

TECHNICAL COLLEGES

Albany Technical College • Albany, Georgia
Altamaha Technical College • Jesup, Georgia
Appalachian Technical College • Jasper, Georgia
Athens Technical College • Athens, Georgia
Atlanta Technical College • Atlanta, Georgia
Augusta Technical College • Augusta, Georgia
Central Georgia Technical College • Macon, Georgia
Chattahoochee Technical College • Marietta, Georgia
Columbus Technical College • Columbus, Georgia
Coosa Valley Technical College • Rome, Georgia
DeKalb Technical College • Clarkston, Georgia
East Central Technical College • Fitzgerald, Georgia
Flint River Technical College • Thomaston, Georgia
Georgia Aviation Technical College • Eastman, Georgia
Griffin Technical College • Griffin, Georgia
Gwinnett Technical College • Lawrenceville, Georgia
Heart of Georgia Technical College • Dublin, Georgia
Lanier Technical College • Oakwood, Georgia
Middle Georgia Technical College • Warner Robins, Georgia
Moultrie Technical College • Moultrie, Georgia
North Georgia Technical College • Clarkesville, Georgia
North Metro Technical College • Acworth, Georgia
Northwestern Technical College • Rock Spring, Georgia
Ogeechee Technical College • Statesboro, Georgia
Okefenokee Technical College • Waycross, Georgia
Sandersville Technical College • Sandersville, Georgia
Savannah Technical College • Savannah, Georgia

South Georgia Technical College • Americus, Georgia
Southeastern Technical College • Vidalia, Georgia
Southwest Georgia Technical College • Thomasville, Georgia
Swainsboro Technical College • Swainsboro, Georgia
Valdosta Technical College • Valdosta, Georgia
West Central Technical College • Carrollton, Georgia
West Georgia Technical College • LaGrange, Georgia

TECHNICAL DIVISIONS

Bainbridge College • Bainbridge, Georgia
Clayton College and State University • Morrow, Georgia
Coastal Georgia Community College • Brunswick, Georgia
Dalton State College • Dalton, Georgia

Web-based courses of Georgia's technical colleges are accessed through Georgia Virtual Technical College (GVTC), <http://www.gvtc.org>.

From the Commissioner
Summer 2003 • Vol. 2, No. 3

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View *From the Commissioner* online at
<http://www.dtae.org/fromthecommissioner>

COMING NEXT ISSUE:

Our fall issue features the second in a series focusing on our business and industry partnerships throughout Georgia. The Albany area presents another fine example of how business and community support increase opportunity and economic strength.

Albany Tech's
Manufacturing
Technology Center

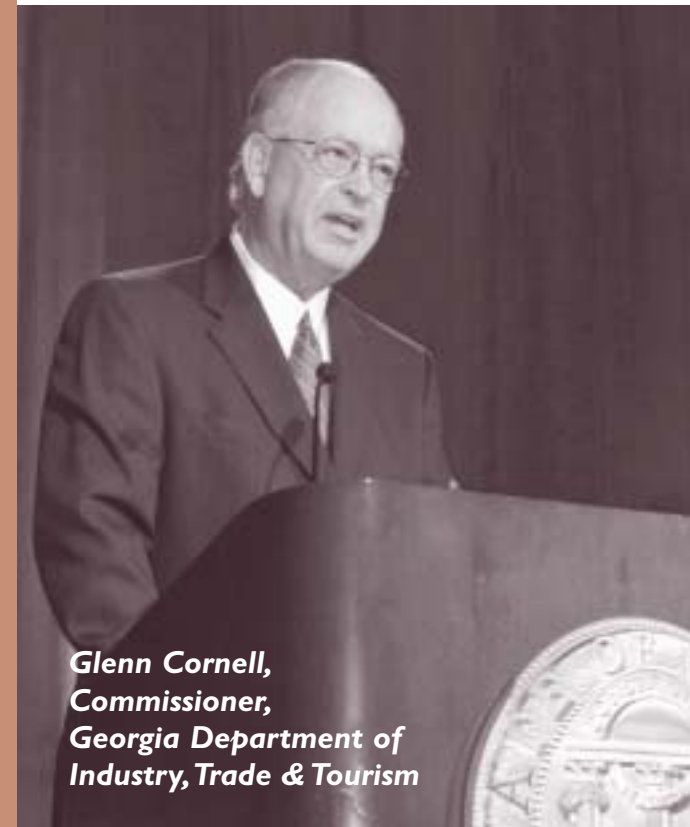


FROM THE COMMISSIONER

Our only business is workforce development.

A QUARTERLY PUBLICATION
FROM GEORGIA'S
COMMISSIONER OF
TECHNICAL AND ADULT
EDUCATION

VOL. 2, NO. 3
SUMMER 2003



Glenn Cornell,
Commissioner,
Georgia Department of
Industry, Trade & Tourism

MEAG Power interviewed Commissioner Cornell for their Spring 2003 Economic Development newsletter. Commissioner Cornell comments on his vision for economic development in Georgia and Industry, Trade & Tourism's current priorities. Read this important interview at www.locationgeorgia.com/site/page4470

Two items I'd like to bring to your attention with this summer issue – one has to do with your job description, another with some congratulations that need to be expressed.

First, let's deal with that job-description item. When someone asks you what you do, you probably answer briefly in a sentence that includes your job title: I'm a teacher at the technical college; I'm an administrative assistant; I'm a vice president of academic affairs. If pressed for more information, you probably provide further details -- the subject you teach, the position of the person you work for, highlights of your duties. Given a receptive audience and a comfortable environment – a cool summer evening on a good friend's deck, for instance – you may tell what your job entails on a day-to-day basis and even what it means to you. Only a small percentage of the people in our agency probably include the words "workforce development" in their responses in any of these scenarios. I hope I can increase that number through what I'm going to tell you here.

After the decision was made to feature the Georgia Department of Industry, Trade and Tourism in this issue, I took another look at MEAG Power's interview of GDITT's leader, Commissioner Glenn Cornell, which we thought would be a good piece to provide with this article. The interview is directed toward economic developers, and the more I thought about it, the more convinced I became that it was absolutely appropriate to direct it to all of you.

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I N S I D E

- 2-3** Industry Week *May 2003*
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“It comes down to aligning...education and training...to the needs of... companies.” Oregon, Georgia, and New Jersey are among the states that are doing “a very good job.”

—PROFESSOR CARL VAN HORN, DIRECTOR, HELDRICH CENTER FOR WORKFORCE DEVELOPMENT, RUTGERS UNIVERSITY

continued from cover

I have long believed that every person in our system is in workforce development. If you teach math or work in tech support, serve as administrative assistant to a president or work in adult literacy, it may not have occurred to you that you are an important part of the workforce development segment of Georgia’s economic development team. I want you to understand that you are in workforce development, that what you do in whatever capacity in our system, your efforts feed the processes that lead to better jobs, and, ultimately, to stronger families and communities, to improved quality of life, all deeply embedded in and essential to the positive economic development of our state. Our agency is in the business of workforce development, and so are you.

On to the congratulations. The May issue of *Industry Week* features an article of vital interest to our system: “The Next Crisis: Too Few Workers.” (You can read the whole article online on the Internet at www.industryweek.com/CurrentArticles/asp/articles.asp?ArticleID=1423. I encourage you to do so.) The article points out a “looming shortage of skilled workers,” providing data to support the contention that “by the end of this decade there could be a 10.03 million-person labor shortage.” Existing shortages are highlighted, along with some ideas about how to address the skilled-worker shortage. (The information is vital to our system’s



**40 WORKFORCE:
The Next Crisis: Too Few Workers**

Even as the U.S. economy struggles to recover from recession and manufacturing firms continue to thin their ranks, there’s talk of a skills shortage. No kidding. Here’s what the experts are saying and what you can do about it.

by John S. McClenahan

future planning, and we are monitoring the situation closely.) Professor Carl Van Horn, director of the Heldrich Center for Workforce Development at Rutgers University, points out that for small- and medium-sized companies, “government or trade associations can play a role in helping them to cope with some of these issues”

Then he says, “To a large extent, it comes down to aligning . . . the education and training institutions and establishments to the needs of those companies.” Oregon, Georgia and New Jersey are among the states that are doing “a very good job,” [Van Horn says]. “Georgia, for example, has created a post-high-school certificate program that tailors manufacturing and other kinds of skills training to the needs of specific communities around the state.” You know what that program is – it’s our Certified Manufacturing Specialist (CMS) program and our other kinds of certified skills training.

This significant compliment is just the latest example of the national attention our system has been receiving lately. Our rapid growth and the way we partner with business and industry to develop Georgia’s workforce is being noticed in many ways, including in print, through commendations, and by the many requests from other states to license our programs. Thank you all very much.

Congratulations.

GEORGIA

Industry, Trade & Tourism

ON OUR MIND

Our partners are making Georgia an even better place for business



I was delighted when Commissioner Breeden told me that he would like to feature Georgia's Department of Industry, Trade & Tourism in the newsletter that is one way he communicates directly with all of you. Personally, it has been my pleasure to know Ken Breeden for almost 15 years; as a citizen of Georgia, it has been extremely satisfying to see the great changes that have occurred in Georgia's technical education system under his leadership.

Our two agencies work together directly and indirectly in many ways. We are constantly in meetings and joint briefings with your Quick Start organization; we can always count on Quick Start to impress prospects from all over the United States, indeed, from all over the world. We rely on the high quality of the customized training offered to businesses throughout Georgia by the technical colleges as well as the other programs and services – Certified Literate Community program, for example – that help make Georgia's communities attractive for businesses and for families.

Our agencies have for many years engaged in a partnership beneficial to us both in the area of international trade – you have been with us since the beginning of the development of our regional United States Export Assistance Center and other trade programs and tourism outreach initiatives. I don't know what we would do without you.

I would like to thank each and every one of you for all you do for Georgia. I know how much Dr. Breeden relies on your dedication to your work and your commitment to technical education. I, too, have learned through our partnership how important your work is to our state. The Department of Industry, Trade & Tourism looks forward to continuing to work together with you for Georgia's future.

Glenn Cornell, Commissioner



The Economic Development Division

...promotes Georgia as a location for domestic and international businesses by marketing the state to prospective investors; providing information on such topics as wage data, labor availability, and taxes on potential sites; by accompanying industry officials on tours of communities for prospective industrial development; and by helping support local communities in their business development programs. The division's regional sales and marketing representatives serve and represent the needs of existing businesses and communities in 11 of the state's Service Delivery Regions. The division also provides staff support to the Georgia Allies, a public-private marketing partnership that favorably positions the state with target industries.

- GDITT located 125 projects in Georgia in 2002, an increase of more than 71 percent over the previous year with a total capital investment of \$1.9 billion, an increase of more than 98 percent over 2001.*
- 12,208 direct jobs were created in Georgia as a result of projects located by GDITT.
- Georgia ranks 11th in total high-tech employment according to AeA Cyberstates, an American Electronics Association report.
- Georgia is currently ranked the ninth largest life sciences community in the United States, according to the 2001 Ernst & Young Biotechnology Report.
- Georgia landed 12 high-tech and life sciences projects in communities around the state.



The International Trade Division

...promotes the sale of Georgia products and services to customers abroad and coordinates all facets of international trade and export in the state. In partnership with the U.S. Export Assistance Center, the Trade Division assists small and medium-sized businesses involved in exporting with trade leads, market analysis, trade shows, and identification of financial assistance options. Further international trade assistance is provided by the division's network of international representatives in key markets for Georgia businesses. The Trade Division also coordinates the operations of the department's overseas offices and supports the Economic Development Division in international company recruitment.

- In 2002, GDITT's International Trade Division generated more than \$119.8 million in export sales for Georgia companies and created nearly 1,700 jobs for Georgians.
- GDITT generated 53 projects from its international offices. These projects have the potential to create more than 3,000 new jobs, \$300 million in new investments and a demand for more than 2 million square feet of office and industrial space.



The Tourism Division

...increases the number of travelers to Georgia by providing information services and marketing that prompts travelers to choose Georgia as a vacation destination. Through regional tourism representatives, the division assists local and regional tourism associations in the development of effective tourism programs. Also, the Tourism Division is responsible for ensuring that the state's 11 visitor information centers are operated in a manner that encourages visitors to extend their stays in Georgia. These centers serve over 15 million visitors annually with travel information and assistance.

- Tourist expenditures topped \$23 billion in 2002, with \$13 billion in direct impact and \$10 billion in indirect and induced impact.
- Tourism employs more than 207,000 Georgians, paying \$5.8 billion in wages.
- On average, every \$66,953 spent in Georgia by U.S. travelers generated one job in 2002.
- Tourism brought \$682.9 million in state tax revenue to the state in 2002, saving every Georgia household \$367 in taxes.



The Film, Video & Music Office

...develops and promotes the state's feature film, television, commercial, music video and recorded music industries. Statewide resource and infrastructure information along with an extensive location library provide every manner of assistance for production companies both inside and outside Georgia. The office coordinates and supports the filming needs of companies with other state agencies and local governments.

- Film, commercial and music video productions in Georgia generated \$257.6 million in revenue in 2002.
- There were 22 feature films, television movies and series, 20 music videos and 300 commercials shot in the state.
- The Film, Video & Music Office assisted nearly 300 clients in an effort to bring business to Georgia.

Photos courtesy of Georgia Department of Industry, Trade & Tourism

*All data as of 2002

For more information: visit www.georgia.org



AROUND The State

Albany Technical College will open the Center for Excellence in Electronics and Information Technology fall quarter. The 51,391-square-foot facility cost approximately \$6.5 million to construct. The Center (also known as Building H) will house computer information systems, printing/graphics, drafting and electronics programs. Watch for an official announcement of the ribbon-cutting ceremony, tentatively set for November 19th.

Athens Technical College has launched its newest academic program, Dental Assisting. This offering comes on the heels of the already successful Dental Hygiene program in the Division of Allied Health and Nursing. Dental Assisting, a diploma program, began summer quarter.

Emily DeRocco, U.S. Assistant Secretary for the Employment and Training Administration, visited **Atlanta Technical College** on June 19th to discuss the High-Growth Job Training Initiative of the U.S. Department of Labor. The initiative is a strategic effort to improve the publicly funded workforce system's responsiveness to labor market needs. Designed to build collaborations among employers, industry leaders, business associations, and community and technical college systems, the initiative will demonstrate how a demand-driven workforce system can more efficiently serve business while also effectively helping workers find good jobs at good wages.

While on campus, DeRocco toured allied health classrooms and labs and discussed the national need for highly skilled healthcare professionals. She also observed high school and college students who were at Atlanta Tech for the national Health Occupations Students of America conference.

Chattahoochee Technical College is proud to be one of the schools that house the American Culinary Federation Apprenticeship program, offering students college credits for the training they receive during their apprenticeship.

Chattahoochee currently has students interning at a country club in Long Island, NY, Disney-Orlando, and several fine hotels. The teaching kitchens at the college have state-of-the-art equipment, live teleconferencing and Internet feed. Students are given the opportunity to work with equipment and materials they will work with in the industry. The curriculum takes students from principles of cooking and professionalism in culinary arts through front-of-the-house service and international cuisine.



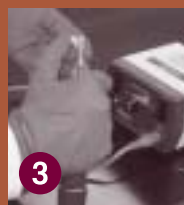
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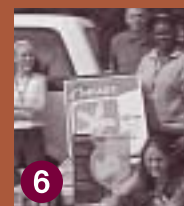
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(1) A "Grand Buffet" prepared by Chattahoochee Tech culinary arts students (2) Sandersville Tech Jefferson County High School joint-campus sign (3) Athens Tech's dental assisting program (4) Atlanta Tech President Brenda Jones with Emily DeRocco, U.S. Assistant Secretary, Employment & Training Administration (5) Center for Excellence in Electronics and Information Technology at Albany Tech (6 & 7) Heart of Georgia Tech's "Fans" project and Kids' Discovery Camp (8) Ogeechee Tech's Agricultural Classroom Building (9) Gwinnett Tech's emergency management training program

Dr. Harlon Crimm, president of Chattahoochee Tech, said, "Our recent accreditation by the American Culinary Federation 'without any recommendations' makes ours only the second culinary program in the nation to receive such distinction. This is strongly indicative of the development of a world class culinary program at the college. Our culinary faculty are committed to making this program second to none in the nation."

Gwinnett Technical College announces two new online offerings, both inspired by customer demand. One addresses the critical need for emergency management personnel in both the public and private sectors. Graduates will come away from the program with the skills to become an emergency management director for government agencies, private companies, educational organizations and healthcare institutions. Another new online certificate

program responds to the heightened interest in careers in landscape design. Participants learn the principles of landscape design as well as how to build a career in this field. In addition to the convenience of online learning, the course offers significant hands-on work and substantial feedback from the instructor. It also prepares students for the certification exam offered by the Association of Professional Landscape Designers.

The Community Activities and Projects Council (CAP Council) at **Heart of Georgia Technical College** held a "Fans for the Elderly" drive. Faculty, staff and students at HGTC contributed fans to be distributed to the elderly in the college's five-county service area (Bleckley, Dodge, Laurens, Telfair, and Wheeler). The Department of Family and

Children Services in each county partnered with Heart of Georgia Tech to disperse the fans to the needy. The purpose of the CAP Council is to undertake, monitor, and facilitate the involvement of projects and activities within the Heart of Georgia Technical College service area by interacting, reaching out, and partnering with organizations, business and industry, students, and local communities. The CAP Council is comprised of volunteer employees and students.

"Around the World in 30 Days" was the theme for the Heart of Georgia Technical College Continuing Education Department's Kids' Discovery Camp, which was held the month of June. The camp, for ages 6 to 11, focused on a different country each week. Daily activities included career education, cultural classes, computer technology, arts and crafts, drama, literature, and field trips.

Ogeechee Technical College in Statesboro will open its new state-of-the-art Agricultural Classroom Building in the Fall of 2003. The 55,000 sq. ft. facility will house six new programs: Agri-Business, Wildlife and Plantation Management, Geographic Information Systems, Veterinary Technology, Culinary Arts, and Hotel/Restaurant/Tourism Management. Additionally, the building will be the home for future programs in Automotive Technology and Diesel Mechanics and existing programs in Welding, Drafting and Cosmetology.

Sandersville Technical College has partnered with the public school system in Jefferson County to build a new electronic sign, which highlights the new Sandersville Tech campus adjacent to the high school. According to Sandersville Tech president Jack Sterrett, "The campus is the education center of the county." Of course, dual-enrolled high-school technical-college students are an important focus for the endeavor; other students from the community are pleased with the convenience of the new technical college campus as well.