



Visionering Wichita College Mecca Strategic Alliance Summary of Accomplishments to Date May 2007

Over the past year and a half, a group of individuals who are passionate about post-secondary education in the Wichita MSA have worked on the development of the College Mecca Strategic Alliance. The group has made definite progress this year, with some of their accomplishments including:

- Identifying additional stakeholders to participate in the Strategic Alliance and the Leadership Team.
- Discussing use of the term “college mecca” and developing possible alternate terms, ultimately deciding to use the term “College Mecca.”
- Discussing short-term and long-term hopes and concerns for this Strategic Alliance.
- Developing an agreed upon vision statement and a shared vision of what the Wichita MSA could be in 25 years as a “college mecca.”

Vision Statement: South Central Kansas is a highly respected center of choice for post-secondary education locally, nationally, and internationally.

- Forming workgroups to collect information around the following:
 1. Branding/naming possibilities
 2. The inventory/catalog of current resources
 3. Other college meccas in the country
- Finding similar models of “college networks” around the country (Baltimore, Philadelphia, etc.)
- Developing a potential benchmark around a collaborative marketing strategy (Design, launch, and implement a collaborative marketing strategy).
- Creating a PowerPoint presentation making the case for South Central Kansas and the Wichita MSA as a great college region.
- Refining the PowerPoint presentation based on suggestions from those present at the December 12, 2005, Strategic Alliance meeting.
- Presenting the PowerPoint presentation to the Visionering Wichita Steering Committee and the Wichita Metro Chamber of Commerce Board, obtaining feedback on the presentation from both groups.
- Attending the Visionering Wichita Annual meeting.
- Convening the presidents of the 21 institutions in South Central Kansas to discuss how to move forward on the benchmark related to developing a collaborative marketing strategy, deciding to convene marketing representatives from the institutions to further the benchmark.
- Convening marketing representatives of the 21 institutions in South Central Kansas, thus forming the Marketing Task Force, to discuss how to move forward on the benchmark related to developing a collaborative marketing strategy.
- Identifying what information the Marketing/Branding Strategic Alliance needs to know in order to include higher education in the larger effort to market/brand the Wichita MSA.
- Brainstorming various ways to broadly communicate our MSA’s strengths in higher education to different target populations.
- Discussing how to genuinely collaborate, and identifying appropriate areas in which to collaborate.

- Meeting with representatives from the Racial Diversity, Opportunity, and Harmony (RDOH) Strategic Alliance to discuss possible strategies to address issues identified in the RDOH community survey, specifically those related to educational opportunities.
- Developing a one-page list of recommendations for how higher education can contribute to the larger branding effort and why higher education should be part of the larger branding effort.
- Gaining approval from the presidents of the 21 institutions in South Central Kansas to submit the above mentioned recommendations to the Community Identity Strategic Alliance.
- Reviewing Knight Foundation Creative Communities Initiative and agreeing to participate as needed.
- Discussing how to collaborate and what kind of structure is needed to continue successful collaboration.
- Discussing America's changing talent and prosperity prospects and how to "Make Talent Development our Competitive Advantage."

Next steps include reviewing data comparing minority enrollment in higher education with the overall MSA minority population and developing next steps to help address education gaps. The Marketing Task Force will continue to meet and identify additional strategies on which to collaborate.

Strategic Alliance Strategy

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 with a world-class faculty and research facilities. Provide curriculum, programs, and research that support the Wichita MSA employers' 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.

Strategic Alliance Benchmark

Design, launch and implement a collaborative marketing strategy by _____ (date to be determined).

Education Foundation Vision Supported

Before 2024 the Wichita MSA will have a globally competitive educational system that encourages and supports life-long learning and contributes to the social, cultural, and economic vitality of our diverse community.

Key Benchmark Targeted

Education: Increase the number of post-secondary students 3% per year. Increase percentage of post-secondary education research dollars. The measurement of annual change will be determined during implementation.

"The College Mecca Strategic Alliance has been afforded an incredible 'moment in time' to define our metropolitan area as the most fertile setting for higher education among peer cities and regions across the country. In turn this realty-driven definition will generate immeasurable social and economic benefits for decades to come."

**Jackie Vietti, College Mecca Strategic Alliance Leadership Team Co-Chair
and President, Butler Community College**