



Supporting Georgia Businesses

1995-2000 Highlights

How the University System of Georgia Supports Georgia Businesses

Believing that intellectual capital is the business capital of the future, in 1994 the Board of Regents endorsed the concept of a one-stop point of entry to the 34 colleges and universities of the University System of Georgia (USG) for Georgia's business community. From that concept, the University System's economic development program, known as Georgia's Intellectual Capital Partnership Program (ICAPP®), was created.

Five years later, studies show that the program created through the Regents' foresight is known throughout the nation as a benchmark for partnerships between business and higher education. While individual universities may have similar programs, and some statewide systems have some economic development elements, nowhere else in the nation does a statewide office of higher education have the depth and breadth of the ICAPP programs.

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Working Together to Build Georgia's High-Tech Industries:

Yamacraw

The State of Georgia has committed a minimum of \$100 million over five years to Yamacraw, an initiative led by Governor Roy E. Barnes that integrates private enterprise, academia, and state government to make Georgia companies world leaders in research and design of broadband components and systems. As of 10/31/00, nine companies had committed to creating 2,200 new high-tech design professional jobs in Georgia.

USG institutions are home to the research stars conducting leading-edge broadband research. Professors in Yamacraw fields at eight USG institutions are changing curricula to teach future employees what leading broadband employers need them to know.

More than 40 new Yamacraw faculty have been hired at USG institutions.

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Harvesting Georgia's Intellectual Capital: ICAPP®



ICAPP Advantage

ICAPP® *Advantage* is Georgia's economic development incentive that helps companies meet human resources needs and secures new investment in knowledge jobs for the state. Through *ICAPP Advantage*,

Georgia's public colleges and universities can expedite the education of knowledge workers to meet a company's specific workforce needs for educated workers in high demand but short supply.

ICAPP Advantage Companies

(in order of project announcement)

- Total System Services
- Equifax E-Banking Solutions
- AFLAC
- CheckFree
- Nortel Networks
- Internet Security Systems (ISS)
- ComputerLogic
- Monsanto
- ISP Alliance
- Med-Rite Technologies
- Core Management Resources Group
- ISP Alliance (2nd project)
- Lockheed Martin AERO
- nBank.corp

ICAPP Advantage Impacts...

Companies:

- Companies can hire for aptitude and character, allowing *ICAPP Advantage* to provide expedited, accredited career-specific education.
- Retention rate is high for *ICAPP Advantage* graduates.
- Those *ICAPP Advantage* graduates who do not stay with their original companies fill knowledge jobs in other Georgia companies, such as Printpack, Inc. and SunTrust.

Colleges and Universities:

- USG institutions are more entrepreneurial, responding to expressed business needs.
- Public awareness of USG technology education offerings raised significantly by *ICAPP Advantage*.
- USG institutions more involved in local economic development, and for some, new regional leadership roles.

Georgia:

- *ICAPP Advantage* was found to net a greater than 15:1 return on the State's investment just from the resulting increased salaries (and not including capital investment). *Source: Dr. Donald Ratajczak, Georgia State University Economic Forecasting Center, 1998*

ICAPP Advantage Stats, 1996-2000

State Funding	\$11.7 million
Private Funding	\$ 5.8 million
New Jobs	6,600
Georgians Educated Through ICAPP	2,400
Average ICAPP Funding Per Job	\$1,800

Total System Services

Columbus State University is educating 1,200 computer programmers for jobs at Total System Services in Columbus. People selected by the company are educated in an intensive six-month course of study using the same hardware and software that Total System Services uses. ICAPP was central to the company's \$100 million expansion, labeled by *The Wall Street Journal* as "the biggest single capital investment announced in the Southeast



in 1996." Total System Services estimates training and hiring cost savings of nearly \$8,000 per employee hired.

ISP Alliance

ISP Alliance, Inc. of Alpharetta is strategically placing customer service centers in rural Georgia and needed new high-end knowledge workers who can design, construct, implement and maintain Web-based applications for wide-area networking and e-commerce. Georgia College & State University is educating 80 Georgians over two years for positions as network administrators, Web product designers, and Web product developers. The ISP Alliance project is a new model for rural economic development in Georgia.



ICAPP Access

ICAPP® Access products provide user-friendly one-stop access that makes the resources of the University System easily available to Georgia business. The products of ICAPP Access are available through the ICAPP web site (www.icapp.org), including:

GeorgiaHire.com

For “just-in-time” college-educated employees, *GeorgiaHire.com* allows companies to keyword search more than 20,000 resumes of registered University System of Georgia students and alumni to target people with the skills and experience they need, then email that targeted list with information about job openings and the company.

In 2000, GeorgiaHire and the Georgia Department of Labor began a partnership to make Georgia the first state to proactively market the state’s knowledge workers, in addition to the Georgia Department of Labor’s traditional market of production and service workers.

Online database of USG research centers

Through the *ICAPP Catalog of University System of Georgia Centers, Institutes and Special Programs*, businesses can keyword search the more than 200 research centers, institutes and programs at Georgia’s 34 public colleges and universities.

Online database of USG faculty expertise

Companies can keyword search the *ICAPP Database of Faculty Expertise and Funding Opportunities* for faculty members with specific expertise and desired research strengths. Georgia companies with 500 or fewer employees can access the information at no cost.

Help for companies to get research funding

The *SBIR Resource Program* helps Georgia companies with less than 500 employees get U.S. Commerce Department Small Business Innovation Research grants to develop promising technologies for commercialization.

ICAPP Needs Assessment

ICAPP conducts a series of *ICAPP Needs Assessment* studies to match the programs of Georgia’s colleges and universities with the needs of Georgia’s employers. This “supply and demand” approach, while fundamental in business, is on the cutting edge of higher education.

For example, based on the results of *ICAPP Needs Assessment* studies indicating a shortage of programs in information technology, institutions developed (with *ICAPP Strategic Response* funds) and the Board of Regents approved the following new academic degree programs since 1996:

Clayton College & State University

- Certificate in Information Technology
- Associate of Applied Science in Information Technology
- Major in Computer Networking Technology under existing Associate of Applied Science
- Bachelor of Information Technology

Columbus State University

- Major in Applied Computer Science under existing Master of Science degree

Dalton State College

- Associate of Applied Science in Computer Networking Technology
- Bachelor of Science in Management Information Systems
- Bachelor of Applied Science in Technology Management

Georgia Institute of Technology

- Major in Human-Computer Interaction under existing Master of Science degree

Georgia Southern University

- Bachelor of Applied Science in Technology

Georgia Southwestern State University

- Major in Computer Science under existing Master of Science degree

Kennesaw State University

- Master of Science in Information Systems

Macon State College

- Certificate in Information Technology
- Bachelor of Science in Business and Information Technology
- Bachelor of Science in Information Technology

North Georgia College & State University

- Major in Computer Information Systems under existing Bachelor of Science degree

Southern Polytechnic State University

- Bachelor of Science in Telecommunications Engineering Technology
- Major in Computer Science under existing Bachelor of Arts degree
- Major in Technology under existing Bachelor of Arts degree
- Master of Science in Software Engineering

University of Georgia

- Major in Computer Science under existing Doctor of Philosophy degree

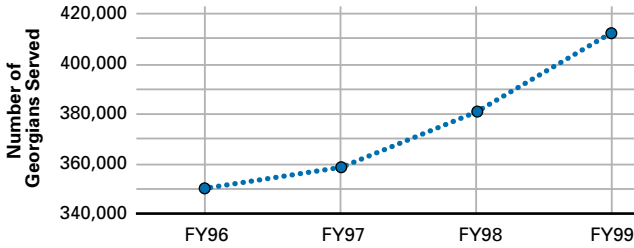
Sample *ICAPP Needs Assessment* studies include:

- Benchmark (and follow-up) Surveys of Business Leaders and Human Resources Professionals
- Occupational Employment and Demand for College Students
- Growing Georgia’s Software Industry
- Information Technology Needs Assessment
- Regional Needs Assessments and Industry Focus Groups
- Small Business Needs Assessment
- Georgia Technology Company Survey

www.icapp.org

University System of Georgia Outreach Programs

Continuing Education



Small Business Development Centers (SBDC) www.sbdc.uga.edu

- SBDC served 30,492 Georgia companies
- SBDC offered 5,415 training programs, which were attended by 96,788 Georgians
- SBDC client companies secured more than \$250 million in start-up and expansion capital

Advanced Technology Development Centers (ATDC) www.atdc.org

- Companies in the ATDC incubator created 4,000 jobs and generated revenues of \$1.3 billion.
- ATDC companies attracted \$700 million in private investment.

Economic Development Institute (EDI) www.edi.gatech.edu

- Georgia businesses assisted by EDI secured \$384 million in government contracts
- EDI assisted more than 6,000 Georgia companies, of which 80 percent reported creating jobs, saving jobs, increasing sales or reducing expenditures.
- EDI assisted more than 300 Georgia communities.

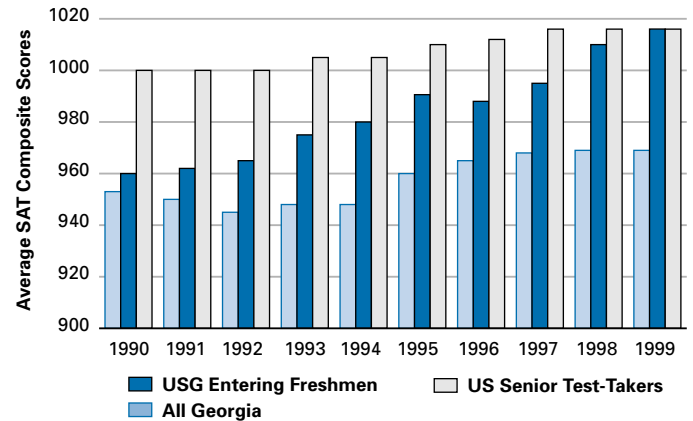
Georgia Tech Regional Engineering Program (GTREP) www.gtrep.gatech.edu

GTREP began offering undergraduate engineering degrees in the Statesboro/Savannah area in 1999 through a collaboration among Georgia Tech, Georgia Southern University, Armstrong Atlantic State University and Savannah State University. This innovative partnership enhances access to an engineering education in parts of Georgia with cyclical shortages in key engineering fields. As of its 3rd semester (Fall 2000), 210 students were enrolled. A graduate degree program accessible via distance learning will be fully implemented in 2001.

www.usg.edu

What We're Doing to Prepare Georgia's Students

Rising SAT Scores



Increased Admission Standards

In 1997, the Board of Regents adopted increased math and science requirements for admission to all USG institutions beginning in Fall 2001.

The Postsecondary Readiness Enrichment Program (PREP) was started to help students in at-risk situations prepare for admission into Georgia's institutions of higher education.

Since 1995, PREP has:

- Served more than 23,000 students
- Raised approximately \$4 million in private contributions to the USG Foundation to match State funds

Study Abroad

