



2012
Annual Report



Archway Partnership
THE UNIVERSITY OF GEORGIA



2	Core Mission	16	Grady County
3	Facts & Figures	18	Habersham County
4	Washington County	20	Washington County Health
6	Clayton County	22	Alumnus: Colquitt County
8	Hart County	23	Alumnus: Glynn County
10	Sumter County	24	Internationalization
12	Pulaski County	26	Resources
14	Whitfield County	27	Contact Information



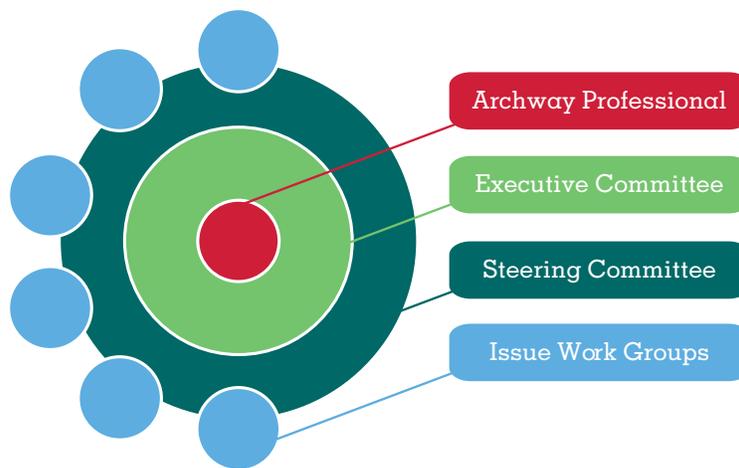
Table of Contents

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.



The Archway Partnership acts as a common table where community leaders and groups can come together to discuss the needs of their community. Archway's position as an unbiased, external facilitator allows different groups from across each community to collaborate in ways previously unseen.



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 members from local governments, businesses, health authorities, school boards, chambers of commerce, development authorities and local higher education institutions all sit on the various Executive Committees. Steering Committees are 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 helps to establish a list of community-based priority areas which set the work plan for each partnership. The Archway Professional (AP) works in their community to help link the community to the appropriate higher education resources. While the set of priorities vary, 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 provides access to resources which address local issues and enhance 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 700 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 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 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.

Collaborated with
12 OF **35** University System
of Georgia
Institutions

260 Executive
& Steering
Committee Members

15 graduate assistantships
in **FY12** representing
7 colleges

Executive Committee members may include:

- City Government
- County Government
- Board of Education
- Health System
- Chamber of Commerce
- Development Authority
- Private Industry
- USG Institutions
- Technical Colleges

560 Issue
Work
Group
Members

ENGAGED ALL
16 UGA
schools &
colleges

Over **700**
STUDENTS
involved since inception

53 Funding
Partners

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. 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 offer amenities and services for a much larger regional economy of about 50,000 residents.

KEY ACCOMPLISHMENTS

FEATURED PROJECT

Grand Opening of the Boys and Girls Club of the CSRA–Washington County Club

On August 6, 2012, the Georgia National Guard and the City of Sandersville held a decommissioning ceremony of the National Guard Armory in Sandersville. Top officials from the Georgia Department of Corrections, Georgia National Guard, state senators and representatives, former National Guard members, local elected officials and other interested parties were in attendance to see the Georgia National Guard turn over ownership of this state property to the City of Sandersville for use as a site for a local Boys and Girls Club. The Club opened its doors on Monday, August 20, and currently has over 100 children

in grades 2nd–12th enrolled in programming. This event marks a multi-year effort beginning with the Archway Executive Committee and staff, along with Chamber of Commerce staff and ending with a true community collaborative effort. A local Advisory Board was established early on to start and govern the Club under the leadership of the Boys and Girls Club of the Central Savannah River Area (CSRA) in Augusta.

Asset Mapping

Washington County created a large-scale community asset inventory. A database of approximately 240 community assets was created and mapped using GIS technology. In addition to health, social service providers, cultural, historic and tourism-related assets within the

county, the City of Sandersville aims to include local services such as water, sewer, power and the road system in the database. Ultimately a web-based program will be created to allow citizens, visitors and prospective business and industry representatives to utilize this program when seeking information about Washington County. Through a layered mapping system, users will have access to information about the community, its demographics and assets.

Washington County Government Website

In August 2012, the Washington County Board of Commissioners and other county government offices launched their first website. In an effort to increase the visibility of Washington County to visitors

Tourism **PRIORITY AREAS** Economic & Community Development
Housing Transportation Education/Social Issues

and potential business and industry, as well as to streamline services provided to Washington County citizens, this first web presence of Washington County government was a great step in community development. A project that began with UGA Terry College of Business MIS students was fine-tuned and launched through a community partnership with a private business to design and create the actual website for the County.

Master Planning and Historic Tour

Working jointly with the Sandersville Downtown Development Authority and the Washington County Historical Society, graduate students in the College of Environment and Design created a master plan for pedestrian traffic to include wayfinding and signage for recreational and exercise routes in the downtown area as well as mapping and wayfinding for a self-guided tour of historic sites in the community. Additionally, the Historical Society created an audio and video accompaniment for the tour as a multidisciplinary project between students with the Lamar Dodd School of Art and the Grady College of Journalism and Mass Communication.

Social Asset Inventory

Through an intensive inventory process, the Executive Committee seeks to identify which current Washington County programs operate to address social issues and whether they can be supported through a collaborative effort and higher education resources. This project aims to address issues among the children and youth of Washington County which affect their performance in the education system, and ultimately their success as productive citizens. Working with a faculty member from the

College of Public Health, as well as a graduate student from the School of Public and International Affairs, this is a joint effort between the Executive Committee and the Health Executive Committee.



WCRMC Branding and Marketing

Washington County Regional Medical Center, a nonprofit community hospital located in Washington County, is working with a Terry College of Business graduate student to rebrand itself and promote assets to the citizens of Washington and surrounding counties. WCRMC also hopes to make itself an attractive desired location for potential practitioners.

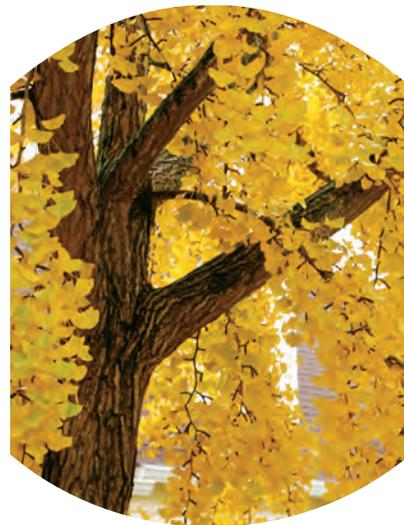
Transportation Investment Act

As transportation has long been a priority for the Executive Committee, members identified the need to assist in the education and dissemination of objective information for the Transportation Investment Act (TIA), or TSPLOST. With assistance through a PR timeline and video created by the Carl Vinson Institute of Government, local leaders had access to objective information for Washington County citizens. Washington County's focus

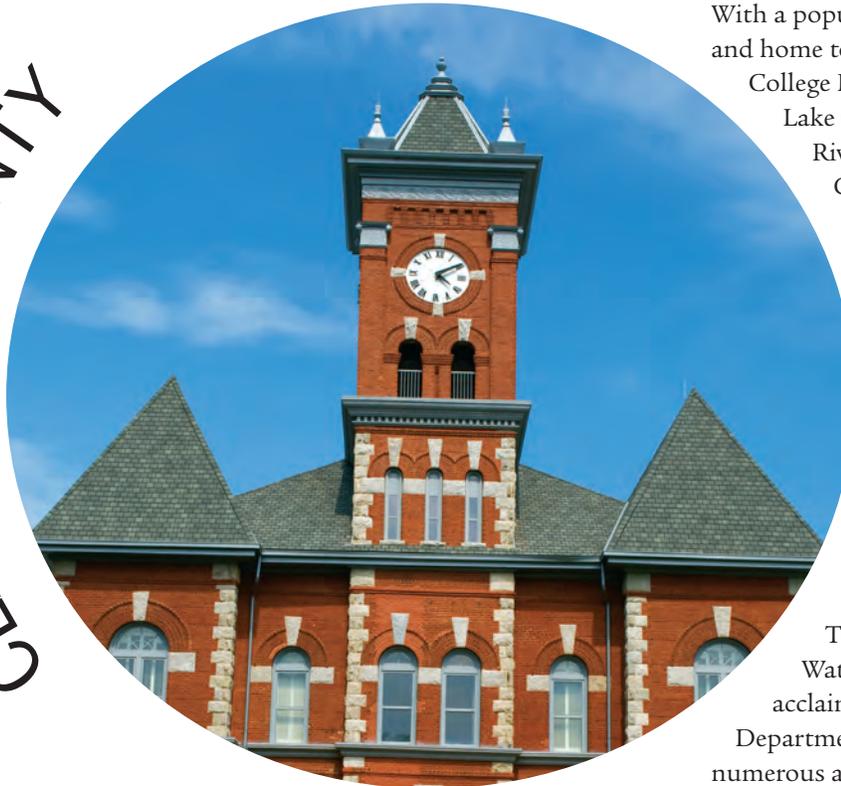
on bettering transportation for its citizens and its region led to assistance in passing the Transportation Investment Act for the CSRA Region.

Community and Downtown Development in Sandersville and Tennille

The cities of Sandersville and Tennille worked on separate marketing projects in 2012. Early in 2012, two Terry College of Business graduate students worked with the City of Sandersville and other interested parties to create an Asset Development Plan. Proposed ideas focused on marketing and expanding services at the newly opened Kaolin Field Airport Terminal, new asset development in Sandersville and developing a measurable tourism plan for current assets. During the summer of 2012, the Tennille Downtown Development Authority worked with a Terry College of Business graduate assistant on a comprehensive marketing plan for the City of Tennille. The plan includes comparative research and statistics on current assets of the community and opportunities for the most growth. The plan also includes ideas for promoting current assets and developing existing assets which show potential.



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 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.”

KEY ACCOMPLISHMENTS

FEATURED PROJECT

Federally Qualified Healthcare Center

The grand opening for the new Federally Qualified Healthcare Center in Lovejoy was held in September 2012. The clinic was the result of a partnership with Clayton Archway Partnership, Clayton County Board of Health, Southern Crescent Hospital for Specialty Care, Southern Regional Medical Center and Southside Medical Center that lasted over three years and involved countless UGA resources. The clinic will provide affordable healthcare services to residents in Clayton and surrounding counties.

Health Committee's Goals Achieved

Clayton County continues to place “Community Health” as a critical issue to be addressed by community leaders, and over the past year the Clayton Archway Partnership

PRIORITY AREAS

Improved Public Image
Code Enforcement
Education

Community Health
Economic Development/
Community Beautification

Executive Committee was successful in identifying community health goals. The first goal was to obtain a federally-recognized designation for Clayton County as a Healthcare Professional Shortage Area (HPSA) and a Medically Underserved Area (MUA). These designations were the initial steps in establishing additional Federally Qualified Healthcare Centers (FQHC) in Clayton County and the region. The second goal was to create an issue-based position in Clayton County titled Public Health Archway Professional. The PH Archway Professional will be directed by the Clayton Archway Public Health Issue Work Group in addressing identified public health related goals.



Public Education Initiatives

Clayton County Public Schools (CCPS) continues to focus on their mission to provide a globally competitive education that empowers students. Clayton Archway Education Issue Work Group (CAE IWG) partnered with CCPS and identified three priority issues to address: 1) Workforce and college readiness, 2) Technology as a mode of instruction and 3) Parent engagement and education. Over the past year, CCPS worked with faculty at UGA's College of Veterinary Medicine to assist in developing a technology-based curriculum. Dr. Jim Moore and Dr. Tom Robertson, both from UGA, are working to develop an innovative, technology-based curriculum for teaching Science based on the utilization of 3-D video gaming technology. The curriculum is being piloted in high school biology and anatomy classes in Clayton County Public Schools. The partnership will provide the 3-D video gaming technology at no cost to CCPS. The software and technical support will increase academic success in Science concentrating in the areas of biology and anatomy.



Code Enforcement Training

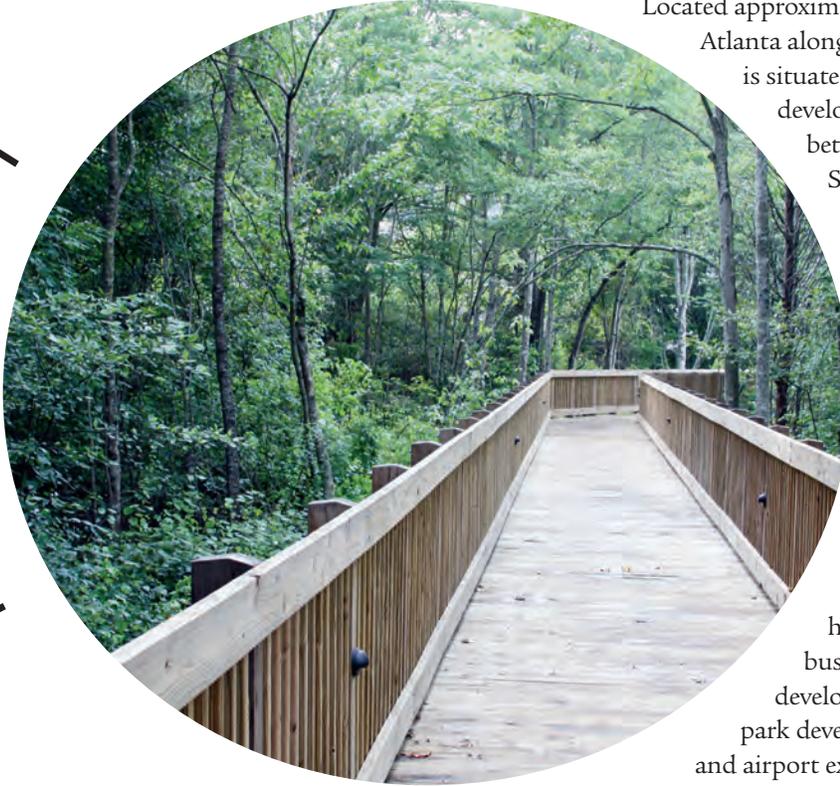
The Clayton Archway Partnership Code Enforcement Committee organized training classes for Clayton's code enforcement officers. These classes were identified by code enforcement officers as training needed to enable them to be more effective in their jobs. The training was needed to help ensure safety on the job; classes were offered on "How to Handle Dangerous Situations" and "How to Communicate with Hoarders." The classes were conducted by local nonprofit organizations and other local code enforcement departments and provided practical information and knowledge.

Public Image Improvements

The Clayton Archway Public Image Committee created a statement of purpose to "maintain active promotion of Clayton County's service agencies, organizations and businesses through outreach, collaboration and strategic marketing." The committee has worked diligently towards redefining the public image of Clayton County. The Social Media Subcommittee created a Clayton Facebook Page, "Rebranding Clayton County," as the first phase of a social media campaign; and also created a social media policy to guide their efforts in developing other social media projects.



HART COUNTY



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. 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.

KEY ACCOMPLISHMENTS

FEATURED PROJECT

Hart County Recreation Department Long-Term Planning Process

Hart County Archway Partnership has been assisting the Hart County Recreation Department and its Recreation Advisory Board with developing a long-term plan including collecting community input and feedback for the planning process. The Recreation Department and Archway have hosted several public meetings, gathered community feedback through surveys and are collecting benchmark data from comparable recreation departments. Hart County Recreation Advisory Board members served as table facilitators during community meetings to encourage discussion and record feedback. Archway Master of Public Administration graduate assistant Megan Miller assisted with the planning efforts, helped facilitate a community meeting and led a youth

focus group with Hart County 4-H students. Approximately 200 Hart County community members have contributed their input and ideas to the planning process. The information is being compiled into the Hart County Recreation Department's first ever long-term master plan, which will reflect the community's priorities for recreation and help guide the department in the years to come.

Georgia Museum of Art visit to Hart County Bull Pup Academy

Georgia Museum of Art Curator of Education Carissa DiCindio and museum educators Jana McGee and Melissa Rackley met with students from Hart County Schools' Bull Pup Academy. The Bull Pup Academy is an after-school enrichment program

for at-risk students in grades 4-6 funded through a 21st Century Community Learning Centers grant. The kids learned about folk art, discussed how folk artists use everyday materials available to them and even had a chance to create their own animal sculptures. The animal sculptures were a big hit as snakes, dogs, birds, rabbits and even a giraffe took shape in the kids' hands. Bull Pup Academy Coordinator Megan Parham commented: "Having the Georgia Museum of Art come to the Bull Pup Academy not only piqued the interest of the students in art, but it challenged them to be unique and creative. They have so much potential, and this visit helped many students realize their own abilities." Plans are currently in the works for a field trip for Bull Pup Academy students to visit the Georgia Museum of Art.

Tourism Education **PRIORITY AREAS** Leadership Planning & Vision

Bowersville Community Input Meeting

The Mayor and Town Council members of Bowersville were interested in hearing from residents about what they would like to see happen in their community in the future. Hart County Archway Professional Ilka McConnell met with the Mayor and Council to better understand their needs and plan a community meeting. The Town Clerk and Council members spread the word to invite residents to a community meeting on water bills, posted flyers at the Town Hall and shared the invitation through local churches and the newspaper. McConnell recruited Hart County Chamber of Commerce Director Kiera Partlow to co-lead the community meeting, with Town Council members welcoming attendees and assisting as table facilitators. Residents shared their thoughts and suggestions and expressed their support for efforts they felt were most important. The Mayor and Council will use the feedback and ideas to help them direct efforts and resources, and hope to engage interested community members in task force committees to work on projects identified by residents.



Hart County Quilt Trail

The Hart County Quilt Trail is a joint effort of the Hart County Chamber of Commerce, Hart County Historical Society & Museum, Hartwell Downtown Development Authority, Hart County Archway Partnership, Quilters from the Hart, Annie's Pretty Pieces Quilt Shop and Hart Regional Arts Council. The purpose of the Hart County Quilt Trail is to promote a variety of local historical and tourism-oriented treasures in the community in a creative way and to provide beautiful, scenic

public art to help promote tourism. Locals and visitors alike will be able to follow the trail of colorful hand-painted wooden quilt blocks that dot the landscape to find the places that make Hart County special. The Hart County Quilt Trail and individual quilt blocks displayed will emphasize tourism, including agri-tourism, as well as Hart's history and heritage, public art and the uniqueness of the area. Committee members have been meeting twice monthly since late 2011 to develop the quilt tour, research traditional quilt block designs, collect cost estimates for the materials that will be used to create the painted wooden quilt block signs, contact potential partners and sponsors and identify strategic and historic sites to potentially host/display quilt blocks signs. The group recently received grant funds to begin constructing, painting and installing the first 15-20 blocks and to develop a website and tourism materials to promote the trail. The committee hopes to partner with existing quilt trail efforts in neighboring counties to create a regional trail. A class of graduate students in UGA's Institute for

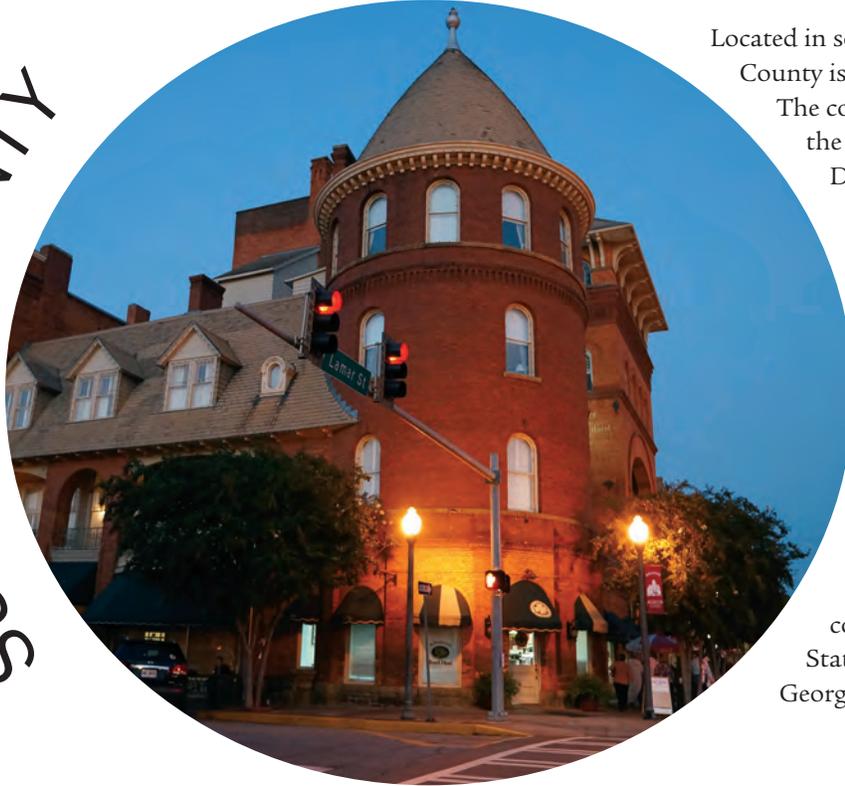
Nonprofit Organizations created a grant proposal for the Quilt Trail through the Georgia Department of Recreation and Leisure.

Teasley-Holland Home Renovations

Landscape architecture intern Claire Dellinger worked with George Nolan and Julie Phillips from the Hart County Historical Society and Hart County Chamber of Commerce Director Kiera Partlow to develop landscape designs to enhance the exterior of the Teasley-Holland House in downtown Hartwell. The house is home to the Hart County Historical Society, Museum and offices for the Hart County Chamber of Commerce. Hart County Archway partnered with the Hart County Historical Society, Hart County Chamber of Commerce and Hart County Cooperative Extension to write a \$9,500 grant to implement Dellinger's landscape plan and enhance the interior of the Museum and Chamber offices, including paint, lighting and window coverings. With the grant funds from Hart EMC Foundation's Operation Round Up, Chamber of Commerce volunteers and Historical Society members have transformed the Teasley-Holland House.



SUMTER COUNTY



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. 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.

KEY ACCOMPLISHMENTS

Leadership
Public Health

PRIORITY AREAS

Public Education
Community-wide
Economic Development

FEATURED PROJECT

City of Americus Urban Redevelopment Plan

The City of Americus and Sumter County are recent participants of the Georgia Initiative for Community Housing (GICH), a program on community-wide housing and infrastructure development, and were supported by the Georgia Municipal Association, Georgia Department of Community Affairs and the UGA College of Family and Consumer Sciences among others. Through GICH, the community identified two tools needed to address housing infrastructure, which are Urban Redevelopment Plans for both the City of Americus and Sumter County. The Sumter Archway partnership was tasked with drafting a URP for the City and facilitating community input sessions needed to gain insights from citizens located in the project areas.

Five project areas were identified by the City and data has been gathered regarding transportation needs, income and poverty, crime activity and other quality of life indicators. The plan addresses 1,708 parcels, 910 deteriorated structures and 40 dilapidated structures. The plan focuses on housing and neighborhood stabilization, housing development and reinvestment, nuisance properties and economic development activities through job creation. The project areas represent \$105,778 in tax delinquencies, poverty rates of 30% and greater and over 1500 reported crimes in 2011.

Extreme Playground Makeovers

This project began with Sumter Elementary embarking on an Extreme Playground Makeover. A local team comprised of Principal

Sharron Marcus, staff, students and PTO members gathered to share ideas for a new playground. The team wanted to develop a plan that could be implemented in stages as funding and other resources became available. College of Environment and Design graduate students Mario Cambardella and Rachel Johnson met with the local team on several occasions to understand the needs related to water flow, grounds maintenance, outdoor educational settings, environmental opportunities and the difference in "little and big kid" slides and developed sketches to meet these needs. The team has expanded and shared the project designs with many community organizations, including the Americus Rotary and Garden Clubs. These organizations have pledged their support for both financial and implementation efforts.

GA Tech Downtown Building Revitalization

The Americus Downtown Development Authority (DDA) supports the downtown community and looks for opportunities to grow and make the best use of available spaces, including rich historical structures, while supporting historic preservation. To identify options to begin using the second, third and sometimes fourth floor spaces of buildings located in downtown Americus, Sumter Archway contacted Dr. Leslie Sharp in the College of Architecture at Georgia Tech. Dr. Sharp and 31 students in the “Introduction to Historic Preservation” course came to Americus for a site visit. The course is comprised of graduate and undergraduate students majoring in Architecture, City and Regional Planning, Industrial Design, Building Construction, Civil Engineering, Electrical Engineering, Chemical Bio-Engineering and Industrial Engineering. Students developed ideas for re-use, which would meet the needs of the downtown historic district; ideas included lofts, outdoor patio spaces, lounge and bar areas for businesses and connecting sectors to assist connected properties with sharing space. The students developed a community presentation in July 2012. Several property owners are eager to begin work with plans for re-use being shared.

re-use. The students examined the technical and economic feasibility of a landfill gas-to-energy system at the closed landfill. During operation, the landfill collected approximately 172,000 metric tons of waste and currently has 18 wells in place. It was determined that peak production occurred in 1996 and landfill gas production gradually decreases after a landfill’s closure date. Given the length of time since closure and the decrease in production, several of the technology based opportunities for collection were not deemed fiscally possible. The project, while not identifying an opportunity for the Commissioners to capture landfill gas, did provide the Commissioners with information needed to make informed decisions.

Highway 19 Corridor Revitalization

US Highway 19 is a major traffic corridor running north and south through Americus and Sumter County. The corridor has recently been expanded to four lanes and includes the newly built Phoebe Sumter Medical Center along the south end. In partnership with the UGA Fanning Institute, the Sumter Archway Partnership facilitated meetings to gather views of both elected officials and citizens who own property along the corridor. The J.W. Fanning Institute for Leadership Development also

created guidelines to be considered by both the City and County when contemplating future growth. These guidelines include design standards, setbacks, easements and signage concepts for the Memorial Mile area. Additionally, the plan spoke to possible future zoning needs along the corridor as the city has the potential of expanding and the rural character of the county should be maintained. As a culmination of economic development discussions, the Fanning Institute developed a revitalization plan for the Highway 19 Corridor extending from the Sumter County Parks and Recreation Sports Complex in the South, northward to the South Georgia Tech Parkway intersection. The area is anticipated to experience significant growth as ancillary services associated with the hospital and medical facilities develop, and the local governments and community would like to be prepared to assist and enhance the overall appearance and design of the corridor. The revitalization plan addresses planning, zoning, design standards, traffic patterns and signage to accommodate the various land uses and elevations along the highway. Additionally, ordinances were developed for implementation by both governing entities to ensure that future development and extensive redevelopment activities meet the new guidelines.

Landfill Methane Gas Capture

The Sumter County Board of Commissioners (SCBoC) manages a landfill that opened in 1987 and closed in 1995. Dr. Jenna Jambeck of UGA’s College of Engineering along with three students visited the community and met with the County Administrator to investigate the possibility of capturing landfill methane gas for the purpose of



PULASKI COUNTY



Pulaski County is located 40 miles south of Macon, 90 miles east of Columbus and is a rural community with a population of 12,000. Pulaski County is the unique “Harness Horse 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.

KEY ACCOMPLISHMENTS

Leadership Education **PRIORITY AREAS** Economic Development Community Health

FEATURED PROJECT

Creation of Hawkinsville Hoops League

Driven by the desire to share leadership training with young men in the community, three Pulaski Tomorrow alumni (Jeffrey Tarver, Tyler Jenkins and Nevin Shennett) created the Hawkinsville Hoops League. This summer basketball league focused on giving 13-16 year-old boys the skills they need to be successful in life. This collaborative effort involved the Archway Partnership, Middle Georgia Technical College, the Hawkinsville-Pulaski Recreation Department, Pulaski County, Pulaski County Board of Education, Volunteer Macon, the USDA Summer Food Program and the support of countless local individuals and businesses all committed to providing a brighter future for the community’s youth. Over 70 young men participated in the

weekly summer outing, and the Knicks won the First Annual Hawkinsville Hoops League Championship played at the new Middle Georgia Technical College gym. Plans to expand the League are already underway and organizers are looking for new ways to extend the opportunity to girls, parents and a variety of age groups.



Increased Web and Social Media Presence

Through the “Communities of Opportunity” designation, the Department of Community Affairs (DCA) provided funding for Pulaski County to improve its web presence. Working with UGA students and the Small Business Development Center (SBDC), Pulaski County’s Archway Partnership collaborated with a local web designer, Georgia Web Services, who designed and built new websites for United Pulaski Economic Development and the Hawkinsville-Pulaski County Chamber of Commerce. These sites showcase the input of the business community and follow the guidelines from the Georgia Department of Economic Development. Moreover, in partnership with the Chamber of

Commerce, Archway hosted SBDC's Maximum Contact series designed to help businesses and community organizations create effective online strategies to increase awareness and customer relationships. Eighteen local businesses and organizations participated in the five-week program led by Suzanne Barnett and other SBDC instructors. The community also hosted a Website Update Day, designed to give community administrators tips and techniques for keeping a concise, updated electronic presence. Members of a local web services company provided hands-on training and a UGA graduate student from the Grady College of Journalism and Mass Communication shared writing and posting tips.

Planning for Growth

Planning for future growth has been the consistent theme in Pulaski County's economic development efforts this year. Working with UGA's Terry College of Business and the SBDC, the Archway Partnership and United Pulaski have embarked on a three part plan to document the accomplishments of economic development efforts in the county, explore unique opportunities for development that exist and develop a focused strategic plan to capitalize on these opportunities. This plan will lead to a coordinated economic development strategy and allocation of resources.

Increased Parental Engagement

UGA College of Education faculty member Dr. JoBeth Allen and doctoral student Roberta Gardner are working with Pulaski County schools and community and stakeholder teams to develop effective strategies designed to engage parents and increase community involvement in education. Allen and Gardner worked



with the three Pulaski County schools to enhance current engagement initiatives, strengthen community mentoring programs and develop new community school partnerships. They are also working with existing youth programs including the Certified Literate Community Program and Girls of Courage to develop afterschool learning programs and enrichment opportunities for youth.

Teen Maze

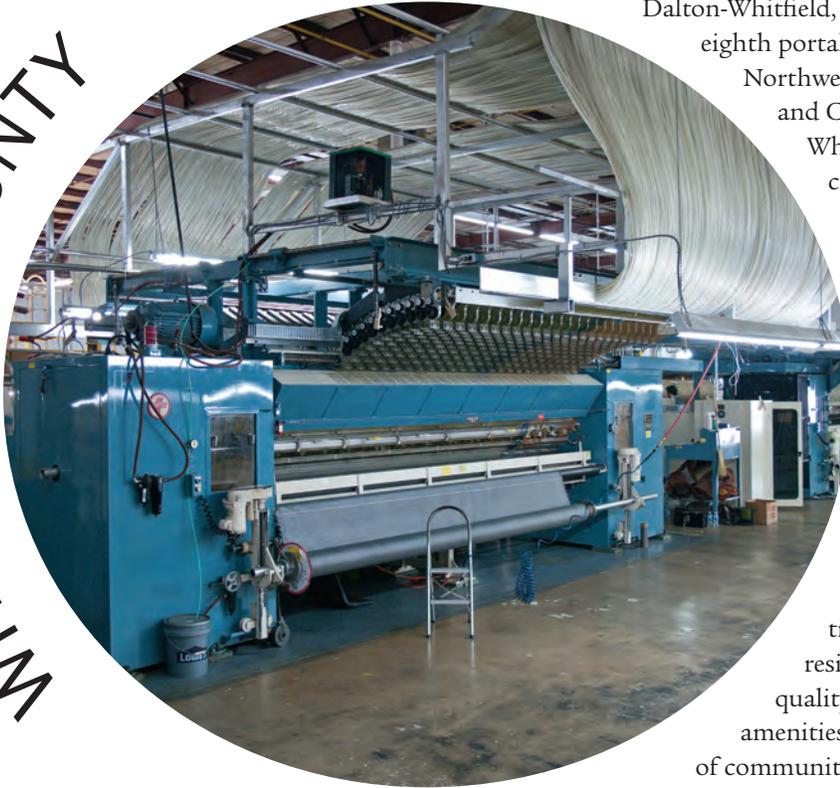
Pulaski County Community Health committee members decided to address teenage pregnancy by hosting a Teen Maze. The Maze gave students a chance to experience the consequences of high risk behavior in a safe environment and provided access to health professionals. The Teen Maze, held in March of 2012, brought over 200 volunteers together from local emergency response providers, health care experts and civic organizations to host a one day life sized interactive experience for over 700 students. Response to the Maze was tremendous and assessments support the effectiveness of the Maze. Events planned for the future include a Teen Summit to motivate students and an expansion of the successful Hawkinsville Hoops League.

Pulaski Tomorrow Recognized

During the 2012 Georgia General Assembly Leadership Day, Pulaski Tomorrow (PT) was recognized as a premiere example of local leadership. Now in its fourth year, the program is stronger than ever. Pulaski Tomorrow Chairman Harley Lawson spoke to hundreds of lawmakers and citizens about the impact that the leadership development program is having in the community and about the involvement of PT alumni in leadership positions throughout the County.



WHITFIELD COUNTY



Dalton-Whitfield, Archway Partnership's eighth portal community, is located in Northwest Georgia between Atlanta and Chattanooga, Tennessee.

Whitfield 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.

Whitfield County 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.

KEY ACCOMPLISHMENTS

FEATURED PROJECT

Dalton-Whitfield Commitment to Literacy

In June, the Archway Partnership hosted a public meeting at which the City of Dalton, Whitfield County, Dalton Public Schools, Whitfield County Public Schools and the Chamber of Commerce joined forces and – in an historic display of unity – announced a community commitment to investing in public education and getting every student on grade level in the early grades. This announcement reflected the hard work of hundreds of residents who engaged in Archway Issue Work Group discussions centered on education. Since then, the community has joined forces through the Archway Partnership to support literacy. Three weeks after the announcement, the Archway Investing in Public Education work group hosted a community literacy celebration at the Community

Center. Over 2000 community members and 100 volunteers participated in the event. At the event, the group unveiled the official name of the initiative: "Readers to Leaders." In September and October, local community partners worked with Archway and United Way to hire an AmeriCorps Vista to work with the local library and staff future Readers to Leaders events. The University of Georgia has also heavily deployed resources in support of the Readers to Leaders initiative. UGA College of Education faculty Dr. JoBeth Allen and graduate student Roberta Gardner are working with the local education systems to determine high impact, research-backed ways to bolster student success with parent engagement in a limited-resource environment. UGA College of Education faculty

Education
Economy
Environment

PRIORITY AREAS

Dr. TJ Kopcha and graduate student Lenie George in the Learning, Design and Technology Program are helping the community explore how to enhance internet access for low income families. In early 2013 a new University of Georgia College of Education and Archway Partnership faculty member will begin work in Dalton-Whitfield to bolster parent capacity and school readiness in the birth to age five population. Finally, to further enhance the school readiness of the birth through age five population, Brooke Walker was hired in a partnership between the University of Georgia Cooperative Extension and the local WIC office to lead the Expanded Food and Nutrition Education Program, which is designed to teach low income families with children how to make easy, nutritious, affordable meals.

Young Professional Support

When the Dalton-Whitfield Archway Partnership Executive Committee began meeting in November 2009, one of the group's top priorities was developing and retaining young leaders in the community. In furtherance of that goal, the Executive Committee formed a Young Professional Steering Committee to help guide the Communit-E3 Visioning Effort in 2010. On October 14, 2011, the Archway Partnership and many of the organizations represented on the Archway Partnership Executive Committee co-sponsored an event featuring Ms. Rebecca Ryan called "Creating a Greater Dalton: Rebecca Ryan Shares Strategies for Attracting and Retaining Young Professionals." Following her formal presentation, Ms. Ryan facilitated a breakout session of about 100 area young professionals where participants were challenged to take an active role in the future of Dalton-Whitfield County. Following that event, Dalton-Whitfield County Joint Development Authority Senior Project Manager Alex Stall began hosting a series of meetings with those interested in revitalizing a young professional organization.

In January 2012, the newly-elected president of the young professional organization shared the group's progress, including its value statement and leadership structure, with the Archway Partnership Executive Committee, local government and civic organizations. The Dalton-Whitfield Archway Partnership Executive Committee has invited a young professional liaison to participate in its monthly meetings and has pledged its support to the efforts of the young professional organization.

Arts & Culture

Over the past year, more than 50 community members interested in enhancing local arts and culture opportunities have been meeting through an Archway issue work group to discuss how they can accomplish mutual goals. Thanks to their leadership and direction, UGA Master of Public Administration graduate student Megan Miller conducted a study on successful arts and culture councils and, based on their recommendations, community leadership is currently considering how to bolster existing cultural opportunities by using them as an economic development tool.



Incubator & Economic Development

In early 2012, the Archway Diverse, Forward-Thinking Economy Issue Work Group unanimously recommended that the community explore the possibility of creating more jobs and raising the standard of living for all residents through a business incubator. As a result, the Archway Partnership co-funded a study through the Georgia Tech Enterprise Innovation Institute on the feasibility and community readiness for a business incubator with the Joint Development Authority. That study is near completion and results will be shared soon. In addition, the Archway Partnership has also partnered with the Joint Development Authority to create a new online resource for small businesses, develop a new brand focused on innovation, create an online dashboard of community data and start an angel investor network.



GRADY COUNTY



Grady County, in the heart of southwest Georgia, is conveniently situated on the Georgia - Florida state line. Located just 30 miles north of Tallahassee, Florida, Grady County offers the best of two worlds: urban and rural. The area has a rich history of explorers, pioneers and settlers who have made the area home for hundreds of years. The Red Hills region's farmland and timber provide a scenic backdrop for a quaint small town, outstanding quality of life, friendly neighbors, and community spirit.

KEY ACCOMPLISHMENTS

FEATURED PROJECT

Community Beautification and Park Redesign

Three UGA College of Environment and Design students interned in Grady County over the summer and created redesigned landscape plans for the Roddenbery Memorial Library, City Gateways and Azalea Park. The City Manager of Cairo worked with the student team to address the redesign of community gateways to increase visibility, encourage visitation and identify community assets. Azalea Park was an underutilized neighborhood passive park; the conceptual design calls for maintained landscaping, new playground equipment and picnic areas, revitalized tennis courts, new badminton and bocce ball courts, a community garden as well as open practice fields and a walking/fitness trail around park. The design plan for the Library

PRIORITY AREAS

Education for a Quality Workforce
Community Development through Intergovernmental Cooperation
Community Health and Wellness
Leadership Development



addressed concerns surrounding poor drainage, non-native plantings, limited water resources, landscape maintenance and lack of shade to name a few. The Library Director worked with a Master's level student to create an inviting courtyard space with lower maintenance, shade and water features and bird and butterfly friendly plantings that blend both formal and informal areas including a children's garden.

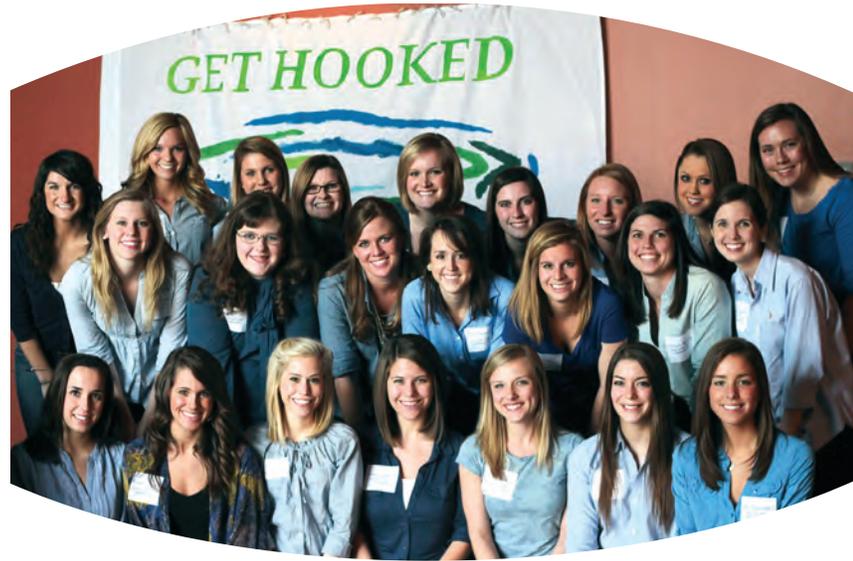


Tired Creek Lake

The Archway Partnership's first collaboration in Grady County was a public relations campaign for the Tired Creek Lake project. The Grady County Commission, County Attorney and the Cairo Messenger worked with a UGA Grady College of Journalism and Mass Communication Public Relations class of 25 students who created a complete communication plan including site visits, data and research, citizen surveys, special events, stakeholder briefings, expert interviews, community fish-fry and the development of future communication tools (e.g. website, logos, etc.) to keep the community informed with accurate information about the project status and future developments. According to team leader, Carly Nash, "Working with the Archway Partnership has created a unique opportunity to serve a Georgia community with the skills we have gained during our academic career at UGA."

Leadership Development

Through the efforts of the Archway Partnership, it is a priority of the Executive Committee to maintain communication with community leaders including civic organizations, governmental entities and quasi-governmental boards and to recruit a diverse group of community leaders to participate as members of the Archway Steering Committee, issue work groups and other community-wide initiatives. In an effort to advance this priority, two new partners, Bainbridge College and Ira Higdon Grocery Company, joined the Executive Committee as members.



Community Health and Wellness

The results of the community-wide listening session brought to the forefront the need to identify and prioritize issues, challenges and opportunities that impact the health and wellness/well-being of Grady County residents. With a reach beyond medical and public health providers, a diverse group of stakeholders with an interest in Community Health and Wellness came together to form a work group to address these types of issues. Fitness centers, nursing homes, teachers, massage therapists, chiropractors, nutritionists, health care cooperatives, social service providers and others have begun assessing the critical health and wellness needs of the community. The group has identified four

target areas: 1) Obesity & Chronic Disease, 2) Mental Health, 3) Accessibility & Affordability and 4) Wellness Education.

Establishment of an Education-Business & Industry Work Group

Grady County Schools, Southwest Georgia Technical College, Bainbridge College and Thomas University are partnering with local business and industry representatives, including the Cairo-Grady Chamber of Commerce, Cairo-Grady Joint Development Authority and state agencies, to identify workplace trends, promote opportunities for student learning in the workplace, assist college and career pathway implementation, market dual enrollment and seek private funding (or other funding resources) to support educational efforts.



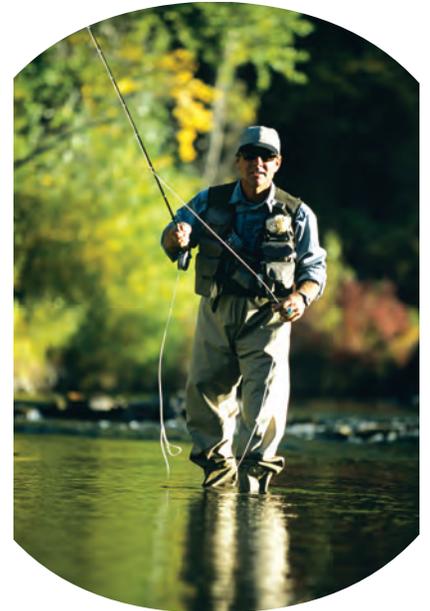
HABERSHAM COUNTY



Habersham County officially became the tenth community to join the Archway Partnership on July 1, 2012. Dr. Jennifer Frum, Vice President for Public Service and Outreach, stated “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 200 Habersham County residents attended the two listening sessions held at the Community Room of Habersham EMC and the Habersham Central High School cafeteria on October 16, 2012. Information gathered at the sessions 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 July

of 2012. Representatives from the Habersham County Government, the Cities of Alto, Baldwin, Clarkesville, Cornelia, Demorest, Mt. Airy and Tallulah Falls, Habersham County Development Authority, Habersham Chamber of Commerce, Habersham Board of Education, Habersham Medical Center, Piedmont College and Northeast Georgia Technical College have committed to partnering with UGA’s Office of the Vice President for Public Service and Outreach and Cooperative Extension to make Habersham County an Archway community.



Students from Habersham Central High School Culinary Arts program prepared refreshments for the evening edition of the Habersham County Listening Session.



After an extensive search process, Rick Story was selected as the Archway Professional for Habersham County, and he began working in the community in December 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.

WASHINGTON PUBLIC HEALTH



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.

KEY ACCOMPLISHMENTS

PRIORITY AREAS Healthcare and Public Health

FEATURED PROJECT

Washington County Community Health Needs Assessment

As Archway Partnership Health in Washington County accomplished the goals and objectives it set in 2008, it entered a second phase in 2012 as the Health Committee was refreshed and new priorities were established. This repurposing phase aligned with the new Affordable Care Act mandate for nonprofit hospitals to establish community stakeholder groups, conduct a community health needs assessment and set priorities and implementation plans that would be evaluated in three years. The Archway Health Committee and Washington County Regional Medical Center administration decided to incorporate Archway Health into this process to avoid duplication

of efforts, ensure community support for the assessment and assist with implementation/evaluation of the work plan. Archway Health partnered with WCMRC representatives to provide facilitation, consultation and additional technical support throughout the assessment. Archway will also play a key role in the development of an implementation plan and evaluation process.



Access to Healthcare Professionals

Members of the Washington County Archway Partnership: Health Committee are working to create an infrastructure to attract medical students to complete their clinical rotations in the Washington County area. The end goal is to expose them to the professional and personal satisfaction associated with practicing in a rural area. Additionally, local physicians support the program by supervising medical students. Archway Partnership: Health previously worked with Sandersville Technical College, Darton College and Washington County Regional Medical Center (WCMRC) to establish a Healthcare Professional (LPN/Paramedic) to the RN Bridge Program for the Washington County area.

Washington County Health Resource Directory and Asset Mapping Project

When Archway Partnership: Health began in 2008, the Washington County Area Health Resource Directory (HRD) was developed as a key component of the Washington County Health Needs Assessment. This document did not exist prior and is a compilation of all medical and non-medical resources that relate to health and wellness in Washington, Johnson and Hancock Counties. Through the work of numerous students involved in multi-disciplinary projects, the HRD was converted into an online interactive database that was integrated into the Washington County Chamber of Commerce website in 2010. Providing this online access allowed greater use from the public and healthcare providers in addition to being an economic development tool in appealing to potential industries. The HRD was taken one step further in 2012 when faculty and graduate students from the UGA Institute of Nonprofit Organizations began working on the Washington County Asset Mapping Project. The HRD was able to fulfill the majority of social and health related asset research. The database will be linked with GIS mapping software to be accessed by community leaders for community and economic development in addition to general public use.

Leadership within Healthcare Arena

Washington County Archway Partnership: Health is working to develop leadership skills within the healthcare workforce for professional development and to enhance the overall quality of care to the public. This is being accomplished through a partnership with the Washington County

Chamber of Commerce, which has resulted in half of the current Leadership Washington County Program cohort being professionals from the healthcare industry. Over the course of a year, these and other professionals will learn the importance of their field to the overall success of the community and will identify ways to move Washington County into the future.

Georgia Rural Medical Scholar Program

Since its establishment in 2009, the Georgia Rural Medical Scholar Program (GRMSP) has broadened its reach to include Washington, Johnson and Wilkinson Counties. Medical Scholars are getting experience in rural medicine and learning to care for a wide variety of patients through Internal Medicine, Pediatrics, Family Medicine and a variety of elective rotation opportunities. 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. The program maintains a 60% return rate for medical students entering the program and returning to the Washington County area at least three times during their tenure in

the program. Twelve local physicians support the program by supervising medical students. According to Caitlin Collier, a fourth year medical student at Mercer, "You do not have to compete with residents and other students for attention in the clinics and WCRMC. I wish I could have done more of my rotations there." The GRMSP Board of Directors has been formalized and is leading the program as it grows. The 2013 Lock, Stock and Barrel fundraising event is being planned to help further sustain the program.

Community Health Education

Leaders within the Washington County 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. To begin this effort, these leaders have worked with local healthcare providers to coordinate Medicare Made Easy events. These annual events use trained Medicare experts and local volunteers to provide individualized and unbiased consultation to Medicare enrollees and their families. Archway also compiled the Washington County Area Health Pages to promote quality local health services and to promote proper utilization of healthcare throughout the community.



COLQUITT COUNTY



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 established. 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 to lend their expertise to solve issues facing the county. The Colquitt County model provided a template for eventual expansion to ten Georgia communities spread across the state.

KEY ACCOMPLISHMENTS

Tourism
Housing
Transportation

PRIORITY AREAS

Education/Social Issues
Economic & Community Development

FEATURED PROJECT

Mental Health Services Restored

As of 2009, most of the mental health services available in Colquitt County were discontinued, and the loss of these services had a profound impact on the County. The Archway Executive Committee and the Healthy Colquitt Coalition identified shortages of mental health resources as a community priority and put together a Mental Health Subcommittee to begin working on this issue. Key stakeholders served on the committee and, after many months, the Colquitt County Mental Health Center was re-opened in August of 2012. Colquitt Regional Medical Center, Georgia Pines Community Service Board and Turning Point Hospital partnered to make this possible.

DeLoache Intern House

For years students from UGA have been recruited to complete their internships in Colquitt County, but housing has been an issue. As a result, a grant from the Waldo DeLoache Charitable Trust, managed by Southwest Georgia Bank, provided for a home to be purchased with the sole purpose of housing college students working in Colquitt County. A house accommodating seven students was purchased in Moultrie and from May to August of 2012, 16 students utilized the house allowing many students to experience the opportunity of living and working in a rural community. The community is hopeful that having a positive internship experience in Moultrie will encourage students to consider eventually locating to a rural community.



Along the Georgia coast, south of where the Altamaha River meets the Atlantic, Glynn County is one of Georgia's original ten counties. 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.



GLYNN COUNTY

KEY ACCOMPLISHMENTS

Altama Community Transformation (ACT) District Planning

Since the establishment of the Archway Partnership in Glynn County, "Planning for Growth" has served as one of the community's top priorities. A direct result was the establishment of the Archway Growth Task Force (GTF) which focused its efforts on redevelopment and revitalization along Altama Avenue. Known as the Altama Community Transformation (ACT) District, the ACT area is prime for redevelopment due to the transition of the College of Coastal Georgia to a four-year residential institution and the construction of a new Brunswick High School. Archway began by engaging community stakeholders, gaining insights from ACT residents and business owners and creating a long-term plan for growth. Archway and the GTF partnered with UGA's Public Service and Outreach units to develop the

ACT Corridor Plan. This resulted in a nine month planning process that provided specific recommendations related to land use, zoning, housing, transportation, economic development, financing mechanisms and incentives for growth. The ACT redevelopment plan reflects the community's goal to remain a unique and thriving destination.

Community Planning and Design

As part of Archway's "Planning for Growth" initiative, UGA College of Environment and Design (CED) students have been a critical partner in providing environment and planning design services to the community. From conceptual renderings for improved community entry ways to landscape designs for public parks, beach access points and private industry, CED students provided the community with innovative designs geared at enhancing community aesthetics.

PRIORITY AREAS

Economic Development
Housing



ARCHWAY INTERNATIONAL



The Archway Partnership is a university/ community engagement program that connects higher education resources to self-identified community priorities. Archway enhances the undergraduate and graduate student learning experience while benefitting the community by addressing critical needs. The heart of the Archway process is the Archway Professional who lives in the community and advances the community dialogue. They are “change agents” that skillfully navigate and connect community visioning and actions with higher education resources.

Continued progress for the Archway Partnership requires key personnel to have a broad understanding of what constitutes effective university/ community collaboration. While steeped in the practice side of university/ community engagement, the Archway team continually seeks other examples of best practices in this area. Moreover, one of the key priorities that continues to surface across all Archway communities is expanding local economic development efforts to an international scale. The Archway Partnership has provided resources to Archway communities (examples include translation of community websites into Chinese, German, French and Spanish; and cultural sensitivity training through leadership development programming), but in 2012 made the commitment to elevate the level of international awareness for UGA staff and community partners. To that end, the Archway Partnership sent delegations to Costa Rica and China to observe and better understand higher education outreach initiatives outside of the United States.



In April of 2012, six Archway faculty/staff, two Archway graduate students, the Vice President for Public Affairs and the Director of the UGA Costa Rica program, Quint Newcomer visited Costa Rica. Under the guidance of Dr. Newcomer, Archway Partnership faculty and graduate students compared best practices for university-community engagement as practiced by the Archway Partnership (and the communities we represent) and three Costa Rican universities (and their community partners). The week-long experience allowed Archway to meet with and learn from students, faculty, staff and community members at Earth University, the University of Costa Rica and the UGA Costa Rica Campus, to better understand what university-community engagement means to another country and how they address community needs.



In June 2012, Archway Partnership faculty and economic developers from two Archway Partnership communities visited China under the leadership of UGA's Carl Vinson Institute of Government International Program (CVIIOG). CVIIOG was an ideal partner for creating an international experience for the Archway Partnership. For nearly nine decades, CVIIOG has helped government leaders improve governance, navigate change and improve the lives of all Georgians. The International Center in particular has emerged as a go-to institution for UGA-related activities specific to China. The Center's "training programs for Chinese local government officials, internships and study abroad opportunities for University of Georgia students and involvement of Georgia's cities and counties in its partnerships in China have campus, statewide and

international impact." China is a large economy and a significant international player that can have direct and indirect impact on Georgia communities. Through the international travel and study experiences, Archway Partnership: (1) enhanced university/community collaboration in the eight Archway communities, (2) broadened the perspective of key community leaders so they can better embrace cultural diversity thereby enhancing their ability to be an attractive location for international economic growth and (3) enhanced the professional development of the Archway Professionals thereby making them more effective change agents. Through research and international experiences, Archway Partnership faculty and staff have been able to determine global best practices for community engagement, which can then be applied across the state of Georgia.

Since the study abroad trips, Archway communities have hosted visiting delegations from China and Korea. The personal relationships developed with other countries and increased cultural awareness at the local level should make the Archway communities more attractive for international business to the benefit of all Georgians. One Archway community is working closely with UGA's Office of International Education to foster a working relationship with the Consular Corps of Georgia, yet another mechanism to bridge cultures and foster local business development through international relationships.





Archway Partnership Publications:

Archway Partnership/College of Public Health Community Health Initiatives

Social Media To Go: A Compilation of Best Practices,
Policies and How-To Guides

Archway Partnership Informational Brochure

Archway Partnership: National Presentation at APLU Conference

Glynn County and Colquitt County Graduation Publications

Impact Statements:

www.archwaypartnership.uga.edu/impact/

Connecting Washington County to the World

Clayton County Receives Funding for New Primary Care Clinic

Sumter County Landfill Methane Project

Hospital Needs Assessment Improves
Community Health (Pulaski County)

Economic Development Foundation (Whitfield County)

UGA Students Help to Preserve Oral History in Hart County

Monthly Key Accomplishments Reports can be
found in the community's pages:

archwaypartnership.uga.edu/communities/

Archway Partnership 2010 and 2011 annual reports

archwaypartnership.uga.edu/resources/

Enhancing Learning at the University of Georgia Videos

archwaypartnership.uga.edu/video/video1.php

archwaypartnership.uga.edu/video/video2.php

All resources are featured on the website:
www.archwaypartnership.uga.edu/resources/

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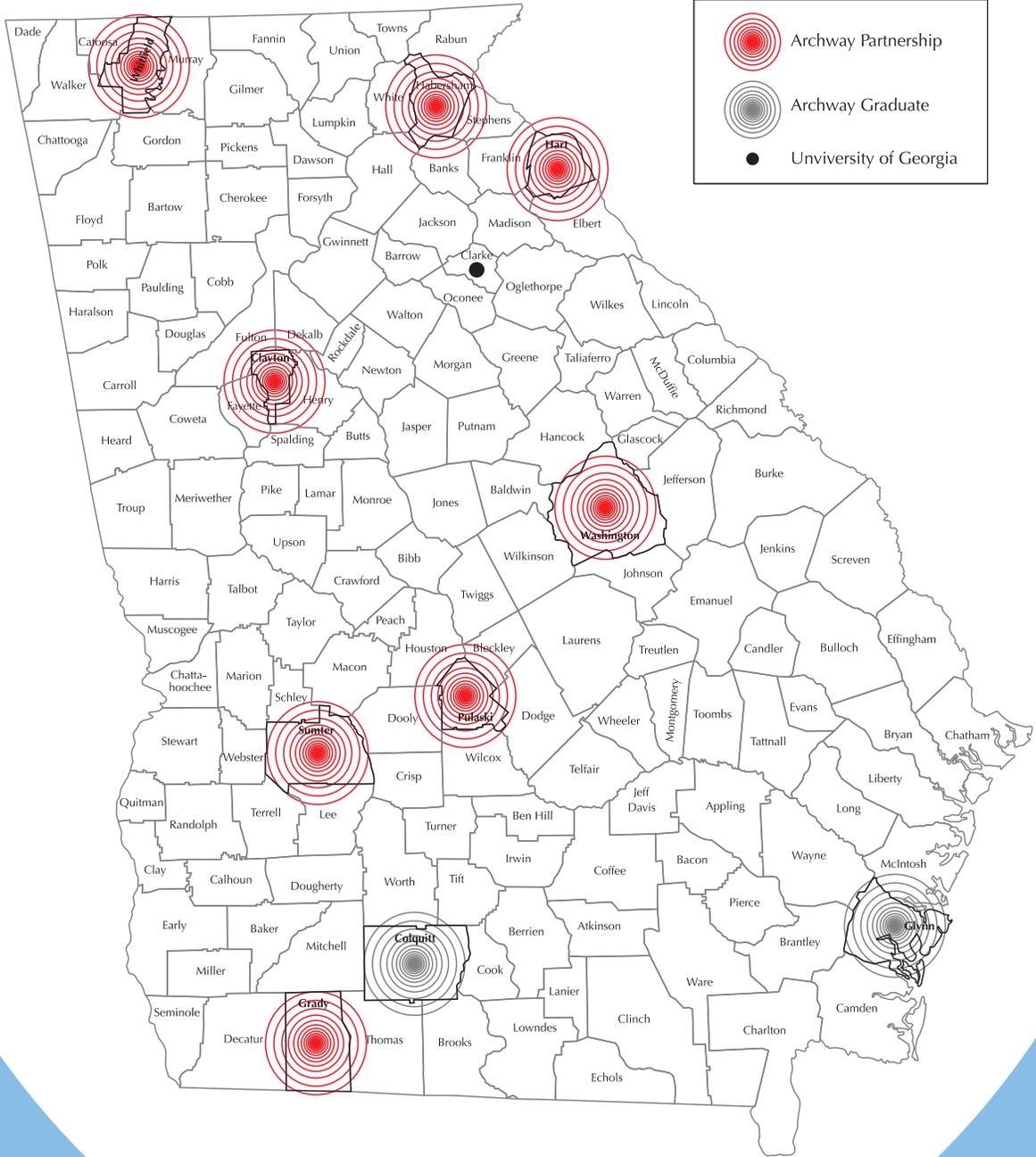


THE UNIVERSITY OF GEORGIA
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Archway Partnership





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