

The One Project

Team Spark: Bailey Pelletier, Berkeley Chandler, Erin Riney

Topics

TOPIC #1: UGA Small Business Development Center

The Small Business Development Center (SBDC) is a Public Service and Outreach Extension of UGA with over 1,000 service centers across the state of Georgia. The mission of the SBDC is to provide tools, training, and other resources to help entrepreneurs and their small businesses to grow and succeed. Designated as one of the top providers of small business assistance, the SBDC was created in 1975 by the President of UGA and Dean of the College of Business Administration.

We chose to cover the SBDC as one of our topics because it emphasizes the partnership strength of transforming small businesses. Without this organization, entrepreneurs would not have as many opportunities to grow their businesses and Georgians would not be as economically sound as they are today.

TOPIC #2: UGA Archway Partnership

The Archway Partnership is another Public Service and Outreach Extension of UGA. The mission of the Archway Partnership is to address issues within communities across the state of Georgia, which satisfies the university's land-grant mission of teaching, researching, and serving. It utilizes resources from all 8 units of the Public Service and Outreach program, such as the SBDC, and community stakeholders, such as representatives from local governments, to lead collaborative projects that answer community needs.

We chose to cover the Archway Partnership as one of our topics because it emphasizes the partnership strength of serving communities. While it utilizes resources from the SBDC and other institutions, we believe the Archway Partnership deserves its own episode because it serves the greater purpose of using existing resources to better the lives of those who live in these areas.

TOPIC #3: UGA Marine Extension and Georgia Sea Grant

The UGA Marine Extension and Georgia Sea Grant encompasses the university's efforts and activity towards research, preservation, education, and training towards Georgia's coastal environments. It is another unit of UGA's Public Service and Outreach program. As part of the Marine Extension and Georgia Sea Grant mission, the program aims "to support research, education and training, and outreach activities that promote the environmental and economic health in coastal Georgia by

helping improve public resource policy, encouraging far-sighted economic and fisheries decisions, anticipating vulnerabilities to change and preparing citizens to be wise stewards of the coastal environment.”

We chose to include the UGA Marine Extension and Georgia Sea Grant as one of our topics because of its focus on preserving the coastal environment of the state. This program deserves its own episode to explore the extent to which it protects and researches the fragile environments that make up the estuaries, rivers, and coasts of the Georgia coastline.

TOPIC #4: State Botanical Garden of Georgia

Continuing the theme of exploring and preserving Georgia's natural environments, the State Botanical Garden of Georgia is another institution that aims to research, educate, and protect the state's flora species. Primarily located right here in Athens, the Garden also engages in statewide conservation through the Georgia Plant Conservation Alliance. Officially designated as the State Botanical Garden, the Garden hosts multiple collections featuring different native species.

We chose to include the State Botanical Garden of Georgia as it complements the Marine Extension and Georgia Sea Grant program by emphasizing the flora in the rest of the state of Georgia. The Garden exists to protect, preserve, and research the plants native to all areas of Georgia and educate others on best practices towards conserving our natural environments.

TOPIC #5: Honors in Savannah Internship

The Honors in Savannah Internship Program places one intern each summer in the U.S. Attorney's Office for the Southern District of Georgia. The U.S. Attorney's Office for the Southern District of Georgia encompasses 43 counties located in the southeastern region of the state. The Office prosecutes cases involving violations of federal laws, and represents the interests of the United States government and its agencies in criminal and civil matters. Throughout its history, this Office has distinguished itself as one of the nation's premier legal institutions, successfully prosecuting groundbreaking and historic cases. Those who have served in the Southern District include U. S. Attorneys, federal judges and well-respected members of prominent private law firms.

This annual arrangement between the University of Georgia Honors College and the U.S. Attorney's Office for the Southern District of Georgia creates a direct pathway for UGA honors students to step directly into the political sector of the state of Georgia. We chose to include this partnership because of the way it highlights how the

University helps students find prestigious and meaningful jobs in their very own state.

TOPIC #6: AU/UGA Medical Partnership

The Augusta University/University of Georgia Medical Partnership is a four-year medical school campus of the Medical College of Georgia. In 2009, the Medical College of Georgia at Augusta University and the University of Georgia partnered to create a four-year medical school campus in Athens to alleviate a statewide shortage of physicians that threatens the health of Georgians. The AU/UGA Medical Partnership combines the significant instructional and research resources of UGA, the birthplace of public higher education, with the expertise of Georgia's only public medical school, the Medical College of Georgia.

We chose to include this partnership because of the long-lasting impact it has on the medical system within the state of Georgia. The partnership offers three joint degree programs: an MD/MBA, MD/MPH, or an MD/PhD. Each of these programs expands the academic diversity of physician graduates, whether it be relating to business, public health, or clinical research. By offering streamlined dual-degree medical programs, students who show high competency can more quickly and readily learn the variety of skills needed to work as physicians in unique positions and greater serve the people of the state of Georgia.

Partners

CONTACT #1: Lisa Love - Entrepreneur Outreach Specialist (UGA Small Business Development Center)

Lisa Love is the Entrepreneur Outreach Specialist for the Small Business Development Center at UGA. In this role, she supports business development efforts in over 40 counties across the state of Georgia. She supports these efforts by identifying consulting and training resources for entrepreneurs and assisting in the creation, retention, and expansion of their small businesses.

Lisa would contribute to this podcast by giving us insight into these questions: What does the SBDC look for in entrepreneurs and their businesses to want to get involved? What are the first steps that need to be taken when onboarding a new business and how does that process differ depending on the circumstances? Lastly, what are some success stories that demonstrate the true impact of the SBDC?

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Other Potential Contacts:

- Jessica Walden (Business and Leadership Consultant)

CONTACT #2: Michelle Elliott - Director and Operations Coordinator (UGA Archway Partnership)

Michelle Elliott is the Director and Operations Coordinator of the Archway Partnership at UGA. She worked as an Operations Coordinator before being appointed to Director last year, but still coordinates for Colquitt, McDuffie, Pulaski, and Washington counties. As Director, she is responsible for working with the Archway representatives in each county and connecting them to resources provided by the university.

Michelle would contribute to this podcast by giving us insight into these questions: What are some examples of issues identified by local leaders? What are the first steps that need to be taken when learning about one of these issues and how to know which resources to allocate? Lastly, what are some examples of issues that have been resolved quickly and successfully by this partnership?

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Other Potential Contacts:

- Angel Jackson (Operations Coordinator)
- Sharon Liggett (Operations Coordinator)

CONTACT #3: Mark Risse - Director (UGA Marine Extension and Sea Grant)

Mark Risse serves as the Director of the Marine Extension and Sea Grant program at the University of Georgia and has done so for 13 years. His primary role is to oversee the research, education, and activities of the program.

Mark would contribute to the podcast by providing an overarching perspective of the program's mission and efforts to understand Georgia's coastline environments. He'd be able to describe exactly how they work with the state to preserve these areas and promote better education about the ecosystems they study. Potential questions for Mark include: What are the primary goals of the UGA Marine Extension and Sea Grant? Currently, what is the largest issue that threatens the ecosystems along the Georgia coastline? Why is this program vital to preserving these environments?

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Other Potential Contacts:

- Kimberly Andrews (Coastal Ecology Specialist - Coastal Ecology Lab)
- Trey Cooper (PR Specialist)

CONTACT #4: Jennifer Cruse-Sanders - Director (State Botanical Garden of Georgia)

[Jennifer](#) Cruse-Sanders has worked at the State Botanical Garden of Georgia since 2008, earning the role of Director in 2017. As director, she supervises and directs the Garden's activities towards UGA's teaching, research, and outreach missions.

Jennifer's contribution to the podcast would be great to provide an overall perspective on the Garden's goals. We'd be able to explore several questions including: Why is a State Botanical Garden important to have? How does the partnership between state efforts and the university combine in relation to the Garden? What are the primary missions of the Garden?

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Other Potential Contacts:

- Jennifer Ceska (Conservation Coordinator)
- Heather Alley (Conservation Horticulturist)

CONTACT #5: Maria de Rocher - Assistant Dean and Director of Student Engagement and Programming (Honors in Savannah Internship)

Maria de Rocher has held her position as Assistant Dean within the Morehead Honors College for over 14 years and she is the point of contact for a variety of student involvement opportunities, including the Honors in Savannah program.

Maria's contribution to the podcast could be one of two things. First, she could give us insight as to how the Honors in Savannah program came to be and how it currently operates. She could also put us in contact with former students who have participated in the program or current employees at the DA's office in Savannah.

These people could provide us with first-person perspective on the experience of the program.

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CONTACT #6: Lindsey Derrick - Marketing & Communications Coordinator (AU/UGA Medical Partnership)

Lindsey Derrick has held her position as Marketing & Communications Coordinator for 4 years and she is the point of contact for both UGA and AU students looking to learn more about the medical partnership.

Lindsey's contribution to the podcast would be to act as a referral for us to get in contact with professors involved in the program. We could then learn more about how the partnership works and the long-term impact former students who participated in the program have had on the medical field in the state of Georgia.

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Audio Trailer Script

Bailey

Berkeley

Erin

— INTRODUCTION —

From the New Media Institute at the University of Georgia, hello and welcome to the Georgia Greatness podcast, where we explore the partnership between the state of Georgia and the University of Georgia. I'm Bailey, I'm Berkeley, and I'm Erin! And we're your hosts.

— WHAT / WHY —

Throughout this series, we'll dive into what makes Georgia truly great. From the coastal marshes of Savannah to the heart of downtown Atlanta, each episode will teach you about a different organization that strengthens the bond between the state and the college that lives in the heart of it, which became one of the first public universities in the nation and now provides an education that is comparable to the Ivy leagues. After all, you can't spell UGA without the GA! These partnerships contribute to thriving communities across the state, enriching the lives of those who call Georgia home by supporting small businesses, preserving local environments, and improving access to healthcare, among many others.

— WRAP / TEASER —

So sit back as we explore a historic state of rich culture, economic prosperity, diverse ecosystems, and a few champions (Go Dawgs). Watch out for the Georgia Greatness podcast coming out soon.