



Visioneering Wichita-College Mecca Achieve Kansas Sub-Committee Meeting Notes

October 4, 2011

The meeting commenced and participants were introduced.

The importance of having an open and honest dialogue among Committee Members was stressed. The purpose of the Sub-Committee will be to facilitate discussions between the schools represented in developing an implementation plan for Achieve Kansas. The need for setting aggressive, yet realistic timelines was identified.

Staff from Howerton/White presented initial steps for the marketing plan. Stressed was the opportunity to move people from one level of education to the next by identifying effective strategies to address educational needs of the adult learner. Highlights included affordability, accessibility, and opportunity.

1. Affordability
 - Encourage tuition reimbursement policies
 - Grants, scholarships
 - Travel expenses/location of student
2. Accessibility
 - Creation of website as a “One Stop Shop” for all colleges/programs
 - Website will have a “User-Centric Model” to simplify search process
 - Use of Social media
3. Opportunity
 - Provide accurate job market information
 - Tailor programs to meet the needs of the job market
 - Connect with employers to provide educational opportunities for current workforce

Implementation/design issues addressed:

1. Website Design
 - Video testimonials
 - Current/Future Job Market Information/Trends
 - User Centric Model
 - Data is entered by the user and specific information catered to them will be projected.
 - Information about financial resources (Scholarships, grants, FAFSA, etc.)
2. Marketing
 - Use e-mail as an effective outreach tool
 - Online Advertisements that cater to the individual
 - Software that tracks/monitors user data to watch for trends
 - Budget constraints for traditional media
 - Blogs
 - YouTube Channel
 - Social Media (Facebook, Twitter, Linked-In, Google+)



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3. Matching Jobs to Degrees

- Can work as a hub for business participants
- Help employers find, educate, and keep talent
- Won't only be for contributing employer partners
- Aggressive outreach to small businesses
- Partnering with employers – skill building within workforce of the business

The Committee discussed next steps.

- Appoint a person who will start gathering data – **Workforce Alliance/Howerton White**
- Compile relevant data – (**Each committee member** will serve as the contact person for gathering data related to their institution.)
- Determine who will be the point person to reach out to employers
- Look into “personality testing” as a resource for the website-help users to focus their search for an education/degree – **Howerton White**
- Economic data for employers and about jobs available – **Karla Fisher** will send a link to Nichole and Kim regarding the software Butler is using for economic data.
- Development of a list of what each school offers in relevant programs/areas – **Person who is appointed to gather data.**
- Schedule a regular time/place for committee meetings so all members can get them on their calendar. – **Workforce Alliance.**

Attendance

Committee Members:

Noreen Carrocci, Newman
Karla Fisher, Butler CC
Courtney Gribble, Univ. of Phoenix
Audrey Hane, Newman
Nicole Howerton, Howerton/White
Diane Longfellow, Wichita Chamber of Commerce
Randy Myers, Hutch CC
Melody Mynatt, Howerton/White
Sheree Nikkel Gerig, Howerton/White
Joe Ontjes, WATC
Deb Stockman, Southwestern College

Staff

Kimberly Cronister, WA
Keith Lawing, WA
Chip Reece, WA