With your support, the Archway Partnership has accomplished much over the past year. In this report, you will see highlights of how our work helps to address the issues and needs of the communities in which we serve through the connections we make with other higher education resources. Because of the unique way in which we work, the Archway Partnership is able to assist our communities while at the same time support faculty research on critical issues facing Georgia’s communities and provide University of Georgia students with “real world” learning opportunities that enhance their classroom instruction.

It is a tremendous honor to be able to work alongside our dedicated faculty, staff, and students to make a positive difference in the lives of the people who live and work in Georgia’s communities. With your continued support, I am confident that we can continue to accomplish all of our goals well into the future.

Thank you, and GO DAWGS!

Rob Gordon, Director
Archway Partnership interns from the UGA College of Environment and Design’s Historic Preservation department inventoried roughly 120 historic local businesses and landmarks in downtown Metter to create a Historic Preservation Assessment. After discussing the findings with the Chamber of Commerce and the City of Metter, the students presented their 300-page report to the Candler County Executive Committee. The assessment will be used by the City of Metter to pursue certified local government status.

**PRESERVING DOWNTOWN METTER**

Archway Partnership connected Candler County Hospital with UGA’s College of Public Health to complete a community health needs assessment. Following data collection, the Archway Partnership assisted the hospital in working with the J.W. Fanning Institute for Leadership Development to create a “Community Health Needs Plan.” In April 2017, the hospital formed a Community Outreach Council to begin executing the new implementation plan and continue its newly identified outreach efforts.

**COMMUNITY HEALTH NEEDS**

The Archway Partnership connected Candler County Hospital with UGA’s College of Public Health to complete a community health needs assessment. Following data collection, the Archway Partnership assisted the hospital in working with the J.W. Fanning Institute for Leadership Development to create a “Community Health Needs Plan.” In April 2017, the hospital formed a Community Outreach Council to begin executing the new implementation plan and continue its newly identified outreach efforts.

Archway Partnership graduate assistant and College of Environment and Design MLA graduate student Kiley Aguar designed an outdoor classroom plan for Metter Elementary School. The plan featured trees that provide not only shade, but also STEM learning opportunities for K-8 students. Aguar’s plan was used in the community’s application for the Georgia Forestry Commission’s “Making the Shade” Grant, which awarded $5,000 to the school. A planting day was held in early 2017 as members of the community planted nearly 40 trees alongside teachers and students from every classroom in the school.

“I had fun being part of planting day… Overall, it was a rewarding experience to say the least, and I think that’s my favorite part of being involved with the Archway Partnership: feeling like your hard work can improve a place and/or the quality of someone else’s life.”

Kiley Aguar, COLLEGE OF ENVIRONMENT AND DESIGN GRADUATE STUDENT
The Grady Executive Committee recognized the need to identify a destination marketing organization to carry out proactive promotion and marketing in response to the addition of several new-and-improved community amenities such as Tired Creek Lake, a revitalized downtown Cairo streetscape, Wolf Creek Trout Lily Preserve, and the Ochlocknee River Water Trail. With the assistance of Georgia’s Department of Economic Development’s Tourism Division, a “Tourism Organizational Structure Evaluation” was conducted to advise community members on strategies for staffing and funding to promote local attractions and contribute to economic development.

The Archway Partnership assisted the Cairo–Grady County Joint Development Authority (JDA) in developing strategic plans for new business recruitment and expansion efforts to improve economic development. In addition, students from UGA’s College of Engineering developed site plans for a parcel located in the Milestone Industrial Park owned by the JDA. The proposal included designs for a 33,000-square-foot speculative industrial building with a parking lot, erosion control, and utility extension plans. The project follows a 2016 study, also from the College of Engineering, on the structural integrity of an existing building and site design of another JDA-owned property.

The Archway Partnership’s Education, Business, and Industry Work Group in Grady County partnered with the Cairo High School College & Career Academy (CCA) to take part in the Ford Fund’s (Ford Motor Company) education initiative. The Ford initiative “mobilizes educators, employers, and community leaders to create a new generation of young people who will graduate from high school both college- and career-ready—an emerging workforce prepared to compete successfully in the 21st century economy.” The year-long partnership introduced new thematic academies into Cairo’s CCA designed to benefit business and industry in Southwest Georgia. The completion of this program will name Cairo a “Ford Next Generation Learning Community,” one of only six in the state.

The Archway Partnership’s Folk Art Preservation initiative has been working with local art and historic preservation patrons in Grady County to assist in preserving Laura Pope Forester’s folk art in the Pope Store Museum. The Archway Partnership coordinated numerous UGA resources including a Lamar Dodd School of Art graduate student who created a photographic archive of existing paintings and sculptures in their current condition and location on the property and a College of Environment and Design graduate student who assisted with an application to the National Trust for Historic Preservation. Other experts, including representatives from the Georgia Department of Economic Development-Tourism Division, Georgia Council for the Arts, Thomas University, Boston Carnegie Library, and Roddenbery Memorial Library, have joined the effort to identify and begin to implement best practices for preservation, conservation, and tourism development.

“Working with the resources that Archway brings to the table has enabled me to achieve far more than I could working alone. During these last 6 months, Archway has helped with painting me in the right direction along with bringing experts in the field. Archway has done a great job helping me collaborate resources and make decisions that will best benefit the historic Heritage of the Pope Store Museum as well as develop the property for an economic asset for Grady County.”

Michelle Dean, Property Owner of the Pope Store Museum
The Habersham Executive Committee asked for design assistance in creating new county gateways along Georgia Highway 365 to identify arrival in Habersham County, welcome visitors and residents, and promote outdoor, mountain-themed recreation. A student team from UGA’s College of Environment and Design worked on gateway signage and plantings with a mountain theme, corridor beautification, interchange signage, and a planting plan with viewshed options to promote an opportunity to exit 365 and increase tourism and economic development.

The Archway Partnership brought experts from UGA’s Carl Vinson Institute of Government to the Habersham Water Issue Work Group to present a Georgia demographic report. The presentation and report included population projections for Habersham County through 2030 and highlighted an anticipated 20 percent growth in population over the next 15 years.

One of the first community-identified needs expressed by the Habersham Executive Committee was to create an entity to pursue county-wide economic development initiatives. The resulting economic development organization, Habersham Partnership for Growth (HPG), launched in 2016, hired an Executive Director in 2017, and completed a strategic plan facilitated by the Archway Partnership and the Carl Vinson Institute of Government. HPG has significant stakeholder engagement and will provide for continued community-wide collaboration after Habersham’s graduation from the Archway Partnership.

The Archway Partnership and the Carl Vinson Institute of Government developed a comprehensive guide that directs entrepreneurs and small business owners through the necessary steps to secure new business permits in the county. The guide includes both municipal and county permits as well as all other requirements, licensures, and documents.

"Habersham County and its municipalities are grateful to the University of Georgia’s Archway Partnership and Carl Vinson Institute of Government teams for building the first compilation of permitting forms into one location. This greatly enhances our efforts to create a one-stop shop for businesses and residents who are developing property and creating local businesses.”

Phil Sutton, HABERSHAM COUNTY MANAGER
Archway Partnership graduate assistant and UGA Terry College of Business MBA student Tolu Dietz gathered demographic information about housing trends in Hartwell and Hart County. The resulting portfolio and guide became an important resource for firms researching economic development opportunities in the community. The response to the information was so positive, community leaders requested that a Housing Issue Work Group be formed to address the short- and long-term impacts of the information.

Archway Partnership graduate assistant and UGA’s Carl Vinson Institute of Government to create a five-year strategic plan for the Hart County College and Career Academy (HCCA). The strategic planning process was locally driven by a cross-section of community leaders and spanned three months. The effort included a series of four listening sessions and workshops where stakeholders from local business and industry, the K–12 education system, and community organizations shared their perspectives on how the HCCA can best serve both students and industry. Overall, the goals identified in this plan aim to invest in the future of Hart County by strengthening the local workforce and supporting economic vitality.

The tools that Josh has created for the IBA will be incredibly helpful as we move forward. He did an outstanding and very professional job, and I’m already using some of this information with a potential client.”

Dwayne Dye,
DIRECTOR OF HART COUNTY IBA
The Archway Partnership connected Pulaski Tomorrow, a non-profit organization dedicated to developing present and future leaders in Pulaski County, with UGA’s J.W. Fanning Institute for Leadership Development to assist in creating the 2017-2019 Pulaski Tomorrow Strategic Plan. The plan focuses on sound non-profit management strategies, fundraising, sustainability, and programming to ensure the organization’s continued growth.

Like many small hospitals, Taylor Regional Hospital struggles with patient readmission rates. The Archway Partnership linked Dr. Henry Young from UGA’s College of Pharmacy with Taylor Regional to dig deeper into what causes patients with chronic illnesses to return to the hospital. An Archway Partnership graduate student and students from Hawkinsville assisted with the project by reviewing patient records and interviewing patients about a variety of issues related to hospital readmission. Dr. Young compiled his results and presented the preliminary findings to the executive committee and Taylor Regional, which has implemented several of his recommendations.

Free Maximum Marketing classes were offered to local merchants in February of 2017 by faculty from UGA’s Small Business Development Center (SBDC). The classes were held at Central Georgia Technical College’s Workforce Development Center in Hawkinsville and attended by over 30 business people from across the community.

I think this is a great class that will have a good impact on Hawkinsville. With everyone busy these days, we overlook certain aspects of our business. This class will teach us how to rethink the current ways to market our business in a small town.”

Ken Clark
HAWKINSVILLE CITY COMMISSIONER
(business owner & participant in Maximum Marketing classes)
The Griffin+Spalding Executive Committee formed the Charity Tracker Issue Work Group to better understand the community's social service needs and identify how community resources are being utilized. Representatives from the Griffin+Spalding Archway Partnership, Spalding Collaborative, and many local non-profits participated in a webinar from Charity Tracker, an application that tracks community resource and programming allocation. The Charity Tracker Issue Work Group focused on Christmas events by taking inventory of the assistance available across Griffin and Spalding County. A checkpoint system using Charity Tracker was created to eliminate duplication while still ensuring clients in need receive necessary services.

The Archway Partnership supported Leadership Griffin+Spalding’s efforts to revitalize and reorganize their local leadership program for the 2016–2017 class. UGA’s J.W. Fanning Institute for Leadership Development (Fanning) provided assistance with restructuring and incorporating additional community leadership skills training into the program’s curriculum. Twenty-four individuals participated in the 10-month program designed to guide community members as they become better leaders. At the end of the first year, Fanning hosted Leadership Griffin+Spalding’s Facilitation and Curriculum Training for Community Leadership Programs. Twenty-two local leaders participated in the training to learn skills and tools to teach the community leadership curriculum in future leadership classes.

This is a great accomplishment for our community. It’s exactly what we (Archway Executive Committee) had hoped for: identifying current and potential leaders in the community and providing them with a training program that will enhance their ability to function as more effective leaders. These individuals will be better equipped to face the issues, problems, and challenges that will determine our community’s future.”

Clay Davis, GRIFFIN+SPALDING ARCHWAY EXECUTIVE COMMITTEE MEMBER
An Archway Partnership interior design graduate student from the Lamar Dodd School of Art assisted Sumter County in creating designs to repurpose the National Guard armory building into an emergency operations center (EOC). The designs incorporate various layout options that give the community the flexibility to accommodate a local or regional EOC or provide backup for the 911 center while maintaining effective and efficient command and control.

Students from the Grady College of Journalism and Mass Communication and the Lamar Dodd School of Art worked with the Americus-Sumter Payroll Development Authority to create a marketing tool to promote the area’s higher education workforce development programs and K-12 college and career pathways. The resulting portfolio, entitled “Today’s Education Pathways for Tomorrow’s Workforce Success,” will be used for business and industry recruitment and expansion efforts and recruiting employees in the healthcare, education, law enforcement, fire, and EMS fields.

UGA College of Environment and Design graduate students helped Americus in repurposing an existing memorial to honor two local police officers killed in the line of duty. The students’ proposed design focused on elements that evoke feelings of peaceful reflection while incorporating features such as hard-scaping and landscaping, lighting and electrical components, and a possible natural gas extension for an eternal flame.

The Americus-Sumter Payroll Development Authority and the Sumter County Chamber of Commerce partnered with 17 students and three faculty members from the UGA College of Environment and Design to create a community-wide wayfinding signage plan. Over 35 local, regional, state, and federal stakeholders participated in the design sessions. Their feedback was used to create an overarching wayfinding signage plan that will assist visitors in finding historic and popular destinations throughout the county.

Every community, small or large, has its heroes and its tragedies. Being able to be a part of one community’s desire to memorialize the tragic loss of their officers and community members was a humbling and enriching experience. My favorite thing about Archway is that every project and every community is different, but the passion and drive of these communities behind these projects is the same and drives me to provide the best work I can produce. It is a challenge and a reward.

Keely McDonald, College of Environment and Design Graduate Student
The Washington County Archway Partnership hosted Dr. Elizabeth Davis’ “Writing and Community” undergraduate class using Highway 15 as their main writing project focus for the spring 2017 semester. In addition to fulfilling their experiential learning requirement, the class provided students with extensive research, class presentation experience, and the opportunity to travel Highway 15 and visit communities involved in the initiative. Articles written by the students will be published in the Traditions Highway travel magazine.

Over the summer, the Archway Partnership placed UGA College of Environment and Design (CED) interns in Washington County to complete a Downtown Streetscape Plan for Tennille. The work continued into the fall semester with the assistance of CED graduate student Kiley Aguar. Plan designs incorporated new street designs, green space, a city logo and mural, and integrated Tennille City Park into the community streetscape. The Tennille City Council plans to implement the designs as part of their overall city plan.

The Archway Partnership connected Oconee Fall Line Technical College (OFTC) with UGA’s College of Engineering to design a potential new maintenance and operations center for the college. Following several months of site visits, communication, and research on behalf of OFTC, the final presentation was made to Dr. Lloyd Horadan, OFTC President, and Dr. Kathryn Davis, OFTC Vice President of Facilities, Plan & Research, in April of 2017.

The Archway Partnership partnered with the UGA Hugh Hodgson School of Music, Office of Academic Programs, Office of the Vice President for Public Service and Outreach, Performing Arts Center, and Office of the Senior Vice President for Academic Affairs and Provost to bring UGA’s “Sounds Across Georgia” tour to Washington County for a performance. Students from the School of Music held master classes for high school band members to experience music education at the collegiate level.

The staff at Oconee Fall Line Technical College were very pleased with the drawings produced for the Maintenance Facility. From the original proposals to the final drawings, the students listened carefully to our needs. The final product was spot on! We appreciate the Archway Partnership for bringing this excellent opportunity to partner with talented students to our college.”

Dr. Kathryn Davis
OFTC VICE PRESIDENT FOR FACILITIES, RESEARCH AND PLANNING