



Visioneering Wichita Mid-Continent College Network Strategic Alliance Summary of Accomplishments to Date August 2006

Over the past year, a group of individuals who are passionate about post-secondary education in the Wichita MSA have worked on the development of the Mid-Continent College Network 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 "Mid-Continent College Network."
 - 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 Visioneering Wichita Steering Committee and the Wichita Metro Chamber of Commerce Board, obtaining feedback on the presentation from both groups.
 - Attending the Visioneering 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 to discuss how to move forward on the benchmark related to developing a collaborative marketing strategy.

Next steps of the Strategic Alliance include a meeting on August 11th with the marketing representatives of the 21 institutions in South Central Kansas, which will focus on what information the Branding Strategic Alliance needs to know in order to include higher education in the larger effort to market/brand the Wichita MSA.