

# Progress Report

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An Atlanta Education Fund committee has developed a strategic plan that proposes ways to boost the college-going rate of Atlanta students.

## High school transformation means college success

One of the goals of the Atlanta Education Fund (AEF) is to increase the number of Atlanta Public School (APS) students who lead successful lives after high school. To meet that goal, AEF's College and Career Success Committee is developing ways to connect community resources with schools to help students effectively learn, stay in school and go on to college or some other institution to prepare for successful careers.

Led by Curley Dossman, President of the Georgia-Pacific Foundation, the group engaged a steering committee made up of representatives from various corporations, foundations and educational institutions, and an advisory committee with representatives from many of the successful mentorship and youth support organizations in Atlanta. Sponsored jointly by the Arthur M. Blank Family Foundation and the Bill & Melinda Gates Foundation, the committee also contracted with the Boston Consulting Group and held a strategic planning effort that recommended three activities:

1. *Paint the Picture:* Develop a robust tracking system to establish a baseline, identify best practices, design and offer appropriate interventions, and track performance. AEF and APS are working together to develop and implement the tracking system.
2. *Work Together:* Establish and sustain a broad network of organizations, including post-secondary institutions that

provide college access services. This network will map and evaluate current support programs, articulate their fit with APS, and define and fill existing "gaps" in support to APS students.

3. *Close the Gaps:* Establish college and career access centers on each high school campus to ensure that every graduate has a post-secondary plan.

"Through the strategic planning process, the group gained valuable insight that will drive AEF's efforts moving forward," said Dossman. "For instance, sustained parent and mentor involvement should be a significant component of a comprehensive college success plan. We have to develop ways to encourage that involvement," he said.

The study also confirmed that teachers must be an integral part of creating a college-bound culture in schools, and they should be involved in the admissions and financial support processes the students must follow.

"With these findings, AEF will implement the recommendations that came out of the strategic planning process," said Hosanna Johnson, AEF president. "They provide a framework for our role to support and incubate APS reform initiatives, engage the public, and research and monitor policy issues, best practices, and trends."

## ACP sets focus for 2008

The mission of the Atlanta Committee for Progress (ACP), formed in 2003, is to provide leadership on select issues important to Atlanta's economic development. Its approach is to identify those issues and ensure they are being addressed, or otherwise develop strategies to address them. Rather than build a large staff, ACP partners with other groups or facilitates the creation of task forces to tackle the issues. ACP outsources its management and advocacy work to Ahmann, Inc. ([www.ahmann.com](http://www.ahmann.com)). John Ahmann serves as ACP's Executive Director, with support from senior associates Joe Morris and Rebecca Wallace.

**"ACP will continue to do what we initially came together to do – support the mayor in tackling the tough issues and coming up with creative ways to help the City meet its economic development goals."**

– Neville Isdell, ACP Chair and Chairman & CEO,  
The Coca-Cola Company

At its first quarterly meeting of 2008, held on March 5, the ACP Board of Directors approved its 2008 work plan. The work plan outlines four critical issue areas for advocacy:

1. Best-in-class budget practices for the City
2. City funding support for ACP priorities
3. Inclusionary zoning ordinance
4. An adequate supply of drinking water

ACP's first focus for 2008 will be to ensure the City has best-in-class finances. This includes supporting the City's change from cash to accrual accounting, installing an enterprise system, and



fully funding its pension liability. Additionally, ACP supports the conservative budget forecasting adopted by the Franklin Administration.

With the current economic downturn, ACP will work proactively with the mayor and Atlanta City Council to ensure continued long-term support for critical economic development priorities to augment the City's financial well-being. Detailed in the New Century Economic Development plan, priorities that will need operating and funding support include:

- Improving public safety by recruiting and retaining more police officers;
- Increasing tourist visitation to our city through Brand Atlanta;
- Growing Atlanta's vibrant arts and culture offerings through a Cultural Investment Fund, recommended by the ACP-sponsored Arts and Culture Funding Task Force;
- The creation of the Center for Civil and Human Rights ([www.cchrpartnership.org](http://www.cchrpartnership.org)); and
- The transformational, long-term re-development strategies of the BeltLine and the proposed Peachtree Corridor.

ACP strongly supports the City of Atlanta's effort to increase homeownership for middle- and low-wage workers through the Housing Opportunity Fund. In 2008, ACP will also advocate for an inclusionary zoning ordinance that will increase the housing choices available to Atlanta's workers. Both programs were recommended by the ACP-sponsored Affordable Housing Implementation Task Force.

In light of the recent drought, ACP has put a high focus on maintaining an adequate water supply and ensuring Atlanta residents are better stewards of our drinking water. ACP will work to ensure the development of a statewide water management plan that relies on facts and sound science – the approach advocated by the Metro Atlanta Chamber of Commerce, the Atlanta Regional Commission and the North Georgia Water Planning District.

"In our fifth year as a working committee, ACP will continue to do what we initially came together to do – support the mayor in tackling the tough issues and coming up with creative ways to help the City meet its economic development goals," said ACP Chair Neville Isdell, Chairman & CEO, The Coca-Cola Company.

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ACP is supported by the staff of Ahmann, Inc., a policy and communications consulting firm. Team members are (from left) Joe Morris, Rebecca Wallace, John Ahmann, Dawn Cochran, Mandy Schmitt, Michael Halicki and Sigale Winbush.

## More Committee Progress



Mayor Shirley Franklin and city officials announced that they will see the **BeltLine** through, even with a recent ruling which reversed the 2007 Fulton County Superior Court bond validation ruling. Private donors remain unfazed as well, as the BeltLine Partnership has raised more than \$28.7 million.

The Georgia Supreme Court held that financing for redevelopment plans like the BeltLine cannot include funding from school districts. As a result, proposed bond financings of the BeltLine Tax Allocation District, which was anticipated to be as much as \$1.7 billion, have effectively been reduced by one-half.

With the help of an ACP committee of member-company Chief Information Officers, the City of Atlanta has hired a **new CIO**. Dan Smith is formerly the Vice President of IT Professional Services for Matria Healthcare and has nearly 20 years of comprehensive IT experience. The executive search was led by Luz Burrero, Atlanta's Deputy Chief Operating Officer.

To date, the **HOME Atlanta** program has helped more than 134 individuals and families relocate to or within the City. With an average household income of \$47,537, people from many sectors of the workforce have participated – police officers, educators, retail employees, government workers and business professionals. More information at [www.atlantada.com](http://www.atlantada.com).

Melinda Ennis-Roughton, Executive Director and Chief Marketing Officer for **Brand Atlanta**, presented recent travel study findings at the March ACP board meeting. Conducted by DK Shifflet & Associates, the recognized leader in travel research, the report revealed a major increase in the campaign's core visitor target. Of the 4.5 percent increase in Atlanta's "Total Person Stays" in 2006, nearly 11 percent were "Overnight Leisure Visitors," a market segment that now surpasses business visitors and underscores Brand Atlanta's efforts to promote Atlanta as a tourism destination.

(More Committee Progress *continues on back*)

Launched at the request of Mayor Franklin in 2003 by then Georgia-Pacific Chairman and CEO Pete Correll, the Atlanta Committee for Progress is made up of top business and academic leaders brought together to collaborate with and advise the City of Atlanta on economic development initiatives and business recruitment strategies.

ACP members:

**E. Neville Isdell, Chairman**  
Chairman & CEO  
The Coca-Cola Company

**Peter Aman, Secretary**  
Partner  
Bain & Company, Inc.

**Ron Brown, Treasurer**  
President & CEO  
Atlanta Life

**Sylvia Anderson**  
President  
AT&T Georgia

**Claire Lewis Arnold**  
CEO  
Leapfrog Services, Inc.

**Thomas D. Bell, Jr.**  
Chairman & CEO  
Cousins Properties

**Frank Blake**  
Chairman & CEO  
The Home Depot

**Arthur M. Blank**  
Owner & CEO  
Atlanta Falcons

**D. Scott Davis**  
Chairman & CEO  
UPS

**John Fox**  
President & CEO  
Emory Healthcare, Inc.

**Dr. Robert Franklin**  
President  
Morehouse College

**Shirley Franklin**  
Mayor  
City of Atlanta

**Mike Garrett**  
President & CEO  
Georgia Power Company

**Milton Jones**  
President – Georgia  
Bank of America

**James Hannan**  
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Foundation

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2008 Chairman  
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of Commerce  
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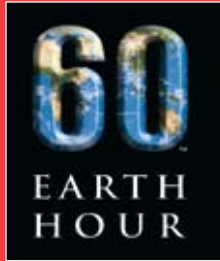
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Trammell Crow Residential

**James M. Wells III**  
President & CEO  
SunTrust Banks, Inc.

**James Young**  
CEO  
Citizens Trust Bank

## Earth Hour Atlanta



On March 29, Atlanta will participate in "Earth Hour," joining Chicago, Phoenix, San Francisco, and 16 other cities worldwide in turning off non-essential lights from 8:00 to 9:00 p.m.

World Wildlife Fund is organizing this event to raise awareness of global climate change, and ACP members The Coca-Cola Company (a large contributor to WWF) and Georgia Power, among others, will participate in Atlanta's effort. The building on Coke's North Avenue campus will "go dark" for the hour, and Georgia Power will measure the reduction in energy the event will create. More information at [www.earthhour.org](http://www.earthhour.org)

(More Committee Progress *continued*)

The **Peachtree Corridor Partnership** completed its public forums in January, with more than 300 people attending the four meetings. The forums were held so that residents and property owners could learn more about the Partnership's vision and proposal for Peachtree Street, the first step of which is a modern streetcar system in Downtown and Midtown, and provide feedback to the proposal. Partnership representatives will take the next several weeks to address questions raised in the public meetings and refine recommendations based on public comment. More information at [www.peachtreecorridor.org](http://www.peachtreecorridor.org).

Morehouse has raised a total of \$3.5 million to endow the Goldman Sachs Leadership Chair in Civic and Human Rights for the **Morehouse College Martin Luther King, Jr. Collection**. A team at the Robert W. Woodruff Library has nearly completed the digitization of the collection, which will be used for archival purposes and for a stand-alone kiosk in the library. With more than half of the collection cataloged, onsite access to the collection is scheduled to be available by the fourth quarter of 2008. Also, Morehouse and the Woodruff Library have partnered with Boston and Stanford Universities to develop a comprehensive online searchable database to the collections held by each institution, with an initial release for scholarly access by the end of the year.

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