

**2.**  
**Bartow Center**  
**Floyd College**

**I. DEMOGRAPHICS**

**The Bartow Center area of interest meets all demographic standards.**

**A. Area of Interest.** The proposed external site is designed primarily to serve Bartow and Paulding Counties, and demographic patterns are analyzed for those two counties. While the primary focus of the proposal is south Bartow, Cherokee, Paulding, and north Cobb, a secondary market includes parts of Floyd, Polk, Haralson, Douglas, Pickens, and Gordon Counties.

- Bartow and Paulding Counties have a substantial population base, with an estimated 1997 population of 130,530.
- The area of interest has experienced significant population growth within the past ten years, with an estimated growth rate of 35 percent from 1990 to 2000. Growth is projected to slow to 18 percent between 2000-2010.

**B. Projected Population Growth.** The area of interest is projected to grow 20% or better in the next decade, with a projected growth rate of 24% from 2000 to 2010.

**C. Age Distribution of Population.** The Bartow/Paulding area's present and projected age distribution reflects substantial potential college students in the traditional age range, as well as working adults who may seek additional higher education programs.

Population by Age		
Age	1997	2010
0-24	49,340	63,480
25-64	69,650	95,630
65+	11,540	15,440

**D. Growth of Current Provisional Sites.** The primary source of college-level programming in Bartow and Paulding Counties is the Floyd College external site in Cartersville and at North Metro Tech (a DTAE institute) in Ackworth. Floyd College's headcount enrollment at those sites has increased from 830 in Fall 1992 to 1,885 in Fall 1996. In addition to the credit coursework offered by Floyd College, Kennesaw State University and State University of West Georgia both offer off-campus coursework in Bartow County. There is no private/proprietary college-level instruction offered in Bartow and Paulding Counties.

## II. ECONOMY

**The Bartow Center area of interest meets most economic standards.**

- A. Diversity and Growth of Economic Base.** The economic base of the Bartow County area shows strong, balanced employment growth of 10 percent or better in manufacturing and services, but slower growth in agriculture/mining and government.

Employment Growth		
Sector	1990-2000	2000-2010
Agriculture/Mining	1%	1%
Manufacturing	10%	10%
Services	26%	32%
Government	6%	7%

Bartow County's largest employers are Anheuser Busch, First Brands, Georgia Power, Goodyear Tire & Rubber, and Shaw Industries.

The homebuilding industry accounts for 25 percent of Paulding's total economy. Wal-Mart (500 employees), Promina Paulding Hospital (350), MG International (200), and Shaw Industries (200) are the largest private sector employers. The Georgian Resort began building a \$295 million golf course and hotel resort in July 1997. The Tom Fazio golf course is set to open in the Fall 1998, and a 500-bed convention center should be completed by the turn of the century. More than 500 jobs will be available at the Georgian.

Recent non-retail business capital investment in the Bartow area includes Shaw Industries 200-job expansion, new firms such as Academic Book Services (school book binding) for 120 jobs, and MG International (plastic injection parts) for 100 jobs.

- B. Economic Development Policies and Commitment.** Bartow County, Paulding County and the State of Georgia have invested in supporting infrastructure for business and industry.

- **Transportation.** The Paulding County Airport Authority is constructing a county airport set to open at the turn of the century.
- **Water Supply.** Paulding County's water system capacity is 8 *mgd*. Bartow County's water system capacity is currently 12 million gallons of water per day (*mgd*), and the capacity is being expanded to 24 *mgd*. Ground storage capacity is currently at 10 million gallons, with expansion to 15 million gallons under way.

- **Sewage Treatment.** The Paulding County sewer capacity is 1.5 *mgd*, and Bartow County's sewer capacity is currently 5 *mgd*. Bartow is expanding sewer capacity by 2.5 *mgd*.

**C. Residential Housing Growth.** Housing in the area of interest has grown by at least 20 percent in the last ten years, with a combined 56 percent growth rate in Bartow and Paulding Counties from 1980 to 1990. In Bartow County alone, the number of housing units grew 49 percent for the same period.

### **III. ACADEMIC PROGRAMS**

**The proposal for a new USG Center in Cartersville to serve the citizens of Bartow and Paulding Counties meets the standards for this decision rule.**

**Mission of Center.** The proposed Center is intended to provide permanent siting to replace and consolidate two leased facilities in Bartow County: the Cartersville Center in downtown Cartersville and the center in Acworth on the campus of North Metro Technical Institute. Floyd has offered courses and programs in Bartow for ten years and has full-time faculty and staff with current assignments at the two sites.

The proposed Bartow Center would offer courses, including learning support and Core Curriculum courses, certificates, and associate degree programs, including transfer programs. Career programs in law enforcement, child development, and business are currently offered in Bartow. Cooperative Associate of Applied Science degrees with North Metro Tech would continue to be offered, and similar offerings could be expanded if requested facilities were approved. The current sites share one laboratory, and it is anticipated that Core course offering would be expanded with the proposed new facility. New courses and programs are intended to rely on distance learning technologies where possible.

The Center could provide two-year college access to citizens of a 12-county area with no associate level college nearby. This is especially important as State University of West Georgia, Southern Polytechnic State University, and Kennesaw State University implement raised admission standards.

**Plans for Growth.** Future recommendations for approval of any proposed programs at the new Center, as with any new program proposal for an external degree, would be based on state and local need, degree of duplication with existing programs in the area, fiscal and enrollment impact, requested new resources, anticipated expenditures, willingness to redirect funds, and other factors.

**Continuing Education.** The Center proposes to expand continuing education and economic development services to the northwest Georgia region.

- A. **Fit Between Institutional Missions and Center Mission.** The proposed academic courses/programs are consistent with the mission and master plan of Floyd College, but the Center is not mentioned in the college's March 1997 strategic plan.
- B. **Availability of Other Programs in Area.** Appendix B contains the academic program inventories of the nine USG institutions in the Atlanta metropolitan area which are within 40-60 miles of the proposed site.
- C. **Collaboration.** The proposal does not involve collaboration with other USG institutions, although both Kennesaw State University and Georgia Tech are mentioned as potential collaborative partners at the new site. Southern Polytechnic State University, State University of West Georgia, and Dalton College are ideally located to act as collaborative partners in offering additional courses and programs.
- D. **Commuting Time.** Commuting times from the proposed site to various points in Bartow and Paulding Counties have not been determined. There are no data that we can find on commute time. Floyd College states that transportation routes and unique geographical features of Northwest Georgia significantly affect access to higher education in the area. Even though both I-75 and I-575 greatly improve students' access to colleges in the area, students who live east of I-575 would find it easier to attend college in Cartersville than in Gainesville because Lake Lanier is a barrier to travel, and there are few east-west routes. Floyd further believes that increasing traffic in north Atlanta makes DeKalb College's North Campus inaccessible for many students.
- E. **Distance Education Sites in Area.** There is currently no significant distance learning activity in the area, but State University of West Georgia offers limited coursework via distance education in Bartow County.

#### **IV. COMMUNITY FINANCIAL PARTICIPATION**

**The Bartow Center proposal meets the requirements for community financial participation (pending final formal communication from county leadership).**

Floyd College proposes building a permanent facility at a site off I-75 (north) in Cartersville, Bartow County to replace two current temporary instructional sites (in Cartersville and Acworth) at a savings of \$50,000 annually. The facility will serve primarily Bartow and Paulding Counties and some students from Cherokee and Cobb (see map following this review). The facility is to be approximately 100,000 gross square feet at an estimated cost of \$17,000,000.

The proposed site, which was identified through the Board of Regents Master Planning Process, is 54 acres (which is part of a larger property, 250.2 acres, currently owned by the Board of Regents). The Board of Regents received this property as a gift. Under the terms of the gift the asset or proceeds from it are to be used for agricultural education and research. Cashing out the asset would be necessary to use this site.

Bartow County has indicated its willingness to purchase land and provide basic infrastructure for the Center.

## **V. DISCUSSION AND RECOMMENDATIONS**

The Bartow project provides the University System with an opportunity to serve a very fast-growing region of North Georgia. It meets all of the criteria defined in the Decision Rules. In addition, it consolidates two current off-campus locations that are at capacity. Community support appears to be strong.

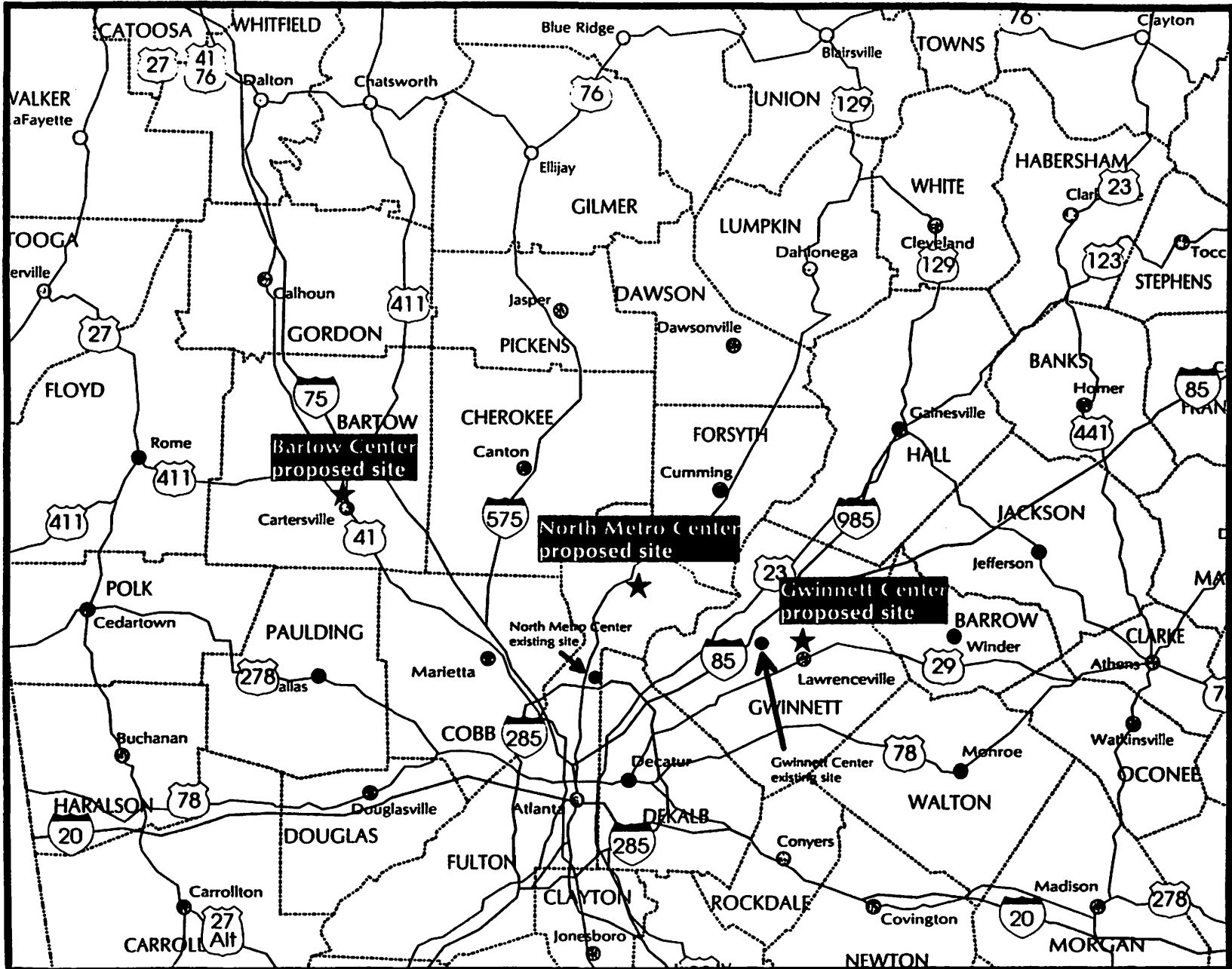
**It is recommended** that the Board of Regents authorize the creation of a Bartow Center to offer courses, including learning support and Core Curriculum courses, certificates, and associate degree programs, including transfer programs, contingent on the following:

- Active collaboration with Kennesaw State University, Georgia Tech, Southern Polytechnic State University, State University of West Georgia, and Dalton College in offering additional courses and programs.

**It is recommended** that the Board of Regents authorize the creation of a site at Cartersville for instructional offerings by Floyd College and other system institutions as appropriate, contingent on the following:

- that Bartow County pledge purchasing (cashing out) currently held University System of Georgia land and re-donating it for creation of the Bartow Center at an agreed upon appraised price;
- further, that Bartow County pledge development of the necessary infrastructure including water, sewer, electrical and gas lines, as well as roads, parking surfaces and initial landscaping to the facility (which will be built by the University System of Georgia); and
- finally, that Bartow County community pledge the development of a beginning endowment fund to enhance support of the Center.

# NORTH GEORGIA CENTERS



0 50 miles

0 50 kilometers

# BARTOW CENTER AREA OF INTEREST

