On November 11, Grady College of Journalism student and Archway Graduate Assistant Mark LeBlang completed work on a video being used to market Hawkinsville-Pulaski County worldwide by the Georgia Department of Economic Development.

Over the past year, Hawkinsville and Pulaski County made major advances in branding, web presence and improved communication throughout the community. Early on, Archway’s Hawkinsville Pulaski Economic Development Committee (HPED) recognized the need for an updated and revitalized public image. One of the cornerstones of this effort was a video branding campaign spearheaded by Grady College of Journalism graduate student, Mark LeBlang. The result was a short, 3-minute YouTube style video to attract attention to the economic development opportunities available in Pulaski County. The overwhelming positive response from state and regional economic development professionals to the short video has led to the production of a longer, more detailed video that showcases capacities, development incentives, and the community’s unique assets to potential businesses and industry. The Georgia Department of Economic Development is using the video in marketing Hawkinsville-Pulaski County worldwide.

*The Archway Steering Committee will meet Tuesday, November 22, 2011 at 8:30 A.M. in the Pulaski County Community Annex.*

**Economic Development**

- Archway participated in the follow up visit of the Georgia Economic Development Association’s “Tourism Assessment Team” in October. A review of the Tourism team’s recommendations will be summarized and presented to local groups, including the Archway Steering Committee. The Archway “Hawkinsville DVD” was featured in the presentation. A summary of the Tourism recommendation’s will be presented at the next Archway Steering Committee Meeting.

- Working with the Regional Commission and Better Hometown, UGA Landscape Architecture students met with the Regional Commission’s Kristi Harpst and Better Hometown’s Karen Bailey to begin work on detailed site plans for the Fire House Museum Federal Grant application that the RC is preparing to provide funding for the Museum.

- UGA Terry College of Business students were in the community in September to work with the Chamber of Commerce. The students will work with Chamber representatives to update and energize Chamber web presence in a way that will maximize the benefits to Chamber Members, provide better service and
improve operating efficiency. The first draft of the report prepared by MPA student Megan Miller is now being reviewed.

- Through the Co-op initiative, a plan to improve community websites through improved communication is underway. The first event, held October 31, was designed to encourage use of the community calendar, instruct participants in the content management system and introduce them to social media capabilities. UGA Journalism student, Shannon Knepp was on hand to provide some writing tips for the group. (see press release)

**Community Health**

- Archway is working with Taylor Regional Hospital to create a Rural Medical Scholars partnership with Mercer School of Medicine. The program would be the second in the state and is patterned after the successful pilot program in Sandersville that is coordinated by Archway Health professional Laura Gillman.

- On October 3rd, Taylor Regional Hospital and Archway hosted Dr. David Mathis and Brittney Grant from the Mercer School of Medicine for a tour of the hospital, meetings with physicians and a tour of the community conducted by Lee Slade.

- The College of Public Health has completed a needs assessment for the community at the request of the Archway Community Health Issue Work Group. Now plans are underway for a series of focus groups in the community to provide guidance on health education in the community. These efforts will be coordinated through the College of Public Health with the assistance of Ms. Gillman and Dr. Marsha Davis, administrator of the Public Health Training Initiative. Ms. Gillman and Dr. Davis will meet with committee Chair Skip McDannald and hospital representative Melissa Johnson December 1st to begin work on the focus groups.

- The second Communities of Opportunity (Co-Op) initiative for Hawkinsville-Pulaski County is the reduction of teenage pregnancy rates. Under the leadership of local champion, Vonnie Berryhill, the work group will implement a number of community initiatives to reduce teen pregnancy by 25% by the summer of 2013. An introduction to the committee’s “Teen Maze” project was held in conjunction with the Family Connection’s quarterly meeting on September 13th. A group of community members traveled to LaGrange to see their maze on October 27 and the group has already begun planning for the “Teen Maze” here in the spring. Plans for the Maze to be held March 22, 2012
Government Service Delivery

- Recreation surveys produced by UGA students were included in the new school packets of every student. At the request of the Archway Partnership, students from UGA’s Department of Public Administration and Policy Research will analyze this data and report the results of the survey.

Housing

- Community members of the GICH team including the Archway Professional traveled to Athens to participate in the GICH conference in August.
- Since the completion of the GICH program, HURA will function as the Housing committee. The HURA meeting is November 8, 2011.

Leadership Development

- Graduates of the 2nd class of Pulaski Tomorrow were recognized on October 18, 2011.
- Archway Professional Michelle Elliott is a participant of the 2011 class.
- Plans are currently underway to have more local facilitators trained by UGA’s Fanning Institute in February.
- Members of Ocmulgee Order and Pulaski Tomorrow will participate in the Archway Steering Committee beginning with the November meeting.

Public Education

- Pulaski County schools participated in the Office of School Engagement/Archway Partnership’s inaugural symposium *The Power and Promise of Public Schools*. In June, Archway and the Office of School Engagement facilitated an issue work group discussion. The Executive Committee and Education issue work group have begun a long-term collaboration with the College of Education to continue education dialogue between the community, Archway and UGA.
- The Archway Education Issue Work Group met on Tuesday, November 8, 2011 at 5:30pm at the Pulaski County Board of Education. The group attended a panel discussion with Board of Education members and a regularly scheduled School Board Meeting. The next meeting will take place in December.