Contents

2 Overview
3 Themes
4 Facts & Figures
6 Colquitt County
8 Washington County
10 Glynn County
12 Clayton County
14 Hart County
16 Sumter County
18 Pulaski County
20 Whitfield County
22 Washington County Public Health
24 Grady County
26 Campus Connectivity
28 Contact Information
Overview

Core Mission
The Archway Partnership is a University of Georgia community engagement platform created to enhance the land grant mission of teaching, research and service while addressing self-identified community needs in geographically dispersed locations across the state.

Locally Driven
The Archway Partnership process begins with the development of an Executive Committee of community leaders who help guide the process of the partnership. Community leaders from local governments, businesses, health authorities, school boards, chambers of commerce, development authorities and higher education institutions all sit on the various Executive Committees. Those members help to create the Steering Committee made up of other community stakeholders willing to commit time and energy to developing and prioritizing community issues. Interested residents are recruited for Issue Work Groups, chaired by Steering Committee members, focused on developing strategies to address specific issues.

Community Benefits
At the start-up of a new Archway community, a process of community listening sessions help to establish a list of community-based priority areas which set the work plan for each partnership. The Archway Professional (AP) works in the community to help link the community to the appropriate higher education resource. While the set of priorities vary between each location, there are a few themes which tend to appear across multiple Archway locations. These areas of focus may include, but are not limited to: Leadership Development, Economic Development and Tourism Initiatives, Planning for Growth, Public Education and Health. Ultimately, the relationship between the communities and higher education resources provides access to resources which address local issues and enhances community development.

University Benefits
A key to the success of the Archway Partnership is the direct link it provides for faculty and students to be active in communities across the state. Since Archway’s inception in 2005, over 650 students have participated in projects in the Archway communities. Often the work of the students is led and/or supervised by a faculty member who is also able to provide insight and assistance to the communities. Through their involvement, students are able to gain real world experience which is possible only outside the classroom setting, enhancing their overall academic experience. Mario Cambardella, a graduate assistant from the UGA College of Environment and Design, says his assistantship has provided him with “invaluable and practical experience assisting communities across the state.” He adds, “Each community has a distinct vision for their environment and I have the opportunity to work collaboratively with communities to bridge their vision into implementation.” It is through these types of experiences that the Archway Partnership helps to fulfill the University of Georgia’s land grant mission of teaching, research and service.
Archway Partnership Themes

- Learning
- Planning
- Design
- Growing
- Development
- Clayton County
- Hart County
- Leadership
- Dalton-Whitfield County
- Outreach
- Growth
- Collaboration
- Georgia
- Public
- Faculty
- Brunswick-Glynn County
- Archway
- Students
- Health
- Partnership
- Community
- Washington County
- Moultrie-Colquitt County
- Service
- Teaching
- Education
- Goals
- Americus-Sumter County
- Tourism
- Research
- Grady County
Facts & Figures

Collaborated with 12-35 University System of Georgia Institutions

Funding Partners

Over 650 students involved since inception

Issue Work Group Members

Executive Committee members may include:
City Government
County Government
Board of Education
Health System
Chamber of Commerce
Development Authority
Private Industry
USG Institutions
Technical Schools

All UGA schools & colleges engaged

16

15 graduate assistantships in FY12 representing 7 colleges

260 Executive & Steering Committee Members
The Archway Partnership is a collaborative venture between the Office of the Vice President for Public Service and Outreach and Cooperative Extension at the University of Georgia designed to provide communities with easier and greater access to higher education resources while enhancing UGA’s teaching and research missions. It is a time-limited intervention where the primary purpose is to build the capacity of the community to address issues on its own. During the intervention, Archway strives to link the resources of the University System of Georgia to the community and economic development needs of Georgia’s communities and to establish relationships and capacity to continue a productive interaction with UGA. To test the new model, UGA sought a community with a strong need to address growth-related issues, committed and innovative leadership, interest in successful development of economic activities and a desire to access university resources. Colquitt County stood ready and willing. Thus, the pilot of the Archway Partnership began in Moultrie, Colquitt County, Georgia in July 2005. Over the next two years, a structure and process for discussing, prioritizing and implementing solutions was put in place. The Colquitt County Archway Executive Committee and the Archway Professional developed a clear set of priorities and built a network of faculty, staff and students from UGA’s Colleges, Departments and Public Service and Outreach units to lend their expertise to issues facing the county. The Colquitt County model provided a template for eventual expansion to eight Georgia communities which are now focusing on their goals and priority needs and engaging a much expanded network of higher education resources. As the Colquitt County Archway Partnership prepares to take the program to the next level, they have retained their Executive Committee and created a partnership with UGA’s College of Public Health to continue to address an increasing number of community opportunities.

Next Steps

In 2010, an Issue Work Group (IWG), the Healthy Colquitt Coalition, was formed by a group of individuals with an interest in the health of the citizens of Colquitt County, and who specifically wanted to focus on childhood obesity. Working through the Archway Partnership, the group was connected with faculty within the College of Public Health. From their meeting arose a natural and viable relationship which ultimately benefited both the College and the community. The new partnership applied for and received two grants, one from the University System of Georgia and one from the U.S. Department of Health and Human Services. As of July 1, 2011, the Colquitt County Archway Partnership solidified its connection with the College of Public Health. It graduated as the first alumni community of the Archway Partnership and the community signed a new agreement with the College of Public Health. Through the training programs allotted by the grant and the Archway Professional, Emily Watson, Colquitt County will continue to address local public health issues in hopes of bettering the community one project at a time.

“With the Archway Partnership, we were able to use the vast resources and academic expertise to address many, many challenges in our area. We encouraged Archway to involve students in order to benefit both the students and the community.”

Jimmy Jeter
Executive Committee member
Key Accomplishments

An aging waste water system coupled with industrial and residential growth placed increasing pressure on the local water treatment facility. Insufficient capacity could have stymied the community’s momentum in commercial and industrial recruitment. Archway brought in faculty members from Engineering Outreach Services and the Carl Vinson Institute of Government who provided data that was used in compiling a plan submitted to the Georgia Environmental Protection Division (EPD) for consideration. After gaining EPD approval, improvements for the waste water facility were included in the 2006 SPLOST referendum that was passed with 88% of voters supporting it.

Community-Created Land Use Plan (2007)
The Archway Partnership facilitated a citizens’ committee in the development of land use regulations at the request of the Colquitt County Board of Commissioners. The plan, drafted by local citizens over a period of months, crafted community-based zoning ordinances which met the needs of the rapidly growing community and were later adopted by the Board.

Arts Center Remodels Business Practices (2009)
In response to a growing need for consistent, sustainable funding for the longstanding Colquitt County Arts Center, the Archway Partnership formed a joint venture between UGA’s Terry College of Business and the local community to create a team of nine Leonard Leadership scholars to address issues related to board governance, marketing, management, accounting and real property. The team prepared a report consisting of templates, designs and recommendations for a sustainable business plan for the center. The project was presented to the Board of Directors for the center, which used many of the team’s recommendations and is now operating profitably with prospects of sustainability.

Annual Colquitt County Leadership Summit (2008-2011)
In 2008, the Archway Partnership coordinated the first annual Colquitt County Archway Leadership Summit as a means of facilitating open, honest and safe conversation about community challenges amongst key community leaders. With around 60 participants, the first summit included representatives and officials from organizations including the City of Moultrie, the Board of Education, the Board of Commissioners and the Colquitt County Development Authority. The first summit resulted in the Colquitt County Top 5, a list of key community concerns that were approved by each participating agency and which became priority issues for moving forward.

Archway Assists with Census (2010)
To increase community participation in the 2010 Census, the Archway Partnership joined with city and county officials in the creation and facilitation of a 2010 Census Complete Count Committee for Colquitt County. The committee worked with faculty at the University of Georgia’s Carl Vinson Institute of Government and the local Cooperative Extension Family and Consumer Sciences agent. In addition, the committee paid special attention to the Hispanic population that was largely unaccounted for in previous census years by printing flyers in Spanish and dispersing volunteers in target communities. As a result, 71% of Colquitt County households responded to the census questionnaire they received in the mail in 2010. In 2000, the mail-in response rate was 65%.
Washington County

Washington County is located in east central Georgia, centered between the metro areas of Atlanta, Savannah, Macon and Augusta. Known as “the Kaolin Capital of the World,” Washington County is renowned for this important mineral which is mined and processed in the community and then shipped globally. The county was formed in 1784 and is one of Georgia’s original ten counties. Washington County is home to about 21,000 residents, and serves as an economic hub for much of the east central Georgia region. The cities of Sandersville and Tennille in Washington County offer amenities and services for a much larger regional economy of about 50,000 residents.

Priority Areas

Education/Social Issues
Recognizing that education is a major driver in developing and retaining a qualified workforce, the Executive Committee is working to identify and inventory programs currently existing in Washington County which focus on social issues that may effect the local education system.

Transportation
Working with the Chamber of Commerce’s transportation committee, the Executive Committee recognizes the importance of further development of its roads through the completion of major state thoroughfares, airport improvements and other related projects to improve access to transportation as a key to sustainability for the community.

Tourism
Washington County seeks to capitalize on its many natural and historic assets. Local leaders, citizen groups, and nonprofit organizations all see the value in protecting and promoting the assets in ways which stimulate and supplement a lagging economy.

Housing
Through participation in the Georgia Initiative for Community Housing (GICH), Sandersville and Tennille have worked to establish housing needs in each respective community. The Executive Committee continues to recognize the need for affordable housing in Washington County and is working alongside local governments to address other specific housing/property needs.

Economic & Community Development
The Executive Committee continues to work on creating a community that fosters diversification in local business and industry while also improving the quality of life for current and future residents.

“It was a thrill to get to work with these historical buildings and their owners…this experience will be a great benefit for my professional career.”

Micah Stryker
Georgia Institute of Technology Masters student
Key Accomplishments

Establishment of Tourism Work Group
In April 2011, the Tourism Work Group convened with a mission to market local assets collectively and effectively. To increase tourism throughout the community, one such project was a new brochure for the Washington County Historical Society. A UGA Lamar Dodd School of Art graphic design student worked with the Society to create a brochure which highlights historic assets throughout the county; it can now be found in tourist stops across the state. In addition, a group of local antique dealers and business representatives organized the first annual “Sherman’s Trail Yard Sale,” an event that spanned approximately 18 communities from Atlanta to Savannah, bringing thousands of visitors to Washington County and surrounding areas.

Creating a Web Presence for the County
To streamline services and increase online visibility of Washington County, the Archway Executive committee identified updating the community’s online presence as a key process to economic and community development and long-term viability. Management Information System (MIS) students from UGA’s Terry College of Business began work with local government entities to create Washington County Government websites.

City of Tennile Park Redesign
UGA College of Environment and Design students worked with city representatives to create a complete guideline for the redesign of the City of Tennile park to allow for improved and increased usage.

County Employee Job Description Update
To update job descriptions, Public Administration graduate students from UGA’s School of Public and International Affairs worked across the Washington County government offices to develop and conduct a questionnaire for county employees. This information was used to update the job descriptions, to adequately reflect the nature and responsibilities of each position in each department and to format them electronically.

Downtown Repurposing Project
The City of Sandersville’s Downtown Development Authority and the Executive Committee collaborated to enlist 17 students from the Georgia Institute of Technology’s Architecture program to provide ideas for how to repurpose downtown Sandersville’s vacant upstairs properties. As most ground level retail space is at capacity, the students presented five building owners with guidelines for preserving and repurposing spaces. Ideas ranged from a business incubator to media centers, galleries, event facilities and a boutique hotel. These efforts to revitalize some of downtown Sandersville’s spaces will hopefully encourage new business development while retaining traditional downtown structures.
Glynn County

Along the Georgia coast, south of where the Altamaha River meets the Atlantic, Glynn County is one of Georgia’s original ten counties and was formed on February 5, 1777. Brunswick is the county’s only municipality and serves as the county seat, but a string of barrier islands known as the “Golden Isles” – Jekyll Island, Saint Simons Island, Little Saint Simons Island and Sea Island – make up the rest of the county. In addition to its tourism amenities, Glynn County is home to the Port of Brunswick, the third busiest automobile import facility in the U.S., making it an attractive community for business and industry.

Priority Areas

Planning for Growth
As a long-term priority of the Brunswick-Glynn County Archway Partnership, recent initiatives related to planning for growth have centered on the need for redevelopment and economic growth opportunities along Altama Avenue, a central corridor in the heart of Brunswick in an area known as the Altama Community Transformation (ACT) District.

Enhancing Leadership Development
Community leaders in Brunswick and Glynn County recognize that a need exists to identify and engage new leaders from diverse and often underrepresented populations as well as to impart an adult, skills-based leadership development curriculum to a broad cross-section of the community cultivating a new generation of leaders in Glynn County.

Promoting Intergovernmental Cooperation
Promoting intergovernmental coordination and cooperation came to the forefront as a new priority in 2011. Specific focus areas include encouraging efficiencies in service delivery, exploring updates to tax structures and incentives for business growth and retention, providing technical assistance related to code and ordinance development and training for elected officials and staff.

“The community coming together in such a significant way to address the redevelopment is a good story to tell, and one that we believe will resonate with businesses.”

Nathan Sparks
Director, Brunswick-Glynn County Development Authority
Key Accomplishments

Altama Community Transformation Launched
The Archway Growth Task Force (GTF) signed a Memorandum of Agreement with UGA’s Office of the Vice President for Public Service and Outreach (PSO) in February 2011 to deliver a comprehensive redevelopment plan along Altama Avenue and the surrounding Altama Community Transformation District. The partnership focused on an intensive effort to engage community stakeholders in the thriving area of Brunswick and Glynn County that includes the College of Coastal Georgia, Brunswick High School and the main campus of Southeast Georgia Health System. Faculty and students from PSO and other UGA departments including the College of Environment and Design provided specific recommendations related to land use, zoning, housing, transportation and connectivity, as well as economic development, financing mechanisms and incentives for growth. The ACT Corridor plan is a reflection of the community’s goals to create a unique destination with ample greenspace, a thriving commercial center with character and walkability, multiple housing options and a place where students and residents can learn, work, live and play.

Leadership Development Task Force Established
To identify and engage new leaders in Glynn County, particularly those from diverse and often underrepresented populations, the Brunswick-Glynn County Executive Committee reached out to representatives from key community organizations to participate in its new Leadership Development Task Force. Representatives from United Way, FLETC, Fourteen Black Men of Glynn, Links, the Brunswick-Golden Isles Chamber of Commerce, Southeast Georgia Health System, College of Coastal Georgia, Altamaha Technical College, Communities of Coastal Georgia Foundation, Coastal Regional Commission and others identified the need to broaden the scope and outreach of leadership development efforts in the Golden Isles. From this deliberation, a smaller Planning and Steering Committee was established to pursue program development and implementation.

Georgia GAZE Exhibit Becomes Permanent
In 2011, the Southeast Georgia Health System (SHGS) hosted the first local exhibit of the Georgia GAZE photography project. The exhibit featured works by UGA Lamar Dodd School of Art students depicting images captured during their visits to Glynn County during the summer of 2010. Following the local exhibition, roughly 90 images from the initial project have been printed, framed and hung on permanent display throughout the hospital in the Brunswick, Jekyll Island and St. Simons Island Towers.

Community Revitalization Training
The local Executive Committee partnered with UGA’s Carl Vinson Institute of Government to deliver Community Revitalization Tools Training. Designed to educate elected bodies about the benefits of activating redevelopment powers to encourage economic development, growth and revitalization, topics included development authority financing, tax increment financing, tax allocation districts, community improvement district financing, opportunity zones, enterprise zones and tax abatement bond transactions. Hosted by the College of Coastal Georgia, the session was well attended by members of the Glynn County Board of Commissioners, the City of Brunswick Commission, the Glynn County Board of Education, the Brunswick and Glynn County Development Authority, the Archway Executive Committee and other key community and business leaders.
Clayton County

With a population approaching 300,000 and home to seven municipalities – College Park, Forest Park, Jonesboro, Lake City, Lovejoy, Morrow and Riverdale – Clayton County is Georgia’s fifth most populous county. Transportation assets abound in Clayton County; it is home to Hartsfield-Jackson Atlanta International Airport, the world’s largest airport, and is strategically located at the juncture of US Interstates 75, 85, 285 and 675. Clayton County boasts 181 historic sites, the Georgia International Convention & Trade Center, an award winning Water Authority and a nationally acclaimed Parks & Recreation Department. Clayton County has numerous assets and is known as the county “where opportunity lives.”

Priority Areas

Community Health
Partnering with the Clayton County Board of Health, Southern Regional Medical Center and Southside Medical Center, the Clayton Archway Partnership Executive Committee is pursuing designation as a federally-recognized Medically Underserved Area (MUA), which is a prerequisite to establishing additional Federally Qualified Health Centers (FQHC) in Clayton County.

Economic Development
Clayton’s Executive Committee is focusing on a number of economic opportunities, including undertaking corridor, park, streetscape and landscape beautification projects, standardizing municipal and county codes/ordinances, creating a comprehensive public relations campaign to improve the community’s image and supporting efforts to become a Georgia Work Ready community.

Education
The Clayton Archway Partnership has partnered with Clayton County Public Schools (CCPS) to focus on three core issues through its Education Issue Work Group: workforce/college readiness, technology as a mode of instruction and parent engagement/education.

“The landscape architect students have done a phenomenal job and the work that was done over the last three years would have cost the county more than $100,000.”

Detrick Stanford
Director, Clayton County Parks and Recreation
Key Accomplishments

Code Enforcement Agreement
Realizing that code enforcement affects every aspect of the community, particularly the community’s economic development efforts, Clayton Archway utilized the services of UGA’s Carl Vinson Institute of Government to develop a “Code Enforcement Intergovernmental Agreement.” This collaboration between county and municipal government helped to address a well-defined and mutually agreed upon community problem.

Public Health
To continue addressing protracted indigent care in Clayton County, local partners are pursuing a federal designation as a Medically Underserved Area (MUA). A graduate student from UGA’s College of Public Health (CPH) developed a survey to determine services offered throughout the community. The survey results drive the application for the MUA designation, which then qualifies Clayton County to establish additional Federally Qualified Health Centers (FQHC) – facilities geared toward providing quality care for those who cannot afford it. To define the relevant public health training issues and opportunities, the Executive Committee formed a Public Health Issue Work Group.

Redefining the County Public Image
Clayton public information officers, public relations professionals, business leaders and concerned citizens make up the Clayton Archway Public Image Committee. The goal is to redefine the public image of Clayton County through current and accurate information. The committee produced a Clayton County brochure providing a brief history and information on its seven municipalities (College Park, Forest Park, Jonesboro, Lake City, Lovejoy, Morrow and Riverdale), highlighting economic development initiatives, tourist attractions and award winning county services. The committee also partnered with the Clayton County Communicators, a group of local Public Information Officers (PIOs) who come together regularly to improve relations with local media. The Clayton Archway Public Image Committee’s goal of creating dialog on effective communication strategies between the community and media has led to ongoing relationships with state and regional media representatives.

Community Beautification
The Executive Committee identified community-wide beautification and landscape design assistance as a priority. Nine UGA College of Environment and Design (CED) students interned throughout the county during the summer of 2011. The CED interns completed 35 landscape designs for Clayton County community partners and government entities. After the designs were completed, the students provided detailed presentations for their clients, who ranged from the Clayton County Parks and Recreation Department to Clayton County Public Schools, and included five of Clayton’s seven cities.
Located approximately 90 miles northeast of Atlanta along Interstate 85, Hart County is situated in the heart of the rapidly developing I-85 Growth Corridor between Atlanta, Greenville/Spartanburg, South Carolina and Charlotte, North Carolina. The county includes the cities of Hartwell and Bowersville as well as over 200 miles of scenic shoreline along Lake Hartwell. The county is home to about 25,000 citizens. Its strategic location has attracted an increasing number of tourists, retirees and second-home owners to the area. A regional pro-business approach to economic development, including industrial park development, infrastructure and airport expansion and investments in education has attracted new industry and is positioning Hart County for the future.

**Priority Areas**

**Leadership**
The goals of Leadership Hart are to foster economic development in the community by identifying and continually developing leaders who reflect local demographics and have the necessary skills to lead the community by serving in elected offices, boards of directors, authorities and other advisory roles. Each year, class members complete a community project and help sustain the program by recruiting future participants and continuing to develop and implement the program.

“Archway has been good for our community because it’s given us access to resources that wouldn’t normally be available. It simply works.”

Brandon Johnson
Chairman of Hart County Board of Commissioners

**Education**
As the cornerstone for economic development, Archway education efforts have centered on partnering with Hart County Schools, the Hart County Work Ready Initiative and UGA’s College of Education.

**Planning & Visioning**
This community priority encompasses a number of projects related to long-term and strategic planning and visioning for Hart County. These projects include developing conceptual designs and plans for the Hartwell Railroad District in collaboration with the City of Hartwell and the Georgia Mountains Regional Commission, translating the Hart County Industrial Building Authority web site into Spanish and German, developing a community asset inventory and local projects involving UGA environmental engineering students.

**Tourism**
The Hart County Archway Executive Committee, the Hart County Chamber of Commerce and Hartwell Downtown Development Authority are exploring ways to promote a variety of attractions, assets and events within Hart County and on Lake Hartwell. Historical tourism is a special focus with projects such as the historic downtown Hartwell walking tour, efforts to commemorate the 50th anniversary of Hartwell Dam and collecting oral histories.
**Key Accomplishments**

**Historic Downtown Hartwell Walking Tour**
For the past two years, the Hart County Archway Partnership’s Historic Downtown Walking Tour Committee has worked diligently to document and create a historic walking tour of downtown Hartwell. Numerous resources were necessary from UGA and the community, including the Carl Vinson Institute of Government’s Information Technology Outreach Services (ITOS), Hart County Historical Society & Museum, Hart County Library, Hart EMC Foundation, Hartwell Downtown Development Authority, Hartwell Historic Preservation Commission, Georgia Mountains Regional Commission, John Benson Chapter of Daughters of the American Revolution, UGA Printing Department and graduate and undergraduate students from the Grady College of Journalism and the Lamar Dodd School of Art. In spring 2011, a Walking Tour Brochure was finalized, including 32 homes and buildings in downtown Hartwell.

**Community Educational Advisory Council**
Formed as an Issue Work Group, the Hart County Community Educational Advisory Council is a diverse group that works with the Hart County Superintendent and the Executive Committee to build a bridge between the school system and the broader community. It shares information related to the school system’s educational efforts and initiatives to inform the community, provide enhanced access to the school system and assist in providing feedback for the strategic planning process for Hart County Schools. An additional goal is to develop a core group of well-informed, engaged advocates for education-related efforts in Hart County. According to superintendent Jerry Bell, “The relationship between Hart County Schools and Archway has provided a partnership that links our schools, community, and the University in an effort to strengthen academic success within our system.”

**Leadership Hart “Train the Trainer” Workshop**
To facilitate the growth of Leadership Hart, the Hart County Executive Committee partnered with the Hart County Chamber of Commerce to host a two day “Train the Trainer” workshop. Co-facilitated by the leadership specialist from UGA’s Fanning Institute, the Hart County Cooperative Extension Coordinator and the Hart County Archway Professional, the workshop certified participants as leadership skills facilitators. Involving Leadership Hart alumni and community members as leadership skills facilitators helps build Leadership Hart’s network of support and involvement from within Hart County, boosting the program’s long-term sustainability.

**Community Asset Inventory**
One need identified by the Hart County Archway Executive Committee was access to better information related to public resources and social services in Hart County, including gaps and duplications. To address this need, graduate students and faculty from the UGA School of Social Work’s Institute for Nonprofit Organizations worked with Hart County Schools and the Hart County Interagency Council to develop a community asset inventory. Resources in the inventory are being mapped using geographic information systems (GIS), which enables users to spatially identify areas of the community where needs may not be matched by available resources or where there is possible duplication. The project is still ongoing; however, it has already sparked conversations about how to more efficiently utilize resources to ensure people have access to needed services. Options for moving forward include linking local resources to statewide services such as information and referral service for those needing help from social service agencies and a service connecting local volunteers to local organizations. A brochure highlighting volunteer opportunities in Hart County is also currently in development.
Located in southwest Georgia, Sumter County is 135 miles south of Atlanta. The county seat, Americus, and the communities of Leslie, De Soto, Andersonville, Cobb and Plains comprise Sumter County. The city of Plains is the home of America’s 39th President, Jimmy Carter. Additionally, Sumter County is home to the international headquarters of Habitat for Humanity, the Georgia Rural Telephone Museum and the first solo flight of Charles A. Lindburgh. Sumter County hosts two colleges: Georgia Southwestern State University and South Georgia Technical College.

Priority Areas

Education
Community leaders are addressing opportunities within Sumter County Schools to include a revenue study, support for an international baccalaureate program and re-design of existing playground space to incorporate outdoor environmental education.

Community-Wide Economic Development
Four broad areas of focus have been identified for addressing future growth: Inland Port, Healthcare, Higher Education and Tourism.

Leadership Development
Recognizing the importance of a sustained community leadership program, Sumter County Archway Partnership is working to consider a range of leadership development curriculum and programming. Discussions are aimed at determining the best overall organizational apparatus for the program, ways to recruit young, emerging leaders and ideas for long-term sustainability and funding.

Public Health
Community leaders are working with UGA’s College of Public Health to conduct a community-wide health assessment to determine the community’s pressing public health needs. The assessment will be used to prioritize remediation efforts and to determine specific training needs for public health professionals in the community.

“We are really benefiting from being a part of the Archway Partnership.”

Charlotte Cotton
Chief Administrative Officer, Sumter County
Key Accomplishments

Appointed Citizens Training Curriculum Packets
Over 160 citizens have been appointed to serve on nearly 30 boards, commissions, and authorities in Americus-Sumter County. Each of those boards, commissions and authorities serve a unique role in the community’s overall economic development efforts. A local team has worked with an MPA student from UGA to develop training handbooks specific to each of the boards, commissions and authorities. The handbooks better prepare and enable each citizen volunteer to take a more active role when serving, ensuring they are equipped with the knowledge necessary to confidently do so.

Tripp Street Corridor Revitalization
The City of Americus collaborated with UGA’s Fanning Institute to create a revitalization plan for the Tripp Street Corridor – one of the main entranceways into the campus of Georgia Southwestern State University (GSW). Through citizen input and focus group sessions with the Americus City Council, GSW faculty, staff and students and one-on-one meetings with property owners along the corridor, the Fanning Institute provided multiple design options to improve traffic flow, enhance growth and improve the overall aesthetic appearance of Tripp Street. To fully implement the project, the City has received roughly $1 million in Transportation Enhancement grant funding from the Georgia Department of Transportation, and has secured an engineering firm to begin implementing the designs.

Lenny’s Farmers Market and Rylander Park
The Americus Downtown Development Authority (DDA) manages and provides oversight of Lenny’s Farmers Market and Rylander Park. The DDA regularly hosts events at the Market and Park as both are considered community spaces. To optimize the number of citizens able to use the spaces for events, the DDA commissioned Archway to create a redevelopment plan for Lenny’s Farmers Market and Rylander Park. Multiple users of the spaces, including citizens and nearby businesses, provided input to the UGA College of Environment and Design graduate students who developed the plan. The City of Americus has already obligated funds for project implementation, and Agrium Wholesale, an Americus based producer and supplier of nitrogen, phosphate, potash and sulphate-based products, has donated $26,020 through their community-based Growing Together program to match the City’s commitment.

Community-wide Housing Efforts
Americus and Sumter County are participating members of the Georgia Initiative for Community Housing (GICH) which provides communities a platform to address community-wide housing needs. In support of local GICH efforts, the Housing and Demographic Research Center at UGA created, distributed and compiled a housing needs survey to determine what type of housing is desired by citizens, students attending the two local colleges and residents of the Housing Authority of Americus. Based on the results of this survey, the local community has asked the Americus City Council and Sumter County Board of Commissioners to request, through the state legislature, the creation of an Urban Redevelopment Authority and a Land Bank Authority. A UGA Master of Public Administration graduate student is working with local government leaders to draft an Urban Redevelopment Plan that focuses on housing and infrastructure development.

Tourism
The Americus-Sumter Tourism Council engaged students in UGA’s Public Administration graduate program to design a survey of frontline employees which was used to assess customer service training needs. In addition, the Council has worked with graphic design, journalism and mass communications, and environment and design faculty and students at UGA to develop new tourism-related wayfinding signage throughout the community.
Pulaski County, a rural community with a population of 12,000, is located 40 miles south of Macon, 90 miles east of Columbus. Pulaski County is the unique “Harness Horse Racing Capital of the World,” has multiple historic sites on the National Register of Historic Places and boasts the winding Ocmulgee River, which runs through the center of the county. The community has constructed four-lane transportation corridors, installed telecommunications infrastructure and implemented county-wide land use planning in hopes of attracting new industry and business to Pulaski County while maintaining the community’s rural character.

**Priority Areas**

**Community Health**

The Archway Executive Committee has identified the following priorities: recruiting and retaining doctors and other professional medical staff; addressing chronic disease and its consequences; and maintaining adequate funding for one of the community’s largest economic drivers, Taylor Regional Hospital.

**Leadership Development**

Two leadership and professional development entities have successfully developed as a direct response to the need to identify and train emerging leaders — Pulaski Tomorrow and Ocmulgee Order.

**Economic Development**

Economic development efforts focus on bringing together local and state partners to assess the community’s strengths and weaknesses and to clearly articulate the community’s plan for retaining existing, and recruiting new businesses and industry.

**Government Service Delivery**

The Archway Executive Committee has worked with faculty from UGA’s Carl Vinson Institute of Government and the Department of Public Administration on studies of consolidation of law enforcement entities, government organization, airport management, parks and recreation services and municipal personnel policies and procedures.

**Public Education**

The specific concerns addressed include the persistent student achievement gap, public perception of the school system and the need for increased community support and parental involvement.

**Housing**

Through the community’s participation in the Georgia Initiative for Community Housing (GICH) program, the Hawkinsville Redevelopment Authority (HURA), and guidance from the Middle Georgia Regional Commission staff, efforts to remediate dilapidated housing have gained national and statewide recognition.

“The Archway Partnership in Hawkinsville/Pulaski County has been one of the most effective undertakings our community has ever seen.”

Shelly Berryhill
Chairman of Hawkinsville City Commission
Key Accomplishments

Community Health Initiatives

Community Health Group Created

A Community Health Issue Work Group was formed in 2011 to examine ways to improve health in Hawkinsville-Pulaski County. The group, made up of health care professionals, community leaders, and concerned citizens, seeks to provide community health education to reduce rates of disease, reduce health care costs and provide a better quality of life for all residents. Working with the Archway Partnership and UGA’s College of Public Health, this group has conducted a needs assessment and is currently designing focus groups to assess community interest in education and support for addressing the issues identified. Some of the areas being considered are: pediatric asthma management, nutrition services, dental services, hypertension, cholesterol, diabetes and stroke prevention.

Downtown Building Inventory

In conjunction with Hawkinsville Better Hometown, faculty and students from the University of Georgia’s College of Environment and Design photographed and catalogued each of the buildings in Hawkinsville’s historic downtown business district. These photographs, now in an online database, are matched with their specific site dimensions, physical descriptions, plats, GIS coordinates, tax and owner information and other characteristics so potential businesses can view and compare sites and buildings in downtown Hawkinsville that best suit their needs from anywhere in the world. This unique product partners a state-of-the-art technological database tool with a commercial downtown district that has multiple sites recognized in the National Register of Historic Places.

Teens Maze

Through the “Communities of Opportunity” designation, the Department of Community Affairs (DCA) has provided funding for the community to meet its goal of reducing teen pregnancy by 25%. Teen pregnancy was identified as a pressing need by the local Family Connection Collaborative, and further by research conducted by one of UGA’s Public Service and Outreach Student Scholars assigned to the Archway Partnership. One of the first steps taken by the group was to host a “Teen Maze,” a life size interactive game that allows teens to experience real life consequences of poor choices in a safe environment.

Rural Physician Recruitment

The Pulaski Archway Partnership, the Archway Health Professional, Taylor Regional Hospital and the Mercer University School of Medicine are working together to provide a high quality experience for medical students who aspire to practice rural medicine. In August, the Pulaski Archway Partnership and Taylor Regional Hospital hosted first year medical students from Mercer for a “Rural Medicine Windshield Tour.” The students were able to tour Taylor Regional’s award-winning healthcare facilities, interact with hospital personnel and local community leaders and visit local attractions in Hawkinsville.
Dalton-Whitfield, Archway Partnership’s eighth portal community, is located in Northwest Georgia between Atlanta and Chattanooga, Tennessee. The area is known as the “carpet capital of the world” for its significance as a carpet and flooring manufacturing and distribution power. Comprised of county seat, Dalton, as well as the towns of Cohutta, Tunnel Hill, Varnell and Rocky Face, Whitfield County is also home to part of the majestic Chattahoochee National Forest, many Civil War sites and historic walking trails. Residents enjoy a comfortable quality of life with all of the amenities of a larger city. A broad range of community partners are committed to maintaining the area’s unique charm through a variety of economic and community growth initiatives.

**Priority Areas**

**Education**

Education-based issues are a large part of the Dalton-Whitfield County Executive Committee’s work plan and overall goals. Specifically, goals are to increase educational expectations by bolstering community engagement and understanding across the birth to work continuum; to develop a model environment for technical education and learning; and to support Dalton State College in becoming a premier four-year institution.

**Economy**

The Dalton-Whitfield Archway Partnership understands that focusing on entrepreneurship and innovation are keys to success for their community and continued growth. The Executive Committee hopes to ensure successful, sustainable industries while developing a diverse, forward-thinking economy.

**Environment**

Dalton-Whitfield County wants a vibrant downtown that provides entertainment, recreation and shopping options for all ages. Moreover, to facilitate a growing economy, they understand the importance of a progressive transportation infrastructure which meets the economic and personal needs of residents. The community would also like to see expanded greenways, parks and trails; to promote transformational arts and cultural opportunities; to enhance the Market Street area; and to become an inviting interstate destination.

“It is my humble opinion that a partnership with Archway of Dalton-Whitfield County does indeed meet all of our criteria for a mutually beneficially, quality-enhancing partnership.”

Steve Williams
Chair, Dalton Board of Education
**Key Accomplishments**

**Education Transformation**
During the past year, three work groups of community members with an interest in education have been meeting to strategize how to transform education in Dalton-Whitfield County. Proposed initiatives include educating the community on nutrition and healthy lifestyles and their impact on learning; providing universal pre-K; enhancing the use of technology community-wide; further developing the relations between high schools and post-secondary institutions; supporting the creation of an MBA program by Dalton State College; offering hands-on learning opportunities to enhance career and college readiness; and forming an ongoing, community-wide educational consortium around long-range and emerging educational issues. Graduate students from UGA's Terry College of Business and College of Education have assisted in collecting research on best practices to support these proposals.

**Economic Development Progress**
In 2011, the Dalton-Whitfield economy issue work groups identified the top needs of existing industries, innovators and potential recruits. These needs include a qualified workforce, a talent pool interested in local employment opportunities, access to capital and business encouragement, support and know-how. With the help of University System resources, including the Georgia Institute of Technology Enterprise Innovation Institute, the UGA Terry College of Business and the UGA Institute for Nonprofit Organizations, the community is currently developing an online business database, conducting a community readiness study for a business incubator, conveying business needs to educators, revising its message to business recruits and developing a plan to share the vibrant career opportunities available in the floorcovering industry with tomorrow’s workforce.

**Progress on Greenways, Parks & Trails**
In the 2010 Archway CommunityE3 visioning process, Dalton-Whitfield residents emphasized the importance of greenways, parks, and trails to their quality of life. Ten students from the University of Georgia’s College of Environment and Design have developed concepts for the development of downtown Varnell; a community rain garden; recreation facilities; urban and rural farmers markets; the Crown Mill Village and Park; Market Street; the beautification of local interstate exits; storm water management and streambank restoration; and Dalton State College trails. Many plans have been implemented and others have been used in successful grant applications supported by the Dalton-Whitfield Archway Executive Committee.

**Enhancing Community Engagement**
In 2011, the Dalton-Whitfield Executive Committee decided that one of its most important functions is to educate the community about key policy decisions and their ability to impact them. In September, the Executive Committee issued a news release to inform citizens about work being conducted by the newly-appointed Dalton-Whitfield County Charter and Consolidation Committee. To further support this goal, the Executive Committee co-sponsored and planned a community event and listening session with economist and author, Rebecca Ryan, to engage area young professionals in the community. The event resulted in renewed efforts by young professionals to build a young professional coalition that, among other goals, participates in community conversations.
As a result of broad-based needs assessments conducted in Washington County, health was identified as a top priority. In response to those needs, the Public Health Professional position was established to connect public health higher education resources to the Washington County area. The creation of the College of Public Health Archway Professional in Washington County was the first “issue based” position in any Archway community. This position works with both the Archway Partnership and the UGA College of Public Health to address local health issues.

Priority Areas

Community Health Education
Local leaders within the healthcare community have identified the need for a continued collaborative effort to educate the public on healthy living and proper utilization and maintenance of healthcare. In addition to local events, the Washington County Area Health Pages have been compiled to promote the local health services and proper utilization of healthcare throughout the community.

Improving Access to Healthcare
The Washington County Archway Partnership: Health Committee is working to create an infrastructure to attract and support medical students in Washington County during their clinical rotations through the Georgia Rural Medical Scholarship Program (GRMSP). The goal is to expose students to the professional and personal satisfaction associated with practicing in a rural area. Additionally, the community partners are developing a plan for community engagement as local organizations work to attract physicians and health professionals to the area.

Leadership within Healthcare Arena
Through partnership with the Washington County Chamber of Commerce, the Washington County Archway Partnership: Health is working to enhance leadership skills within the healthcare workforce for both professional development and to enrich the overall quality of care to the public. Half of the 2011 Leadership Washington County program cohort were professionals from the healthcare industry.

“The Georgia Rural Medical Scholar Program is an outstanding program for our community and all of rural Georgia.”
Trey Sheppard
Archway Health Committee Member
Key Accomplishments

A Model for other Communities
Through a partnership with the UGA College of Public Health, Washington County became a unique Archway Partnership portal in 2008 through the establishment of an issue-based initiative focused solely on public health and healthcare issues. An Archway Public Health Professional was placed in the community to implement the Archway structure and a Health Executive Committee was formed. In 2011, two other Archway communities expressed interest and committed to replicating Archway Health through grant-related initiatives and local dollars.

Annual Medicare Made Easy Events
The annual Medicare Made Easy event was established by the Archway Health Committee with the goal of assisting current or future Medicare enrollees in choosing the best Medicare plan during the Medicare Open Enrollment period. This event provides enrollees and their caregivers the opportunity to sit down with a trained volunteer and receive advice for their personal needs. The fourth annual Medicare Made Easy was held at Oconee Fall Line Technical College in November 2011. The Washington County Regional Medical Center, Oconee Fall Line Technical College, Source Care Management and the CSRA Area Agency on Aging collaborated and sponsored the event. Undergraduate students from the UGA College of Public Health volunteered for this year’s event. To sustain the program in future years, Washington County Regional Medical Center has offered to adopt the Medicare Made Easy events and hold them during the annual health fair.

Georgia Rural Medical Scholar Program
The Georgia Rural Medical Scholar Program (GRMSP) of Washington and Johnson Counties serves East Central Georgia. To date, the program has expanded the number of clinical rotation sites offered in the area, implemented a successful local funding campaign and captured the interest of numerous medical students within Mercer University’s School of Medicine. Out of the eight students from the 2010/2011 class, four have elected to come back for a second rotation and two students have committed to coming back at least three times in the next few years. To supervise and mentor these students, 12 local physicians have joined the program. Financially, community members and local organizations have shown their support for the program through the 2011 Lock, Stock and Barrel fundraising event. Over 200 people attended and raised enough funds to sustain the program for several years.

Bridge Program
In 2007, Archway Partnership: Health began working with Oconee Fall Line Technical College (formerly Sandersville Technical College), Darton College and Washington County Regional Medical Center to establish a Healthcare Professional (LPN/Paramedic) to RN Bridge Program for the Washington County area. Through Sandersville-based faculty and online courses, Darton offers their online Bridge Program through the Sandersville Oconee Fall Line Technical College campus. The program launched in 2009 and the first cohort consisted of 27 students. Upon graduation in December 2010, 26 of the 27 students passed state boards on their first attempt. The second cohort graduated in December 2011, and had 29 students. Given the growing interest in the Sandersville Healthcare Professional (LPN/Paramedic) to RN Bridge Program, Darton decided to expand. Over 170 students tested for admission for the new year and two more instructors were hired to teach. The third cohort began in October 2011 with 64 students.
Organizational efforts are underway in Grady County, which officially becomes the newest community to join the Archway Partnership as of January 1, 2012. Dr. Jennifer Frum, Interim Vice President for Public Service and Outreach, stated, “We are delighted to establish a formal relationship with Cairo-Grady County through the Archway Partnership. Through Archway, the community will have full access to the knowledge and expertise of the university. In turn, by working collaboratively with a cross-section of stakeholders from the community, UGA faculty and students will gain important understanding of real-time, critical community and economic development issues.”

Approximately 180 Grady County residents attended the “Listening Session” held at the Cairo High School cafeteria on October 6, 2011. Information gathered at the session will be used to identify and prioritize community issues and create a work plan for addressing those issues through higher education resources. An Executive Committee was established to lead the community’s efforts within the Archway Partnership, and the group has been meeting since August. Members include representatives from the Grady County Board of Commissioners, City of Cairo, Cairo/Grady Chamber of Commerce, Joint Development Authority, Board of Education, Grady General Hospital, Koyo Bearings, Performance Food Group, Woodhaven Furniture Industries, Southwest Georgia Technical College, UGA Cooperative Extension and The Cairo Messenger. After an extensive search process, Sharon Liggett was selected as the Archway Professional for Grady County, and she will begin working in the community in January 2012. The role of the Archway Professional is to work with community leaders to identify and prioritize local needs and to reach into the University of Georgia and other higher education institutions to secure resources that can address those needs. The Archway Professional will facilitate student and faculty involvement in local projects as well as maintain close ties to academic departments and public service units on the university campus.

“The community’s goals are our goals. We will work with Cairo/Grady County to determine its priority goals and then focus higher education resources toward achieving those goals.”

Sue Chapman
Archway Operations Coordinator
Campus Connectivity
Campus Connectivity

The backbone of the Archway Partnership is the collaborative relationship which exists between each community and higher education resources. This act of connecting resources to Georgia communities epitomizes the university’s mission “to teach, to serve and to research.” To date, approximately 650 students have participated in various projects across the state. Whether the student is part of a specific project, an internship, a class project or an assistantship, they serve as a vital part of the success of the Archway Partnership. The student is able to gain invaluable real-world experiences unattainable in a classroom, and faculty are able to share their expertise off campus, making the connection beneficial to all parties involved.

“Archway has been a wonderful vehicle to apply what I’ve learned in class to the greater benefit of the community. Beyond that, it’s been wonderful work experience for when I’m done at Terry [College]. I hope to work as a strategist with an ad agency and it’s been a wonderful opportunity to work through a project from beginning to end, to design a research plan and to work with people on implementation, strategies and different tactics.”

Charles Simpson
Graduate Student, Terry College of Business

“My experience working in Hart County really influenced a new direction in my work – going from an autobiographical approach to a work that deals more with social commentary.”

Sarah Scaduto
Photography student, Lamar Dodd School of Art

“A benefit that I have received from working with the Archway Partnership is being able to apply the knowledge I have received from my education from the University of Georgia and using that knowledge base to solve real-world problems that I’m faced with at Southside Medical Center in Clayton County. That really gives me a skill set and expertise that I can use for the next chapter in my life when I start my career upon graduation.”

Lauren Culp
Graduate Student, College of Public Health

“Archway has been a really fabulous project. I really like the idea that the students are getting what they need out of it and meeting the objectives of the course, but more importantly, it is contributing to the community and something that is community driven. Many of the interviewees are from rural Georgia and have had a very different upbringing. It gives our students the opportunity to connect with strangers, which is really important in social work. It helps develop their interview skills, while [not] having [had] the opportunity to be a clinician.”

Stacey Kolomer
Associate Professor, School of Social Work

“Working with Older Adults has been a really fabulous project. I really like the idea that the students are getting what they need out of it and meeting the objectives of the course, but more importantly, it is contributing to the community and something that is community driven. Many of the interviewees are from rural Georgia and have had a very different upbringing. It gives our students the opportunity to connect with strangers, which is really important in social work. It helps develop their interview skills, while [not] having [had] the opportunity to be a clinician.”

Stacey Kolomer
Associate Professor, School of Social Work

“Archway has been an excellent way for me to exercise the skills I have learned in my time at UGA, as well as a way for me to help communities within Georgia. My time at Archway has been one of the most valuable learning tools UGA has provided me with, and I always feel lucky to have been provided with such a great opportunity.”

Shannon Knepp
Graduate Student, Grady College of Journalism & Mass Communication
“Working with the Archway Partnership really opened my eyes both personally and professionally. As a longtime resident of the state, I hadn’t had the opportunity to visit some of the places, like Hartwell, Dalton, Hawkinsville, where I really got the chance to understand those communities and see what residents of the state go through. Professionally, most of my background was sports related so working with the Archway Partnership really gave me an opportunity to expand my horizons there as well.”

Mark Leblang
Graduate Student, Grady College of Journalism & Mass Communication

“Earlier this year our office launched a cross-campus obesity-research initiative that includes faculty from nearly every school and college and is led by Georgia Research Alliance Eminent Scholar Clifton Baile. Moreover, our researchers are partnering not just with each other but also—through UGAs Archway Partnership Program—with local governments, hospitals and schools. This approach, which focuses on communities that have placed a high priority on reversing obesity, allows them to tailor programs to their own needs and resources. Designed this way, such partnerships are more effective and also sustainable.”

David Lee
Vice President for Research

“A unique first time experience for me was getting to walk a site that I was designing with a registered, professional landscape architect. That may sound strange, as all of my professors are landscape architects and they take us to site visits all the time while working on class projects. But getting to actually walk a site that I was going to design, which was going to be built, with a landscape architect, was a very good first time professional experience for me that I am very glad that I had.”

Brittany Williams
Student Intern, College of Environment & Design

“We teach a lot of design techniques and other things in the studio which are sometimes separated from real application and real world situations. So what happens when they get out and interact with a community is they get that kind of real world experience and knowledge that they don’t always find in a studio setting, and it’s hard to quantify the benefit of that kind of experience. We are going to work with Archway as long as they want us.”

Dan Nadenicke
Dean, College of Environment & Design
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