



## Visioneering Wichita College Mecca President's Meeting Notes from September 2, 2009

**Attendees:** Lori Livengood, Jules Glanzer, Lawrence Ressle, Linda Cantwell, Don Beggs, Tona Leiker, Howard Keim, Randy Myers, Donald Munday, John Clayton, Jackie Vietti, Biff Green

### **Campus & Community Survey Results**

At our meeting last year we discussed conducting a student survey. Four institutions chose to participate: Butler Community College, Hesston College, Newman University and Wichita State University. During the winter & spring of the 2008-2009 school year the Campus & Community Survey was conducted. The survey focus was to find out why a student chose the college he/she attended and what would entice him/her to stay in the area after graduation. Each institution was provided a report on the results of their students' survey. Aggregate findings are posted on the Visioneering website: <http://www.visioneeringwichita.com/minutes/college/Aggregate%20Survey%20Report.pdf>. One intended purpose of the survey was to help with marketing.

These results can be considered as baseline data. The survey was sent out through IT staff at each institution. Group consensus was to conduct the survey again about the same time next year.

### **Next Generation Consulting Initiative**

Young Professionals of Wichita (YPW) is working with Next Generation Consulting on Destination ICT Community Handprint. Data will be gathered through a variety of avenues to analyze the community according to seven indexes: vitality (natural environment, green spaces, trails), earning (deep bench of employer opportunities), learning (educational access points), social capital (community diversity), cost of lifestyle (cost of living), after hours (indicators of "cool" stuff to do), and around town (accessibility). This initiative will wrap-up in December 2009. The end product will have measurables and recommendations on how to move the community forward.

Phase I was a web-based community survey. It was a viral blast promoted by the Eagle, Chamber sources, YPW sources, ROK-ICT, YPW Steering Committee. Preliminary results indicate whether respondents are currently living here or living elsewhere they value pretty much the same things. The consultants were surprised at the high percentage of respondents with only a high school degree and the large percentage that are transplants. The final report will compare Wichita to other communities as well as "cool" communities (those communities where YPs are choosing to live).

### **Downtown Revitalization**

A consulting team will soon be chosen to develop our downtown master plan. We plan to conduct focus groups of college students and will ask this group to help in identifying potential participants.

### **General Discussion**

- Number of unemployed individuals enrolled has increased.
- Increase in the areas of nursing, tech programs, allied health.
- Many students are going for a double major, with one being a foreign language.
- MBA program is continuing to grow; students are saying they are preparing for the economic turn around.
- There are an equal number of new students and returning students.
- Students are looking for hard skills such as nursing & teaching verses soft skills such as management.

## **Visioneering Update**

A minor change was made to the strategy for the College Mecca Alliance. The highlighted words were added.

### **B. Post-secondary Education**

1. **Create an awareness of the Wichita MSA as a college mecca and learning community. Increase the number of students in all area colleges and universities. Provide graduate level education including doctoral programs with a world-class faculty and research facilities. Provide curriculum, programs and research that supports the Wichita MSA employer's high paying targeted job sectors. Increase research grants. Identify future technologies that can be developed in the Wichita MSA and provide the research and incubation for commercialization in the Wichita MSA. Market our universities and colleges to attract out of state students, women, minority students and international students.**

The Review, Revise and Refocus initiative completed earlier this year verified that the Visioneering document is still valid.

## **Next Steps**

- The campus & community survey will be conducted again this year. The questions will be reviewed with an opportunity to add additional questions if the group feels appropriate.
- Colleges will be asked to help recruit students to participate in a focus group on downtown revitalization.
- Heather with Young Professionals of Wichita offered to provide their membership information on upcoming college events.