



Visioneering Wichita  
Mentoring Alliance Meeting  
October 9, 2008  
Meeting Notes

**Attendees:** Donovan Karber, Andy Solter, Cate Adams, Patty Gnefkow, Teresa Hatfield, Kendall Heier, Russ Miller

**Leadership Team:** Bill Hanna, Cate Adams, Cornelia Stevens, Cynthia Martinez, Debi Corrigan, Donovan Karber, Felecia Norris, Jan Davis, Jeff Usher, Lottie Miller, Mark Eby, Terry Behrendt

**Kansas Mentors Update**

*Ella Todd—Kansas Mentors*

- Coaches Challenge
  - 963 Kansas, 465 Nebraska
  - Coaches challenge will be for another year
  - This will be a traveling trophy
  - Winners will be announced between 1<sup>st</sup> and 2<sup>nd</sup> quarter
  - Coach Snyder & Osborne will be on the field to receive the trophy
  - 1<sup>st</sup> year is just a test, 2<sup>nd</sup> year will involve mentors/mentees and create incentive program to engage mentors/mentees
  - Coach has placed a spot on jumbo Tran on the field for recruitment of mentors
- Question 1: Tickets to KS-Nebraska game? (coaches challenge)
  - Ella will meet with coach next Monday to see if we can get some tickets (but don't think they will be free)
  - Perhaps next year develop a program to compete to win tickets to the game
- Question 2: Marketing plan?
  - Started in June, country stampede event (targeted 18-20 year olds and 55 +)
  - September – late November radio and broadcast tv spots (mentoring psa – at 1<sup>st</sup> generic then rotated in those challenge specific)
    - KState sports network is working with Kansas Mentors specific to coaches challenge
    - KU airs general mentoring information
    - How do we get the PSAs out to Wichita? Kansas Mentors received about 25 - 30 inquiries from 15 – 16 year olds interested in mentoring – so the message is hitting Wichita
    - **Ella will forward the range of times and stations to Diane**
  - January – March pick up with radio and cable to target 18-24 yr old group
- Question 3: When there are referrals, what is the process?

- There isn't an efficient plan right now; form online that doesn't ask enough questions
- Ella is working with website group and is searching for suggestions for the process of referrals
- Need a way to get a call back to the volunteer from a person
  - United Way offered to be the referring link; they are set up to filter and contact the organization
- Developments
  - Licensing agreement with state agency, logo is service marked with secretary of state
  - Made connection with National mentors
  - Executive Order from Sebelius (weakness in the order because it relies on HR people of each agency to disseminate information)
  - **If you know agencies that need more information and needs Kansas Mentors help, let Ella know.**
  - Process to Executive Order
    - Mentoring program directors contact HR person
    - These are mentoring agencies
    - Supervisor Approval
    - Check schedules for options to mentor
    - Background check
    - Mentoring agency approval

## **Update/Review of Expoventure**

*Donnovan Karber*

- Great collaboration, representatives from several mentoring organizations
- The draw was K-State and Nebraska flags
- Talked to many people, but only a few signups
- It was great for program awareness and networking with business
- Recommends we continue to do this

## **GoldStar Program & WSU**

BBBS has developed a flyer to recruit state employees at WSU

- Tanya (WSU) is welcoming the GoldStar programs
- The brochures are developed by each agency and sent to Tanya
- **Idea - place the Executive Order on one side and joint GoldStar programs info on the other side; money will be used from the Kansas Mentors money. Diane will contact Mark to get the GoldStar programs together.**

## **Kansas Mentors Marketing**

- Alliance has about \$1800 for marketing as it relates to mentoring
- How to best utilize funds for increasing awareness for mentoring?
- United Way usually gets 20-25 general volunteers a month (there may be way that UW could do a filter for people who are interested in mentoring at the Kansas Mentors)

- United Way (Beth) – use 211 as a resource to access volunteers. UW is looking for upgrades to website and now would be the time to work with them about things
  - The development of a speaker's bureau (211 hooks into the volunteer center).
  - Anything that is developed, you can send to 211. (to increase mentoring across the community). It is a generic tool (make sure info is current and accurate). There is a website that 211 has that can be accessed.
  - Mentoring is a key search under 211 with a link to particular website as well. You could do this from a MSA level although 211 is state wide.
  - The alliance is all keyed into the Kansas mentors and the Visioneering website.
- Ella, UW will work together and report out next meeting on the process for increasing mentors.
- Plan for alliance in marketing

### **Future Alliance Plans**

- Other than marketing and more mentors, is there anything else that we need to do as an alliance?
  - Possibly work more intentionally with the chamber businesses
  - Create the story of why mentoring is important and take to the City & County
  - Marketing group can get back together and brainstorm list of government agencies and businesses (Diane will call them together)

### **Review, Revise, Refocus Strategy**

- Committee- Donovan, Russ, Terry
- Terry gave an overview of strategy

### **Next Meetings**

November 6 – Leadership team meeting

November 13 – Next alliance meeting