



# THE WHISTLE

WORK AND LIFE AT GEORGIA TECH • October 10, 2022

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## A DEDICATION CELEBRATION



Photo by Allison Carter

Blue skies were the backdrop for the John Lewis Student Center and Stamps Commons dedication on Thursday, Oct. 29. The multiyear project and rejuvenation of the center of campus, which also includes the Exhibition Hall and Pavilion, is now complete. The entire project encompasses five buildings with 232,350 square feet of interior space, spread out across 11 acres. The dedication included ribbon-cuttings, a community celebration, student performances, and a Conversations With Cabrera panel discussion centered around the life of John Lewis. See more photos on Page 2.

### Open Enrollment Begins Oct. 24

Open Enrollment for 2023 will take place Oct. 24 – Nov. 4. This is an active enrollment year, meaning you are required to take action if you want healthcare coverage for 2023. Visit [hr.gatech.edu/open-enrollment](https://hr.gatech.edu/open-enrollment) to learn more.

The Georgia Tech Benefits Fair will take place Tuesday, Oct. 18, from 10 a.m. to 2 p.m. in the Exhibition Hall. You will have the opportunity to speak directly to vendors and benefit counselors. The University System of Georgia will also host a virtual systemwide benefits fair. The virtual fair is ongoing throughout Open Enrollment. Learn more at [usg.vfairs.com](https://usg.vfairs.com).

Did you know employees may donate unused sick leave to the Georgia Tech Shared Leave Pool? Employees can enroll in the Shared Sick Leave Pool during Open Enrollment. Learn more at [hr.gatech.edu/shared-sick-leave](https://hr.gatech.edu/shared-sick-leave).

## Human Resources Using Social Media to Promote Employer Brand

CHAUNDRA GRANT  
HUMAN RESOURCES

With the job market more competitive than ever, Georgia Tech Human Resources is launching social media accounts dedicated to improving the employer brand for staff positions in the Administration and Finance Division, and ultimately expanding to the whole Institute.

“As part of the AdminX strategic plan initiative, we are undergoing an organizational transformation in Human Resources,” said Skye Duckett, vice president and chief human resources officer. “This transformation includes new services being added to the Institute, particularly roles focused on recruitment and employer branding.”

Research shows the majority of employees will consider changing jobs without a salary increase if the prospective new employer has a great reputation. In a candidate-driven marketplace, it is up to companies to maintain a strong employer brand image and to provide greater benefits and employee value propositions.

Employer branding can attract future employees and be useful to retain current employees. Leveraging social media as a resource is one way to influence and

see **JOBS**, page 3

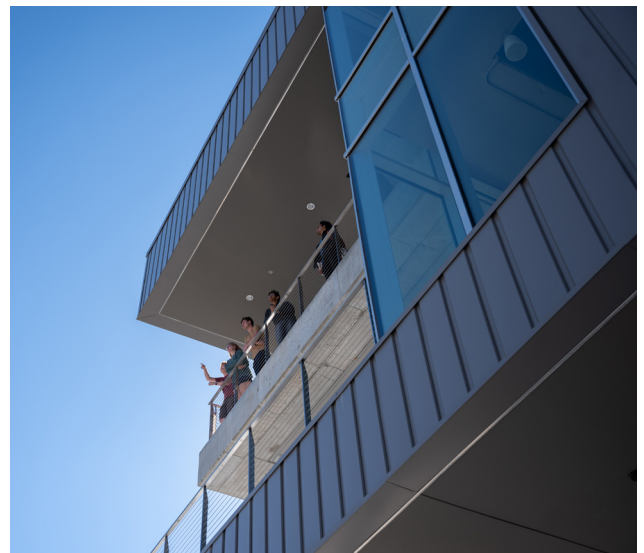


Photos by Allison Carter

Students can relax, recharge, and refuel in the new space, which features inspirational art and wisdom from John Lewis.



The Yellow Jacket Marching Band plays as part of the celebration.



Students look out from one of the new space at Stamps Commons.



**THE WHISTLE**  
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**GT Georgia Tech.**

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# CAMPUS CELEBRATES GT CARES WEEK



Photo by Joya Chapman

The Georgia Tech Staff Council, in collaboration with Georgia Tech Human Resources, presents GT Cares Week, combining several events this week to show support and appreciation for students, faculty, and staff. View a full list of events at [staffcouncil.gatech.edu/gt-cares-week](https://staffcouncil.gatech.edu/gt-cares-week).

## **JOBS**, from page 1

narrate the values associated with being an employee of the Institute.

“Social media will give Tech the advantage of engaging with passive candidates, or those who are not actively applying for jobs but might consider a change,” said Taylor Goodson, employment brand manager.

### **Expanding Employer Brand Services**

“In a very simplified way, our approach is to meet and engage with people where they are,” said Goodson. Last year, more than 80% of job seekers utilized social media in their job search.

### **How You Can Help**

“Become a brand ambassador and honorary recruiter by engaging with us virtually,” said Goodson. “Please follow, retweet, share, and interact with our



Photo by Joya Chapman

Employees enjoy lunch on campus at the Coda food hall in Tech Square.

content on social media. The greater the following and engagement we receive, the bigger reach and impact we can make on our employer brand.

Follow Georgia Tech Human Resources on Twitter at [twitter.com/gatechcareers](https://twitter.com/gatechcareers) and TikTok at [tiktok.com/@gatechcareers](https://tiktok.com/@gatechcareers).

# Data Is Everywhere: Students Join Inaugural Cohort of Business Analytics Graduate Certificate

CAMILLE MOORE  
SCHELLER COLLEGE OF BUSINESS

As you advance in your career, the need for new knowledge becomes more and more crucial. There is always a new skill or new concept to learn, and staying informed about the latest tools available is a proactive way to progress professionally.

One change that is constant is data. Every day, people generate data that helps organizations learn about consumer behavior, whether it's through checking an email, sharing an Instagram reel, or opening an app at certain times of the day. All these actions create an astronomical amount of data behind our screens.

Data is so ubiquitous that professionals may start noticing patterns in how data intertwines with their work, which may inspire them to learn how to properly analyze this information to find solutions for their organizations. The online Business Analytics Graduate Certificate at the Scheller College of Business was created to address that need, teaching professionals how to prepare and interpret data to move business into the future.

Classes for the Business Analytics Graduate Certificate begin in Spring 2023. But before class is in session, one student — and Georgia Tech employee — shared what he hopes to learn.

Jimmie Hardin is the director of analytics for Georgia Tech Capital Planning and Space Management.

## What motivated you to apply to the program?

This certificate and its online classes meet all my current needs as a full-time employee. Scheller's stellar reputation speaks for itself and obtaining a graduate certificate with the possibility of rolling the completed coursework into a master's degree made this an easy decision for me.

## How do you see the certificate advancing your career?

I am currently the director of analytics for my organization. I have been a huge proponent of continued education and lifetime learning my entire adult life. My goal is to continue advancing in leadership positions focused on data and analytics.

## What are you most excited about learning in the program?

One of my passions is data visualization. I want to gain a more thorough understanding of the general principles, which is a key reason why I enrolled in this program. I also have limited exposure to machine learning and look forward to learning how I can apply those principles to my work.



Jimmie Hardin

## What is something you find intriguing about data?

I love the eye-opening moment simple visualization can bring to decision-makers. Bringing items into focus that seem to be right at the cusp of understanding and that, with simple analysis, can create monumental change for an organization.

## How are you preparing yourself to take the online courses?

My previous master's degree and a large portion of my undergraduate degree were completed online. I feel the discipline I learned during those times allowed me to be successful. Leading my current team through remote work has strengthened the skills I believe necessary to be successful in online instruction.

## Tuition Assistance Applications Due Nov. 15 for Spring 2023

Did you know eligible Georgia Tech employees can apply for tuition assistance?

Two programs are available.

**The Tuition Assistance Program (TAP)** provides a tuition waiver to full-time, benefits-eligible employees who have worked for at least six months within the University System of Georgia. Eligible employees may seek approval to enroll in up to nine academic semester hours for each of the three designated semester periods: Fall, Spring, and Summer. You must apply for TAP by the application deadline to receive the tuition and mandatory fee waiver.

**The Staff Tuition Reimbursement Assistance Program (STRAP)** is an educational assistance program that provides partial tuition reimbursement for classified Georgia Tech employees at any accredited private institution.

## Application Procedures

Apply to your program of study through the admissions office of the institution you plan to attend, during their designated application dates. Then, complete the appropriate TAP or STRAP application. Email your completed applications to [eduassist@gatech.edu](mailto:eduassist@gatech.edu). A new application must be completed for each semester by the deadline.

Additional information is available in the TAP Policy and STRAP Policy, available at [policylibrary.gatech.edu](https://policylibrary.gatech.edu).