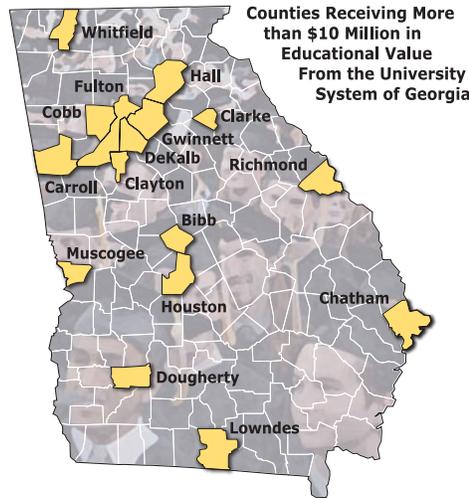


Going to College Pays Off

A new study of higher education in Georgia highlights the value of college education to both individuals and the state, and points out occupational specialties with the greatest future demand and potential financial rewards.

Conducted by researchers at Georgia Tech, the study shows that for recent graduates, a college degree from the University System of Georgia is worth an average of \$14,000 a year in additional earnings. Over the course of a working career, the average Georgia college graduate could expect to earn nearly \$1 million more than a high-school-educated neighbor, researchers found.



Overall, increased earnings of the 90,000 USG graduates analyzed in the study added \$1.25 billion to the state's economy during

1998, the most recent year for which data was available. These graduates brought at least \$1 million yearly in additional economic impact to more than half of Georgia's 159 counties.

Projections from the Georgia Department of Labor indicate that occupations related to higher education will make up 25 percent of all the state's jobs by 2010. The top three occupations based on numeric employment increases

will be registered nurses, computer support specialists, and accountants and auditors.

www.edi.gatech.edu/articles/articlesans.cfm?ID=141

Technology Square Opens

Georgia Tech formally opened its new Technology Square campus extension Oct. 24 in Midtown Atlanta with formal ceremonies and a block party. On hand to describe the project's genesis and impact were Georgia Tech President Wayne Clough, University System Board of Regents Chairman (and former Governor) Joe Frank Harris, Atlanta Mayor Shirley Franklin, Susan Mendheim of the Midtown Alliance, and Wayne Hodges, Georgia Tech's vice provost for Economic Development and Technology Ventures.

The \$256 million complex includes office space for academic and service departments as well as commercial space housing restaurants, stores and a hotel. Georgia Tech units at Technology Square include the Advanced Technology Development Center (ATDC), Economic Development Institute (EDI), DuPree College of Management, Georgia Tech VentureLab, Global Learning Center and Center for Quality Growth and Regional Development.

Earlier in the week, EDI hosted some 300 members of the Georgia Economic Developers Association for that group's monthly meeting. Other events included a meeting of EDI's Executive Advisory Board, videoconferences and a luncheon recognizing companies that achieved ISO 9001 or 14001 certification with EDI's assistance.

www.edtv.gatech.edu

Access to Georgia Tech

In a move designed to facilitate collaboration with business and industry, Georgia Tech has brought together its technology transfer and commercialization, economic development, technology incubator and strategic industrial relations activities under a single organization: the Office of Economic Development and Technology Ventures.

Bringing these related activities together will enhance Georgia Tech's ability to partner with industry, move new technologies into the marketplace, form new ventures from research innovations – and advance Georgia's economy. For example, bringing together units involved in technology commercialization will help provide a clear pathway for faculty and students who want to commercialize their laboratory research developments. And the change will provide business and industry with a single point of contact to access Georgia Tech's \$300 million-per-year research program.

For more than a decade, Georgia Tech has ranked among the top five U.S. universities for the volume of industrial research, and during 2002, the Institute received a record 40 patents. A recent Southern Growth Policies Board study ranked Georgia Tech as the top U.S. university for supporting local and state economic development.

www.edtv.gatech.edu/articles/articlesans.cfm?ID=143

Shipping News

Research undertaken by Georgia Tech's Economic Development Institute (EDI) contributed to establishment of a new logistics center in coastal Georgia that promises to develop new technologies for Georgia's ports. That, in turn, could create new companies and jobs for the state.



GDITT

One of Savannah's strengths is its port.

The Savannah Maritime Logistics Innovation Center (SMLIC), a partnership between the Georgia Ports Authority (GPA) and the University System of Georgia (USG), will address maritime logistics and security issues of national and international importance. Researchers from Georgia Tech, Georgia Southern University and Armstrong Atlantic State University will work with GPA to develop innovative technologies for the efficient, secure movement of freight.

A study undertaken by EDI to determine technology-related opportunities in **Savannah, Augusta, Columbus and Macon** helped stimulate the effort. Known as "Greater Georgia," the project determined that Savannah's resources included one of the fastest-growing ports in the nation. Analysis of peer ports around the globe, assessment of USG resources at Georgia Tech, Georgia Southern University and other institutions, and assistance from the Advanced Technology Development Center's Savannah program, led to development of SMLIC.

www.atdc.org/news/august182003.html

Help for the Homegrown

Georgia Tech's ENet is a unique program that helps communities statewide develop strategies for encouraging and supporting entrepreneurs. In FY 03, ENet staff made 68 trips to meet with Georgia communities, gave 32 presentations to economic developers and local civic and business leaders, and conducted more than 50 interviews with local entrepreneurs. ENet staff conducted entrepreneur readiness assessments in **Fannin** and **Ben Hill** counties as part of larger economic development efforts, and helped **Tift, Dooly** and **Bartow** counties with plans for business incubators. ENet cosponsored the first Georgia Summit on Entrepreneurship, which drew some 175 participants from more than 50 Georgia counties (see *Impact*, M/J 2003).

Greening Up

A recent Georgia Tech study of tourism potential in three Georgia counties is seeing some results. Early reports indicate some 400 jobs and nearly \$40 million in investment will occur in **Putnam** and **Greene** counties, which with **Morgan** County compose an alliance called Georgia's Lake Country (GLC). The new enterprises include retail, housing, health care and services, as well as dining and lodging.

Also, public-sector spending stimulated by the study includes: (1) \$60,000 in advertising expenditures by GLC--\$30,000 of local funds matched by \$30,000 from the state's cooperative tourism advertising program; and (2) \$20,000 in additional advertising funds from the Greene County government to the local chamber of commerce.

www.ceds.gatech.edu/tracs

Around the State

■ Four Georgia Tech workshops for tourism workers and community officials in southwest Georgia drew some 100 participants during late summer and fall. Held in **Quitman, Stewart, Clay** and **Randolph** counties, the workshops followed a Tech study of regional tourism potential and covered topics such as identifying tourism opportunities, planning for tourism and marketing communities to visitors.

■ When a **Norcross** manufacturer of cellular antennas wanted to improve efficiencies, it called on Georgia Tech, which provided training to all employees in lean enterprise principles and techniques. As a result, EMS Wireless cut inventory by 75 percent, saved approximately 20 jobs, increased sales by \$1 million and made new capital investments exceeding \$250,000.

■ Georgia Tech assisted AFR & Associates in **Atlanta** with meeting requirements of the U.S. Department of Housing and Urban Development (HUD) for training housing counselors on foreclosure prevention techniques. Procurement specialists helped the firm review terms and conditions and develop technical and cost proposals, including revisions to meet HUD's budgetary constraints. AFR won the contract worth nearly \$260,000.

Georgia Tech's Regional Office Network

Albany229/430-4188	Dublin478/275-6543
Athens706/542-8900	Gainesville770/531-4550
Augusta706/737-1414	Griffin770/412-4081
Brunswick912/634-4860	Macon478/751-6190
Cartersville770/387-4002	Newnan770/254-7592
Columbus706/649-1661	Rome706/295-6008
Dalton706/272-2702	Savannah912/651-2551
Douglas912/389-4717	Warner Robins .478/953-3155



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• Assistance to Georgia businesses, communities and economic developers: www.edi.gatech.edu • Assistance to start-up technology companies: www.atdc.org •

• Commercialization assistance to Georgia Tech faculty: www.venturelab.gatech.edu • Applied research: www.gttri.gatech.edu •

• Continuing education: www.gtconted.org • Georgia Tech home page: www.gatech.edu •