

Date: 10/12/06

Work Group: Businesses

Goal statement:

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

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: Norma Bricker, Angela Lampe, Capt. Felicia Norris, Andy Solter

Who Will	Do What	By When
<ul style="list-style-type: none"> ▪ All 	<ul style="list-style-type: none"> ▪ Look at current relationships. ▪ Identifying new businesses to target. ▪ Partner with a representative from a volunteer-based agency that screens its volunteers to reach out and present information. ▪ Match new businesses with schools/programs. 	<p>Ongoing - with a report out to the group each month</p>
<ul style="list-style-type: none"> ▪ Norma can provide talking points 	<p><u>Business Associations/Societies</u> What would this presentation look like?</p>	<p>Done – distributed at August 06 Alliance meeting</p>
<ul style="list-style-type: none"> ▪ Terry Behrendt, other school district representatives (starting with those already at the table.) 	<ol style="list-style-type: none"> 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"> ▪ Demonstrating the need (using numbers and compelling stories) ▪ Creating awareness ▪ Asking 	<p>Ongoing</p>
<ul style="list-style-type: none"> ▪ Vera ▪ Suzie and Diane • Norma, Angela, and Cornelia – Diane to coordinate 	<p><u>Develop a 3-minute video clip of stories and successes</u></p> <ul style="list-style-type: none"> ▪ Create a “message” ▪ Find funds or someone willing to do it for free – High school media class? Other USD 259 people? ▪ Identify who will be in the clip and create the script 	<ul style="list-style-type: none"> ▪ Date? • Done • pending Communication plan and timeline
<ul style="list-style-type: none"> ▪ Andy 	<p><u>E-Mentoring/Career Pipeline</u></p> <ul style="list-style-type: none"> • Gather information from those who are doing similar activities (Westar, YouthFriends, International Tele-Mentor) 	<ul style="list-style-type: none"> • July 1 - Done

	<ul style="list-style-type: none"> • Identify the partners • Develop talking points for presentations to this group • Meet and identify common goals • Arrange funding • Develop software programs 	<ul style="list-style-type: none"> • July 15 - Done • August 1 • August 15 - Done • September 1 - Done • October 20
<ul style="list-style-type: none"> • Annette • Annette, San Martin (with help from counselors) • Annette and Norma • Norma, Bill, and Annette 	<u>Getting into Goddard</u> <ul style="list-style-type: none"> • Identify 1 school to target • Identify 15 to 20 kids within that school, referred by teacher and/or staff member • Parent permission • Identify 3 or 4 businesses and/or churches to target • Recruit those identified businesses and/or churches 	<ul style="list-style-type: none"> • Spring 2007 - Done • Spring 2007 - in process • Spring 2007 • Spring 2007 • Spring 2007
	<ul style="list-style-type: none"> ▪ Identify ways to target men. <ul style="list-style-type: none"> ○ Using men to recruit 	

Progress on Action Steps:

- For people who are not able to attend the meeting – can they let Diane know what is happening within the agency and what new partnerships have been formed? Helps other mentoring agencies know where NOT to go within that time period or whether they should go to that agency with a different approach.
- BBBS had two mentors that wanted to be placed in Goddard and so a case manager has been assigned and they are targeting Amelia Earhart Elementary. They are now in the process of identifying other children. Norma cannot actively recruit but can direct others. There has been some connections identified with the United Methodist Church in Goddard to begin recruitment.
- Recruitment of men is an Alliance issue and may require full discussion by the Alliance
 - Within BBBS, 80% of kids referred are boys but only 30% of mentors are male

Response to Business Recruitment Plan

- In response to outlying counties feeling "left out"

- They need to be represented. There needs to be a personal “ask” on behalf of people like Willis who are participating. Need to carry the calendar, provide specific information.
- May need to actively pursue a meeting in other counties. If not, would they allow a representative from the alliances to come speak with them to do the update.
- Maybe ask someone from Butler, Sumner County to come present on the activities in their community, then maybe they will decide to continue to be engaged.
- Look at submitting a flyer or article for Church bulletins. Use a bible verse that connects with impact on kids.
 - Design a half page flyer that could fit inside a bulletin
- Ask Diane to send an email to the mentoring agencies that we are collecting data from notifying them that we need their stories by next week. Make sure they get permission from the business to print their story.
- Individual organizations can still do their own thing but the speakers that are identified by the plan need to go in pairs and be from different agencies. Presentations need to be from mentoring agencies within the Alliance on behalf of Visioneering.
 - Would it be helpful for neutral parties to be presenters as well?