

**Date:** 6/29/06

**Work Group: Businesses**

**Goal statement:**

**As a Strategic Alliance, we will engage 60 new businesses in mentor-focused partnerships by May of 2007.**

Start counting June of 2006.

New/increased commitments also count, taking it to the next level.

Modified the goal statement based on the following discussion:

Do we think 100 is a realistic, achievable goal?

Do we have the capacity to handle 100 new businesses?

BBBS engaged 15 new businesses last year (engaged in this example = provided mentors)

**Strategies:**

- Career development mentoring, could be e-based, "career pipeline" for kids, already starting to bubble up
- Ex: K-State e-mentoring, could look at how this works, WFA working on something similar, Futures for Kids model, National BBBS looking at e-mentoring but not much here locally
- Involve local chambers, it's a form of community support
- Continue what Norma is doing, meeting w/ key decision makers w/in businesses, brings in mentors and other resources
- Norma, Bill, CIS, Positive Connections all w/in Wichita, expand into the rest of the MSA
- Find leaders in the community who are already involved
- When leadership is on board, others will follow
- Engage men in recruiting men
- Written follow-up or e-mail after initial visits (In 2 weeks? In 30 days?)
- So far, Norma and Bill have not heard a "NO" from anyone
- Businesses are competitive, if others are doing it, and getting credit, why aren't we?
- Car dealerships, attorneys, insurance agencies, banks, aircraft industry

### Action Steps:

Present: Diane, Norma, Angela, Andy, Cornelia

Who Will	Do What	By When
Angela will provide info for CIS (their current relationships and planned new partnerships)	Look at current relationships. Identifying new businesses to target. Match new businesses with schools.	<b>Done</b> – See handout Angela provided
Norma can provide talking points	Business Associations/Societies What would this presentation look like?	
We already know this information	1. Identify specific schools in the MSA with the greatest need (free and reduced lunch, AYP, places with specific requests) – Middle and High Schools, West Wichita, South Wichita 2. Partner with nearby businesses.	
<ul style="list-style-type: none"> <li>• Suzie and Diane</li> <li>• Norma, Angela, and Cornelia</li> <li>• Angela may have a contact</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrating the need (using numbers and compelling stories)</li> <li>• Creating awareness</li> <li>• Asking</li> </ul> <p>Develop a 3-minute video clip of stories and successes</p> <ul style="list-style-type: none"> <li>• Find funds or someone willing to do it for free – High school media class? Other USD 259 people?</li> <li>• Identify who will be in the clip and create the script</li> <li>• Production and Presentations</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Done</b></li> <li>• August</li> <li>• Start in August</li> </ul>
Andy	E-Mentoring/Career Pipeline <ul style="list-style-type: none"> <li>• Gather information from those who are doing similar activities (Westar, YouthFriends, International Tele-Mentor)</li> <li>• Identify the partners</li> <li>• Develop talking points for presentations to this group</li> </ul>	<b>Moving right along</b> <ul style="list-style-type: none"> <li>• July 1</li> <li>• July 15</li> <li>• August 1</li> </ul>

	<ul style="list-style-type: none"> <li>• Meet and identify common goals</li> <li>• Arrange funding</li> <li>• Develop software programs</li> </ul>	<ul style="list-style-type: none"> <li>• August 15</li> <li>• September 1</li> <li>• September 1</li> </ul>
<ul style="list-style-type: none"> <li>• Annette</li> <li>• Annette, San Martin (with help from counselors)</li> <li>• Annette and Norma</li> <li>• Norma, Bill, and Annette</li> </ul>	<u>Getting into Goddard</u> <ul style="list-style-type: none"> <li>• Identify 1 school to target</li> <li>• Identify 15 to 20 kids within that school, referred by teacher and/or staff member and</li> <li>• Parent permission</li> <li>• Identify 3 or 4 businesses and/or churches to target</li> <li>• Recruit those identified businesses and/or churches</li> </ul>	<ul style="list-style-type: none"> <li>• June 9</li> <li>• August 1</li> <li>• All completed by October 1</li> <li>• July 1</li> <li>• August 1</li> </ul>
Everyone who signed up to participate in this workgroup	Identify 10 businesses they would be willing to reach out to. Then they can partner with Norma, Debi, Bill, Angela, Cornelia, or any other volunteer-based agency that screens to reach out and present information to those 10 businesses.	Done
	Identify ways to target men.	

**Progress on Action Steps:**

Angela brought her list of partnership targets for CIS (see below). Priority sites in middle schools: Mead, Jardine, Marshall, and Curtis. Priority sites for elementary schools: Stanley, Lawrence, Cloud, Oaklawn, and Cooper.

Diane found someone who will do the video for us. He’s concerned about our timeline and needs guidance on what exactly we want, when we would have something available for him to video, and when we want the final product. One location or multiple locations? Probably multiple locations. School and community-based. We want to show diversity of need, including all ages. This can’t really happen until school starts and we have access to administrators, teachers, students, etc. Knowing information in advance: Once people are no longer involved in the program, can we still use the video if they are featured in it? We’ll need releases from those in the video.

**The group working on the video will meet in mid to late August.**

Exploring ways to coordinate multiple organizations partnering with the same businesses. BBBS and CIS working with Cargill is a good example. Different organizations have different needs. Businesses can partner with different organizations for different reasons.

#### E-Mentoring/Career Pipeline

Andy is having lunch with YouthFriends (Leila Gallagher) today and discussing e-mentoring/Career Pipeline.

#### Identifying businesses to reach out to

Norma brought information for BBBS. They have a list of about 80 organizations they are looking at approaching this year. They are starting with car dealerships and attorneys.

Angela brought CIS' list – IMA, utility contractors, Cessna Management Association, Wesley Clinic and Wesley Family Practice, Starbucks, Royal Caribbean, Friends University, Newman University, Cargill. They will gear up in August/September.

Andy brought his list (for e-mentoring/Career Pipeline) – Bombardier, Foulston Siefken, City of Wichita, Nonprofit Chamber of Service, Sedgwick County, Wichita Home Builders, Wichita State University, Chamber of Commerce.

Cornelia brought her list – Prudential, the Gap, Excel, Don Hattan, Galicia Heart Hospital, Central Star Credit Union, Appreciated Advertising, Enterprise Rent-a-Car, Pioneer Balloons.

#### **Next meeting:**

**Leadership Team meeting on August 3<sup>rd</sup> from 8:00 to 9:00 a.m. at the Chamber.**

**Strategic Alliance meeting on August 10<sup>th</sup> from 8:30 to 10:00 a.m. at the Chamber.**