



Hispanic Business Leaders Committee

Purpose and Goals

The Purpose of the Hispanic Business Leaders Committee: The committee serves as an outreach between the Chamber and Hispanic Business owners in the community. Committee leadership is responsible for providing bilingual resources through partnerships with community agencies to local Hispanic Chamber businesses. These Chamber member businesses will have access to unique resource opportunities, educational programs, business services and special events. Opportunities will be offered in English and Spanish to include seminars and workshops. In addition, the Hispanic Business Leaders will host a fundraising event in support of a local non-profit that will assist in bringing the entire community together through the spirit of giving.

Goals:

- A. Development of a Bilingual Resource Directory for Hispanic Business Owners
 - ESL Adult Learning Program/Casper College – ESL Classes (2 teachers focus on non-English speakers) including reading, writing and language skills (beginner - advanced level)
 - GED help provided as well through the ESL Adult Learning Program/Center @ Casper College if needed
 - Digital Literacy Program – Federal requirement of Adult education
Digital literacy is a component of media literacy. It refers to an individual's ability to find, evaluate, produce and communicate clear information through writing and other forms of communication on various digital platforms.
 - Continuing Education Classes to include QuickBooks through the SBDC; Microsoft Word (Casper College) as well as through Natrona County Library

- B. Development and implementation of Fundraising Event in support of a local Hispanic focused Non-Profit Organizations (Long Range Goal):
 - Hispanic Organization for Progress & Education (see this link for more information – www.hopecheyenne.org) this is just an example of a non-profit organization that we discussed.