

September 11, 2018

Laramie County Community College
Board of Trustees
c/o Vicki Boreing, Secretary
1400 E. College Drive
Cheyenne, WY 82001

Dear Board of Trustees:

Over the past year, leaders from across the community have been working on establishing a shared community and economic development strategy for the Greater Cheyenne area. This effort, titled *Forward Greater Cheyenne* (www.forwardgreatercheyenne.com), has been guided by a steering committee with representation from all major community, business, and municipal organizations, as well as individuals from the business and non-profit communities. The process has included five distinct phases:

1. Stakeholder Engagement
2. [Community Assessment](#)
3. [Economic and Workforce Profile](#)
4. Community & Economic Development Strategy
5. Implementation Plan

As you are aware, Dr. Schaffer has been intimately involved in this effort as a member of the steering committee. He has likely kept you apprised of the progress to date and should also be able to answer any specific questions you may have about the project. Of course, either of us would be pleased and willing to answer any questions.

Later this fall we will have a community-wide rollout of the Community & Economic Development Strategy that the steering committee has endorsed. Therefore, we are now transitioning from the strategy development phase into the final phase of the effort, implementation. This is where we need your assistance.

We have identified a leadership structure as part of the implementation plan, which will be governed by an Implementation Committee (IC). The IC will include many members of the original Steering Committee; however, it was general consensus that the primary community organizations should have members of their governing boards serving on the IC.

Our request to you is to formally appoint a member of your Board of Trustees to serve on the Implementation Committee (IC). The IC will be responsible for filling multiple roles in the implementation of the Community & Economic Development Strategy. The IC shall be responsible for the following three functions:

- Being **champions** of the strategic planning process, its recommendations, and the associated implementation effort. The IC will work to inform and educate the community, building support for specific initiatives along the way. They must remind themselves and the community that the vision and initiatives that comprise *Forward Greater Cheyenne* were derived from extensive

research and public input, a process that engaged nearly 2,400 area residents and business owners through interviews, focus groups, and surveys.

- Serve as a **convener** and a **catalyst**. The IC is the primary convener of implementation partners and must consistently remain focused on actions and results. The members of the IC will need to engage a wide variety of stakeholder that are necessary partners to carry out the Strategy's recommendations. As a catalyst, the IC must remain focused on activating the various recommendations with the assistance of professional staff from key partners/organizations.
- Monitoring **progress** and **outcomes**. Tracking results and communicating progress, evaluating the success of its implementation efforts and regularly sharing these results with the public. The IC will evaluate successes on an annual basis, helping partner organizations adjust priorities and tactics as necessary. The IC must resist the urge to "rewrite" the Strategy but rather, should seek to refine the community's efforts over time while responding to unforeseen challenges and new opportunities that align with strategic initiatives and objectives contained in the Strategy.

The first meeting of the IC is being scheduled at this time. Your timely appointment of a representative from your Board will ensure he/she is quickly assimilated into the process. Please send us the name and contact information of your appointee as soon as you are able.

Thank you in advance for your consideration of this request and of course for your continued support of the Forward Greater Cheyenne effort. If we can provide you with any additional information or answer any specific questions, please do not hesitate to let us know.

Your *Forward Greater Cheyenne* Co-Chairs,

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