

The New Leland Initiative Necessities & Priorities Discussion

Leland has a large number of potential initiatives, but some need to be prioritized earlier.

Discussion of Necessities and Priorities items

We need to prepare for presenting our story—the “Leland Update”

- ❑ We need a “Leland Update” for city representatives to use in presentations. This will need to be continually refreshed, and should be a primary ‘selling’ tool for Leland promotion, and a primary ‘asking’ tool for justifying our request for funds from EconDev organizations!

We need some early, low-cost, visible wins

- ❑ This is *always* important, in any project of scale, to encourage public morale and interest, and to validate its approach. Since our project is composed of scores of smaller ones, this should be easy to achieve.

We need to ramp up communications quickly

- ❑ Communication of benefits, opportunities, and expectations between the Chamber and its membership should develop quickly into an efficient communications channel. Email, the Forums, fast-mailings, and phone-contact circles should be developed to facilitate communication. This will be key to building consensus and excitement, and in enlisting aid, volunteers, and sponsorships.
- ❑ We also need to develop standby procedures for communicating with the residents of Leland. We will need several surveys over the next 2-3 years, and consistent feedback on our programs.

Creating requisite labor and skill pools in Project Management for our initiatives

- ❑ Due to the challenges we face with people to actually implement these many initiatives, we need to build into every grant application/proposal monies for contract-labor for project management. Skills levels will vary with need, of course, but all of the interested parties already have jobs and outside service commitments. We need to budget for part-time people (fractional FTE’s) for people to perform the work involved in implementing any grant award. Hopefully, we can use under-employed people from Leland.
- ❑ Along this same line, we will need to develop partnerships with other agencies in the area (e.g. the schools, Stoneville, other projects) to ‘share’ personnel, in the situations where they have budget for ‘half’ and we have budget for the ‘other half’. Resource sharing is done in large organization (in ‘shared services’ departments) and we will need this for many, many smaller projects.
- ❑ In all the cases where we are forced to use non-Leland personnel for task (due to lack of availability of the requisite skilled individuals in our community at the time), we should always endeavor to ‘localize’ that skill by hiring someone to ‘watch/learn’ the skill. In this way, we will be able to increase local labor utilization, and keep the money ‘in the family’.

We need 3 new, full-time employees (see Job descriptions in Appendix)

- ❑ We need someone to focus on workforce/youth improvement (“Workforce Development Manager”). This would be similar to a Principal of a small school, or Vo-Tech facility administrator, but with added requirements in technology education and grant processes experience.
- ❑ We need someone to focus on downtown business/property development (“Downtown Development Manager”). This would be an entry-level MBA class position, with very specific goals assigned.
- ❑ In addition to these new positions, we would need a full-time solid Chamber/Main Street director to focus on communications, facilitation, coordination, and Chamber management.

We need processes to sustain these efforts

- ❑ We will have to build into our processes the classic management disciplines of lifecycle management: design, implement, measure, review, adjust design, and repeat.
- ❑ One area of special focus needs to be our feeder systems: our youth. We need to develop projects to ‘intern’ them here in Leland—especially during the summer months (e.g. technology camps, locale improvement). Over time we can perhaps develop TFA-type programs, where they agree to work in public service for Leland for 1 year after college, in return for specialty grants/training.