



**Visioneering Wichita  
Mentoring Alliance Meeting  
December 15, 2005  
Meeting Notes**

Attendees: Aziza Hasan, Terry Behrendt, Bill Hanna, Christi Rudiger, Ann Koch, Andy Solter, Jeff Usher, Vanessa Lohf, Lavonta Williams, Shellee Morrison, Angela Kessler, Lea Gubitz, Leila Gallagher, Debi Corrigan, Norma Bricker, Jan Davis, John Morton, Felecia Norris

Leadership Team: Terry Behrendt, Norma Bricker, Debi Corrigan, Jan Davis, Bill Hanna, Annette Singletary, Jeff Usher, Jeff Wenzel

**Purposes of the Mentoring Alliance Meeting**

- Report on Public Relations/Marketing Strategies
- Review Proposed Benchmark
- Prioritize Strategic Areas to Pursue for 2006

**Public Relations/Marketing Strategies**

- Everyone viewed the PSA (minus the sound due to technical difficulty) which will run from January 10 to January 31.
- Suzie Ahlstrand reviewed the "Mentoring: Less Time, More Rewards – Phase II" handout (see Alliance Handouts Jan 06 Marketing under Recent Developments for the K/12 Mentoring Alliance) outlining the public relations/marketing events for December and January. (January is National Mentor Month.)
- January 25 will be Thank Your Mentor Day.
  - Thank Your Mentor Day cards will be downloadable from the Visioneering Wichita website along with a certificate to show appreciation.
  - Send letters to Suzie for possible inclusion in the Wichita Eagle and/or on the Visioneering Wichita website.
  - Look into possible reward coupons at Subway, Barnes & Noble, and/or Great Harvest Bread Company (healthier alternatives than Krispy Kreme or cookies at Dillons).
  - In addition to city and community newspapers and newsletters, have information in high school newspapers and newsletters to thank students who mentor.

**Proposed Benchmark**

- At the meeting in November, the Strategic Alliance requested that the Leadership Team change the language in the benchmark to include both community and school-based mentoring.
- The baseline was to be set based on data collected as of December 1, 2005. Though the number of responses was still not as high as hoped, the baseline was set and the number of net new mentors for the benchmark was adjusted accordingly. Diane

reviewed the "Organizations Mentoring Data" handout. There was some confusion about the handout, so Diane will revise it to be reviewed at a future meeting.

- Norma Bricker reviewed the benchmark as revised by the Leadership Team: **By 2010, 10,000 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.**
- It was suggested that the benchmark read "...10,000 additional mentors..." This change will be reflected in future versions of the benchmark.
- Currently there are 21 Vision Partners who have adopted the K/12 Mentoring Strategy (see Alliance Handouts Mentoring Vision Partners under Recent Developments for the K/12 Mentoring Alliance).

**Strategies to Pursue in 2006**

Putting the marketing strategy aside (while recognizing the continued importance of this strategy going forward), the alliance developed five possible strategic areas to pursue at the meeting in November 2005: Collaborations, Partnerships, Programs, and Public Awareness, and Research. (Note: For a more detailed explanation of these areas, please see the notes from the November 2005 meeting.)

Participants were each given three voting dots to use in indicating their top three choices for strategic areas to focus on for 2006. After all participants were giving the opportunity to vote, the top three strategic areas emerged: Collaborations, Partnerships, and Public Awareness. Though not among the top three choices, participants also recognized the importance of Programs and Research. After some discussion, it was decided to include Programs with Collaborations and tie in Research with Public Awareness. Participants also decided it was important to add service and retirement organizations to the list of possible partnerships (which included churches, schools, and businesses).

The identified strategic action areas will be further developed starting at the January meeting and will be the focus of efforts in 2006.

**Next Steps**

<b><u>Who Will</u></b>	<b><u>Do What</u></b>	<b><u>By When</u></b>
Strategic Alliance Members	Send letters to Suzie for possible inclusion in the Wichita Eagle and/or on the Visioneering Wichita website.	January 12, 2006
Diane	Revise the mentoring "Organizations Mentoring Data" handout so it is less confusing.	January 12, 2006

**Next Leadership Team Meeting:**

Monday, January 9<sup>th</sup>, 2006      8:00 a.m. – 9:00 a.m.      Chamber

**Next Alliance Meeting:**

Thursday, January 12<sup>th</sup>, 2006      8:30 a.m. – 10:30 a.m.      Chamber