



Visioneering Wichita Mentoring Alliance Meeting November 13, 2008 Meeting Notes

Attendees: Tanya Wickersham, Mark Eby, Russell Miller, Terry Behrendt, Lyndon Drew, Donovan Karber, Andy Solter, Cate Adams, Becky Springer, Felecia Norris, Patty Gnefkow, Lilia Aguilar

1. Marketing Plan:

- According to Cate, the marketing committee (Patty, Mark, Cate, Donovan) states that there is \$1800 left to spend. They met Monday.
 - Update on ideas for prospective budget:
 - Have brochures and posters made, approximately \$500.
 - Billboard for just the cost of the vinyl (approximately \$1100). Clear channel would move the billboard around in a couple of different locations.
 - Mark will call Delane Butler (at United Way) to help with the design.
- Other Ideas—all approved ideas will be completed by November 20, 2008 by the marketing committee.
 - Theme of campaign and mentoring alliance:
 - Might need to consider who is the face of the campaign.
 - What is the theme of the campaign – the marketing team will develop this.
 - Have a Christian Church subcommittee to see how we can work with them better. Patty has been working with Interfaith to get the church leaders on board.
 - People can call 211 and United Way would refer to appropriate mentoring organization.
 - The development of a website and a Wichita Mentoring alliance logo.
 - Mark and Cate will develop MySpace and facebook pages to attract 18-25 year olds as mentors.
- Brainstorming on locations to place flyers/posters/brochures
 - Libraries, airport(Patty contact), malls (Patty & Cate contact), YMCAs, mini-city halls, channel 7, WPD substations (Felecia contact)
- Marketing committee will meet on November 24, 2008 to develop budget.

2. Kansas Mentors:

- Coaches Challenge Update—the game is Saturday.
- <http://www.visioneeringwichita.com/minutes/mentoring/Kansas%20Mentors%20Update%20111308.pdf>

3. Review, Revise, Refocus:

- Terry provided an informational packet
<http://www.visioneeringwichita.com/minutes/mentoring/Document%20Review%20Nov%202008.pdf>
- Three major points...
 - There were not a whole lot of changes recommended
 - **Review:** What data or information do we have that justifies that we have made a difference or gains?
 - Terry provided information and will provide references for information.
 - The focus has changed from “parents” to “community” needs to mentoring and education to youth.
 - Due to the definition of Mentoring as defined by the alliance, those organizations that mentor in groups are not counted in the raw numbers.
 - The mentoring alliance convened the State Mentoring Conference.
 - Kansas Career Pipeline needs to be added as a Vision partner under item 4.
 - Russ will check out the link between AVID and mentoring.
 - **Revise:** What to do with information? Possible stories? Who will develop them?
 - Terry proposes that we download schools that made standard of excellence and track them.
 - Alliance recommends that we use an “improvement model” instead of a “target model”.
 - **Next Steps: Alliance reviews the documentation and make any revisions as necessary.**
 - **Refocus:**
 - Should we consider cultural realities, such as African Americans mentor in groups? This could grow to peer-peer mentors, churches, etc. Should we change the definition of mentor to be more inclusive? How do you track all of that?
 - Need to track the number of hours of volunteers—**CCSR will send the link to the tool to Diane.**

Next Meeting: December 11th from 9:00 – 10:00 a.m., location BBBS, 310 E 2nd, Wichita