FLOYD COLLEGE

A UNIT OF THE UNIVERSITY SYSTEM OF GEORGIA

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AFFIRMATIVE ACTION/
EQUAL EMPLOYMENT AND
EDUCATIONAL OPPORTUNITY
INSTITUTION

November 4, 1997

Dr. Lindsay Desrochers
Senior Vice Chancellor for Capital Resources
University System of Georgia
270 Washington Street
Atlanta, Georgia 30334

Dear Dr. Desrochers:

Enclosed is the proposal for the development of a permanent site for Floyd College in Bartow County. We believe the proposal is responsive to all of the issues identified in the recently drafted guidelines on off campus operations.

Please let me know if you have questions after you have reviewed the proposal.

Best regards.

H. Lynn Cundiff

H. Lynn Cundiff
President

Enclosure

FLOYD COLLEGE PROPOSAL
FOR A PERMANENT SITE IN BARTOW COUNTY
November 4, 1997

Introduction

Floyd College proposes that the Board of Regents of the University System of Georgia authorize the development of a permanent campus of Floyd College in Bartow County. Such a campus would serve to consolidate two leased facilities which the College now operates in the county. One is located in downtown Cartersville and the other at North Metro Technical Institute in Acworth. Each of these sites has grown to capacity enrollment; they are currently not able to serve the needs of the students they attract due to space constraints, and projections indicate that they will not be able to serve the needs of the growing area. The College's master planners, contracted by the Chancellor's staff, have reviewed the need for a permanent Cartersville facility and have recommended its development.

The development of a permanent presence for Floyd College in Bartow County supports the College's mission and goals.

- The philosophy of Floyd College is expressed in the belief . . . that education should be geographically and physically accessible and affordable.

- Floyd College exhibit(s). . . a supportive campus climate, necessary services, and leadership and development opportunities, all to educate the whole person and meet the needs of students, faculty, and staff.

- Floyd College exhibit(s) . . . .collaborative relationships with other University System institutions, State agencies, local schools, technical institutes, and business and industry, sharing . . . resources to expand and enhance programs and services available to the citizens of Georgia.

- Floyd College displays distinctive features (including). . . an expansion of the scope of educational opportunities by the establishment and the operation of additional off-campus centers (and) . . . a catalyst for economic growth and development in cooperation with business and industry.

The development of the site in Cartersville supports the College's emphasis on distance education and the advancement of technology. The College views the consolidation as a trade of two limited and very traditional spaces for one "high tech" space. The new space would allow for a blend of electronically-enhanced classroom delivery with web based and teleconferencing options. The College requires expanded staging areas for the development of virtual courses and distance formats, and it plans to incorporate these into the programming for the site. In short, the College hopes to mirror

in northwest Georgia the virtual campus that is envisioned for northeast Georgia in Gwinnett County.

The College has been offering educational programming in Bartow County for ten years and currently has full-time faculty and staff assigned to these campuses. In addition to academic programs conducted by Floyd College, the campus is projected to provide space for other University System partners to offer courses and continuing education opportunities. Kennesaw State University and Georgia Institute of Technology have both shown a keen interest in collaborating with Floyd College at the proposed site. Areas of interest include business, education, and engineering courses, at the upper division and graduate levels. Other University System partners will also be sought; cooperation with North Metro Technical Institute is expected to continue.

Demographic Patterns

Bartow County and the contiguous counties of Cherokee, Paulding, and Cobb constitute one of the fastest population growth areas in Georgia. The percent of population growth in these counties ranges from 3 to 29 percent with an average of 16 percent. According to the United States Census Bureau, the total population for the four counties in 1996 was 790,693. Population projections for these counties for the year 2000 is 870,548, representing more than a 10 percent growth. For the year 2010, the projection is for 1,025,989, representing a 17.8 percent growth for the decade.

At present, Bartow, Cherokee, Cobb, and Paulding Counties have twenty-two public high schools. Additional ones are in planning and construction stages. The total student enrollment for these high schools is 36,335. By 2010, the enrollment is projected to have grown to more than 48,000, representing a 32 percent increase in school enrollments. The fact that only 19 percent of the population is over the age of 49 suggests that the citizenry of these counties is largely children or young adults still bearing children who will need educational services; these young adults are quite likely themselves to seek higher education.

The Cartersville Center (11,000 square feet) houses six classrooms and a small office area. Two of the six rooms are specialized spaces, one being a biology laboratory and one a small GSAMS classroom. The facility averaged 65 percent space utilization for classes in Fall Quarter 1997, with near 100 percent in the morning and early evening hours. Activities of continuing education, the Small Business Development Center, entrance and exit testing, and community usage accounted for the facilities' "full capacity." At North Metro Tech, the College utilizes five classrooms and sometimes negotiates for one or two more. The College also has an administrative office and five faculty offices. Space utilization for Fall Quarter 1997 was 78 percent. When classes are not in session, the rooms are used for entrance and exit testing. North Metro Tech is, itself, growing and is not able to provide the College with access to more than the five classrooms identified in the lease arrangement, nor is it able to provide facilities such as computer laboratories and GSAMS rooms.

Scope of Operations

While the narrow focus of this proposal is on south Bartow, Cherokee, Paulding and Cobb Counties, the broader reach for a Cartersville campus includes parts of Floyd, Polk, Haralson, Carroll, Douglas, Pickens, and Gordon Counties. Haralson and Carroll Counties would continue to be served by the Floyd College Waco site. The draw from Gordon County is expected to be small because of the proximate location of Dalton College. Nevertheless, within this twelve county area no two-year college is available to offer services. Three state universities in the area – Kennesaw State University, State University of West Georgia, and Southern Polytechnical College and State University – will phase out developmental studies programs for freshmen students and will raise their admission standards substantially over the next three years. The Floyd College site at Cartersville must be able to serve students who desire to attend college but are not admissible to these institutions.

Geography and transportation routes significantly affect the accessibility of higher education in northwest Georgia. Students can readily travel along I-75 and I-575 to reach educational facilities. Growth—both residential and commercial—along these corridors supports the need for educational opportunity. Students who live east of I-575 are likely to be drawn to Cartersville rather than Gainesville because of the barrier of Lake Lanier and the paucity of east-west corridors. The traffic patterns around north Atlanta make the North Campus of DeKalb College inaccessible.

Economic Dynamics

The four-county area boasts a robust economy that is heavily influenced by both the economic engine of metropolitan Atlanta and the unique industries of northwest Georgia. Anheuser-Busch, Shaw Carpets, Lever Brothers, Clark Chemicals, First Brands Corporation, and The Goodyear Tire and Rubber Company all have significant manufacturing operations in Bartow County and represent the diversity of the manufacturing base. According to the Georgia Department of Industry, Trade and Tourism, Bartow County alone had more than 120 manufacturing industries. According to the 1997 *Georgia County Guide*, Bartow had a diversified economy: it had slightly more than 10 percent of its business establishments in contract construction, just less than 10 percent in manufacturing, nearly 25 percent in retail trade, and more than 30 percent in service.

Bartow County had 1094 business establishments in 1989; that number expanded to 1245 by 1994, representing a steady rate of growth (13.8 percent). The number of employees also expanded, from 17,476 to 21,082 (20.6 percent). Further, housing growth showed significant gains from 1980 to 1990—the dates of the last census. Housing grew from 14,567 to 21,757. This growth in housing and population expansion continues as is evidenced by the rush to complete construction of the new school, Woodlands High School, in order to meet enrollment demand.

Academic Programs

Floyd College offers the Core Curriculum at both the downtown Cartersville and North Metro Tech sites and supports an array of Area IV coursework for many majors. It offers career programs in law enforcement, child development, and general business. Furthermore, it provides thirty quarter credit hours of general education coursework to complement the technical block offered in many programs at North Metro Tech. Taken together, this block credit and general education coursework constitute the program of study for the associate of applied science degree. The course offerings in support of these degrees can be expanded if additional facilities are provided.

Currently, the College is limited in the course offerings it can make available. With only one laboratory on both campuses, science instruction is limited to biology. No specialized classrooms are available to support such courses as physical education, art, or music. A permanent site would allow the College to offer a wider array of courses to support the Core Curriculum and would allow the offering of courses to be more consistent.

In addition to degree programs, the College plans to offer more continuing education and economic development programming at the expanded site. The College's Small Business Development Center would be able to expand its already busy operation in Cartersville.

The College would also be able to provide more student development activities and leadership opportunities in a consolidated site. Currently more that one third of Floyd College students attend at the two sites. Yet, programming for student life and development are severely limited by space. Inadequate office space compromises the availability of such services as registrar, financial aid, guidance, career development, tutoring, and computer help desk on these campuses.

Community Financial Participation

Both county government officials and chamber of commerce leadership have indicated that they support the consolidation. The county has offered to buy land and provide basic infrastructure for the campus: sewer, roads, and utilities. They have identified several sites for the campus, and for each site they have indicated their willingness to provide financial support. Until the Board of Regents approves the concept for a University System permanent presence in the Cartersville, and until specific sites are considered, it is difficult to negotiate a specific arrangement with the county officials and business leadership. The master planners, nevertheless, discussed several possible sites with these leaders and became convinced of the seriousness of the local support for the proposal. Out of these discussions and following a review of demographic trends, the master planners have identified the creation of the Bartow County site as the highest priority for Floyd College.

Summary

Floyd College proposes that the Board of Regents develop a permanent campus in Bartow County to serve the four county area including Bartow, Cherokee, Cobb, and Paulding Counties:

- to meet population growth;
- to support an expanding economy;
- to replace two leased facilities that have now reached capacity;
- to leverage University System resources in Northwest Georgia;
- to support student services and academic programming for students.

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