



Mid-Continent College Network Strategic Alliance Meeting

Monday, December 12, 2005 8:30 a.m. – 10:00 a.m. The Chamber

AGENDA

- I. Welcome** **Jeff Gates**
Meeting Goals
October 17, 2005 Notes – Action Needed: Approval
Self Introductions
Accomplishments to Date
- II. Revisiting Vision and Benchmark** **All**
A. Key Benchmark
Post-secondary 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.
B. Education Foundation Vision: 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.
C. Mid-Continent College Network Post-secondary Strategy:
- Create an awareness of the Wichita MSA as a college mecca 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 supports 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.
- III. Group Discussion Today** **All**
A. Create an awareness of the Wichita MSA as a college mecca learning community. Increase the number of students in all area colleges and universities.
Next Steps
Use data/story to develop brand/image
Buy-in from Visioneering Wichita Steering Committee – 1/16
Buy-in from Chamber Board of Directors – 1/25
Visioneering Wichita Annual Meeting – March 14
Marketing launch

Tentative Benchmark

- by Design, launch, and implement a collaborative marketing strategy (date).
- B.** Introduction and Draft of Presentation **Jackie Vietti**
- C.** Small Group Discussion

IV. Visioneering Wichita **Suzie Ahlstrand**

- A. Unified Legislative Agenda Invitation**
December 16 at 3:00 p.m. – Old Cowtown Visitor Center
- B. Next Meeting – February**
- C. Visioneering Wichita Annual Meeting**
March 14 – 7:00 p.m. WSU Metro Center
- D. Vision Partner**
- E. Happy Holidays!**

V. Thank you/Adjournment