



**Visioneering  
College Mecca  
Meeting of the College Presidents  
June 14, 2006  
Meeting Notes**

Attendees: Kent Adams, Mark Paton, Sid Regnier, Lee Gregg, Dwight Reimer, Ed Berger, Randy Myers, Chris Heilman, Jan Arbuckle, Don Beggs, Biff Green, Lawrence Ressler, Dick Merriman, Jackie Vietti

Leadership Team: Eric Sexton, Wichita State University; Jackie Vietti, Butler Community College; Jeff Gates, WSU Alumni; Perry Schuckman, Nonprofit Chamber of Services

**IMPORTANT IDEAS TO KEEP IN MIND DURING THIS PROCESS**

- Who are we really? How do we want people to see us?
- Show businesses that we are collaborative in education. Show them our assets.
- Our role is empowerment; innovation drives our region.
- We are a different/new kind of college “town.”
- Which general public? Those within the region? Attracting those outside the region? Those may be two different messages.
- Look at Work Magazine – industry, students, and community.
- Knowing Wichita’s skepticism about itself.
- Global issues and ideas and how to present that.
- Can we tie in with the new Strategic Alliance on branding our region? Be a part of that larger effort.
- How do we describe our 21 institutions as a collective to the public in understandable terms?
- How do we capitalize on the fact that we are 21 institutions? How do we communicate that?
- We are 21 institutions; pooling our resources is powerful.
- Recognize all the options here (the 21 institutions and probably more).
- Talk about wide range of choices and options.
- Our strengths are also our weaknesses – how do we deal with that?

- Our real asset is our diversity. Is a common tagline/brand too narrow?
- Do we/can we agree on what the brand is and what the brand means?
- Learn from past “branding” efforts – careful of single brand.
- Avoid narrowness.
- Avoid trying to look like someone else.
- Title of the PowerPoint presentation? Additional information for the presentation?
- Share the PowerPoint presentation with the marketing people in advance. Have them think about multiple audiences.
- **NEXT MEETING (Marketing Reps): July 14, 7:30 a.m. at the Self-Help Network, 358 N. Main, Wichita**