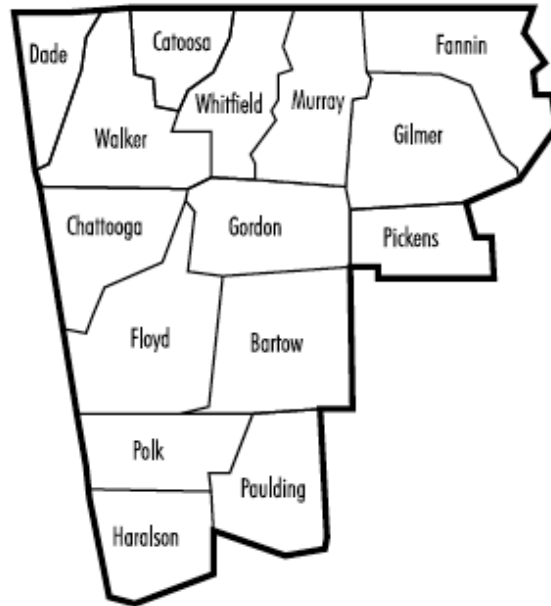


# ZONE 1 – NORTHWEST GEORGIA

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## TABLE OF CONTENTS

ZONE POPULATION .....	2
RACIAL/ETHNIC COMPOSITION .....	2
MEDIAN ANNUAL INCOME .....	3
EDUCATIONAL ACHIEVEMENT .....	4
GEORGIA COMPETIVENESS INITIATIVE REPORT .....	7
RESOURCES .....	8

This document is available electronically at:

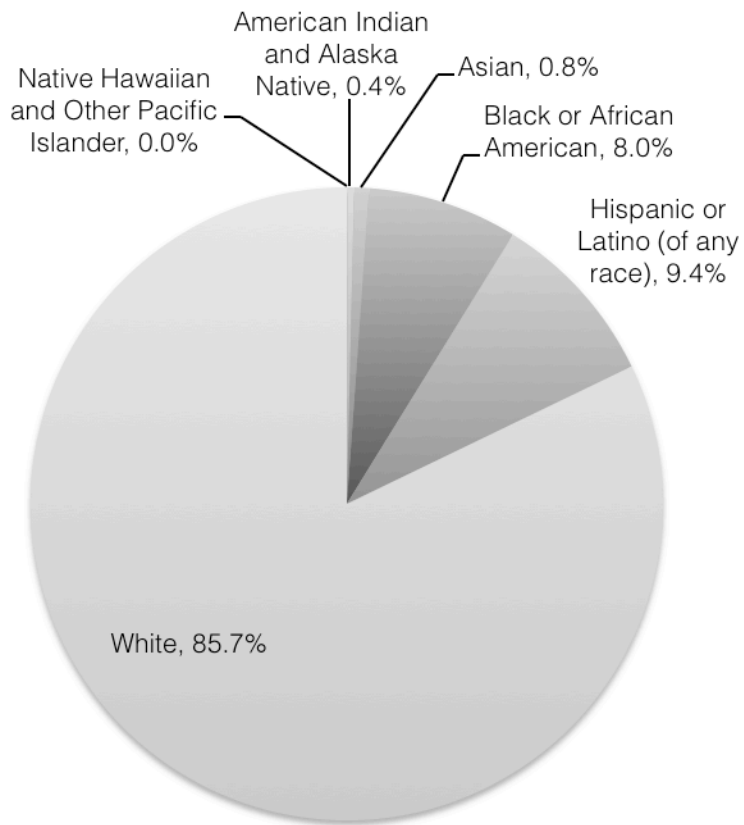
[http://www.usg.edu/educational\\_access/complete\\_college\\_georgia/summit](http://www.usg.edu/educational_access/complete_college_georgia/summit)

## ZONE POPULATION

2011 Population	855,430
2025 Projected Population	1,212,101

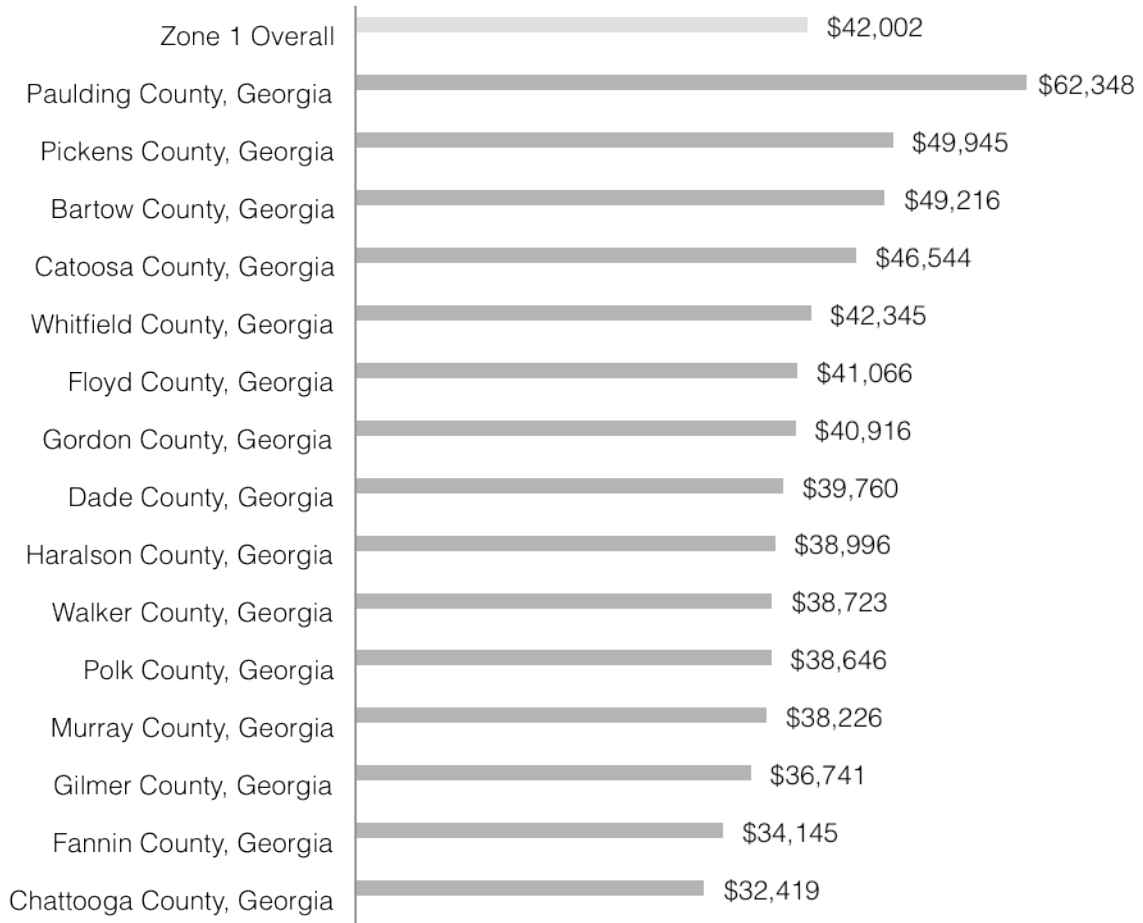
Sources:  
U.S. Census, American Community Survey 2011 ACS Demographic and Housing Estimates, 5-year estimate  
Georgia Department of Labor, Area Labor Profile Report 2012

## RACIAL/ETHNIC COMPOSITION



Source: U.S. Census, American Community Survey 2011 ACS Demographic and Housing Estimates, 5-year estimate

## MEDIAN ANNUAL INCOME



Source: U.S. Census, American Community Survey 2010, Selected Economic Characteristics, 5-year estimate

## EDUCATIONAL ACHIEVEMENT

### HIGH SCHOOL GRADUATION RATES

SYSTEM NAME	2011 GRADUATION RATE (%)
Chickamauga City	97.4
Trion City	95.9
Breman City	93.2
Gilmer	82.4
Fannin	82.2
Gordon	81.8
Pickens	80.7
Dalton City	80.6
Catoosa	76.4
Cartersville City	76.2
Paulding	76.0
Rome City	74.9
Floyd	71.5
Dade	70.2
Walker	67.6
Bartow	66.2
Murray	66.1
Whitfield	63.4
Chattooga	63.3
Polk	60.5
Haralson	56.8

Source: Georgia Department of Education, 2011, 4-year Graduation Rates by District  
<http://www.doe.k12.ga.us/External-Affairs-and-Policy/communications/Documents/2011%20State%20and%20System%20Cohort%20Graduation%20Rate.xls>

### AGE AND EDUCATIONAL ATTAINMENT

	All Ages	18-24	25-34	35-44	45-64	65+
Elementary	8.4%	3.9%	6.0%	6.8%	7.2%	19.2%
Some High School	15.7%	23.2%	15.3%	12.8%	14.2%	17.8%
High School Grad/GED	35.6%	36.4%	32.6%	35.6%	37.4%	34.1%
Some College	20.9%	30.4%	23.3%	20.5%	19.6%	14.9%
College Grad 2 Yr	5.2%	2.9%	6.8%	6.4%	5.6%	2.7%
College Grad 4 Yr	9.4%	3.1%	11.9%	12.0%	9.9%	6.9%
Post Grad Studies	4.8%	0.2%	4.2%	5.9%	6.1%	4.4%

Source: Georgia Department of Labor, Area Labor Profile Report 2012  
<http://explorer.dol.state.ga.us/mis/Profiles/rc/01%20-%20Northwest%20Georgia%20RC.pdf>

## HIGHER EDUCATION INSTITUTION GRADUATION RATES

USG Four Year Colleges- 2006-2012 cohort (6 years)*		USG Two Year Colleges 2009-2012 (3 years)*	
University of Georgia	81%	Waycross College	17%
Georgia Institute of Technology	79%	Bainbridge College	15%
Georgia College & State University	57%	Abraham Baldwin Agricultural College	14%
North Georgia College & State University	53%	South Georgia College	12%
Georgia State University	51%	Armstrong Atlantic State University	11%
Georgia Southern University	50%	Atlanta Metropolitan State College	11%
Valdosta State University	41%	Darton State College	11%
Kennesaw State University	41%	Georgia Highlands College	10%
Albany State University	39%	Middle Georgia College	10%
Southern Polytechnic State University	37%	College of Coastal Georgia	9%
University of West Georgia	37%	Gainesville State College	9%
Columbus State University	33%	Gordon State College	9%
Savannah State University	32%	Valdosta State University	8%
Armstrong Atlantic State University	31%	North Georgia College & State University	8%
Fort Valley State University	29%	Georgia Perimeter College	8%
Georgia Southwestern State University	29%	Clayton State University	7%
Clayton State University	28%	Dalton State College	6%
Augusta State University	26%	East Georgia State College	6%
Macon State College	20%	Macon State College	4%
Dalton State College	15%		

\*Rounded to the nearest percent

Source: University System of Georgia Data Warehouse

TCSG Graduation Rates		2009-2012 (3 years)	
Southwest Georgia Technical College	35%	Augusta Technical College	21%
Albany Technical College	34%	Oconee Fall Line Technical College	20%
Ogeechee Technical College	32%	Athens Technical College	18%
Middle Georgia Technical College	30%	Wiregrass Georgia Technical College	18%
Moultrie Technical College	29%	Georgia Piedmont Technical College	18%
North Georgia Technical College	29%	Gwinnett Technical College	15%
Lanier Technical College	28%	Central Georgia Technical College	14%
Southeastern Technical College	23%	Columbus Technical College	14%
South Georgia Technical College	23%	Savannah Technical College	14%
Atlanta Technical College	23%	Southern Crescent Technical College	12%
Okefenokee Technical College	22%	West Georgia Technical College	9%
Altamaha Technical College	22%	Chattahoochee Technical College	8%
Georgia Northwestern Technical College	21%		

Source: Technical College System of Georgia Knowledge Management System Report # DC262

NOTE: These graduation rates are lower than actual student success rates as they do not account for inter and intra system student transfer.

## REGIONAL EMPLOYMENT

Workforce Investment Areas (WIAs) are geographical regions that share economic similarities. There are 20 WIAs in Georgia. The following tables provide a partial view of the economic need and opportunity of each WIA within this zone. Resources are noted at the end of this document for further exploration.

### Zone 1 has one WIA: Northwest Georgia

#### Industry Outlook for Workforce Investment Area – Northwest Georgia

Industry Outlook (Top 10 Most Growing Industries)						
NAICS Code	Industry	2008 Base Employment	2018 Projected Employment	Total Change in Employment	Percent Change in Employment	Projected Annual Growth Rate
6110	Educational Services	27,690	35,390	7,700	27.81%	2.48%
7220	Food Services and Drinking Places	19,070	23,750	4,680	24.52%	2.22%
6210	Ambulatory Health Care Services	8,350	12,180	3,830	45.99%	3.86%
6220	Hospitals	9,600	12,370	2,770	28.84%	2.57%
5610	Administrative and Support Services	10,580	12,810	2,230	21.00%	1.92%
5410	Professional, Scientific, and Technical Services	9,300	11,420	2,120	22.79%	2.07%
4520	General Merchandise Stores	8,000	10,040	2,040	25.43%	2.29%
3360	Transportation Equipment Manufacturing	5,060	6,620	1,560	30.72%	2.72%
8130	Religious, Grantmaking, Civic, Professional, and Similar Org	4,860	6,170	1,310	26.94%	2.41%
6230	Nursing and Residential Care Facilities	4,280	5,460	1,180	27.53%	2.46%

#### Occupational Outlook for Workforce Investment Area – Northwest Georgia

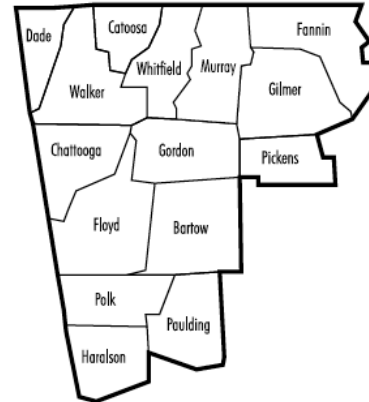
Top 15 Highest Growth Occupations (Most Total Growth, 2008-2018)							
SOC Code	Occupation	2008 Base Employment	2018 Projected Employment	Total Change in Employment	Percent Change in Employment	Annual Growth Rate	Annual Openings, 2008-2018
35-3021	Combined Food Preparation and Serving Workers, Including Fast Food	7,420	9,670	2,250	30.37%	2.69%	360
29-1111	Registered Nurses	3,810	5,300	1,490	39.06%	3.35%	210
25-2021	Elementary School Teachers, Except Special Education	4,560	6,020	1,460	32.19%	2.83%	250
41-2031	Retail Salespersons	9,990	11,380	1,390	13.90%	1.31%	450
43-4051	Customer Service Representatives	5,540	6,770	1,230	22.21%	2.03%	270
35-3031	Waiters and Waitresses	3,890	4,750	860	22.13%	2.02%	300
25-9041	Teacher Assistants	3,330	4,160	830	24.82%	2.24%	130
31-1012	Nursing Aides, Orderlies, and Attendants	2,840	3,650	810	28.71%	2.56%	100
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	3,830	4,590	760	19.79%	1.82%	150
39-9011	Child Care Workers	2,760	3,470	710	25.96%	2.33%	150
25-2022	Middle School Teachers, Except Special and Vocational Education	2,110	2,740	630	29.47%	2.62%	110
25-2031	Secondary School Teachers, Except Special and Vocational Education	2,520	3,100	580	23.01%	2.09%	140
43-9061	Office Clerks, General	4,880	5,400	520	10.71%	1.02%	140
31-9092	Medical Assistants	940	1,450	510	54.53%	4.45%	60
41-1011	First-Line Supervisors/Managers of Retail Sales Workers	5,470	5,960	490	9.02%	0.87%	170

Compiled by Hanover Research Group

Source: Georgia Department of Labor, Labor Market Explorer, Industrial Outlooks  
<http://explorer.dol.state.ga.us/gsipub/index.asp?docid=386>

Source: Georgia Department of Labor, Labor Market Explorer, Occupational Outlooks  
<http://explorer.dol.state.ga.us/gsipub/index.asp?docid=389>

# REGION 1



### Highest ranking issues:

1. Education and Workforce Development:  
Enhance quality of K-12 through post-secondary, increase access
2. Business Climate: Reduce regulations, modify incentives, and lower business taxes

### Highlights from regional input:

- Ensure that Georgia's tax policies are competitive with other states
- Make the permitting application process more transparent and accountable and adopt a regional approach
- Provide training and technical assistance for value-added agribusiness
- Create a state guide to starting a business
- Start career pathways in elementary school and expand dual enrollment offerings
- Help local school districts partner with local businesses in forming business-led advisory boards to guide and support school systems
- Align high school business classes with Georgia Work Ready and engage employers in classrooms
- Give guidance to students on "non-traditional" career paths based on innovation and markets growing in this region
- Encourage and reward partnering between companies exporting to similar countries or markets
- Coach local businesses about exporting, develop a comprehensive guide, and sponsor collaborative workshops by region to help businesses learn how and where global markets can be tapped
- Reach out to entrepreneurs through university alumni and encourage them to come back to Georgia

## RESOURCES

### Georgia Department of Local Area Profile for Northwest Georgia Region 1

<http://explorer.dol.state.ga.us/mis/Profiles/rc/01%20-%20Northwest%20Georgia%20RC.pdf>

### Occupational Outlook

Displays long-term and short-term projected occupational trends for the entire state of Georgia as well as for the Workforce Investment Areas. <http://explorer.dol.state.ga.us/gsipub/index.asp?docid=389>

### Occupational Trend Resources

[http://www.dol.state.ga.us/wp/occupational\\_career\\_trends.htm](http://www.dol.state.ga.us/wp/occupational_career_trends.htm)

### Industry Outlook

Displays long-term and short-term projected industry trends for the entire state of Georgia as well as for the Workforce Investment Areas.

<http://explorer.dol.state.ga.us/gsipub/index.asp?docid=386>

### Local Area Profiles by County, Workforce Investment Areas, Metropolitan Statistical Areas, and Regional Commission

<http://explorer.dol.state.ga.us/mis/profiles.htm>

### Industry Cluster Analysis

“With this tool, county-level industry cluster data are accessible in a user-friendly format via the Internet. This tool allows users to combine individual counties to define custom regions. Users can also use this tool to quickly compare their region with others. The industry cluster tool focuses on 17 clusters across the United States in order to provide a framework that is easy to analyze and understand. This tool can assist users in identifying the basic competitive strengths in their regional economy. The data enable a practitioner to extend and deepen the analysis of a region.”

<http://www.statsamerica.org/innovation/anydata/index.asp>

### Innovation Index and Map

“The ability of a regional economy to innovate drives healthy growth, but innovation is a complex concept. How can you measure innovation in order to improve it? This index provides leaders and practitioners with the first tool for comparing regional innovation performance with that of the United States, a state, or other regions. Like the cluster tool, the primary advantage of the innovation index is its flexibility. Users can design their own region and easily make comparisons across regions.”

[http://www.statsamerica.org/innovation/innovation\\_index/region-select.html](http://www.statsamerica.org/innovation/innovation_index/region-select.html)

[http://www.statsamerica.org/innovation/index\\_map/](http://www.statsamerica.org/innovation/index_map/)

### Occupational Cluster Analysis

“Occupation cluster analysis is a relatively new approach in regional development. In contrast to industry clusters that focus on what businesses produce, occupation clusters focus on the knowledge, skills and abilities of the individuals who work for those businesses. Like the industrial cluster tool, this tool enables users to explore their regional economy from a different perspective. Like the other tools, its main advantage is flexibility: users can define custom regions and make comparisons easily.”

<http://www.statsamerica.org/innovation/anydata/index.asp?T1>



Source of Descriptions:

A Practitioner's Guide to Economic Development Tools for Regional Competitiveness in a Knowledge-Based Economy

[http://www.statsamerica.org/innovation/guide/practitioners\\_guide.pdf](http://www.statsamerica.org/innovation/guide/practitioners_guide.pdf)

**Complete College America, State Profile: Georgia**

<http://www.completecollege.org/docs/Georgia.pdf>

**Georgia Competitiveness Initiative Report January 2012**

[http://www.georgiacompetitiveness.org/uploads/GCI\\_Report.pdf](http://www.georgiacompetitiveness.org/uploads/GCI_Report.pdf)

### **Georgia Regional Economic Analysis Project**

This website features data and regional economic tools of analysis covering the 159 Georgia counties and Georgia's 15 metropolitan statistical areas (MSAs).

The site contains the following:

- Comparative Trends Analysis
- Comparative Economic Indicators
- Major Components of Income
- Shift-Share Analysis
- Industry Structure and Performance
- Income Structure and Growth
- Leading, Slipping, Gaining and Lagging (LSGL) Analysis of Employment Industry Growth
- Data Tables
- Bureau of Economic Analysis Regional Fact Sheets

<http://georgia.reaproject.org/>