



Visioneering Wichita Mentoring Strategic Alliance Summary of Accomplishments to Date May 2007

Over the past year, a group of approximately 70 individuals from regional school districts, businesses, community representatives, as well as school-based, community-based, and faith-based service providers have worked in the development of the Mentoring Strategic Alliance and its focus on increasing the number of mentors in the Wichita MSA. The Strategic Alliance has quickly made progress on several issues, including:

- Creating a Leadership Team.
- Determining a set of guiding principles for how Strategic Alliance members will work together.
- Developing an agreed upon definition for mentoring, which is to facilitate the development of healthy, successful children through the establishment of one-to-one relationships with caring individuals.
- Revisiting the draft benchmark and revising it to read as follows: By 2010, 10,000 additional mentors from school-based and community-based programs need to be recruited, trained, and matched in the Wichita MSA to facilitate the development of healthy, successful children through the establishment of one-to-one relationships with caring individuals. **The goal for 2006 will be 1,000 additional mentors. In order to reach the 2010 goal, the Strategic Alliance will increase the goal number of additional mentors incrementally over the remaining years. As more work is done in the area of marketing, more organizations will participate in mentoring and in data collection, resulting in growing the number of additional mentors each year.**
- Implementing a marketing/branding plan developed by Bothner & Bradley.
- Developing a PSA to air during National Mentoring Month (January 2006).
- Developing a process/system for tracking data.
- Collecting information from mentoring organizations to set a baseline to measure the benchmark.
- Developing an online resource for people to access more information about mentoring and how to become a mentor.
- Identifying strategic action areas (in addition to marketing) to pursue in 2006, including: Research, Partnerships, Collaborations, Programs, and Public Awareness.
- The leadership team, as well as the alliance, decided to focus its efforts for 2006 on partnerships solely. Increasing the number of partnerships will help to create the greatest opportunity to increase the number of mentors and thus achieve the benchmark.
- The strategic area of partnerships was broken down into 4 core areas of: businesses, churches, schools and neighborhoods. Small subgroups participated in developing a goal statement and action steps for each core area:
 - Businesses: We will engage 100 new businesses in mentor-focused partnerships before 2007. A mentoring marketing packet has been developed to take to businesses to increase the number of mentors. A video to help recruit new mentors is also currently being developed.
 - Churches: We will increase the number of church partnerships by 10 churches by 2007. A letter is being developed to reach out to the churches to determine the level and the necessary tools needed to build the capacity of church mentoring programs.
 - Schools: We will engage all public and private school districts in the Wichita MSA in establishing formal mentoring partnerships. The Schools workgroup is currently focusing on ways to engage the outer lying school districts.
 - Neighborhoods (revised): Engage a minimum of 100 neighborhood and civic organizations in an effort to increase the capacity of mentoring focused organizations by Dec. 31, 2007. The neighborhood associations/civic organizations will be supportive to the mentoring organizations.
- The Mentoring Alliance manned a booth at the Expoventure Conference and the Chamber Mixer to bring about awareness to the need for mentors.
- A Communications Taskforce has also now produced a document called "Mentoring Quick Facts" that is generic and can be used for a variety of audiences. The Taskforce's focus is on recruitment of businesses, but will evolve at a later date to the recruitment of churches, schools and neighborhoods.
- The structure of the alliance meetings has changed to allot time for workgroup discussions, updated alliance information as well as highlighted a featured member organization to increase communication and awareness of community programs and resources.
- The workgroups completed their tasks and now the focus has changed to mentor recruitment. Discussions are underway about also including building the capacity of other school-based mentoring programs.

(over)

- Café Connections, a small group of presenters representing the Mentoring Alliance, has developed a PowerPoint presentation and have provided training for alliance members who are interested in making presentations to business, churches and neighborhood/civic organizations.

Strategic Alliance Strategy

Part I: Expect parents to be involved in their schools and be accountable for the education and behavior of their children. Provide mentoring and education opportunities for parents to fill this role. Help with reading and other homework is a very important parental input.

Part II: When the parent is unable or unwilling to provide this input the community will provide mentors and tutors from businesses, faith-based institutions, civic clubs, retirees, older students and other organizations. Every student who needs a mentor will have one.

Part III: The Wichita MSA will be a mentor-focused community with an active center for mentor programming and a positive marketing campaign.

Strategic Alliance Benchmark

By 2010, 10,000 additional mentors need to be recruited, trained and placed in the MSA public and private school system.

- For USD 259 per year: 3,000 net new mentors
- For other USDs and private schools per year: 1,000 net new mentors

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: All schools and districts meet the Kansas Adequate Yearly Progress Plan (AYP) each year.

“Our Mentoring Alliance has come a long way – from individual organizations competitively marketing their need for mentors to strong cooperative marketing messages that can be used by ALL mentoring organizations. This is a real breakthrough and thanks to Visioneering for pushing us to be more collaborative. Our goal for the Mentoring Alliance is simple: Recruit caring adults who can help children grow up healthy and successful. We feel now we have a firm foundation to raise the importance of mentoring which will result in more mentors for our children.”

**Jan Davis, Mentoring Alliance Leadership Team Co-Chair
And Chief Professional Officer Boys and Girls Club**