



March 14, 2023

To: Mike Smith, Vice President for Governmental & Community Engagement, Chair

Zebadiah Hall, Vice President for Diversity, Equity, & Inclusion

John Stark, Vice President for Institutional Advancement

Chad Baldwin, Associate Vice President, Marketing & Communications

Steve Farkas, Associate Vice President for Economic Development

Jack Tennant, Executive Director of Alumni Relations

Ray Fertig, Associate Professor of Mechanical Engineering & Presidential Faculty Fellow

Randy Welniak, Senior Associate Athletic Director

From: Ed Seidel, President

Re: External Relations Connections & Communications (ERCC) Working Group

A primary goal of my presidency and UW's 2023+ Strategic Plan is to cultivate community- and state-wide partnerships with key stakeholders including governmental representatives, alumni, donors, and corporate partners. We must be strategic in the opportunities we choose to pursue with and for these groups and others to ensure they are in alignment with UW's Strategic Plan and enhance our service to the state of Wyoming.

I am convening this working group to provide on-going guidance and recommendations on the following. This working group will convene for an initial period of 2 years (from March 2023 through March 2025) and may be renewed. The working group will submit quarterly reports to me beginning in June 2023.

1. Strategic opportunities for UW to engage external stakeholders in the state, including university (e.g., ag extension stations), government (city, county, state), education (K-14, from schools to superintendents to the community college commission and college boards), industry/business and their support organizations, economic development groups, donors, and other organizations in the state including chambers of commerce, rotary clubs, and other organizations you may suggest.
2. Strategic opportunities for me, as UW President, to engage with external stakeholders, as above.
3. Suggestions on modalities to connect with community, including in-person visits, events, on-line sessions, communications including email, press releases, videos, newspaper op-ed pieces, and how the broader university community can assist in aligning and communicating our messages.
4. Analysis of what is going on in the state that specifically needs attention from UW (e.g., trouble spots) or suggestions on specific opportunities for engaging.

I have asked Vice President Smith to facilitate this working group, and he will be in touch with additional information. I note that we also have a working group looking at how UW can be present in various communities in the state. This has a related but separate charge focused more on opportunities for UW to have a physical presence across WY. The ERCC group I am asking you to participate in will meet regularly with me to advise on activities I need to undertake to better engage and communicate across the state.

I appreciate in advance your assistance, collaboration, and input on this important topic.

cc: President's Cabinet
Renée Laegreid, Faculty Senate Chair
Tim Nichols, Staff Senate President
Allison Brown, ASUW President