STUDENT GOVERNMENT ASSOCIATION

WHEREAS, students at Georgia Tech have limited after-hour options for constructive on-campus activities, and

WHEREAS, students historically rank Georgia Tech poorly in the category of student life, and

WHEREAS, enhancing student life is not the main priority of a major academic institution,

WHEREAS, options for student activities directly affect our abilities to learn effectively and enjoyably,

WHEREAS, the ability of Student Government to directly improve student life is limited by lack of resources,

WE THEREFORE RESOLVE, that the Student Government Association of Georgia Tech be allowed to conduct a completely student-initiated and operated capital campaign with the full endorsement of:

Georgia Tech's administration by integrating our projects and granting space on campus for the memorial bricks.

The Georgia Tech Alumni Association by permitting the use of an established means of communication to the Georgia Tech community.

The Georgia Tech Foundation by providing financial management of the campaign proceeds.
The Georgia Tech Athletic Association by offering athletic points to donors.

**WE ALSO RESOLVE**, that we as students of Georgia Tech, are willing to allocate thirty thousand dollars ($30,000.00) to fund a memorial brick sale with the projections of raising 4 million dollars in capital for improving student life and the Georgia Tech experience.

We believe that this will pave the way to a better college experience and make a lasting impact for the students at Georgia Tech.
Addressing Possible Concerns of the Georgia Tech Legacy Brick Project

There is a lot of support now for this project, but is it really sustainable?

➢ The students planning this project are planning for the continued success of the program. By running the program through the Student Government Association, one of the most respected organizations on campus since 1922, we are ensuring that the program will continue each year under the guidance of the undergraduate and graduate presidents. Formal changes to the bylaws establishing set procedures and policies for managing the program and funds raised by the program, either as part of a current SGA officer description or as a new student position within SGA, are being discussed as possibilities. The full-time SGA Office Secretary will handle some of the routine phone calls and questions about the program, and a student assistant will be hired to respond to questions about the program, process orders, and oversee the routine activities of the program. Furthermore, some of the students currently involved in the program will be graduating 2004 and later and have committed to working with the program during the remainder of their time at Georgia Tech.

Has this idea been successful for other comparable universities, and have you contacted any of these schools for advice and guidance?

➢ Yes, several other comparable schools have been extremely successful in engraved brick programs. Schools that we have contacted personally about their programs include University of Michigan, Florida State University, Wake Forest University, Penn State University, and Ohio State University. Each of the schools listed recommended an engraved brick program as a fundraiser and graciously offered their support and guidance in any ways possible to the success of our program. Several of the representatives felt that a student-run initiative on such a large scale would be even more profitable than programs run by their alumni or athletic associations as it would show a true drive and commitment on the part of the students.

Won't this detract from the Annual Roll Call and other alumni giving programs?

I'm very resistant to asking our alumni for even more money!

➢ While the potential for a small decrease in annual alumni giving does exist, our research has shown it to be very unlikely. All of the other institutions contacted that have implemented similar programs felt that alumni see the engraved brick purchase as a one-time special purchase, such as apparel or special memorabilia already marketed by our Athletic and Alumni Associations. Several schools noted that they felt that annual giving actually increased as a result of the brick program that was stressing the importance of giving back to the school after graduating. Representatives from these schools felt the program was especially successful with young alumni and alumni that have not given in the past because it offers long-term, tangible rewards for giving. By creating a better atmosphere on campus for current students, these soon-to-be alumni might have fonder memories of their Alma Mater and be more likely to give back after they "get out."
It seems like bricks with names on them all over campus will be tacky! Are they actually aesthetically pleasing?

- The bricks will be very conservative in design and of the highest quality available. The engraving company we have selected was the company selected for the 2002 Winter Olympics in Salt Lake City and is the company used by the government to protect many of our national treasures in Washington, including the Vietnam Veterans Memorial. The dark red bricks are filled with an epoxy grout flush to the surface so that water doesn't collect in the bricks, and each engraved brick comes with a lifetime warranty on the engraving. The bricks will save the Institute thousands of dollars in development costs and provide a lasting mark for alumni to revisit. Similar parks and projects have been extremely successful in Atlanta and across the country, and a team of students is currently designing prospective brick layouts and possible locations on campus.

Is the student body committed to this project?

- Students of Georgia Tech are in full support of the project, as noted by the Undergraduate House and Graduate Senate each overwhelmingly passing resolutions to support this project and provide an initial $30,000 to cover marketing costs and startup costs. The graduate and undergraduate student body presidents are in full support of the project and are, along with a small steering committee of other established leaders on campus, devoting a large portion of their time, to the project. Countless research has been performed on the area, and the students are ready to move ahead with the project after receiving approval from the Institute.

How does this project benefit the administration on campus? What can be gained?

- The Georgia Tech Legacy Brick project could help with several long term benefits to the Institute in addition to the tangible rewards to the students. First, this program could boost retention rates by making the student experience outside of the classroom more enjoyable. This could also boost student satisfaction rates and potentially the overall ratings in various publications. The project could also make alumni and soon-to-be alumni more willing to give back to the student life that they enjoyed. Finally, the administration has the potential to send a very clear message to the student body that student life is an important issue and the Institution is committed to improving the student life aspect of college as well as the campus and faculty.
SGA Legacy Brick Project 2002
Introduction

Imagine brown bag lunches in Yellow Jacket Park the first Friday of every month providing the opportunity for students, faculty, and administrators to mingle and develop relationships outside of the classroom. Visualize a free concert to students and young alumni in the recently renovated Bobby Dodd Stadium bringing musical talent to Georgia Tech that before has never visited. Suppose there was a fund to allow for more students to attend professional conferences greater fueling the passion for undergraduate and graduate research catapulting Georgia Tech’s innovation into the new millennium. Now, see a location on campus where alumni can bring back children and family and show where their name was left on campus, where their legacy will live on through the years. All of this can be made possible through the Georgia Tech Legacy Brick Project.

Technological and structural changes are constantly impacting the Georgia Tech community. The campus is expanding and developing into the leading technological institution in rapid time. However, more is changing than just the physical campus; the students are brighter and more well rounded than ever. The leadership pillars are beginning to be embedded in the curriculum starting in each freshman’s first semester matriculation. Freshman students are excited and enthusiastic about the academic and student life opportunities that will collectively form their total collegiate experience.

Georgia Tech provides many of the best programs that an academically focused individual could ever hope to experience; however, many students are disappointed with the overall spirit of student life at Tech. There are a number of activities that occur sporadically during the academic year, but there is a greater need for additional funding of larger scope and more regularly scheduled events. When compared to many of our peer institutions, Georgia Tech ranks relatively low in the amount of funding dedicated to student life. Currently the majority of the student activity fee is allocated to administrative costs. For example, the operation of the Athletic Complex and the Student Center allowing less funding for innovative uses.

Recently, the Student Government Association conducted a poll of all the representative members of the Undergraduate House finding that all but one student was disappointed with the student life experience at Tech. The Student Government Association would like to create a more cultural and interactive environment on campus to re-energize Tech students in their college experience and strengthen the relationship they have with the Institute after graduation. Hopefully students will no
longer refer to graduating as "getting out" but rather as the end of a long and exhilarating experience.

**Project Description**

The Student Government Association proposes the Georgia Tech Legacy Brick Project, an international fundraiser in which members of the Georgia Tech community will purchase personalized bricks that will enhance the landscaping on campus, provide significant funding for a variety of Georgia Tech student programs and initiatives, and leave a permanent legacy on our campus.

SGA plans to market the project in a variety of ways including direct mailings to parents and alumni, flyers distributed to students on campus, advertising and publicity in local and school publications, and online marketing. Individuals wishing to purchase a brick may do so online, by mail, or in person at special events. Bricks will be priced on a multi-tier scheme that seeks to encourage participation from all sectors of the Georgia Tech community and produce a return worthy of the investment of time and resources of the student body.

The Georgia Tech Legacy Brick Project is first and foremost a completely student-driven initiative. Undergraduate and graduate students will work through the Student Government Association to raise funds for the project, devise a marketing scheme for the project, implement the project plan, and use the profits generated from the initiative to better the life of Georgia Tech students. The project also represents a unique opportunity to unite students, parents, faculty, staff, alumni, and community members around a clear and unified goal.

The Georgia Tech Legacy Brick Project is an incredible opportunity to strengthen the Georgia Tech community and improve the campus and student life. Everyone wins with the Legacy Brick Project—especially the students.

**Summary**

The Georgia Tech Legacy Brick project will increase opportunities for faculty-student interaction, extra-classroom learning, higher student retention, and life-long community development. Additionally the project constructs a physical tribute to those whom this great institution has impacted. In combination, these endeavors cultivate a happier, more well-rounded individual assisting in improving Georgia Tech's image.
Additional Information

Possible Locations for Brick Memorial

- Yellow Jacket Park
- Fifth Street Bridge
- Skiles Walkway
- Ferst Center Plaza

Pricing

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|                        |          |                                 |               |           |                |                |                               |                 |
| Engraved Brick Cost     |          | $ 11.00                         |                |           | $ 161,755      |                |                               |                 |
| Installation / Development |        | $ 3.00                         |                |           | $ 44,115       |                |                               |                 |
| Duplicate Brick Shipping |       | $ 10.00                        |                |           | $ 20,000       |                |                               |                 |
| Online Tracking System  |          | $ 5.00                         |                |           | $ 5,000        |                |                               |                 |
| Program Costs           |          | $ 10.00                        |                |           | $ 10,000       |                |                               |                 |
| Marketing Costs         |          | $ 15.00                        |                |           | $ 15,000       |                |                               |                 |
| Total Costs             |          | $ 240,870                      |                |           | $ 240,870      |                |                               |                 |

Project Profits - Phase 1: $ 2,022,880

Schools with Successful Programs

- Wake Forest
- Penn State
- Ohio State
- Florida State
- University of Michigan

Student Support

The Undergraduate House and the Graduate Senate of the Student Government Association have passed a resolution starting the need for improvements in the student life arena, and are behind the project 100%. In addition to the resolution passed, the Student Government Association also passed a bill for $30,000 to get the project started.
Resources Required

Alumni Association
- Access to Alumni and Parent Mailing Lists
- Possible Advertising in the Alumni Magazine and Tech Topics

Campus Space Management
- Brick Memorial Location
- Brick Installation

Georgia Tech Foundation
- Financial Management of campaign proceeds
Projected Timeline of the Legacy Brick Project

Contracts with printer, brick-maker, and bulk mailing: 22 Nov. 2002
Campus location approved: 22 Nov 2002
Flyers printed: week of Thanksgiving
Access to mailing lists from Alumni Association: 25 Nov. 2002
Letter Printing and mailing: Thanksgiving break
Flyers mailed: 2 Dec. 2002
Website operational 2 Dec. 2002
Promotional Kickoff (advertisements) 14 Dec. 2002
Bricks delivered and installed April 2002

Comments:

The mailing package will consist of a tri-folded flyer (currently being designed by Joey Katzen) inside of a personally addressed letter describing the overall goal of improving student life through the Legacy Brick Project. This is in accordance with the typical mailings of the Alumni Association and the Institute.

Keeping to this timeline is truly imperative for success of the project. By mailing the letters on December 2nd, we will meet both the Fall graduation and Christmas seasons.