Auxiliary Connections Learning Session
Auxiliary Services 104 – Tee Time – UGA Golf Course
April 2, 2020
History

- First mention of a potential UGA Golf Course occurred in 1956
- Physical Education Professor E.B. Smith organized a committee to explore the opportunity for a university golf course at the request of then President Aderhold
- The golf course ended up being part of a recreational complex master plan that also included the current intramural fields off College Station Road
- Opened in 1968 and operated by the UGA Auxiliary Services Division
- Designed by famous golf course architect Robert Trent Jones, Sr.
- Renovated in 2006 by Davis Love, III
- Primary mission is to serve the University Community as a source for golf education, research, and recreation
- Through the years, the golf course has hosted numerous collegiate, amateur, and professional golf tournaments, including NCAA and SEC Championships

Role of the Unit

- The university golf course is widely recognized as one of the finest collegiate facilities in the United States.
- It provides the university community with a great source of recreation and a place for instruction, research and fundraising.
- It is also open to the general public and plays host to numerous events throughout the year.

Main Services Provided

1. 18-hole championship golf course that is open 363 days a year
2. Golf carts with GPS units and touchscreens
3. An outstanding driving range facility that supports practice and instruction
4. A full-service golf shop to meet the needs of all golfers and fans of UGA
5. Champions Cafe for breakfast, lunch, and snacks/drinks
6. Individual or group lessons taught by PGA Professionals
7. Golf club fitting services to ensure a person gets the equipment that fits them best
8. Full event services that can handle small one day events up to weeklong stroke play championships
Staff Make-Up

- **Full Time Positions**
  - Golf Course Manager: Matt Peterson, PGA
  - Golf Course Superintendent: Scott Griffith, GCSAA
  - Head Golf Professional: John Crumbley, PGA
  - Driving Range Manager/Lead Golf Instructor: Clint Udell, PGA
  - Administrative Assistant (1/2 time): Sandi Behr
  - First Assistant Golf Course Superintendent: Zach Rhoden
  - Second Assistant Golf Course Superintendent: Jackson Jones
  - Golf Operations & Event Assistant (2): Nathan Toburen, Rusty Gay
  - Irrigation/Spray Tech: Dalton Vaux
  - Grounds Foreman: John Inglett
  - Grounds Keeper: Gregg Turner

- **Temporary Positions**
  - Depending on the season, up to 70 student and other temporary employees
    - Golf shop Staff
    - Driving Range Staff
    - Cart Staff
    - Starters

Mission

To serve the University by being a center for education, research and physical development; to support and encourage good health and community while serving as a partner with University departments, student groups and the golfing community in the Athens area.
Services Provided

1. Host PE Classes for the UGA Department of Kinesiology
2. Home course and practice facility for the UGA Men’s and Women’s Golf Teams
3. Experiential Learning opportunities for our student employees
4. Practicums and Internships
5. Research Opportunities for colleges and schools on campus
6. Fundraising vehicle for UGA departments and local non-profits
7. Golf event operations and meeting space for non-golf related events
8. Recreational Opportunities
   1. Golf Course
   2. Driving Range

Daily Operations

1. Maintenance Department
   1. Preparation of golf course for regular play
   2. Preparation of the driving range tees and greens for daily usage
   3. Preventative maintenance of maintenance equipment such as mowers and tractors

2. Golf Operations
   1. Management of tee time reservation system and play on the golf course
   2. Driving range tee and green usage management
   3. Sales
      1. Green fees
      2. Cart fees
      3. Range balls
      4. Merchandise
      5. Gift Certificates
   4. Cafe - Food and Beverage
   5. Management of Tournament and Event Calendar
   6. Preventative maintenance of the golf cart fleet to ensure proper operation
Event Operations

- One Day Events
  - Golf Tournaments
  - Golf Fundraisers
    - University Need Based Scholarship Funds
    - University Department Alumni Groups
    - University Student Non-Profit Organizations
    - Local and Regional Non-Profits
    - Public School PTO’s
  - Fun Runs and 5k Runs for Charity
  - Meet and Greets
  - Driving Range
    - Long Drive Competitions
    - Fraternity & Sorority Functions
    - Instructional Clinics
- Multiple Day Events
  - Stroke or Match Play Golf Tournaments
    - Junior Golf
    - Liz Murphey Collegiate Classic
    - Georgia PGA
    - Web.com Tour
    - NCAA
      - Regional Championships
      - National Championships
Innovation

• We look for ways to improve sustainability over the entire facility
  • Desire to become a waste free facility
  • Conservation efforts on the golf course
  • Reaching Audubon certification
  • Water quality best practices
  • Pollinator Plots
  • Moving away from gas engines to lithium ion technology where possible

• Customer Service
  • Always looking for ways to improve the customer experience at our facility
  • New golf carts with GPS
  • New website
  • Event Services
  • Electronic scoring for events
  • Continual process of meeting the needs of each individual event

Quick Facts

• The golf course property is 250 acres, of which 150 are maintained
• The golf teams reside on 4.5 acres of land at the bottom end of the driving range
• In calendar year 2019, the golf course played approximately 35,000 rounds, which equates to an average of roughly 96 rounds played per open day (363 open days less weather closures)
• 50% of rounds are UGA related
• Approximately 40% of golfers at UGA GC walk
• Roughly 60% of rounds are 18 holes
• The golf course hosts approximately 60 events annually
Staff Development

- The golf course staff works very hard to maintain a supportive and positive workplace.
- We have a very strong sense of team here and it is a hallmark of our facility.
- Full time staff are always encouraged to improve their skills and to look for professional development opportunities
  - The full time positions at the golf course are very skillset driven, so there is not a natural chain of progression like you would see in some of the other Auxiliary units
  - Most of the promotion opportunities our full time staff take advantage of are outside of the university, which indicates they are getting valuable and meaningful experience while at UGA GC
- The golf course invests heavily in its student employees
  - We rely heavily on student employees for daily operations, so the full time staff works with them all of the time
  - Our primary goal is to prepare our student employees for future employment opportunities after college
  - As their knowledge and experience grow, we give them more responsibility, which really improves morale and the students’ sense of being a significant part of the operation
  - Ultimately, we like to promote our best student employees into full time positions
  - It is very common for the golf course to have student employees stay with the facility until their time in Athens is finished, sometimes up to 5 or 6 years
  - In the end, this methodology with our student employees helps the full time staff just as much
    - Through mentoring our student employees, full-time staff learn valuable insights into their own managerial styles and how they impact things like morale and customer service

Future Plans

- A new clubhouse facility is presently being researched
- A new learning center at the driving range
- Resurfacing all cart paths with concrete
- Friends of the Golf Course program to aid in raising necessary funds for facility improvements