Monthly Key Accomplishments – January 2011

I. A class of UGA English students was asked to analyze the new Clayton County website, to determine its overall effectiveness. The students met with Peggy Lacey, Clayton County Information Technology department, Clayton Archway Professional and the Archway Statewide Coordinator to discuss the project objectives. Ms. Lacey provided insight into the vision Clayton had for the website. The county asked the students to determine if the site reflected Clayton as a place where people could live, work and conduct business. The analysis determined if the site is easy to use, informative, and visually appealing. Most importantly the students were asked to determine if the site displayed Clayton as a county that cares about its visitors, citizens, and businesses. Clayton County consistently strives to be a community that provides information, resources, and a great quality of life for its citizens, and the county is very interested in bringing visitors to Clayton with the hopes that the website will be a valuable tool in that effort. The students concluded their research and submitted a report to the Clayton Information Technology department.

II. The Clayton Archway Public Image committee was formed to assist in redefining the public image in Clayton County. There are numerous positives programs and initiatives occurring in Clayton that are rarely featured in the media. The committee wanted to provide another vehicle to promote the many positive activities happening in Clayton. The Clayton Archway Partnership Public Image committee partnered with UGA Creative Consultant students to develop a blog for Clayton County. The blog will provide an opportunity to post articles and press releases that focus on positive initiatives and programs in Clayton. The students redesigned the existing blog, along with uploading articles and press releases. The project is managed by Jamie Carlington, Clayton’s Public Information Officer who is working directly with the students to oversee the project. The blog will provide another method to communicate the many outstanding programs that make Clayton a great place to live, work and play.