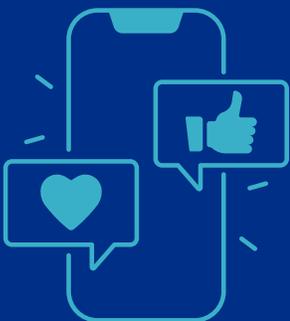


University of North Georgia Auxiliary Services Digest



Auxiliary Services by the Numbers: A Snapshot of Success

Fall semester, University of North Georgia Auxiliary Services brought you nine exciting events! Your top pick at Chow is **Wing Wednesday**, and the best-selling item in the Nighthawk Shop was **the Steeple Sweatshirt!** We appreciate your support as we navigate another semester.



Clicking with Students: The Rise in Auxiliary Services' Social Media Engagement

In 2024, the Auxiliary Services social media marketing team welcomed new members and kicked off a revamp of the social media pages. Students eagerly engaged with the content and even helped create it! Keep reading to meet the Auxiliary Services team, get up to date with our next event offerings, and see how you can get involved!

Clean & Green: A Campus Revitalization Initiative

Ready for some spring cleaning? Auxiliary Services & Facilities are launching a collaborative “Clean Campus” initiative at UNG for the spring 2025 semester! This initiative, involving various departments and student organizations, aims to address trash issues on campus—such as litter in parking decks—while encouraging the UNG community to maintain a clean environment and reduce waste. The campaign will include Earth Day events, discounts for reusable items, reusable promotional giveaways, and opportunities for student and departmental engagement. If you are down for the challenge, follow Auxiliary Services on social media to keep up with the initiative! We look forward to seeing what you will accomplish along with us!



Serving Up Change: What's New in Dining Services for 2025



Students at the University of North Georgia's Gainesville campus have exciting new dining options this semester, including the newly opened 678 Café, the return of Chick-fil-A, and the introduction of flexible Block Meal Plans for commuter students.

The 678 Café offers a relaxed spot for students to study or grab a bite, with a menu featuring soups, sandwiches, and salads. Meanwhile, Chick-fil-A has

returned after a brief hiatus, now offering its signature crispy chicken sandwiches and chips at a renovated location designed for faster service. To further enhance convenience, Dining Services has introduced Block Meal Plans for commuting students, allowing enrolled students to purchase a set number of meals to use throughout the semester at various campus dining locations, including 678 Café and Chick-fil-A. This flexible option gives students the freedom to eat when and where it's most convenient.



New Spaces, New Vibes: DAH Campus Bookstore Gets a Makeover

The Nighthawk Kick-Off event on January 13th marked an exciting start to the semester at University of North Georgia Dahlonega Campus, with President Michael Shannon and our very own Nigel Nighthawk meeting and connecting with students. Students also got a chance to sign the iconic NG logo. In addition to the festivities, the UNG Bookstore had exciting news for students and fans alike. The bookstore now features a Sideline Shop, offering a wide range of UNG athletics gear.

This follows the release of fresh NG athletics merchandise in Fall 2024, giving students more ways to support their school. The event brought the UNG community together and set the tone for a great semester ahead. Next, we're looking to tackle the Gainesville Campus bookstore to revitalize the campus and

create a unique space that meets students needs!



Holiday Happenings: Santa, Nighthawks, and Merrymaking



Our Season's Greetings event featuring our very own Santa Claus and Nigel Nighthawk was a jolly time! Across the Gainesville, Dahlonga, and Oconee campuses, we hit over **\$5k** with over **300** units sold! We were simply amazed by the student support! The event featured a free limited edition T-shirt designed by our very own student worker, Merritt Pennick. We couldn't be more grateful for the incredible turnout and support from our students across three campuses. The Season's

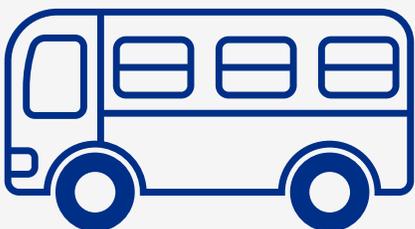
Greetings event truly showcased the spirit of community here at UNG. We're already looking forward to next year's festivities, and we can't wait to bring even more fun and surprises your way!



Name Our Ride: You Helped Us Find the Perfect Shuttle Name!



Our semester initiative to find a new name for the Shuttle Bus kicked off in October, supported by Coffee Camper Co. and their team! In exchange for submitting a potential name for the Shuttle Bus, students would receive a complementary fall themed coffee. Between the Gainesville & Dahlonega campus, we got **195** name submissions and after a student vote, we landed on a stellar name which will be shared very soon! Keep an eye on the Auxiliary Services social media for the reveal, your suggestion might just have been picked!

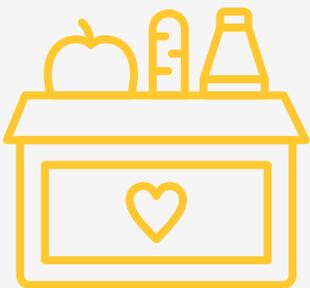


SGA & Auxiliary Services' Food for Fines: Fighting Hunger, Easing Burdens



The collaboration of the semester formed the amazing initiative, Food for Fines! This campaign encouraged students to donate food and goods to the UNG Food Pantry in exchange for their parking ticket fees being waived. In total, we saw **1031** items donated to the Food Pantry, and **200** tickets waived! This means that **\$5000** in fines were dropped! The success of Food for Fines demonstrates the power of community and generosity at UNG.

Thanks to the incredible support from students, we not only helped stock the Food Pantry but also eased the burden of parking fines. We're grateful to everyone who participated and look forward to continuing to work together for a stronger, more supportive campus!



Creating Connections: Other Auxiliary Services Events This Semester

Party Like It's 1999: Highlights from the Campus Rewind Y2K Party

Our semester celebration welcomed hundreds of students to take a break from move-in and have a good time. With a photo booth and an appearance from Nigel Nighthawk, we have many memories that we will treasure forever!

From Nigel's Plate to Yours: Eat Like Nigel Event (DAH)

The Dahlonga campus invited students back to campus with a good time and reintroduced the tastes of the Dahlonga campus. The event was a perfect way to kick off the semester, bringing students together to enjoy the familiar flavors, promotional giveaways, and vibrant atmosphere of the Dahlonga campus.

Nighthawk Nourishment: Hungry Like a Nighthawk Event (GVL)

To kick off the semester, Auxiliary Services, in collaboration with Aramark, hosted a grand re-opening of the Gainesville Dining Hall! With promotional giveaways and delicious food bites provided by Aramark, it was a blast!



Creating Connections: Other Auxiliary Services Events This Semester

Coloring the Campus: Oconee Auxiliary Services Rock Painting Event

The Oconee campus event of the semester created a fun environment to take a crafting break from classes and make friends. Students who participated also had the opportunity to win a F/S parking spot for a whole year!

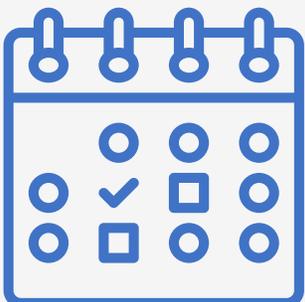


Kick Off the Semester: Welcoming Students Back to Campus at the Bookstore

The Bookstore Bash was a great way to kick off the semester, offering students the chance to grab all their essentials and get excited for Fall 2024. With a fun atmosphere and plenty of resources, we got ready to support you all year long.

Bringing Cheer to Every Stop: Santa's Goodies on the Shuttle and in the Dining Hall

Santa appears one last time before the end of the semester to hand out treats and goodies to students riding the Shuttle Bus or hanging out in the Dining Hall.





Derek Leonard, Associate Vice President, Real Estate & Auxiliary Services

Derek Leonard earned his Bachelor of Science degree from Georgia Tech in International Affairs in 2008 and his Master of Arts in Higher Education & Student Personnel from the University of Mississippi in 2010. He will obtain a Master's of Business Administration from the University of North Georgia

and will graduate in Spring 2025. Derek has worked at the University of North Georgia since 2011 and has served in a variety of roles in the Department of Campus Recreation and Wellness within the Division of Student Engagement and Success, finishing in 2023 as the Executive Director, Campus Recreation and Wellness and Student Facilities. Derek has been serving as the Interim Associate Vice President for Real Estate and Auxiliary Services for the past year and was named permanently to this role in November 2024. Derek also holds a Georgia Real Estate license and has worked as a Realtor for the past 6 years. Derek brings his leadership, operational experience and students first, always mentality to this role. Outside of work, Derek spends his time with his wife, Alyssa, and two boys, Easton and Maddox.

Introducing Our New Auxiliary Services AVP



Stephanie Nakamura

Executive Director of Auxiliary Services

Stephanie has been with Auxiliary Services since 2014 and has played a key role in improving student services and campus facilities. Her leadership has driven partnerships like the collaboration with Barnes & Noble College to offer affordable course materials. Outside of work, she enjoys community involvement and spending time with her family.

Brandi Poole

Assistant Auxiliary Services Director - Gainesville

Employed at UNG since 2009, started on the Dahlonega Campus and by 2013 I came to the Gainesville Campus and opened up the Auxiliary Services Card & Parking Office, my current role is Assistant Director of Auxiliary Services - Gainesville Campus, currently serving on the Service Excellence Champions Council, prior member of Gainesville Campus Staff Council. Wife and mother of 4, loves being home with family, enjoys game nights playing Phase 10, and very active in her church where her and her husband are blessed to lead the youth group.



Meet Auxiliary Services



Marsha Norris

Associate Director, Auxiliary Services - Oconee

Marsha has been with UNG since 2008 and greatly enjoys working with and providing services to students. She also enjoys spending time with her family & traveling.

Brent Jenn

Associate Director, Auxiliary Services - Dahlonega

Brent has been with UNG since 2017, beginning as Convocation Center Operations Manager and transitioning to a leadership role as Associate Director of Auxiliary Services in 2024. He oversees key campus operations, supporting students, faculty, and staff. Outside of work, he enjoys sports and spending time with his wife and two children.



Emily Pruitt

Admin Assistant to the AVP of Auxiliary Services

In 2005, Emily joined UNG Auxiliary Services and has held multiple positions within the department. February of 2025 marks 27 years with the university. Emily, her husband, and daughter are very involved in their church.

Meet Auxiliary Services

Alyssa Annis

Director, Communication and Marketing

A proud alumna, Alyssa graduated from UNG in 2015 with a Bachelor's in Business Administration and is on track to become a double Nighthawk with her MBA in May 2025. When she's not busy at work, Alyssa loves spending quality time with her husband, Matt, and their adorable Shih Tzus, Beau and Louis. She's an avid reader of mystery novels, a fan of Bravo's reality shows, and enjoys staying active with daily workouts. Alyssa's passion for UNG stems from the incredible community that makes the university so special.



Anh Tran

Digital Marketing Specialist

A UNG alumnus who graduated in 2023, has been working with the university since 2020 and has held multiple student worker positions during that time. She loves UNG for its strong sense of community and how it has shaped her into the person she is today. In her free time, Anh enjoys traveling, photography, workout dance classes, building with Legos, and discovering unique places to eat and visit.

Meet Auxiliary Services

Sophie Reale

Social Media Assistant Student Worker Dahlonega

As a marketing assistant, Sophie joined the Auxiliary Services team in the fall 2024 semester. She is a graphic design major with a minor in digital marketing.

Sophie also represents UNG as a social media ambassador, posting content and engaging with students. In her free time, she enjoys taking photographs with her digital camera.



Merritt Pennick

Social Media Assistant Student Worker Gainesville

An artist and avid baked good enthusiast, Merritt joined Auxiliary Services as a student worker in October 2024. He is currently studying Digital Arts & holds an associates degree in Early Childhood Education. He also enjoys spending time at home with his family and Golden Retriever, Daisy.

Meet Auxiliary Services

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Upcoming Events



*Follow us on
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keep up with our
upcoming events
and initiatives!*

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UNG Dining Dahlonega

