



# FY 26

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## Auxiliary Services & Real Estate Strategic Roadmap

# Our Purpose, Our Plan, Our Impact

### Accessibility Statement

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# Auxiliary Initiatives & Priorities



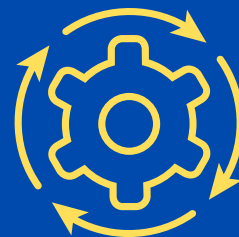
Student Success



Affordability &  
Cost Effectiveness



Health & Safety



Operational  
Effectiveness



Enhance Facility  
Infrastructure



Build the Brand  
& Collaborate

# How do We Serve the Mission of UNG?



UNIVERSITY of NORTH GEORGIA

## Path Forward

During “Reveille: Awakening the Future of Higher Education,” President Michael Shannon gave an inspirational talk that identified “moonshots” for...

University of North Georgia

**\*\*All Images are interactive\*\***



### Strategic Plan

**Mission Statement:** The University of North Georgia Auxiliary Services works with pride and excellence to support the University's mission by providing students, faculty, staff, and visitors at each campus location with services that are supportive of their academic objectives and endeavors.

In support of this mission, we have created the following Purpose Statement & Priorities that guide our scope of work and support UNG's Strategic Big Bets and objectives to strengthen the base.

**Purpose Statement:** Auxiliary Services is part of the non-academic segment of higher education that seeks to advance campus experiences that enrich the quality of life for students and provide sustainable institutional resources to support student success and the academic mission of our institution.

- Priority #1 - Student Success**

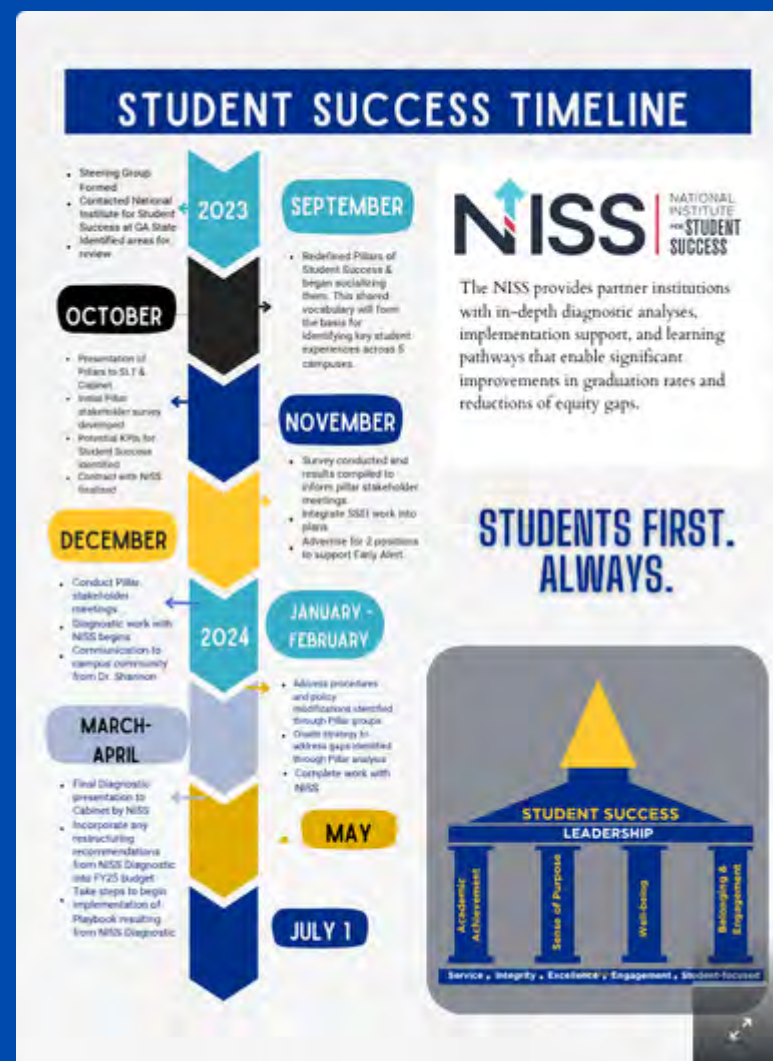
Auxiliary units will seek collaborations and innovations with partners across the university to enhance the student experience. We will acknowledge and accept the role we play in providing the “4 Walls” of basic needs. These walls are food, shelter, utilities & transportation. We will be a leader in providing employment opportunities for students and will seek to prepare our student workers with skills necessary to be successful in the workforce.
- Priority #2 - Health and Safety**

Auxiliary units will stay in close communication with Public Safety, Information Technology, and other departments as necessary to ensure that safety measures are routinely analyzed and continually upgraded to both meet and exceed industry standards.

In order to provide the most positive student experience, Auxiliary units are committed to maintaining clean and sanitized spaces to promote healthy environments and working with our vendors to do the same.
- Priority #3 - Enhance Facility Infrastructure**

Auxiliary units are dedicated to improving infrastructure by staying abreast of industry trends. Across all campus service centers, including cutting-edge technologies and sustainable facilities, to ensure an enriching student experience that fosters learning, community engagement, well-being, and performance excellence.
- Priority #4 - Affordability and Cost Effectiveness**

Auxiliary units will ensure that student fees are used in the most effective manner and strive to minimize additional fees through continual development of policy and procedure. Provide cost effectiveness through efficient use of all resources and practices.



In Business & Finance, we serve everyone here at UNG. We do our best when we help others focus on what they do best. We are the enablers of everything that happens on campus.

Serving others isn't just completing transactions or saying 'yes' to things. We serve by leveraging our expertise. We serve by reducing friction. We serve by adding value.

The transactions, processes and rules are a means to an end. But they are not our purpose. Our purpose is to serve. This is an incredibly important duty and should be held in high regard.

Business & Finance contributes to our colleagues' wellbeing when we anticipate needs, simplify systems, create comfortable environments, and innovate with purpose.

We will place a particular emphasis on supporting staff. Not because staff are valued any more or less than others, but because we have a unique opportunity to do so. We have a special duty to staff.

Our division's culture will value:

- Shared visibility
- Ownership & leadership
- Care for one another

My focus

- Facilitating information sharing - up, down, across, and out.
- Reducing friction in workflow such as slow processes, lack of training/education, and a missing personal touch.
- Incorporating stakeholder feedback on an ongoing basis, from both our end users and our teams.
- Growing staff leaders at all levels of our organization.
- Creating space for staff to incorporate things they want to do in their schedule, not just what they are told to do.

# Financial Stewardship

## FY25 Reserve Balances

Fund	FY24 Reserve Balance	Est. FY25 Reserve Balance
12210	15,089,055.74	16,640,000
12220	20,573,586.29	20,135,000
12230	4,120,021.30	3,535,000
12240	474,253.01	1,180,000
12250	5,400,227.20	6,230,000
12270	2,175,046.11	2,285,000

\*estimates only and are based on projections as of 6/26/2025



# Departments Under Auxiliary

1.

Dining

2.

Parking &  
Transportation

3.

Convocation  
Center

4.

Card  
Services

5.

Stores

6.

Housing &  
Laundry

7.

Vending

8.

Marketing







## Dining Services

Dining Services nourishes student success by delivering affordable, high-quality meals in spaces designed for comfort and connection. We anticipate evolving needs, offering late-night options, mobile ordering, and campus-wide variety, to meet students where they are. Our work fuels academic focus, fosters community, and enhances the daily rhythm of life at UNG.



# Dining



## FY25 Accomplishments:

- Opened re-designed Chow Dining Hall in Fall of 2024
- Late night dining was implemented at Hoag retail locations Spring semester
- Aramark began operations on the Gainesville Campus
- Gainesville catering going online with Aramark's CaterTrax

## FY26 Goals:

- Renovation of Chow restrooms Summer of 2025
- Replace Twisted Taco with The Drop concept Summer of 2025
- Study meal plan structure for enhancements
- Continue to monitor and discuss options for Chow House Diner space

# Late Night Dining Sales

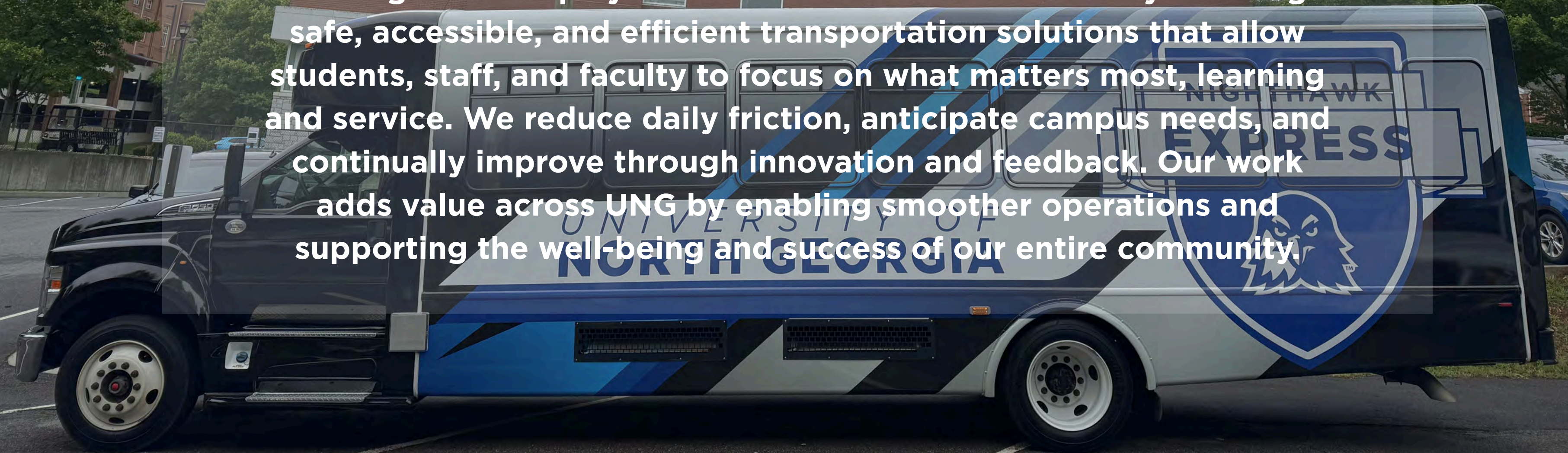
Diner Fall 2024		
Row Labels	Sum of Total	Count of Tender Type
6 PM	\$ 27,834.21	3563
7 PM	\$ 35,086.22	4178
8 PM	\$ 48,140.76	5896
9 PM	\$ 49,007.88	6203
10 PM	\$ 28,427.82	3637
11 PM	\$ 8,165.40	1047
Grand Total	\$ 196,662.29	24524

Twisted Spring 2025		
Row Labels	Sum of Subtotal	Count of Tender Type
6 PM	\$ 14,560.50	1690
7 PM	\$ 10,971.50	1251
8 PM	\$ 9,674.05	1160
9 PM	\$ 9,040.09	1112
10 PM	\$ 2,741.11	342
Grand Total	\$ 46,987.25	5555



## Parking & Transportation

Parking Services plays a vital role in student success by ensuring safe, accessible, and efficient transportation solutions that allow students, staff, and faculty to focus on what matters most, learning and service. We reduce daily friction, anticipate campus needs, and continually improve through innovation and feedback. Our work adds value across UNG by enabling smoother operations and supporting the well-being and success of our entire community.





# Parking & Transportation



## FY25 Accomplishments:

- Went cashless
- Clouddrunner Cameras (Drill Field) to monitor traffic
- Speed Bumps added in decks for safety
- Additional cameras added inside decks for added safety
- 15 Additional Student Veteran Spaces added in three decks
- Future Nighthawk spaces added to Dahlonega, Cumming, Gainesville, and Oconee
- No idle signs installed on all campus
- EV duel charging stations added to Cumming and Oconee campus
- Added 100+ spaces on Cumming Campus
- Cameras added L49 by stairs, additional lighting for safety
- Extended shuttle hours to 7pm Monday -Thursday (ridership data compared to FY24)
- New Sunday Route to include Wal-Mart



# Parking & Transportation

## **FY26 Goals:**

- Analyze parking lot utilization to help determine new ways or methods of distributing parking permits (procuring technology)
- Evaluating additional parking spaces around L50
- Purchasing signs for all shuttle buses
- Replace 14 passenger ADA bus for Gainesville Campus FY'26
- Rewrapping of remaining shuttles
- Fall 2025 will offer new off campus apartments route in Dahlonaga.
- Offering CDL training for current employees as needed

## Permits

total # of  
permits in F25:

**9,075**

vs.  
8,882 in  
F24!

## Cumming Parking

total number  
of parking  
spces added:

**112**

**58,983**

total ridership  
for F25

**88**

total Walmart  
route riders  
for Spring '25

vs F24  
total  
ridership:  
**46,984**

**Nighthawk Express**

**P&T  
Facts &  
Figures**





## Convocation Center

The Convocation Center provides a safe, welcoming space that brings the UNG community together for athletics, events, and engagement. Through facility enhancements and operational excellence, we create an environment where comfort, pride, and institutional spirit thrive. Our work supports staff and students alike while adding lasting value to the campus experience.



# Convocation Center



## **FY25 Accomplishments:**

- New concession stand grease trap
- Added exterior power on mezzanine
- New gym floor logo and updated athletic branding
- Updated building WIFI
- Added network in vestibules and outside for ticketing

## **FY26 Goals:**

- Re-design webpage with help of Marketing & Web Communications
- Re-work existing Auxiliary office space to accommodate new AD of University Services



A woman with red hair and a lanyard is holding a large blue sign. The sign features a large hawk logo in the background. On the left side of the sign, there is a framed photo of the woman and some text. The main text on the sign is in white and yellow. To the left of the sign, a red vending machine with a Coca-Cola logo is visible.

## Card Services

Card Services enhances safety and efficiency across all campuses by providing secure, seamless access to the spaces and services our community depends on. We anticipate needs and reduce friction through innovative technology and NFC systems, while supporting staff and student well-being. Our work enables a more connected, comfortable, and responsive campus experience for everyone at UNG.

**NIGHTHAWKS CARD**



# Card Services

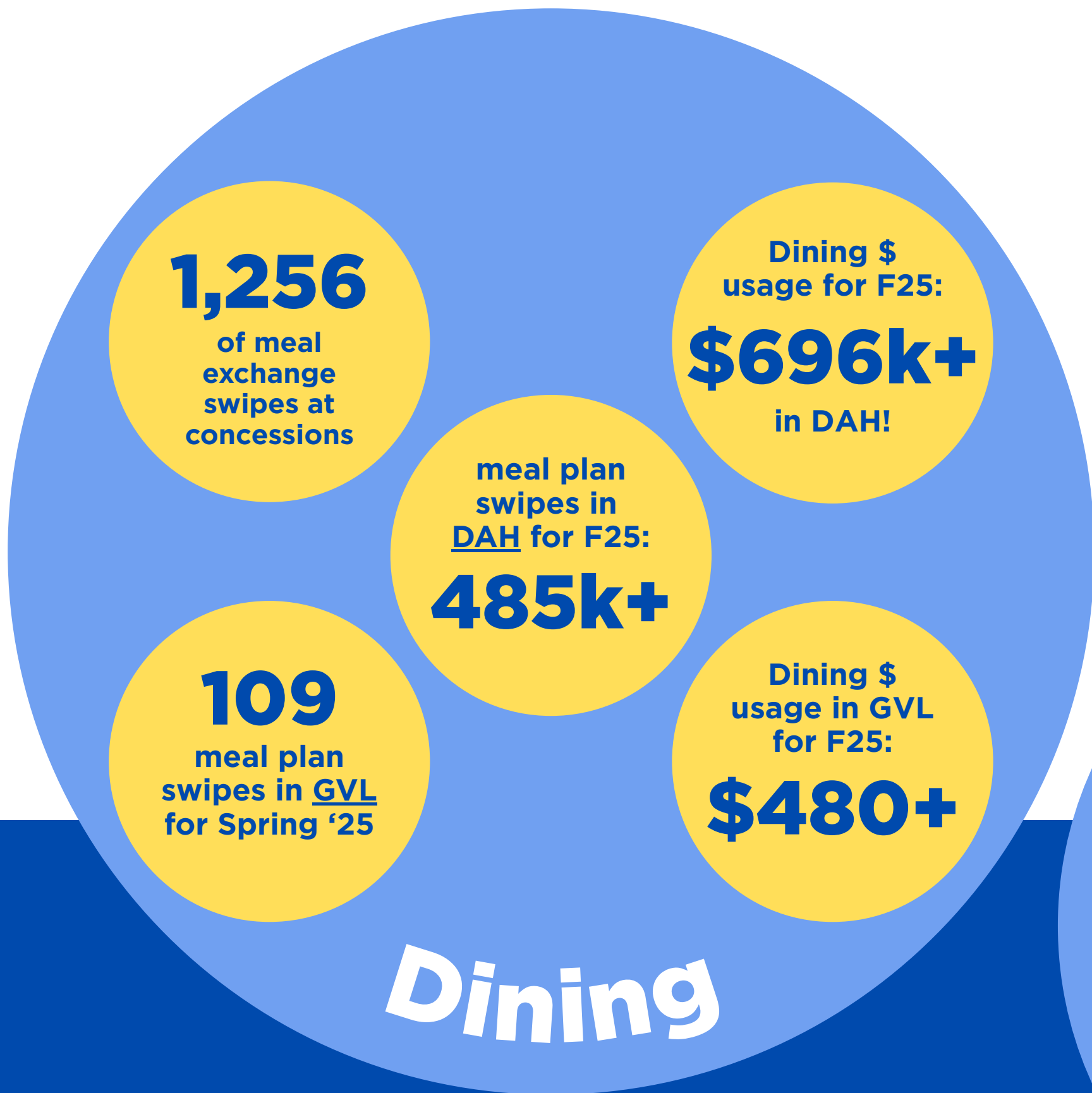
## FY25 Accomplishments:

- Board Swipe options available at concessions for Athletic games
- Board Swipe options **available at GVL** for F/S and Block Plans
- Dorm conversion from outdated Persona into **Genetec** - All UNG Dorms are now updated
- Conversion from Lenel to **Genetec** on DAH Campus - Biggest impact Rec Center (This includes GVL Rec Center)
- Launch of new Laundry (**Speed Queen**)

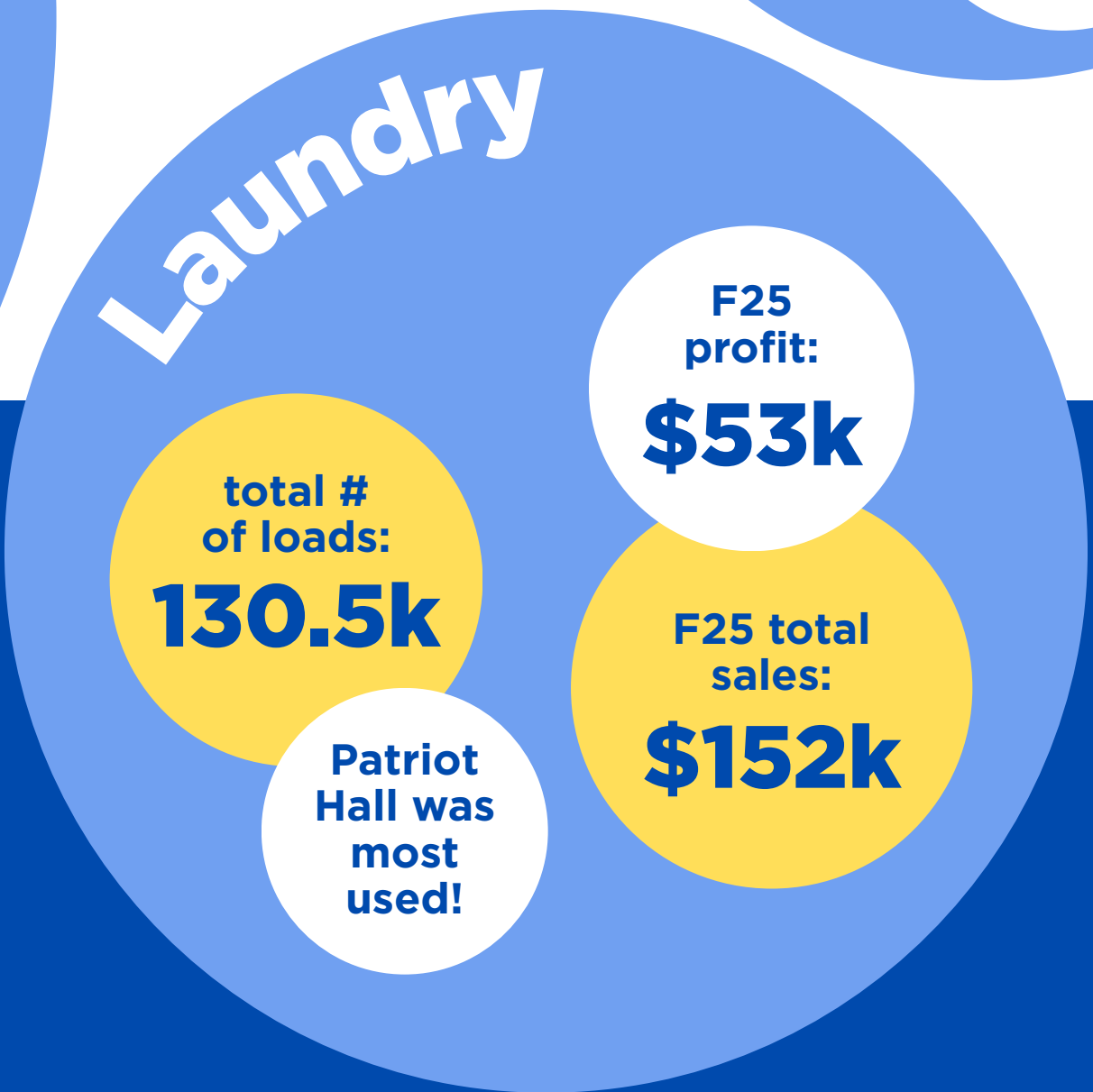
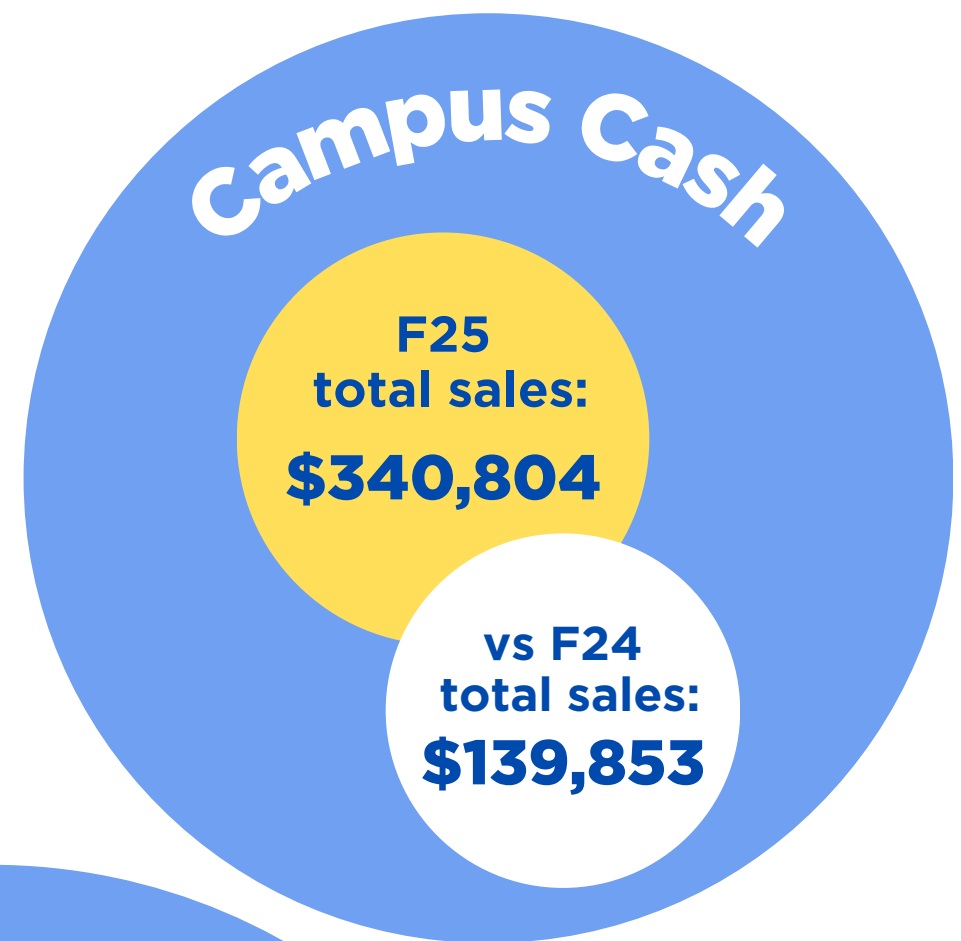
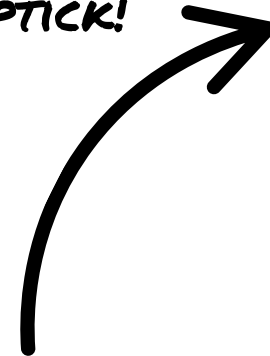
## FY26 Goals:

- Mobile Credential
- Complete conversion from Windcave to Freedom Pay Conversion (DAH Card is now converted fully.)
- Conversion of TSE to IDX (?)
- Access Control- One system (Genetec)- OCN and GVL Campus
- Need NFC Printer for BLR and a second for GVL



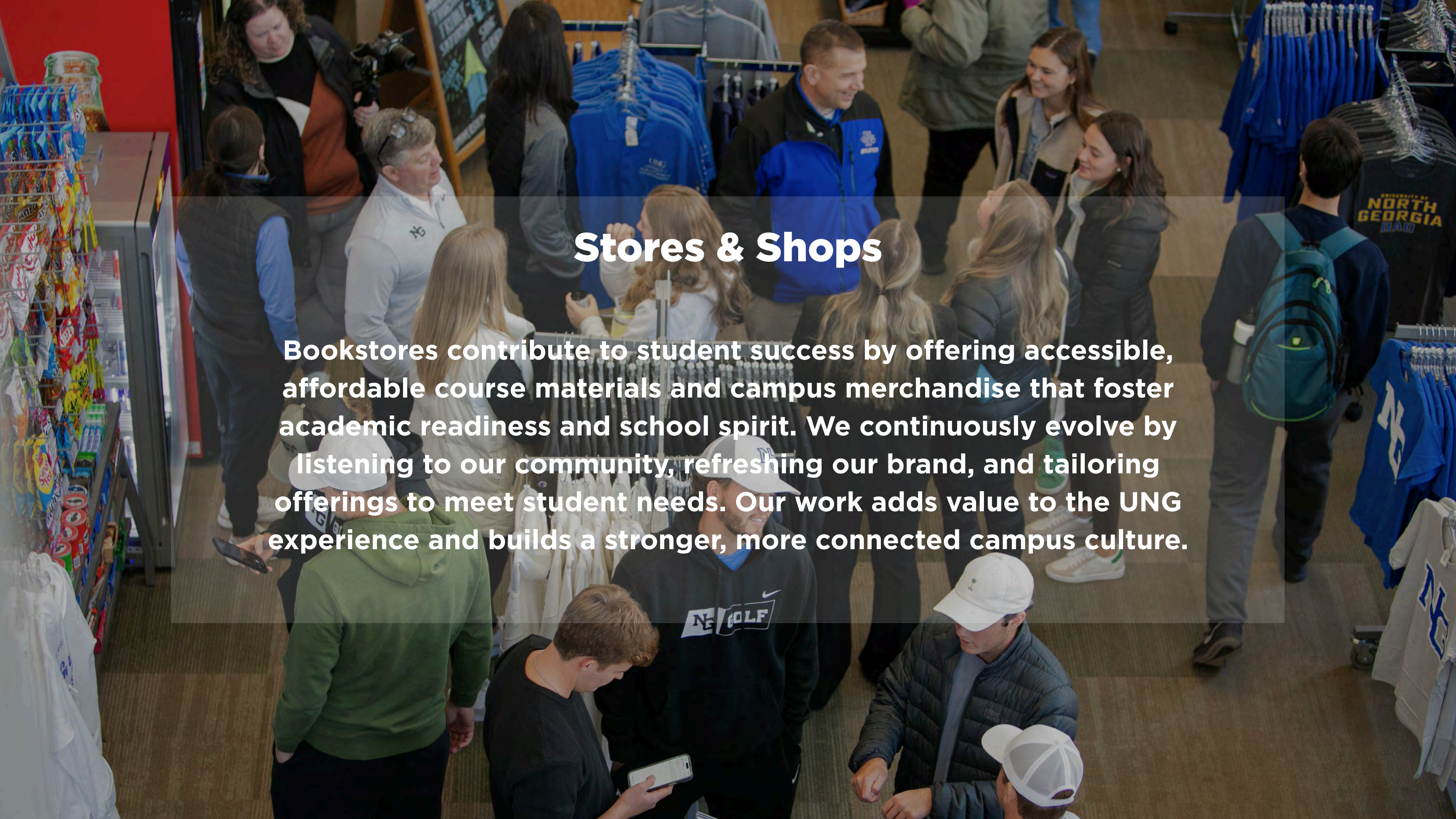


MAJOR CONTRIBUTOR TO CAMPUS CASH UPTICK!



# Card Services Facts & Figures



A high-angle, wide shot of a busy campus bookstore. The store is filled with students of various ages. On the left, there are tall racks of colorful snack bags. In the center and right, there are racks of blue and white clothing, including sweatshirts and jackets. Some students are looking at their phones, while others are talking to each other. A man in a blue and black jacket is smiling at a group of students. A student in the foreground is wearing a green hoodie and a white cap. Another student is wearing a black hoodie with 'NE GOLF' on it. The floor is a light-colored wood or laminate. The overall atmosphere is lively and social.

## Stores & Shops

**Bookstores contribute to student success by offering accessible, affordable course materials and campus merchandise that foster academic readiness and school spirit. We continuously evolve by listening to our community, refreshing our brand, and tailoring offerings to meet student needs. Our work adds value to the UNG experience and builds a stronger, more connected campus culture.**



# Stores & Shops



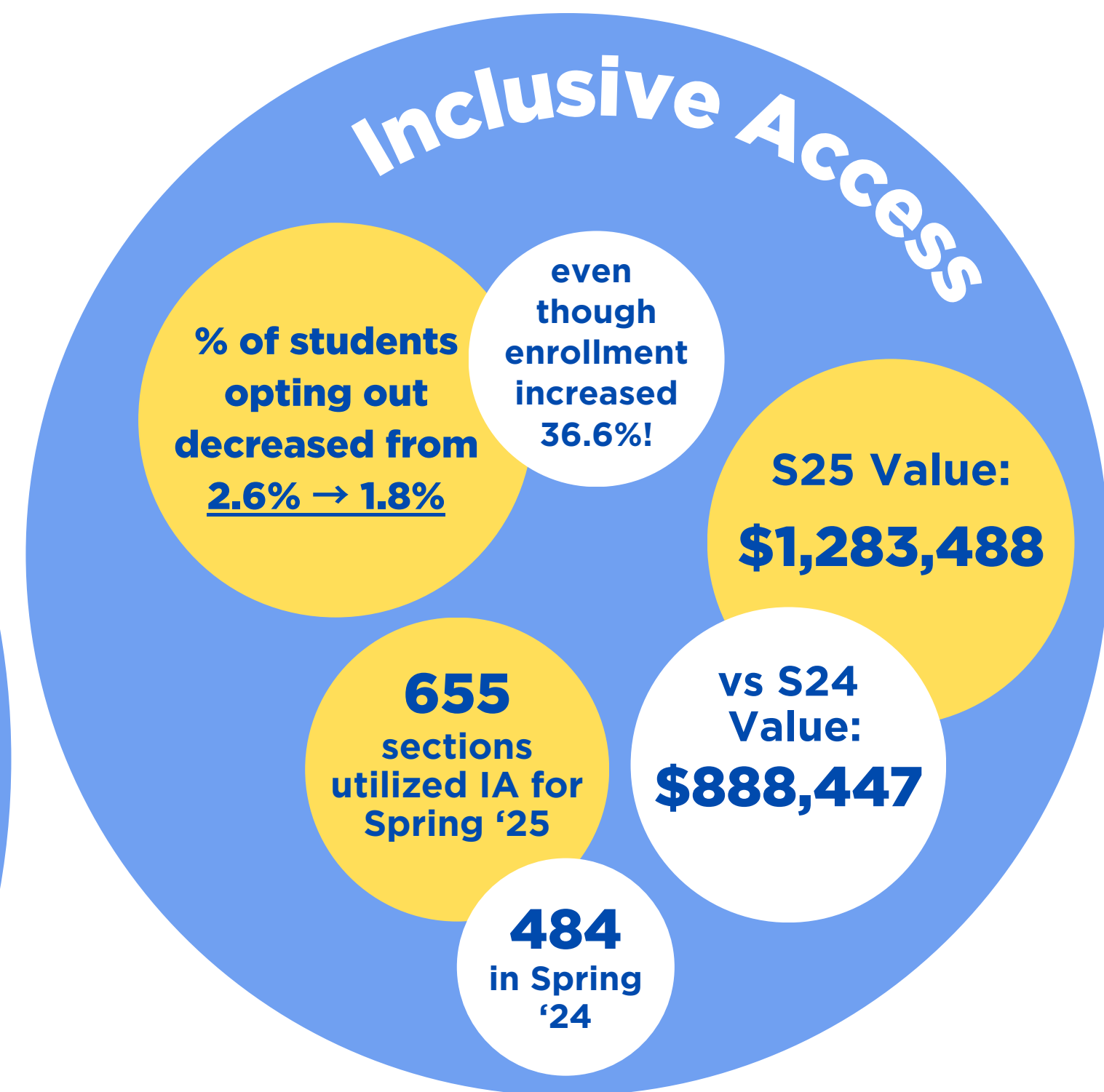
## Military Store FY25 Accomplishments:

- Fall '24 FROG Week
- Outfitted approximately 230 incoming cadets.
- Completed all FROG week issue in one day.
- Relocation/New Product Line
- Worked with multiple departments on relocation aspects.
- Surveyed cadets, alumni, and staff on product line.
- Uniform Fee
- Worked with military departments on needs for uniform requirements and price adjustments.
- Added the footlocker to required list to ensure uniformity and more efficient issuing process.

## Nighthawk Shop FY25 Accomplishments:

- Successful remodel with grand re-opening event collaboration with UNG Athletics.
- Won nationwide “Most Resourceful Store” award for B&N
- Transitioned to fully cashless registers and transactions.
- Participation rate for First Day Inclusive Access increased , with an estimated student savings of \$421,214.
- Attended and had several successful sale days at UNG Athletics events throughout the year.





**Bookstore  
Facts &  
Figures**





# Housing

**Housing provides students with more than just a place to live, we create safe, well-maintained, and welcoming residential communities that support academic success, well-being, and personal growth. Through ongoing facility improvements, proactive maintenance, and the integration of amenities like modern laundry systems, we reduce daily friction and enhance the student living experience. Our commitment to safety, comfort, and operational excellence ensures that students can focus on their goals while feeling secure, supported, and at home within the UNG community.**



# Housing & Laundry



## FY25 Accomplishments:

- The Annual Housing Refresh Program aims to "refresh" one residence hall each summer. "Refresh" elements listed below:
  - Flooring
  - Paint
  - Mattress replacement
  - Minor renovations of shared spaces, restrooms, or RLC suites
  - FF&E as needed

## Refresh Schedule:

- Patriot Hall - 2024
- Donovan Hall - 2025
- Liberty Hall - 2026
- Gaillard Hall - 2027
- \*Subsequent years TBD



The background image shows a university vending area. On the left, a sign reads 'STOCK' in red letters. In the center, a sign reads 'CHILLIN'' in blue letters. On the right, a large orange sign reads 'PROVISIONS ON DEMAND' in white letters. Below these signs are several vending machines, including a large one with a screen and a smaller one with a screen. A counter with various items is visible in the foreground.

## Vending

**Vending supports the daily needs of students, faculty, and staff by providing convenient, affordable access to food and beverages across campus. We add value by ensuring reliable service and aligning with key events and student milestones, from move-in to finals. By anticipating demand and expanding availability, we help keep the UNG community refreshed, focused, and ready to succeed.**



# Vending Accomplishments

**Year Over  
Year  
Commissions  
for F25:  
\$126,648**

**vs. F24  
commissions:  
\$116,936**

- Hosted several successful vending events, such as:
  - Share-A-Coke custom canning event at DAH
  - Fall semester kickoff in DAH
  - Tasting events to bring traffic to MicroMarket in Cumming campus during Spring semester





An aerial photograph of a university campus at dusk. A large, multi-story brick building with a central tower is the focal point. The sky is a mix of deep blue and purple, with some clouds. In the foreground, there's a large green lawn and a parking lot with several cars. The background shows rolling hills under the twilight sky. A semi-transparent rectangular box is overlaid on the center of the image, containing the text.

## **Real Estate**

**The Real Estate Foundation supports the long-term success of UNG by maintaining and expanding potential infrastructure that's safe, sustainable, and student-focused. We anticipate future space needs, manage critical assets, and protect financial health, ensuring real estate assets are managed and acquired that support academic success and the mission of UNG. Our work adds lasting institutional value while caring for both students and staff.**



# Real Estate



## **FY25 Accomplishments:**

- Purchased a 554-bed apartment complex from a third-party developer to maintain available beds for UNG students. (Bellamy)
- The Real Estate Foundation collaborates with UNG Facilities and a third-party operator.
- Maintains housing units in excellent condition.
- Ensures compliance with bond financing requirements.
- Allows students to focus on academic success without concerns about living conditions.

## **FY26 Goals:**

- Collaborate with Auxiliary Services to enhance financial efficiency.
- Improved efficiency helps maintain financial reserves for infrastructure enhancements.
- This initiative aims to elevate the student experience.



# Real Estate

University of North Georgia Real Estate Foundation				
Consolidated Cash Flow Years 2026-2030				
CURRENT CASH				1,532,664
Year	LLC Cash Flow	REF Cash Flow	Total Cash Flow	Total Cash
2026	762,665	343,110	1,105,775	2,638,438
2027	814,486	343,946	1,158,432	3,796,870
2028	625,742	245,835	871,577	4,668,448
2029	344,090	244,652	588,741	5,257,189
2030	241,365	245,937	487,302	5,744,491
	2,788,347	1,423,480	4,211,827	





# Marketing

**Auxiliary Marketing builds awareness and engagement through inclusive, student-centered events and intentional storytelling. By listening to our audience and highlighting the value of campus services, we foster a sense of belonging and school pride. Our work connects departments, supports staff, and brings the UNG brand to life in meaningful, measurable ways.**



# Marketing

## FY25 Accomplishments:

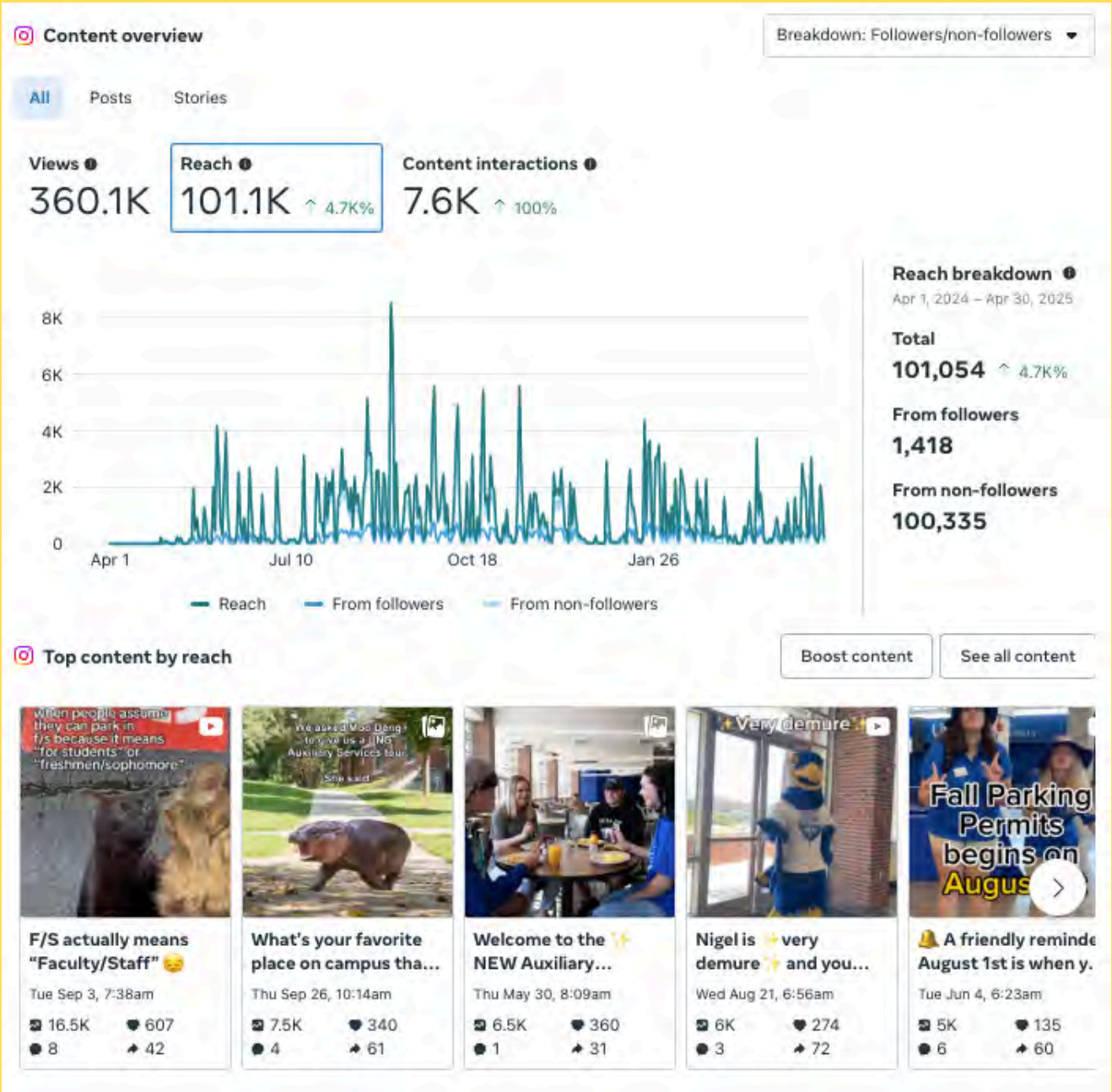
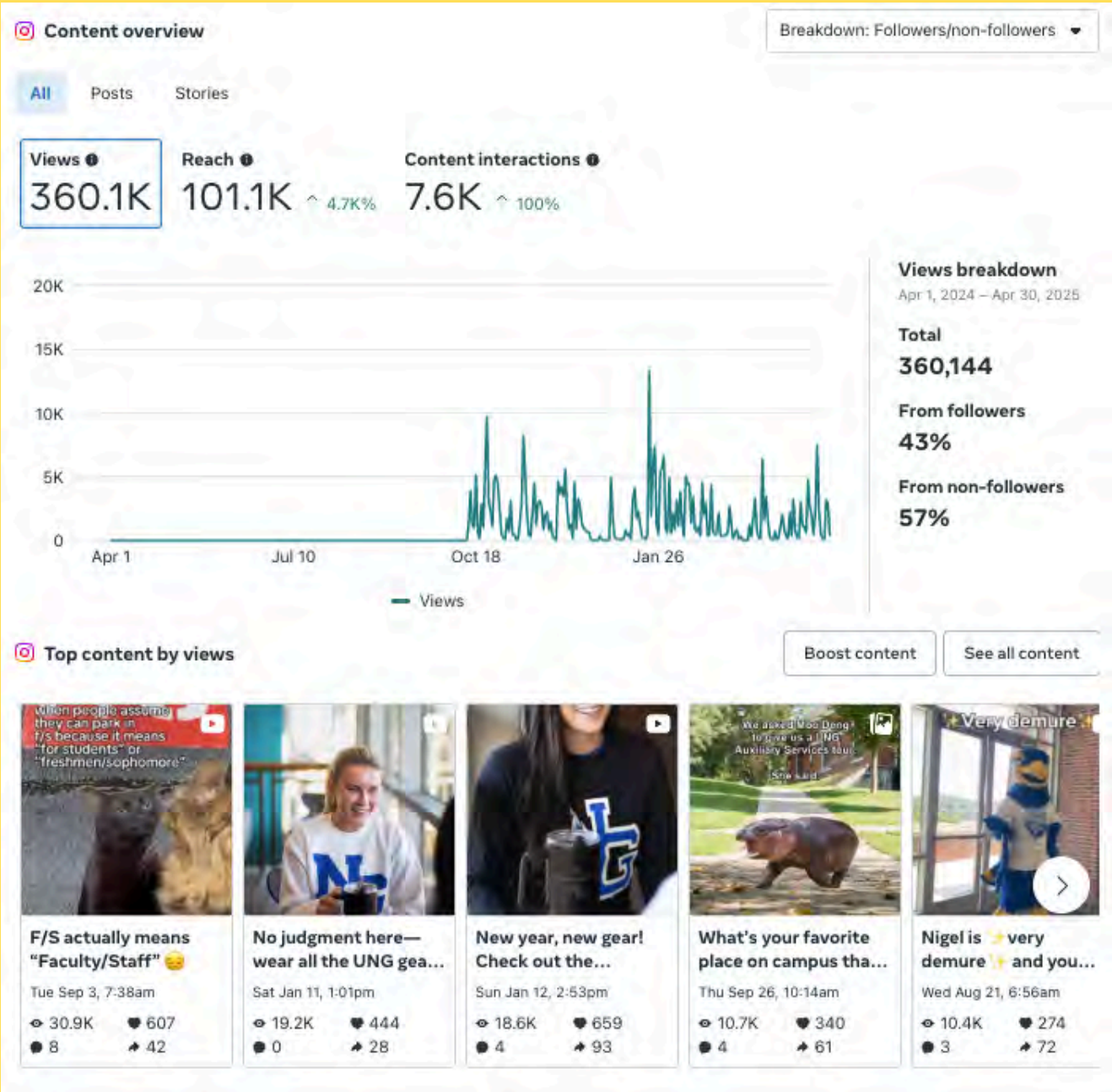
- Successfully threw **18 events** on multiple UNG campuses
- Partnered with several other UNG departments to deliver fantastic events to students
- Increased follower count on Auxiliary social media pages by **140%**
- Increased reach count on Auxiliary social media by **4.5k%**
- Increased meal plan sales by **+5%**
- Hired two amazing student workers who have helped our team tremendously and we are keeping through next school year as well!

## FY26 Goals:

- Beat last year's event count with **20 total events**
  - Aim for a total of **1,000 participants** across those 20 events
- Increase follower count on Auxiliary social media by another **80%**
- Reach **100k** impressions per month on social media
- Attempt a seasonal Auxiliary Services campaign strategy
- Collaborate with at least 5 other campus partners

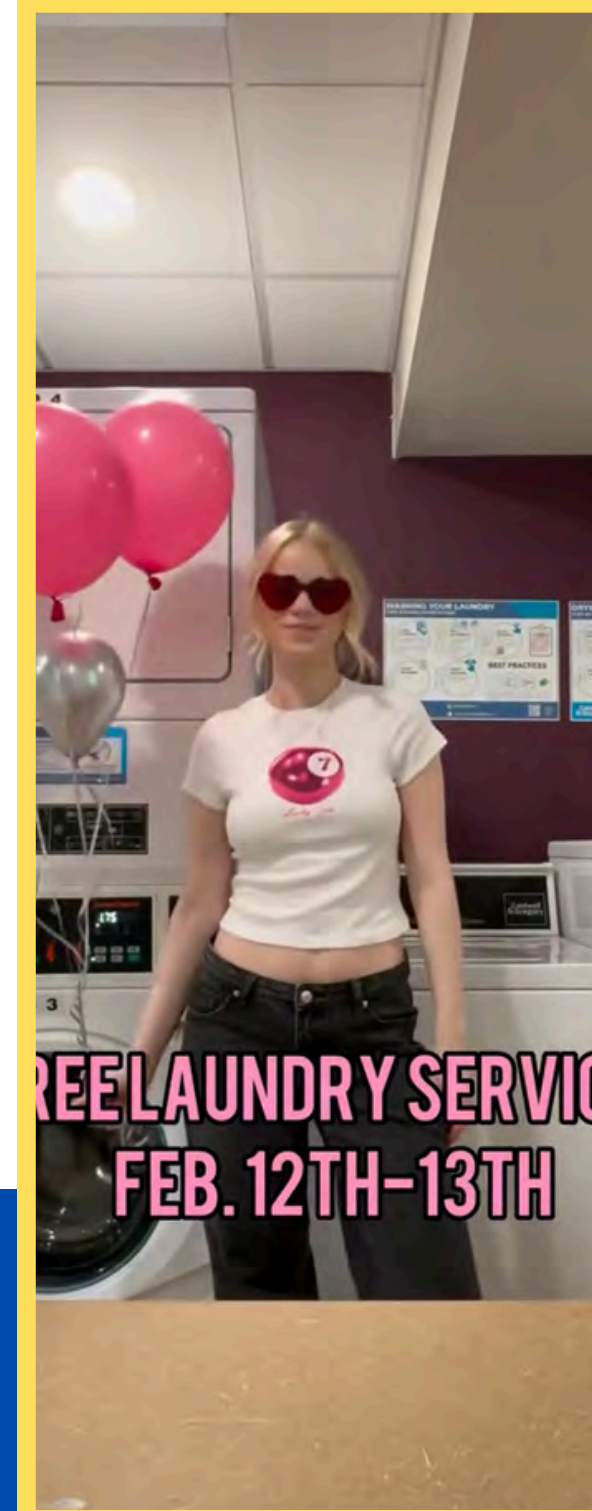


# Marketing





# A year full of fun Auxiliary Events!





# Road Map to More Auxiliary Marketing Success

