Fabiola Aranda, Assistant Manager, HawkCard; University of Wisconsin-Whitewater
- Jacki Ashorn, Director, Student Business Services; Texas A&M University
- Alicia Barnes, Assignments Administrator; Illinois Institute of Technology
- Meghan Corduan, Keycard Specialist; Taylor University (IN)
- Deborah Davis, Director, Campus Services; University of Houston (TX)
- Scott Gallimore, CINO Card Program Coordinator; Coastal Carolina University (SC)
- Laurie Harris, DukeCard Program Manager; Duke University (NC)
- Sally Lloyd, Director, Texan Card; Tarleton State University (TX)
- Corry Moore, Operations Manager; University of Florida
- Amy Perryman, Manager; Pennsylvania State University
- Dan Plott, ID and Operations Manager; University of Central Missouri
The Network!!
NACCU Tool Box

- Volunteer Committees
- SAGs
- Campus Profile Index
- Annual Conference
- Webinars
- The Network
- Listserv
- The Vault
- Benchmarking
Join us at a future conference:

- April 22-25, 2018 – Peppermill Resort, Reno, NV
- April 7-10, 2019 – Marriott Hartford and Connecticut Convention Center, Hartford, CT
- April 19-22, 2020 – Austin Renaissance, Austin, TX
Partnering for Student Success

How On-Campus Partnerships Enrich the Campus Experience

Kelsey Harmon Finn & Corey Salem
Partnership

• **Webster** - A *relationship* resembling a legal partnership and usually involving close cooperation between parties having specified and joint rights and responsibilities.

• **Dictionary.com** - The state or condition of being a *partner*; participation; association; *joint interest*. 
Partner

• *Webster*: One associated with another, especially in an action.
What are some key pieces to successful partnerships?
Strategy, Environment, Culture
Strategy

• **Webster**: The science and art of employing the political, economic, psychological, and military forces of a nation or group of nations to afford the maximum support to adopted policies in peace or war or…
Strategy Simplified...

• A careful plan or method.
Environment

• **Webster:** The circumstances, objects, or conditions by which one is surrounded or...
Environment Continued...

• The aggregate of social and cultural conditions that influence the life of an individual or community.
Culture

• **Webster:** The integrated pattern of human knowledge, belief, and behavior that depends upon the capacity for learning and transmitting knowledge to succeeding generations or...

• The customary beliefs, social forms, and material traits of a racial, religious, or social group; also the characteristic features of everyday existence (such as diversions or a way of life) shared by people in a place or time popular culture Southern culture or...

• The set of shared attitudes, values, goals, and practices that characterizes an institution or organization a corporate culture focused on the bottom lined: the set of values, conventions, or social practices associated with a particular field, activity, or societal characteristic studying the effect of computers on print culture or...
Culture Simplified…

- Culture is a balanced blend of human psychology, attitudes, actions, and beliefs that combined create either pleasure or pain, **serious momentum or miserable stagnation**. A strong culture flourishes with a **clear set of values and norms** that actively guide the way a company operates. Employees, students, faculty, community are **actively and passionately engaged** in the campus or business, operating from a sense of confidence and empowerment rather than navigating their days through miserably extensive procedures and mind-numbing bureaucracy.
Examples of Partnerships
Non-Traditional Partnerships
Coopetition: The act of cooperation between competing companies; businesses that engage in both competition and cooperation are said to be in coopetition. Certain businesses gain an advantage by using a judicious mixture of cooperation with suppliers, customers and firms producing complementary or related products. (Investopedia.com)
Institution-to-Association

• ASCOG benchmarking
• NACAS benefits and networking
Next steps...

Where are we?

Where do we want to be?

How will we get there?
Culture eats strategy for lunch!
Let’s flip the script on partnerships!

- Dynamic and engaged leadership
- Living values
- Responsibility & accountability
- Celebrate success & failure together
Will you lead with us?
Thank you to our sponsors!

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QUALITY OF LIFE SERVICES