

Downtown Johnstown

REQUEST FOR PROPOSAL
BRANDING & WAYFINDING PROJECT

APRIL 2022



DOWNTOWN JOHNSTOWN

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Please accept the enclosed proposal as an expression of our firm's interest in providing branding and wayfinding services to Downtown Johnstown.

Linden proudly serves clients in a range of competitive industries including healthcare, education, government, utilities and energy from our offices in Fort Collins, Colorado and Cheyenne, Wyoming.

With over 25 years in business, Linden's talented team provides exceptional client service and creative support – from marketing research to branding, messaging and the creation of dynamic multi-media campaigns; from website design to print magazines and video production. Our experience and our strategic techniques allow us to tell our clients' stories in innovative ways on traditional and digital marketing platforms.

We understand that Downtown Johnstown is seeking a partner to provide a brand identity for the downtown corridor, including strategy, design and implementation of wayfinding signage.

As residents of Downtown Johnstown for the past six years, Linden owners Maggie and Joel York are excited for the opportunity to submit a proposal for this partnership. We look forward to hearing more about this opportunity and would welcome the chance to present to your team in person. Maggie York, who is also our VP of Account Services, is authorized to represent Linden regarding this proposal.

Thanks for your consideration,


Maggie York

Owner

VP of Account Services

maggie@golinden.com

307-772-1552


Joel York

Owner

VP of Client Relations

joel@golinden.com

970-698-2490

**POINT OF CONTACT**

Maggie York, VP of Account Services

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(e) maggie@golinden.com

Services

Almost every marketing company describes itself as “full-service,” which has come to mean a one-stop shop from stationery to websites, and press releases to direct mail. But Linden isn’t a MarComm vending machine with endless selections; we are a true partner that brings incisive thought to our clients’ complete business development programs.





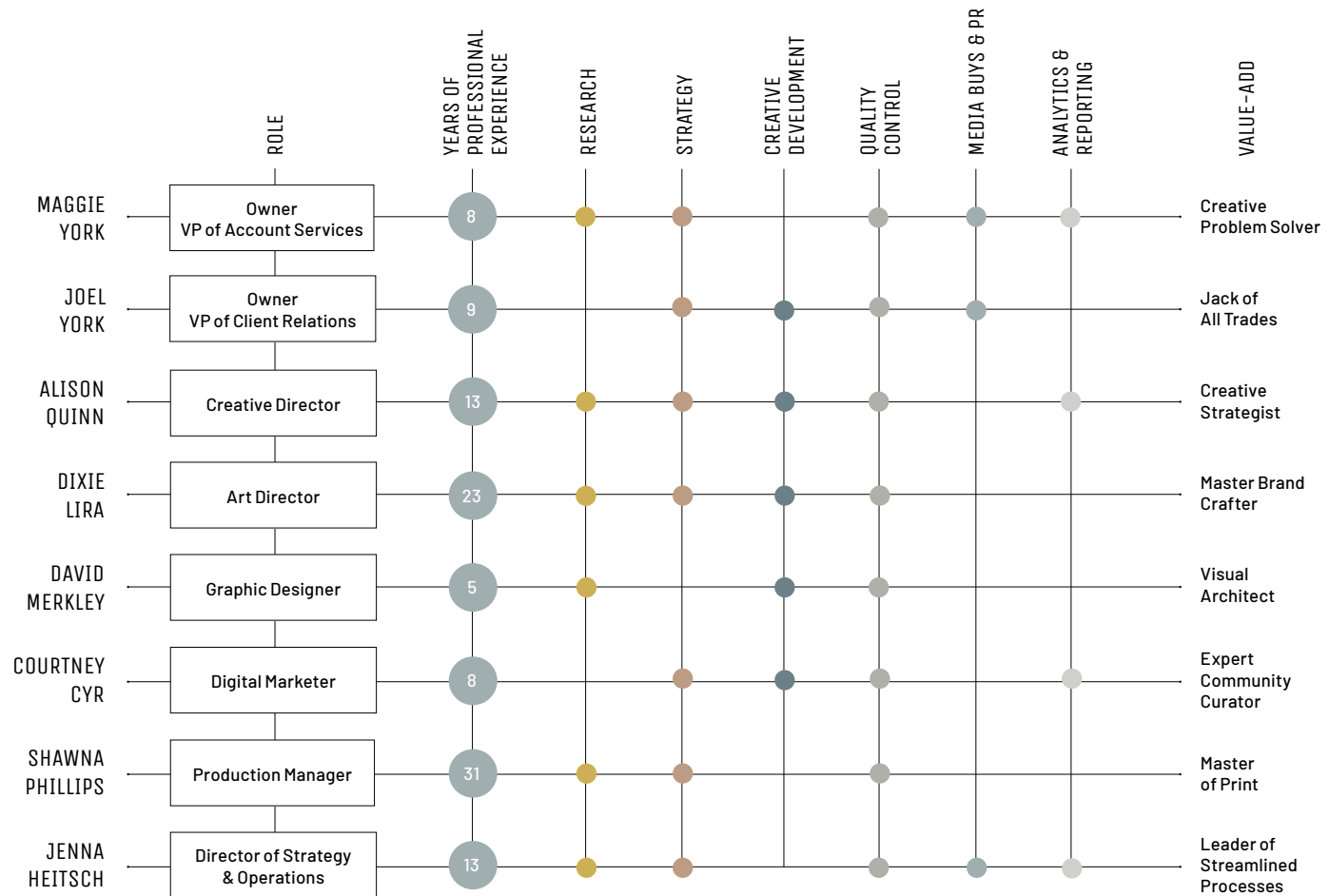
Linden's Story

Linden was founded in 1996 by Susie Cannon. What began as a small print shop grew into a full-service marketing agency with two office locations, one in Old Town Fort Collins, Colorado and the other in downtown Cheyenne, Wyoming. In the fall of 2019, Maggie and Joel York took over ownership as Susie stepped into retirement. Both long-term employees of Linden, Maggie and Joel are passionate about the unique and engaging work Linden is creating and continue to cultivate a positive and inspiring work environment for their employees and clients.

At Linden, it's about relationships, making connections and establishing trust; it's about truly, genuinely being an advocate for our clients and their goals. For more than 25 years, Linden's mission has been to help our clients thrive by telling their stories to the right audiences, using the right tools; making an impact on their communities and ours.

Staff Qualifications

Linden's depth of experience is not limited to institutional knowledge. Each member of our in-house project team brings significant, hands-on value to bear in their advocacy for Downtown Johnstown's mission to develop a cohesive brand and successful wayfinding signage for the ever-growing downtown corridor.



Project Team Organizational Structure



MAGGIE YORK, VP OF ACCOUNT SERVICES

Maggie earned her BA in Journalism/Public Relations from Humboldt State University and has worked with nonprofits in both Wyoming and Colorado. For the last three years, she has also served on the board for Roberta's Legacy, a nonprofit based in Longmont, Colorado that provides support for families going through the breast cancer journey.

Maggie is a thoughtful listener who pays attention to detail. One of her greatest strengths lies in her ability to interact with and manage both internal and external marketing teams as well as client relations. Her expertise lies within team and timeline management, budget efficiencies and tracking, and serving as the brand steward in determining the client's strategic brand objectives. Maggie can lead the client, continually reassess the brand position and manage the internal team's resources, serving as liaison between clients and creative team members to ensure clear communication of the client's goals and objectives.



JOEL YORK, VP OF CLIENT RELATIONS

Joel has always loved working with people. While he graduated from the University of Wyoming with a BS in Finance, he was constantly looking for ways to be more involved on campus. And while business has always intrigued Joel, his passion lies in video. Joel started at Linden in 2013 working in the accounting office, then moved his way up to assisting the design staff and eventually managing client accounts. During that time, he used his love and talent for video to create and grow Linden's video department. This eventually led to all of Linden's video production to be done in house.

Joel's experience at Linden guided him into owning his own business. In 2017, he started Flickfinity, a video production business and a trusted partner of Linden's for video production and post-production.

Recently, Joel took on a new role at Linden. Now the VP of Client Relations, Joel works alongside the team that supported and helped him grow as he figured out exactly where he was meant to be.



ALISON QUINN, CREATIVE DIRECTOR

Alison earned a BA in English/Creative Writing from Colorado State University. She began her career in marketing with a local company she watched evolve and grow into an international business in the retail and consumer technology industry. As the Creative Director at Linden, Alison loves having the ability to apply her imagination and affinity for language, as well as her experience in the marketing field, to interesting and challenging projects for clients and for the Linden team.

A passion for travel and the outdoors has taken Alison across the U.S., rambling over backroads in her van from one adventure to the next. An integral and favorite part of travel is meeting new people, hearing their stories and learning about the lives they lead in the places where they live. As Alison gets to know Linden's clients in this same way - their visions and goals and what compels them to do what they do - she is able to formulate a brand message that showcases who they are; she then develops strategies to help these clients deliver their message and their stories to the exact right audiences.



DIXIE LIRA, ART DIRECTOR

Dixie earned a BS in Mass Communications/Journalism from Illinois State University and has 23 years of professional design experience. After 22 years with Linden, she has developed a deep and diverse skillset for crafting brands in a wide range of industries, including education, energy, healthcare, technology and retail, to name a few. Both a creative and analytical designer, Dixie understands that great design is much more than attractive artwork; design is a critical element to audience comprehension and acceptance, and with each and every challenge her goal is to tell a client's story loud and clear with clean, thoughtful and eye-catching visuals.

Dixie nimbly transitions from print to digital demands - crafting logos and brand standards for an organization aiding the development of Wyoming children, to reimagining a website design for Northern Colorado's regional news powerhouse with an audience of over one million people. A team player, at any given moment you might find her strategizing marketing goals with the Linden team, soaking up animation tips from our in-house videographer or mentoring our newest team members.



JENNA HEITSCH, DIRECTOR OF STRATEGY & OPERATIONS

Jenna has known she wanted to work in marketing since high school, where she was actively involved in DECA. Fascinated by the ability to tap into people's needs and wants with the art of subtle persuasion, using out of the box thinking, proper planning, strategy and creativity, Jenna enrolled at the University of Wyoming, where she earned her degree in Marketing.

She began her career in the healthcare industry and recently held the Marketing Director position at a software company, where she learned the ins and outs of lead generating, lead nurturing and marketing automation. Now, as Linden's Director of Strategy & Operations, Jenna is streamlining internal and external processes so our team can produce our best work in the most efficient way.



COURTNEY CYR, DIGITAL MARKETER

Courtney earned a BA in Journalism/Marketing from the University of Northern Colorado. Her first experiences in marketing were with a local coffee shop and a startup in Denver, Colorado. These experiences and working directly with consumers led Courtney to open her own event design and planning business. Here, Courtney loved having the freedom to be creative, all day every day. She created event details, worked alongside local vendors and other creatives, and had the opportunity to see her designs help her clients' ideas come to life.

A Digital Marketer at Linden, Courtney builds online communities for our clients on carefully curated social media platforms. She also knows when it's time to send pay-per-click ads through these communities to encourage new engagement, and her ever-present creativity drives new campaigns and unique campaign pieces.



DAVID MERKLEY, GRAPHIC DESIGNER

David earned his bachelor's in Graphic and Web design with a minor in Illustration from John Brown University. A Fort Collins, Colorado native, David came back home and quickly began working at a marketing agency, handling a variety of projects for major brands throughout the country.

David brings a fresh and dynamic style to our design pieces and strives to not only make his work beautiful, but purposeful as well. He consistently challenges the Linden team to try different approaches, and to engage in projects that encourage creative thought and bring us joy, whether they are for our clients or ourselves.



SHAWNA PHILLIPS, PRODUCTION MANAGER

Shawna's love for production and for seeing all of a project's parts and pieces come together began while working at the local newspaper and grew with her experience at Linden. Outside of our founder, Shawna was Linden's very first employee. Her creativity and careful attention to detail, along with her training in design, illustration and typography, landed Shawna in Linden's art department, in sales, in production and as the very best event planner you'll ever meet.

Currently, Shawna is Linden's detail-oriented Production Manager. She has 30+ years of experience in design, printing and delivery. Shawna has exceptional attention to detail and the ability to provide the most strategic options within budget and time constraints. She is also an excellent communicator and builder of relationships with partners, vendors and coworkers.

Our Approach

As a branding and communications subject, Downtown Johnstown faces a few factors that will demand both decisiveness and finesse:

- 1** The two brands will need to coexist within a small geographic, demographic and interest area; informed and uninformed constituents must be able to recognize and anticipate which type of information is affiliated with each brand.
- 2** Participation and “buy-in” are critical—particularly in scenarios where audiences may be sensitive to their differences in values and priorities—and the stakes are incredibly high. A branding and communications fumble can easily shake public faith in other municipal leadership decisions.

Based on our past experience, we recommend kicking off with research—not only to gather opinions and data that will be useful in execution, but also to demonstrate to stakeholders that their voices truly matter. Next, we’ll develop a communications strategy and messaging that will give the new brand context and heart. The ensuing logo and campaign design will be followed by execution and ongoing support.

Branding – Downtown Johnstown

To be the most effective partner we can be, we will further familiarize ourselves with Downtown Johnstown and the Town of Johnstown, getting to know your history and values as well as your current strategies, vision and goals. We'll assess your current outreach strategies and determine what's working and what isn't in terms of reaching your short- and long-term goals.

The outcome of this discovery phase becomes the foundation for strategic planning, creative direction, messaging and message placement; it's how we'll nail down your messaging's key points, which will inform the full brand and ongoing brand message; and it's how we'll get to know your audiences - internal and external - and make informed decisions on how to reach them down the road.

This phase will include the following:

- + Discovery meeting with key staff and stakeholders
- + Secondary research of demographics, e.g. residents, Downtown business owners
- + Delivery of messaging key points

BRAND RESEARCH & ENGAGEMENT

+ Brand Evaluation

Review Downtown Johnstown's current brand identity; identify opportunities to improve the brand

+ Strategic Plan

Develop brand research and engagement strategy that identifies the corridor's history, progression, assets, stakeholders/partners and best practices of engagement

BRAND STRATEGY

+ Creative Brief

Provide a framework for brand assets that will be carried through all communications materials and channels, standardizing the brand's look, feel, tone and voice as well as the general messaging; this piece will define the who, what and why of Downtown Johnstown and inform messaging, logo development and Downtown Johnstown's Brand Guide

+ SWOT

Create a competitive identity that sets guidelines on how stakeholders communicate and market the corridor

+ Messaging Overview

Craft messaging to begin teasing the brand launch and help explain the differences between Downtown Johnstown and the Town of Johnstown

BRAND EXECUTION

+ Logo Development

Develop up to six individual logo options while maintaining cohesiveness with the Town of Johnstown brand

+ Brand Guide

Deliver final logo files and brand elements along with brand standards

+ Brand Launch

- Establish baseline awareness metrics to help inform our future strategic moves
- Outline internal staff communications plan
- Create press advisory and media relations strategy
- Add information to the existing Town of Johnstown website
- Develop social media content strategy
- Execute the "rollout" components of the above marketing and communications plan
- Produce video, audio and digital campaign materials
- Produce public information campaign items as needed
- Produce a media kit including use guide and selected assets for use by partners

Within six months of initiating the "rollout" plan, we'll compare the Town's baseline awareness metrics with a snapshot of current engagement. The most reliable and cost-effective measurement tools are digital (e.g. web traffic, social media engagement and shares, email subscribers), but attempts will also be made to reach stakeholders in other ways.

There is always information to be gained by research; our recommendation for the upcoming cycle will always begin with a summary of what we learned in executing the current plan.

Town Wayfinding Plan

MASTER WAYFINDING PLAN

- + **Identification of Signage**
Includes identification of signage location and classification of signage types: directional, informational, identity and regulatory
- + **Phased Installation Plan**
Including a flexible and adaptable phased installation plan that allows the town to adequately plan and budget in subsequent years the design, fabrication and installation of the signs

DOWNTOWN WAYFINDING PLAN

- + **Downtown Wayfinding Plan**
Includes identification of signage location and classification of signage types: entry monument, vehicular directional, pedestrian wayfinding, public parking, street banner and identification
- + **Signage Design**
The wayfinding signage design will reflect the downtown brand and include a variety of signage mediums that encourage vehicle and pedestrian activity and engagement; the signage design will include deliverables of bid ready documents to allow staff to budget in subsequent years the fabrication and installation of signs

Project Schedule

MONTH	ACTIVITY
May 2022	Discovery, Brand Evaluation
June 2022	Brand Strategy, Creative Brief & Messaging, SWOT
July 2022	Logo & Brand Development
August 2022	Logo & Brand Development
September 2022	Finalize Brand, Brand Guide
October 2022	Brand Launch
November 2022	Town Wayfinding Plan Developed
December 2022	Phased Installation Plan Developed
January 2023	Downtown Wayfinding Plan Developed
February 2023	Signage Design Begins
March 2023	Finalize Signage Design, Production Begins
April 2023	Signage Installation in Phased Approach

Budget

DELIVERABLES	INVESTMENT
Brand Research & Engagement	\$12,875
Brand Strategy	\$12,575
Brand Execution	\$15,750
Master Wayfinding Plan	\$23,550
Downtown Wayfinding Plan	\$39,300
TOTAL	\$104,050



Wyoming State Parks

Our relationship with the Wyoming Department of State Parks began as an assessment of their marketing needs and the development of a 15-20-year marketing plan. With 41 sites to manage and market, they needed a clear picture of what was happening across the state with visitation, communication and awareness. They also needed to examine the gaps between current conditions and desired goals in order to set priorities for the future.

Carefully-designed focus groups, surveys, interviews and site visits indicated that our audience needed to see Wyoming State Parks' similarities rather than their differences. This led us to determine that the organization was in need of a new brand system, which we renamed WYO Parks, that would serve as a family, housing all of Wyoming's state parks and historical sites.

The WYO Parks logo design was thoughtful, as we wanted to use elements that would clearly depict Wyoming and elicit a sense of adventure. The illustrative details we chose are iconic of Wyoming, past and present; the shield shape symbolizes the strength and protection of Wyoming's land. Together with the tagline "Find something unexpected," the WYO Parks logo gives Wyoming's outdoors an air of wonder as well as accessibility.

Linden designed and delivered templates for brochures, posters, billboards, logowear and presentations that could be adapted to each individual park's needs - helping WYO Parks to manage their new brand and limited budget.

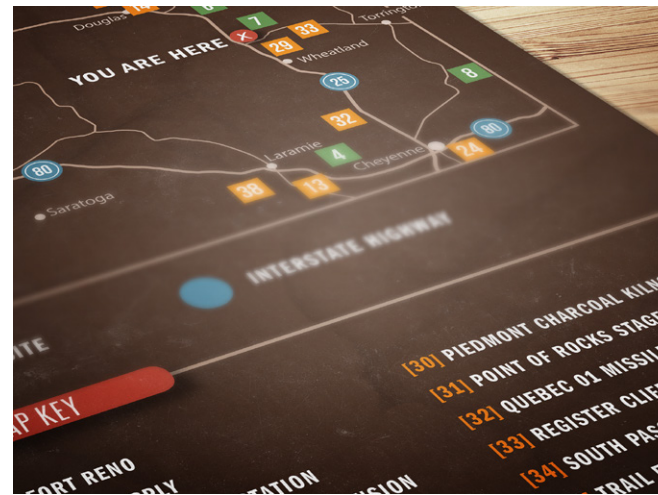
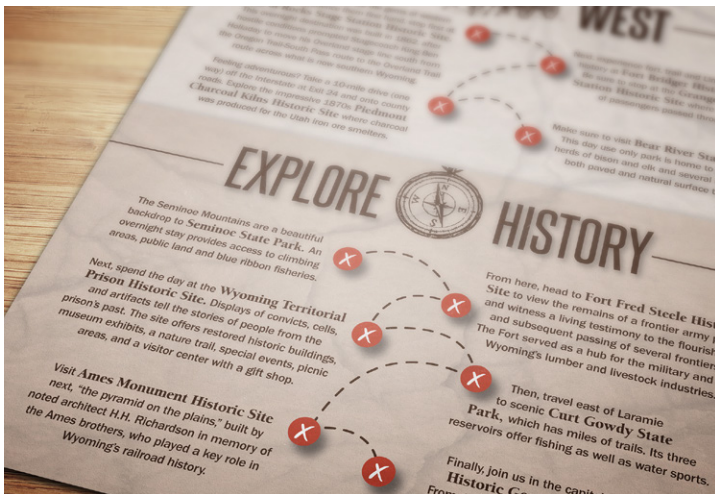
With a new look firmly in place, Linden's next task was to deliver 41 individual site logos featuring custom illustrations that would represent each site's unique landscape or recreational pull.

Impressed with Linden's approach, the execution of their brand development and project management, WYO Parks returned to Linden with a new challenge: create dozens of displays to be installed at rest areas statewide. Each display features site specific photography and illustrations, "You Are Here" maps, as well as historical tidbits and educational information about all the things to do and see at the WYO Parks sites nearby.

We selected this project to share with you for several reasons: the work was in partnership with a government agency, it highlights the importance of research, it demonstrates how long-term partnerships can continue to develop and produce effective, high quality work, and it showcases some of our favorite strategic design work.

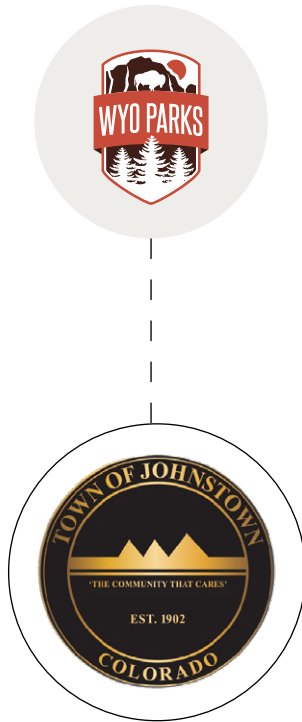








Common Ground Between WYO Parks and Downtown Johnstown



- + Predominantly rural location(s) in the West
- + Well-loved recreational and historic attractions
- + Many stakeholders with diverse opinions to satisfy, including local communities, visitors and government officials
- + Desire to tell its unique brand story in a way that resonates with international, national, regional and local audiences
- + Challenged to distinguish brand identity from similar, higher-profile brands: State Parks from National Parks; Downtown Johnstown from Town of Johnstown
- + Demand for internal buy-in and engagement during each project stage, from research to roll-out, to cultivate robust support for major organizational changes
- + Need for long-term marketing plan to support highly controlled growth and development, independently and in collaboration with other organizations
- + Opportunity for strategic guidance and effective tools to empower internal staff to implement and execute materials and messaging on-the-fly

Services Provided

BRAND & MARKET RESEARCH

- + Focus groups, online surveys, phone interviews, site visits, secondary research reviews, comparative state and national reviews

BRANDING & IDENTITY

- + Logo system, including one parent logo and 41 child logos
- + Brand standards and usage manual

NEEDS ASSESSMENT

- + Marketing needs assessment
- + Marketing materials and processes audit

STRATEGY & CONSULTING

- + Adaptive marketing and measurement plan

CAMPAIGN DEVELOPMENT

- + Targeted campaign for brand launch

BRAND LAUNCH MATERIALS

- + Public relations / event support, flyers, posters, social media images, direct mail inserts and print advertisements
- + Brochure templates
- + Truck wraps
- + Rest area signage throughout state



CLIENT REFERENCE

Darin Westby, Director
 Wyoming State Parks,
 Historic Sites & Trails
 {c} 307-777-6303
 (e) darin.westby@wyo.gov

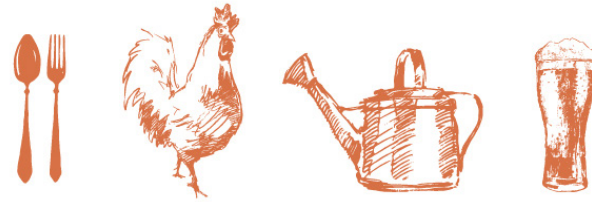
BUCKING HORSE[®] apartments

When we first partnered with Bucking Horse Apartments, we did a lot of research: what did their competition look like? What story did they want to tell? Who is their dream tenant? How are Bucking Horse Apartments different from the Bucking Horse homes, and what are we going to do to make them stand out yet remain a part of the community?

The result of our research and subsequent marketing strategy was a feel-good, award-winning brand, a compelling website and new leases signed at Bucking Horse Apartments.

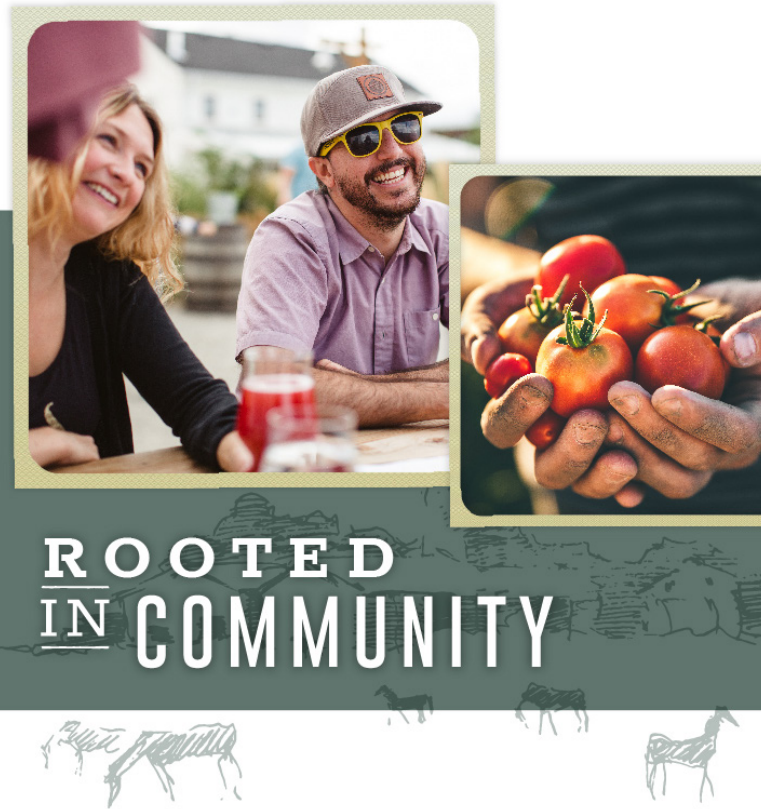
BUT A SOLID BRAND DOESN'T JUST LEASE APARTMENTS, IT PERPETUATES A LIFESTYLE

To get the Bucking Horse Apartments message out, we went beyond the rental websites that all seem to look the same. We began with a unique set of brand standards and custom illustrations to highlight the grow-your-roots-here look and feel of the brand, carrying these through the new website as well as to traditional marketing platforms.



We may stand apart for our innovative approach to community, but it's the people who live here that really do make the place shine





We also visited the Bucking Horse Apartments location to capture unique images of the amenities and shoot lifestyle photos in the surrounding area. This photography was an important element for both aligning the Apartments with the Bucking Horse residential community of houses and townhomes, integrating them into the area, as well as distinguishing the Apartments as a distinct lifestyle choice within the established community.

Using a combination of photography and illustration, we created print and traditional marketing pieces that would lead potential tenants to the Bucking Horse Apartments. These included brochures, signage placed outside of the Bucking Horse community and neighboring Jessup Farm Artisan Village to lead visitors into the Apartments area, advertisements on city buses and strategically placed billboards.



E PROSPECT RD
10th St
NANCY GRAY AVE
11th St
E 8th St

EAST OF JESSUP FARM OFF TIMBERLINE
2274 YEARLING DRIVE • FORT COLLINS, CO 80525

STAY HERE...STAY
AWHILE

BUCKING HORSE
apartments
970.682.2758
BuckingHorseApartments.com

Our One-, Two-, and Three-bedroom apartment homes are designed with your lifestyle in mind. Their modern architecture with contemporary detailing are tucked into the quiet Fort Collins neighborhood, Bucking Horse, complete with garden beds, chickens, and winding trails for rural living in the city.

JESSUP FARM ARTISAN VILLAGE

BUCKING HORSE



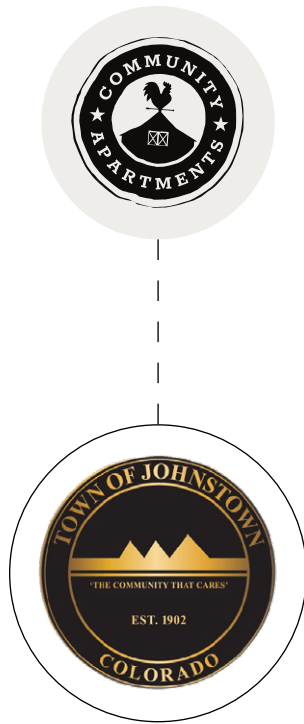
We live next door to Jessup Farm Artisan Village, we're just a few minutes from Old Town, and we host clubs, activities and events right here, to help you grow your roots in our community.

**ROOTED
IN COMMUNITY**

BUCKING HORSE
apartments



Common Ground Between Bucking Horse Apartments and Downtown Johnstown



- + Strong need to create a competitive identity within an established community
- + Well-loved recreational and historic attractions
- + Many stakeholders with diverse opinions to satisfy, including local communities, visitors and government officials
- + Desire to tell its unique brand story in a way that resonates with a regional and local audience
- + Challenge to distinguish brand identity from similar, higher-profile brands: Bucking Horse Apartments from Bucking Horse homes; Downtown Johnstown from Town of Johnstown
- + Demand for internal buy-in and engagement during each project stage, from research to roll-out, to cultivate robust support for major organizational changes
- + Need for long-term marketing plan to support highly controlled growth and development, independently and in collaboration with other organizations
- + Opportunity for strategic guidance and effective tools to empower internal staff to implement and execute materials and messaging on-the-fly

Services Provided

BRANDING & IDENTITY

- + Strategic messaging
- + Logo refresh and brand development
- + Brand standards and usage manual

WEBSITE DEVELOPMENT

- + Content and design
- + Development through preferred apartments platform

CAMPAIGN DEVELOPMENT

- + Targeted campaign for brand launch

BRAND LAUNCH MATERIALS

- + Maps, floor plans, social media images
- + Brochures, handouts
- + Billboard
- + Bus ads



CLIENT REFERENCE

Bucking Horse Apartments was purchased in 2021 by Madison Apartment Group; Linden no longer works directly with this client or has a contact to share.

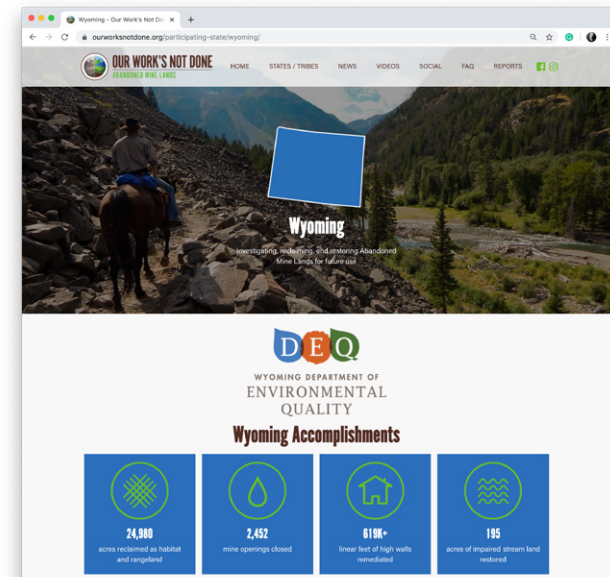


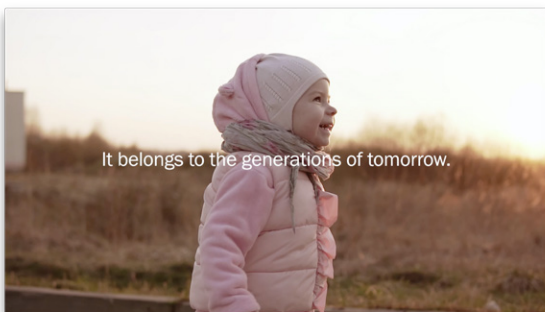
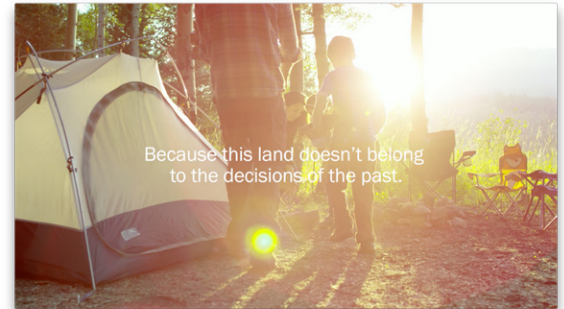
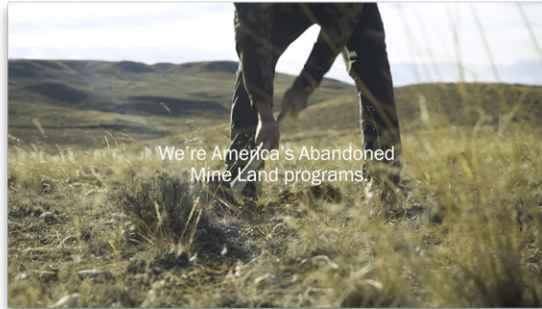
OUR WORK'S NOT DONE CAMPAIGN

Linden partnered with Wyoming Department of Environmental Quality (DEQ) and their Abandoned Mine Lands Division to create a PR campaign called “Our Work’s Not Done.” The final project was a series of videos about the reclamation of abandoned mine lands, but deciding on the videos’ tone was a challenge; the videos needed to be both light and engaging as well as serious, with a strong call to action.

We began with an audience deep-dive so we could get the messaging just right. The goal of the campaign is (as it’s ongoing) to allocate funding for abandoned mine land reclamation, so messaging needed to reach both civilians living in areas near abandoned mine lands and government agencies in states outside of Wyoming who are in charge of abandoned mine lands in their areas.

In order to assess which voice would resonate with our audiences – those affected by reclamation efforts and who would cast the votes for funding – Linden conducted a series of A/B tests with different voices and tones accompanied by a variety of imagery in targeted digital ads. We also set up a Facebook page and a simple, content-rich landing page to which the ads directed. At the end of the ads' designated run time, we evaluated each on reach and engagement, taking the audience sizes into consideration; and then we ran the ads again, with similar – but different – art and messaging, testing our results.





Then, based on the engagements we received on these secondary tests, we created our video series in the “winning” voice to tell the story of abandoned mine land reclamation and its necessity. DEQ uses these videos as they engage with the Abandoned Mine Land divisions within other states, encouraging each to work together to make abandoned mine lands safe and healthy for the people of Wyoming and across the U.S.

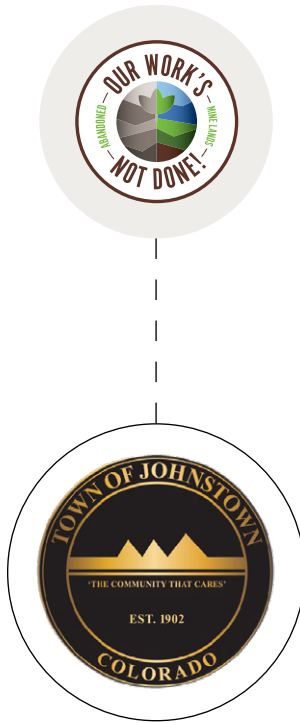
You can view a selection of videos at:

bit.ly/LindenDEQSecondChances

bit.ly/LindenDEQRecovering

bit.ly/LindenDEQFuture

Common Ground Between Wyoming DEQ and Downtown Johnstown



- + Strong need to create a competitive identity within an established community
- + Well-loved recreational and historic attractions
- + Many stakeholders with diverse opinions to satisfy, including local communities, visitors and government officials
- + Desire to tell its unique brand story in a way that resonates with a national, regional and local audience
- + Challenge to distinguish brand identity from similar, higher-profile brands: Abandoned Mine Land division from other divisions within the Department of Environmental Quality; Downtown Johnstown from Town of Johnstown
- + Demand for internal buy-in and engagement during each project stage, from research to roll-out, to cultivate robust support for major organizational changes
- + Need for long-term marketing plan to support highly controlled growth and development, independently and in collaboration with other organizations
- + Opportunity for strategic guidance and effective tools to empower internal staff to implement and execute materials and messaging on-the-fly

Services Provided

BRANDING & IDENTITY

- + Strategic messaging
- + Logo and brand development
- + Brand standards and usage manual
- + Custom videography

WEBSITE DEVELOPMENT

- + Content and design
- + Development

CAMPAIGN DEVELOPMENT

- + Targeted campaign for brand launch

BRAND LAUNCH MATERIALS

- + Targeted social media ads
- + Custom videos



CLIENT REFERENCE

Keith Guille, Public Information Officer

Wyoming Department of
Environmental Quality

{c} 307-777-6105

(e) keith.guille@wyo.gov



Laramie County Community College

Linden partnered with Laramie County Community College (LCCC) on a variety of projects over the past years, which allowed us to become very familiar with the LCCC brand. First, we took on the design and project management tasks for the college's 2020 Talon Magazine.

This issue earned first place in the Outstanding Magazine category at the National Council for Marketing & Public Relations regional award ceremony. In this issue, we worked with the LCCC internal team to expand and highlight the College's ongoing Pathways campaign.



FINDING A BETTER WAY

LCCC IS UPGRADING. THANKS TO GUIDED PATHWAYS.

Strong post-grad findings are helping at Latah County Community College. Career change.

More than 100,000 students are upgrading their skills and careers through LCCC's Guided Pathways program. The program is designed to help students find the right path to their career goals, saving time and money.

CAREER GOALS

At LCCC, it's helping students achieve their goals that we focus on. Our focus is to help students plan for the future, not just the present. We offer a variety of programs to help students find the right path to their career goals.

THE LCCC PATHWAYS

AGRICULTURE & EQUINE

- Agribusiness
- Equine Management
- Equine Studies
- Equine Training
- Equine Nutrition
- Equine Health
- Equine Business

BUSINESS & ACCOUNTING

- Accounting
- Business Administration
- Business Law
- Business Management
- Business Analytics
- Business Information Systems

HUMAN & PUBLIC SERVICES

- Human Services
- Public Administration
- Public Health
- Public Safety
- Public Policy

COMMUNICATION & CREATIVE ARTS

- Art
- Graphic Design
- Journalism
- Public Relations
- Advertising

HEALTH SCIENCES & WELLNESS

- Health Sciences
- Wellness
- Physical Therapy
- Occupational Therapy
- Massage Therapy
- Healthcare Administration

SCIENCE, TECHNOLOGY, ENGINEERING & MATH

- Computer Science
- Information Systems
- Mathematics
- Science
- Engineering
- Biotechnology

TRADES & TECHNICAL STUDIES

- Automotive
- Construction
- Electronics
- Welding
- Manufacturing
- Aviation
- Marine
- Fire
- Police
- Security

A PATHWAY PROVIDER

01

02

03

TRANSFORMATIVE EDUCATION

At LCCC, we're not just providing education, we're providing a pathway to a better future. Our Guided Pathways program is designed to help students find the right path to their career goals, saving time and money.

IT'S PATHWAYS AT LCCC. AND IT'S A BETTER WAY.

The program is designed to help students find the right path to their career goals, saving time and money. It's a better way to get an education.

Growing up, I enjoyed the idea of also in... I loved the job, but I wasn't sure I was ready... I was into a college that I hoped to understand... with a colorful—and perhaps a bit odd—set of... and things that quickly melted into a complex... and more and more. Fortunately, that... and more and more. Fortunately, that... and more and more. Fortunately, that...

“If you don't know where you want to go, then it doesn't matter which path you take.”

—Simon Carter, LCCC President

ABSTRACT THINKING

THE STUDENT Ben Medina, LCCC graduate, is a painter and photographer. He has been... **THE ARTIST** Ben Medina, LCCC graduate, is a painter and photographer. He has been... **THE ARTIST** Ben Medina, LCCC graduate, is a painter and photographer. He has been...

“I really want to go to LCCC just to take a class,” he said. “I want to get a degree that... I really want to go to LCCC just to take a class,” he said. “I want to get a degree that... I really want to go to LCCC just to take a class,” he said. “I want to get a degree that...”

As she looks back on it, it was the Terminator movies and the movie *Johnny Suede* that got Faith Collins interested in the world of programming. “I just wanted to be a part of the next advancement happening today.”

“Everything from webinars to video games to make up of coding, she said. “If you can imagine it, you can almost always build it with the right programming language.”

Faith, who is in LCCC's computer science program, plans to go on to her master's of computing once she completes her associate degree next spring. After that, she has her sights set on working on artificial intelligence. “It's the coolest thing I can think of in the job market and going to school for several decades.”

“All sectors of business need more areas of our society being more digital,” she said. “Whether it's health, business, non-profit, or education, we need computer science graduates.”

2019 Annual Report

FINANCIAL BREAKDOWN

TOTAL EXPENDITURES BY SERIES RELEASES

- Salaries: \$21,425,212
- Benefits: \$9,878,098
- Operating Expenses: \$11,688,196
- Capital Outlay: \$647,093

TOTAL REVENUES

- State Appropriations: \$22,711,130
- Fund Appropriations: \$7,788,998
- Class Fee: \$1,846,050
- Tuition & Fees: \$15,979,238
- Other Income Sources: \$207,608
- Other Funding Sources: \$911,599

DEGREES & CERTIFICATES AWARDED

Year	Degrees	Certificates
2013-14	840	857
2014-15	810	811
2015-16	729	787
2016-17	811	787
2017-18	811	787
2018-19	811	787

AVERAGE TIME TO COMPLETION (YEARS)

Year	Degree	Certificate
2013-14	4.91	4.06
2014-15	3.70	3.73
2015-16	3.80	2.70
2016-17	3.85	2.78
2017-18	3.90	2.82
2018-19	3.89	2.82

OUTREACH & WORKFORCE DEVELOPMENT

- 2,096 Displaced employees in workforce development courses
- 3,196 High schoolers in workforce development trainings (internships)
- 2,221 Participants in customized training sessions

93.2% LICENSEE PASS RATES IN REASITS PROGRAMS

QUICK FACTS

- 5,970** Total 2019-2020 Annual Enrollment
- 600+** Students in Residence Halls
- 11.6%** Out-of-State Students (Top 5 - Colorado, Nebraska, California, South Dakota, Texas)
- 15:1** Student-to-Teacher Ratio

TUITION & FEES
The cost of 15 credit hours per semester, based on 2020-2021 rates

- Wyoming Residents:** \$2,217 (\$148 per credit hour)
- Non-Resident:** \$2,952 (\$197 per credit hour)
- Out-of-State:** \$5,187 (\$346 per credit hour)

A BETTER WAY TO GO TO COLLEGE
Laramie County Community College
CHEYENNE, WY | LARAMIE, WY | ONLINE

MONEY-SAVING OPPORTUNITIES

- SOMETHING FOR EVERYONE**
 - FAFSA**
 - File your FAFSA beginning October 1
 - LCCC School Code: 009259
 - LCCC Donor Scholarships**
 - Complete one simple application for 400+ institutional scholarships
 - For full consideration, apply between January 1 and April 1
- HIGH SCHOOL GRADUATES**
 - Presidential Scholarship**
 - 3.5-4.0 GPA
 - \$1,600 per year
 - Deans' Scholarship**
 - 3.0-3.49 GPA
 - \$800 per year
 - For all graduating high school seniors, renewable for two years
- WYOMING RESIDENTS**
 - Hathaway Scholarship Program**
 - Accepted at LCCC for qualifying Wyoming high school graduates
 - Wyoming Works**
 - State grant program that advances students' skills in high-demand areas

FOR COMPLETE INFORMATION, VISIT LCCC.WY.EDU/SCHOLARSHIPS

Linden also partnered with LCCC on the creation of recruiting materials, including an introductory piece for prospective students and an admissions packet introduction.

WELCOME

Laramie County Community College

CONGRATS!

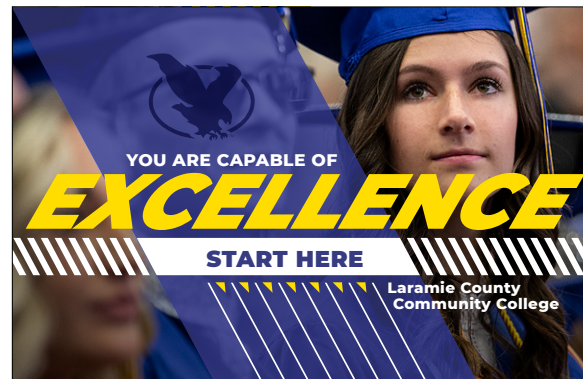
This is outstanding news: you've decided to become a Golden Eagle! It's a smart choice, taking your first step toward a transformed life through the power of higher education. We're thrilled to welcome you to LCCC, and our faculty and staff are eager to help you achieve your goals.

NEXT STEPS:

- LOG ON TO MYLCCC:** your student portal, to access a variety of tools. Go to lccc.wy.edu/myLCCC and follow the first-time login instructions.
- SEND US YOUR TRANSCRIPTS:** We can use your high school GPA, ACT scores, or previous college credit to meet course placement requirements. For those details, visit lccc.wy.edu/placement.
- COMPLETE THE ONLINE ORIENTATION:** to be prepared for college and learn more about LCCC. Sign up for orientation in myLCCC.
- CONNECT WITH YOUR PATHWAY ADVISOR:** after you've submitted your transcripts and completed orientation. You can make your appointment through the Navigate app in myLCCC.
- APPLY FOR FINANCIAL AID:** by filing out the FAFSA and visiting lccc.wy.edu/scholarships for more opportunities.



An important element of this campaign was addressing the four individual audiences with a message that felt personal but also in alignment with the full campaign, as well as LCCC's overarching brand message. Drawing upon our knowledge of the Pathways campaign that was highlighted in Talon Magazine, we knew that "Find your path" was already a familiar call to action for LCCC. We also knew that the requirements of this new campaign included a focus on safety in the midst of change. So, for each target audience, we considered what words specifically would carry the message that they could find their path at LCCC, which is a safe place to live and learn. We carefully adjusted our taglines and other messaging elements to align with this overall theme but speak specifically to individual audiences.



Our most recent project with LCCC was an all-encompassing awareness campaign that launched in December 2020. The campaign was aimed at four different audiences in five different regions surrounding Cheyenne, Wyoming. We were in charge of developing the campaign's overarching messaging as well as design and distribution of direct mailers and traditional media placements, and the creation of digital assets for LCCC's existing digital marketing vendor.





View the animated GIF here:
bit.ly/LindenLCCCGif

Linden was able to efficiently navigate the safety concerns related to filming during the pandemic to deliver a professional and effective television spot in a short amount of time.

View the TV spot here:
bit.ly/LindenLCCCVideo

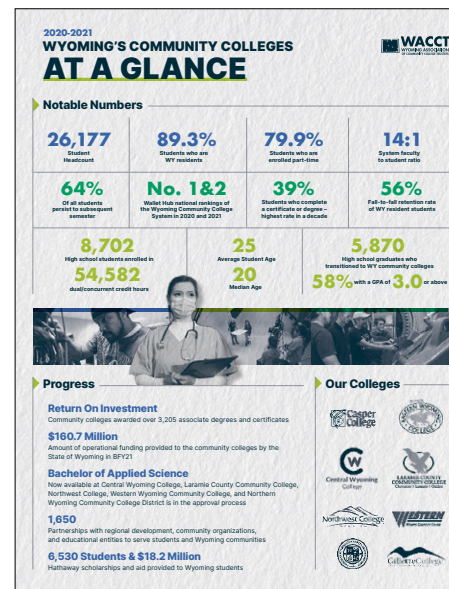




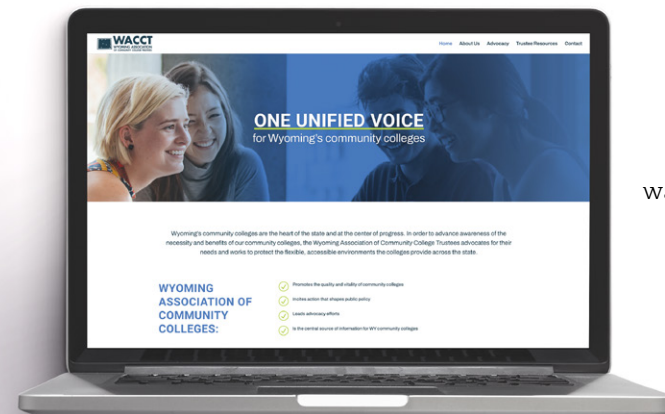
Our work with Wyoming's community colleges has recently grown, as we began partnering with the Wyoming Association of Community College Trustees (WACCT) in 2021. WACCT is an organization of community college governing boards representing Wyoming's eight community colleges. Along with updating their website and the look and feel of their branded communications pieces, Linden is helping WACCT advocate for the state's community colleges as hubs for learning, culture and economic growth.

During the most recent legislative session, WACCT supported a bill that would provide scholarships to adults without education or certification past high school. To assist in their advocacy, we created a series of Gifs explaining the benefits of the bill and posted them on social media. The Wyoming's Tomorrow Scholarship Program was passed.

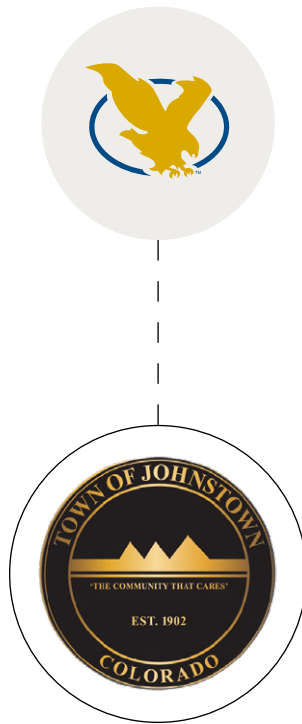
We are providing WACCT - who are one unified voice for all of the colleges - banded materials and tools, while also telling individual college stories on WACCT's platforms, highlighting their uniqueness and value within their direct communities as well as within the state.



This includes LCCC. Through our partnerships with LCCC and WACCT, and as we get to know the unique characteristics of Wyoming's other community colleges, we can see and support the full story of Wyoming's community colleges, as well as spotlight and support the individual entities - each with their own identity - who make up that story.



Common Ground Between Laramie County Community College and Downtown Johnstown



- + Strong need to create a competitive identity within an established community
- + Well-loved recreational and historic attractions
- + Many stakeholders with diverse opinions to satisfy, including local communities, visitors and government officials
- + Desire to tell its unique brand story in a way that resonates with a regional and local audience
- + Challenge to distinguish brand identity from similar, higher-profile brands: Laramie County Community College from Wyoming's community colleges; Wyoming's community colleges from the University of Wyoming; Downtown Johnstown from Town of Johnstown
- + Demand for internal buy-in and engagement during each project stage, from research to roll-out, to cultivate robust support
- + Need for long-term marketing plan to support highly controlled growth and development, independently and in collaboration with other organizations
- + Opportunity for strategic guidance and effective tools to empower internal staff to implement and execute materials and messaging on-the-fly

Services Provided

CAMPAIGN DEVELOPMENT - LCCC

- + Targeted messaging
- + Digital ads
- + Print ads
- + Radio ads
- + Television commercial
- + Printed mailer
- + Media placement strategy

PUBLICATION - TALON MAGAZINE

- + Design
- + Copy editing

DIGITAL RESOURCES - WACCT

- + Website design and content updates
- + Social media
- + Custom downloadable resources



CLIENT REFERENCE - LCCC

Lisa Trimble, Associate Vice President,
Institutional Advancement
Public Records Custodian
Laramie County Community College
{c} 307-432-1603
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CLIENT REFERENCE - WACCT

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Wyoming Association of
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Linden

Thank you!

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