Monthly Key Accomplishments – November 2011

1. Public Relations and Outreach Campaign for Elizabeth F. Correll Teen Center
   Administrators at the Elizabeth F. Correll Teen Center, in conjunction with the Boys and Girls Club, have requested higher education assistance to develop a public relations and outreach campaign to address student participation at the Teen Center, particularly around areas of diversity.

   Hoping to make the Center more attractive to all segments of the Brunswick-Glynn County community, Casie Walker, a graduate assistant from the Grady School of Journalism’s Department of Advertising and Public Relations; has worked over the last several weeks developing a series of surveys intended to garner insight from students, parents, as well as teachers and administrators, respectively, within the Glynn County School System. Casie met with Brian Dolan, the Executive Director of the Teen Center, to review the surveys and make changes before delivery on November 14. In addition, Casie conducted a brief focus group with the Teen Center’s Teen Advisory Group (TAG) on November 14 to gain a better understanding of their perceptions of the Teen Center, why they participate, what they like about the Center, what they would change, and how the Center might be able to recruit more students to participate. Casie will use this feedback, in conjunction with the data from the survey results, to develop a comprehensive public relations campaign and recommendations for the Center.

2. Leadership Development Planning and Steering Committee
   The Leadership Development Planning and Steering Committee met for the first time on November 2 to discuss next steps in moving leadership development as a priority for the Brunswick-Glynn County Archway Partnership. A small group of community members participated in the discussion, asking questions about the Community Leadership Program curriculum, how the program has worked other places, and what challenges exist for implementation.

   Barriers to implementation in Glynn County are largely recognized as creating a common vision and need for leadership development programming in the community; how to engage diverse participation from members of the minority community; as well as instituting the appropriate organizational structure—meaning, how is the program launched so as to ensure sustainability and stability, etc. General discussion included hosting a fundraiser among Glynn County’s extensive Leadership Georgia alumni to finance the initial launch; and approaching Glynn County Cooperative Extension about serving as the host organization.
Next steps include reconvening in early December to revisit these topics of discussion with a larger group of the Planning and Steering Committee. It was suggested that a brainstorming session be conducted to generating a common vision and excitement around the initiative in order for it to truly be a transformative process for Glynn County.

3. **Joint Glynn County Board of Education, Golden Isles Career Academy, and Altamaha Technical College Board Retreat**

The Glynn County Board of Education (BOE) seeks higher education resources to facilitate a joint board retreat among the Glynn County BOE, Golden Isles Career Academy (GICA), and Altamaha Technical College (ATC), and each entities’ respective administrators. The purpose of this retreat is to enhance communication among each governing body; and to create a renewed understanding of the respective roles and responsibilities of all three boards and staff to improve and enhance the pathway of education available to Glynn County students.

Anticipated to take place in January 2012, Archway has reached out to the Carl Vinson Institute of Government to serve as the lead facilitator in this effort. As such, Dennis Epps and Mary Beth Chew met with Glynn County Superintendent, Howard Mann and Glynn County BOE Chairman, Ray Snow on November 10 to review goals and priorities for the session. Primary among them are the need to revisit the GICA charter, as well as the Memorandum of Understanding (MOU) among all three governing bodies. Once a date is confirmed for the January retreat, Mary Beth Chew will coordinate logistics and planning for the joint retreat.