Ongoing Efforts

Sumter Education Destination
The Sumter Archway Executive Committee requested information on best practices of marketing educational assets in Sumter County.

Archway Partnership is utilizing students specializing in public relations from the UGA Grady College of Journalism for this project. Brittney Cain, a public relations master’s student and Archway Partnership graduate assistant, is collecting press kits from Sumter schools and colleges, as well as, other institutions. She has compiled “best practices” by comparing kits and making a list of commonly used educational promotional words, images that convey academic mission/vision and values and other background research.

Rosanna Cruz, a public relations doctoral student and Archway Partnership graduate assistant, has created a 100-mile media list for future use in distributing press releases, media advisories, special articles, editorials, letters to the editor, and calendar announcements. A public relations class in the UGA Grady College of Journalism is also working on this project, looking at each of the county’s educational assets (pre-K through higher education) to work on an education destination press kit.

CHNA Assistance for Phoebe Sumter Medical Center
Phoebe Sumter Medical Center (PSMC), in preparation for the 2016 Community Health Needs Assessment, is seeking interview assistance, data analysis, and implementation plan development. Archway Partnership graduate assistant Sabrina Cherry from the UGA College of Public Health is assisting with this project. She has transcribed and compiled personal interviews to identify health and wellness trends and themes and reported back to PSMC. She also compiled health surveys of Rotary Club members.

Mary Alice Applegate, the Sumter Archway Professional recruited a large group of stakeholders (87) to form a Community Health and Wellness Issue Work Group. She also contacted the Sumter Ministerial Association and compiled a list of 49 contacts. All were invited to the Phoebe Sumter’s input sessions facilitated by the Phoebe Putney Medical Center strategist. These CHNA input sessions were attended by 47 citizens on two different days. Applegate organized a follow-up meeting, inviting two trained facilitators to come and help the Phoebe Sumter strategist compile the input from the two different sessions into one document. This document has been compiled by the strategist. The Phoebe Sumter Medical Center CEO will present the final report to the PSMC board later this spring.

Mulcoa Mill Dust Engineering Project
The Americus - Sumter Payroll Development Authority has requested assistance for the Mulcoa / CE Mineral plant in Andersonville. Mulcoa has a waste product called "TA dust" or thermal airway dust that is generated during the calcining phase of their bauxite mining
process. Approximately 5,000 tons per year of TA dust is generated at the entrance of each kiln. They currently stockpile the material and use only a fraction of it in various applications. TA dust holds value in that it has high aluminum concentrations and it has been through the entire mining and milling process. It potentially could be used as a thermal refractory in some capacity with these unique qualities. The UGA College of Engineering has a student team working to research possible uses for the TA dust that could be profitable for the company. Any application identified must be economical with potential for profitable return. If a new use or a purpose for the TA dust can be identified it will diversify Mulcoa’s operation and result in job creation. The Archway Partnership Executive Committee recommended this project for consideration. The Sumter Archway Operations Coordinator Sharon Liggett delivered sample TA dust in the fall and again in mid-February for research.

**Advancing Sumter Leadership Development Program**

Mary Alice Applegate, the Sumter Archway Professional, is providing facilitation and programmatic assistance for Advancing Sumter, a community-based leadership development program. The program is focused on equipping citizens with skills to enable them to be future leaders in the community through their churches, homes, jobs, civic organizations, appointed board positions, and more. The twelve week program began on Jan. 19. There are 19 class participants. Efforts are underway in logistics, budget and finance activities, meal sponsorships, and organizing the upcoming Poverty Simulation event. The group will participate in the Poverty Simulation set for March 15. Volunteers for the event are being recruited by the Sumter Archway Professional.

UGA students from both the Terry College of Business and the School of Public and International Affairs have begun work on developing a transition plan for Advancing Sumter, including exploring the development of a 501(c)(3) non-profit organization.

**Looking forward**

**Wayfinding Plan**

The City of Americus, Sumter County, Sumter County Archway Partnership and the Georgia DOT would like to adopt and implement a new community-wide “Way-Finding Signage Plan.” The idea with the request is how one can find prominent sites in the county ranging from roadside signage all the way down to sidewalk signage in pedestrian areas. They would like a cohesive plan, using consistent coloring and format so there is always subtle recognition. Local stakeholders would implement the plan and require others to adhere – as much as law allows. They want something that is recognizable, clean, and fresh in design. Moreover, the community would like designs for historic markers and a beautification plan for the nine major ingress / egress points in Sumter County and the City of Americus.

The Chamber of Commerce and One Sumter Foundation stakeholders have requested additional deliverables from the plan. The project is scheduled for the weekend date of March 17-20, 2016. The Archway Professional has compiled and contacted a stakeholder group. Background information and current corridor photos have been sent to the UGA College of Engineering and Design.
**Wayfinding Education**
The Sumer Archway Partnership will facilitate an education/information workshop on the values and principles of community-wide “Way-Finding Signage Planning” with key stakeholders after the College of Environment and Design’s Sumter Wayfinding Charrette, set for March 2016.

**ASAM Export Analysis**
Sumter County has requested an update to the 2012 ASAM Export Analysis, prepared by Kent Wolfe with the Center for Agribusiness and Economic Development. The report will show the various industries in Sumter County that bring new revenue into Sumter County. These export sales are the foundation of Sumter County’s economy as they inject dollars into the local economy to create jobs and income throughout other sectors.