



Case Study: Georgia Institute of Technology

Georgia Institute of Technology Increases Efficiencies and Improves Business Intelligence with Campus Recreation Software

Background

Located in Atlanta, Georgia Tech is consistently ranked among the top ten public universities in U.S. News & World Report and stands as one of the oldest and most respected technological research universities in the U.S. The school has more than 900 full-time instructional faculty members and 18,000 undergraduate and graduate students.

Understanding the connection between campus recreation opportunities and student recruitment, the university opened its doors to the ultimate campus community, which included a new \$45 million Campus Recreation Center (CRC).

Challenge

When Georgia Tech decided to build the new CRC, staff members knew they needed a robust software solution to support the processing of an average of 3,000 students, faculty and staff daily, as well as meet the functional needs of multiple departments.

Jon Hart, chairman of the selection committee and Assistant Director of Campus Recreation - Facilities and Operations, was tasked with finding a software solution to meet the goals of the Campus Recreation Department. The goals included minimizing the manual, paper-based process of managing the campus recreation facility, and integrating the various areas within the Department into one system using the same database. The Institute's prior software system captured rosters and put people in the right classes, but it was limited in its ability. The software couldn't email participants, track who people were, or link with other programs to capture a full picture of the Department's overall participation.

With each department, including membership, G.I.T. FIT, facilities, camps and special events requiring specific functional needs, staff members throughout the Department were given a voice in the software selection process to see how the different modules would meet their specific needs.

Solution

The Department's team considered a number of software options, but selected the Active Network's Class software as the platform for the department to manage facility booking, memberships, and program registration. They also use the reporting feature for improved business intelligence, from up-to-date revenue numbers to daily participation.

"We selected Active's Class software for several reasons," explains Hart. "First, the software is able to meet the functional needs of each of our departments. Second, it offers us endless versatility in a very user-friendly package. Finally, the software proved to minimize workloads and eliminate paper trails."

Customer at a Glance

Customer: Georgia Institute of Technology

Solution: Class Software

URL: www.gatech.edu

"We have saved so much time and effort with Active. I now have facility availability and revenue generation data at my fingertips."

– Jon Hart, Assistant Director of Campus Recreation - Facilities and Operations, Georgia Institute of Technology

Putting Software to the Test

In the summer of 2007, the 11th annual RoboCup™ was hosted at Georgia Tech's Campus Recreation Center. The event was a catalyst to seeing how the new software performed in handling increased traffic and scheduling needs. Hart used the software to manage multiple leagues and room reservations at venues and areas inside and outside the CRC.

Event Details:

- ▶ RoboCup™ - an international research and education initiative that features autonomous robots playing soccer to promote artificial intelligence and robotics
- ▶ 11-day event
- ▶ Approximately 2,000 students and faculty from over 26 countries participated

Results:

The software greatly eased the logistics of where to go and when to be there, providing a full picture of what was going on with the event and staff at any given time. In addition, Hart was able to accurately monitor the revenue generated within the CRC.

Implementation

Active personnel came on-site to the Campus Recreation Department to implement the new software solution and train team members on using the software. Eight department team members representing each area of responsibility in the center, from program registration to facilities management and outdoor recreation to administrative coordinators, participated in the training. Training lasted only two weeks and staff members were ready to go.

"For me, the training was perfect," explains Hart. "But for some of our more senior staff members, there was a bit of a learning curve moving from pen and paper processes to automated, electronic processing. Once our team saw the value of the software's automation capabilities, adoption of the new software quickly grew.

Results

"We have saved so much time and effort with Active. I now have facility availability and revenue generation data at my fingertips," says Hart. The Department has not only improved its reporting, but it's also increased efficiencies and is better equipped to manage students' needs and requests.

When asked about his experiences with Active, Hart notes that the relationship is really important. "We have a great partnership. Active listens to us. If there's an issue, they work to fix the problem or build the functionality into the next release. They are there with us for the long haul."

Hart also notes that the reports help staff members determine facility revenue to better manage the Campus Recreation Department as a business/cost center. Class' real-time reports also capture numbers by the day, hour or even minute. The database allows staff members to build in all non-credit classes, alleviating re-entry from one semester to the next.

"When it comes to justifying items – be it facility upgrades or more fitness equipment – the revenue reports that the software provides definitely help us make informed decisions."

As for the future, Hart believes that business intelligence is of the utmost importance, as each campus recreation department needs to operate as a business or profit center for the university. "With budgets continuing to shrink, campus recreation departments need to generate their own money and not rely on the university. With the Active Network and Georgia Tech working as strategic partners, I feel we have access to that business intelligence and are well prepared."

Future

Recently, the Active Network and Rec Solutions partnered to integrate the best-of-breed campus recreation software with the industry-leading intramural sport management application, IMTrack.

The Campus Recreation Department at Georgia Tech currently uses IMTrack to manage intramurals and equipment rental, and Active's Class software to manage facility booking, memberships, and program registration. Georgia Tech plans to move forward with the integration of the two systems which will provide them scalability and increased operational efficiencies. They also plan to utilize Active's online registration capabilities.