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ASPPH RFP Selection Committee  
1900 M Street NW, Suite 710  
Washington, DC 20036

Dear Committee:

I am writing this letter in support of the Center for Creative Leadership's proposals to serve as your partner in the design, development and delivery of ASPPH's programs for senior academic public health leaders and future academic public health leaders. ASTHO has been in partnership with CCL for the ASTHO State and Territorial Health Leadership Initiative (ALI). During the creation and implementation for this program, I have seen first-hand how CCL approaches its work with both clients and participants. It is my pleasure to endorse this team in their potential work with you.

CCL has brought their evidence-based research to bear on all aspects of our work together. Our team has access not only to research on leadership across many sectors, but also to the knowledge and experience – both practical and academic – to the particular challenges and opportunities facing public health leaders. We have found their ability to customize to our needs to be a key component to our success.

For ALI, CCL worked with our team to create a variety assessments, “back-home” feedback, and observations from SHO peers and CCL staff, for participants to receive in-depth information about themselves and how more effective leadership can drive desired outcomes at multiple levels of analysis. We also designed leadership development initiatives that provide ongoing learning support, including executive coaching and mentoring, follow-on programs and network development, and evaluative assessments to ensure that new learning is applied and sustained. Our participants thus far have reported immediate impact to their work, both from the in-class learning as well as the continuous challenge and support beyond the classroom.

Not only does CCL have a strong grounding in adult learning and leadership, but they also demonstrate a commitment to continual learning themselves. Throughout our work together, we have shared feedback and worked to revise the participant experience. While our first sessions were excellent, CCL was not content to rest, but instead continues to solicit and implement new opportunities for expanded learning. I am confident in recommending the CCL team to you. Should you have any additional questions or if I may provide more information, please do not hesitate to reach out to me.

Regards,



Michael Fraser, PhD, CAE, FCPP  
Chief Executive Officer