



Visioneering Wichita Mentoring Strategic Alliance Summary of Accomplishments to Date December 2005

Over the past several months, a group of approximately 70 individuals from regional school districts, businesses, community representatives, as well as school-based, community-based and faith-based service providers have worked in the development of the Mentoring Strategic Alliance and its focus on increasing the number of mentors in the Wichita MSA. The Strategic Alliance has quickly made progress on several issues, including:

- Creating a Leadership Team.
- Determining a set of guiding principles for how Strategic Alliance members will work together.
- Developing an agreed upon definition for mentoring, which is to facilitate the development of healthy, successful children through the establishment of one-to-one relationships with caring individuals.
- Revisiting the draft benchmark and revising it to read as follows: By 2010, 10,000 additional mentors from school based and community based programs need to be recruited, trained, and matched in the Wichita MSA to facilitate the development of healthy, successful children through the establishment of one-to-one relationships with caring individuals.
- Implementing a marketing/branding plan developed by Bothner & Bradley.
- Developing a PSA to air during National Mentoring Month (January 2006).
- Developing a process/system for tracking data.
- Collecting information from mentoring organizations to set a baseline to measure the benchmark.
- Developing an online resource for people to access more information about mentoring and how to become a mentor.
- Identifying strategic action areas (in addition to marketing) to pursue in 2006.

The January meeting of this Strategic Alliance will include further development of identified strategic action areas to focus on in 2006. Marketing efforts will be continued. Necessary next steps will also be identified.