



Visioneering Wichita *Literacy Alliance*

Meeting Notes

February 8, 2008 & March 7, 2008

2:30-4 pm

Attendees (Feb 8th): Carolyn Bunch, Dianne Glass, Tim Norton, Raye Street, Emily Compton, Linda Sorrell, Mohan Kambampati, Bill Buchanan, Margaret Harris

Attendees (Mar 8th): Cathie Hay, Raye Street, Tim Norton, Lindy Kralicek, Emily Compton

Volunteers:

- Volunteers – a must- never enough \$ for all paid staff
- High Need=Yes

How Do We Find Volunteers Now?

- WSU generally
- Sometime they call us
- WSU-Dept of Ed practicum
- 211/United Way- useful now
- Background checks are essential but costly/time consuming
- Teacher volunteers hardest to get

How Can we Recruit in Future for Volunteers?

- General training- Need realistic expectations
- Specific training (for agency population)
- Background check crucial
- Strong, continuous marketing for new volunteers
- Matching important
- Triage volunteers
- Use volunteers across the agency
 - Manage + place volunteers
 - Free up professional staff
- Learn from other communities

Clearinghouse Concept:

- Advocacy
- Work closely w/business & industry
- Full time job plus
- Community wide perspective
- Time to participate in:
 - *Economic Development
 - *Chamber
- Face of ABE in region
- Where does "IT" person fit?
 - *not w/ Authority at this time
 - *work force alliance= not likely/ likely - ??

*United Way (211): Maybe - ??

- ABE is top quadrant priority for United Way
- Define staff role 1st then find location
- Highly recognized place to go for ABE
- Seamless
- Everyone/agencies have a place & role (unique and non-duplicated)
- Mandated partners & others too

Marketing:

- Big % of time related to volunteer recruitment
- Re-Frame message for public and influentials
- Understanding impact of ABE
- Important as K-12 & pre-K
- need additional \$ to market
- Need for ABE in our community
- Not much spent now
- WSU Business School could help with Marketing
- Great Ad agencies in region
- TV/Paper supportive
- more marketing= more students
- agencies need to be prepared when marketing/clearinghouse happens
- target business /fundraising 1st
- Multiple audiences & messages
 - Students- don't know what is available
 - Volunteers
 - Public/citizens/civic engagement (all in this together)
 - Employers
 - Gate keepers (e.g., schools)
 - Elected officials

“IT” Person:

- Volunteer recruitment and triage – big % of time
- Student referral/placement
- Marketing related to recruitment of volunteers and public
- NOT funding raising in first 2 years
- Work through “211”
- Advocacy
- Understands funding mechanisms
- Collaborate w/ govt./business & comfortable w/students (understand them)
- Passion for population
- Fundraiser/grant writer & leveraging \$ match/SRS/etc.)
- Lobbyist
- Collaborator/liaison
- System thinker
- Economic development vis-à-vis ABE
- Good Speaker

Funding (invisible ink):

- Is authority the right place for ABE?
- City \$ primarily from TANF for ABE
- How much is needed for:
 - WATC-ABE in or out of Authority?
 - Clearinghouse & “IT” person
 - Marketing
 - Other agencies
- Strategic Collaboratives
- Maximize state \$- not a lot to available through Board of Regents
- Private \$ for clearinghouse

New State Relationships:

- Continue to develop relationship with Kansas Department of Education
- Continue to develop relationship with Kansas Board of Regents
- It's not about failure of USDs
- Work toward unified legislative agenda
- Create pilot program for whole state
- Look for federal dollars
- Look for foundation dollars

Two Year Window:

- Maintain WATC programs
- Continue to support all regional organizations
- Work with state through Department of Education and Board of Regents
- Find initial funding
- Determine co-location

NEXT STEPS

- 1) One page Executive Summary Model
- 2) Write “IT” Person Job Description

WHEN

- April 2
April 2

LATER

- 3) Figure out co-location (others working on that)
- 4) Find enough dollars for start-up funding

The Leadership Team will meet on **Friday, March 7th @2:30** pm at the Center for Community Support & Research [Self-Help Network]. During this meeting, the Leadership Team more fully developed the above description.

The next Literacy Alliance Leadership meeting will be held on **April 2nd @ noon** at the Center for Community Support & Research.

The Visioning Wichita Strategic Plan is available at www.visioningwichita.com.