

ZONE 12 – COASTAL GEORGIA

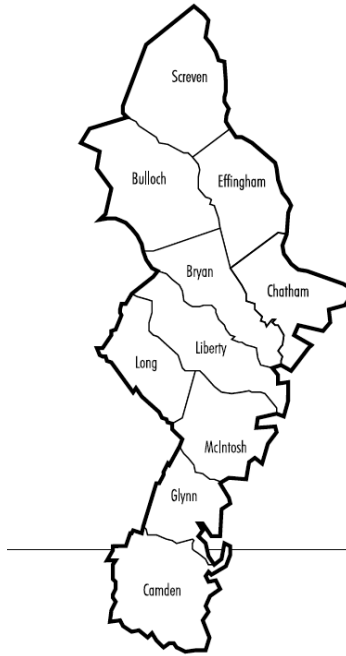


TABLE OF CONTENTS

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

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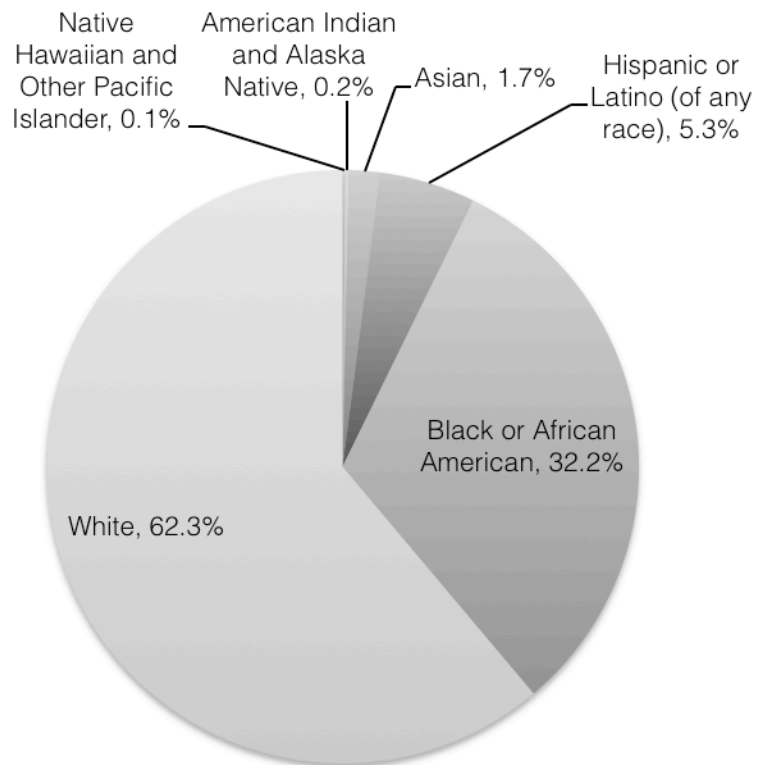
http://www.usg.edu/educational_access/complete_college_georgia/summit

ZONE POPULATION

2011 Population	647,166
2025 Projected Population	878,998

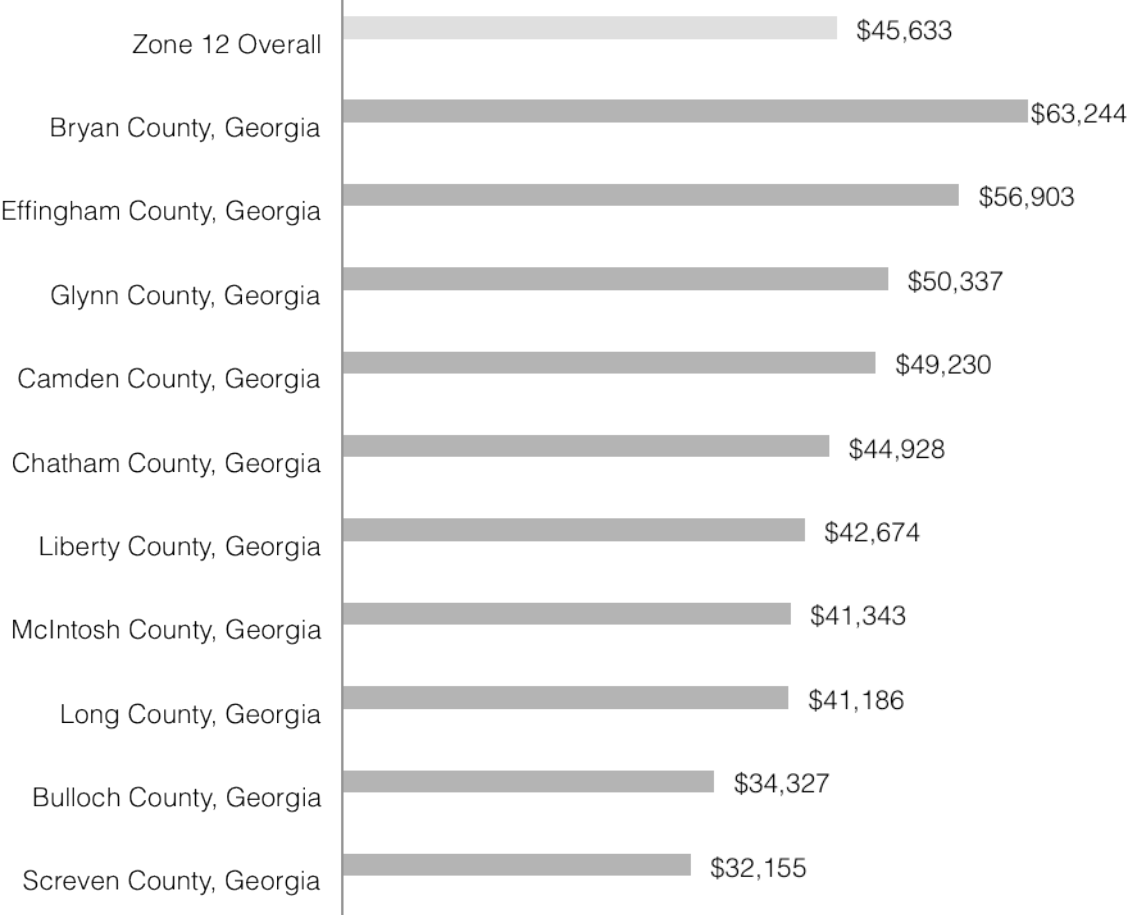
Sources:
U.S. Census, American Community Survey 2011 ACS Demographic and Housing Estimates, 5-year estimate
Georgia Department of Labor, Area Labor Profile Report 2012

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 (%)
Bryan	78.53
Bulloch	69.03
Camden	74.90
Chatham	54.43
Effingham	79.82
Glynn	69.12
Liberty	67.28
Long	71.17
McIntosh	76.92
Screven	81.94

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	3.5%	1.3%	2.4%	2.1%	2.9%	10.9%
Some High School	10.7%	15.2%	9.2%	7.7%	9.1%	13.9%
High School Grad/GED	32.9%	35.3%	28.4%	32.7%	34.5%	32.4%
Some College	25.1%	37.7%	25.9%	23.3%	22.0%	17.2%
College Grad 2 Yr	6.9%	4.5%	8.7%	8.7%	7.5%	4.1%
College Grad 4 Yr	13.8%	5.8%	18.8%	17.1%	14.3%	12.2%
Post Grad Studies	7.2%	0.3%	6.8%	8.4%	9.8%	9.4%

Source: Georgia Department of Labor, Area Labor Profile Report 2012
<http://explorer.dol.state.ga.us/mis/Profiles/rc/12%20-%20Coastal%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 12 has one WIA: Coastal

Industry Outlook for Workforce Investment Area – Coastal*

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	24,700	30,220	5,520	22.38%	2.04%
7220	Food Services and Drinking Places	24,860	29,220	4,360	17.57%	1.63%
6210	Ambulatory Health Care Services	10,520	14,070	3,550	33.72%	2.95%
5610	Administrative and Support Services	14,560	17,350	2,790	19.18%	1.77%
4930	Warehousing and Storage	3,190	5,400	2,210	68.99%	5.39%
6220	Hospitals	10,530	12,420	1,890	17.93%	1.66%
5410	Professional, Scientific, and Technical Services	8,360	9,960	1,600	19.18%	1.77%
8130	Religious, Grantmaking, Civic, Professional, and Similar Org	4,990	6,280	1,290	25.85%	2.33%
6230	Nursing and Residential Care Facilities	3,450	4,710	1,260	36.58%	3.17%
4520	General Merchandise Stores	6,790	7,730	940	13.92%	1.31%

Occupational Outlook for Workforce Investment Area – Coastal*

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
29-1111	Registered Nurses	5,360	6,860	1,500	27.97%	2.50%	240
41-2031	Retail Salespersons	11,940	12,940	1,000	8.41%	0.81%	470
39-9011	Child Care Workers	3,510	4,450	940	26.70%	2.39%	190
43-4051	Customer Service Representatives	3,980	4,750	770	19.29%	1.78%	190
25-2021	Elementary School Teachers, Except Special Education	2,780	3,480	700	25.33%	2.28%	130
31-1012	Nursing Aides, Orderlies, and Attendants	2,560	3,260	700	27.32%	2.44%	90
43-9061	Office Clerks, General	5,390	6,060	670	12.44%	1.18%	170
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	7,380	7,900	520	7.16%	0.69%	290
25-9041	Teacher Assistants	2,580	3,040	460	17.99%	1.67%	90
43-3031	Bookkeeping, Accounting, and Auditing Clerks	3,720	4,140	420	11.06%	1.05%	100
35-1012	First-Line Supervisors/Managers of Food Preparation and Serving Workers	2,270	2,680	410	17.69%	1.64%	60
31-1011	Home Health Aides	690	1,080	390	55.62%	4.52%	50
43-6011	Executive Secretaries and Administrative Assistants	3,210	3,590	380	12.03%	1.14%	90
25-2022	Middle School Teachers, Except Special and Vocational Education	1,640	2,010	370	22.80%	2.08%	80
29-2061	Licensed Practical and Licensed Vocational Nurses	1,790	2,160	370	20.48%	1.88%	90

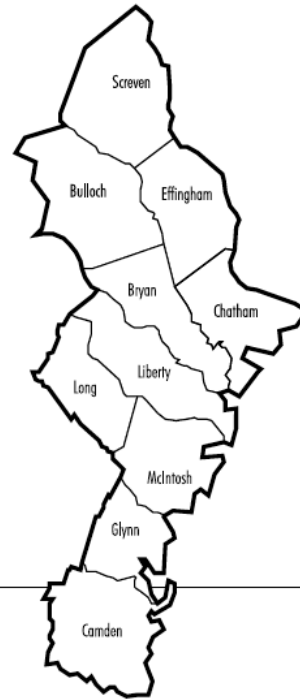
*Does not include Screven County which is apart of Region 12

Compiled by Hanover Research Group

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

REGION 12



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:

- Nurture our relationships with military bases
- Identify and implement viable “best practices” for local permitting offices and timelines for response
- Tailor education to jobs with targeted, successful companies and industry sectors
- Foster partnerships between higher education institutions within the region
- Create regional strategic plans for international recruitment and exports
- Gather information from local governments, businesses, and industry as trade missions are designed in order to ensure a positive impact on Georgia’s economy
- Partner with environmental institutions in order to learn about new innovations.
- Consider infrastructure enhancements to maximize productivity and economic opportunity, such as raising truck weight requirements and port expansion
- Improve fiber infrastructure to support a knowledge-based economy/business environment
- Maintain intercoastal waterways and support secondary airports
- Continue to support the Georgia Ports Authority Savannah harbor deepening and expansion project
- Develop strategies to attract retirees to the region

RESOURCES

Georgia Department of Local Area Profile for Coastal Region 12

<http://explorer.dol.state.ga.us/mis/Profiles/rc/12%20-%20Coastal%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

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/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

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

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/>