



## Businesses

### **Goal statement:**

**As a Strategic Alliance, we will engage 100 new businesses in mentor-focused partnerships before 2007.**

### Opportunities:

- Different organizations have different marketing strategies to do this
- We should be better partners w/in this Strategic Alliance, more collaborative w/in the Strategic Alliance
- United Way, Visioneering website, ways to access volunteers
- Impact management in a different way, call centers are difficult (i.e., still have daily quotas to meet)
- Flex-time
- What is Bill Snyder doing? He should know what we're doing.
- President and Mrs. Bush – mentioned mentoring in the State of the Union
- Asking for time (30-60 min. per week) is different than asking for money
- Bulleted list/handout of what makes a good school-business partnership
- Having a staff "champion"
- Motivate decision-makers in the MSA, related to marketing, strategies will reflect this
- Need more people like Bill Hanna to go into organizations, it's all about relationships
- Link Visioneering website to chamber websites and school websites
- Know existing partnerships/relationships
- Collaborate with other mentoring organizations that have existing relationships
- Get leaders of organizations involved, others will follow (e.g., bank presidents)
- To recruit businesses, you must take businesses with you

### Challenges:

- Businesses are already asked to do so much
- Some businesses already have their own "cause"
- Communication within the Strategic Alliance
- Capacity of our organizations
- Diversity and regionalism
- Need something in place to recognize businesses that are giving time, need something in place, maybe through Visioneering – like Vision Partner list – Mentor Partner list. They should be recognized publicly.
- Some people live in one area/community and work in another
- No central location for this information, needs to be collected, organized, and maintained, a "center" must be named

### Possibilities:

- 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, insurance agencies, banks, aircraft industry

#### Involvement/Other Organizations:

- CIS, Positive Connections, YPW, BBBS, Boys & Girls Clubs, Youth Horizons, WFA, WIBA
- Businesses
  - Boeing: chrissie.nixon@boeing.com
    - Community Relations
  - Raytheon: jim\_gallagher@rac.ray.com; 676-6773
  - Bombardier: Chris Resser
- Connect w/ media regularly
- WIBA present at their monthly meeting

#### Champions:

- Bill Hanna
- Norma Bricker
- Christy Rudiger
- Andy Solter (career development mentoring)
- Chamber Representative
- John Morton (?)
- Annette Singletary(?)