



Visioneering Wichita Racial Diversity, Opportunities & Harmony Summary of Accomplishments to Date December 2005

The Racial Diversity, Opportunities and Harmony (RDOH) Alliance has been at work from October through December preparing to meet its initial benchmark: *Conduct a biannual attitude survey to measure changes in perception about racial diversity, opportunity and harmony.*

Toward that end, the alliance provided input and oversight to the development of a survey instrument that can be used to garner the appropriate measurable data. In addition, alliance members "tested" several versions and re-writes of the instrument, until the group was satisfied that the appropriate information could be gathered and analyzed in order to establish benchmark indices to guide its future work in achieving the overall the RDOH goals of Visioneering Wichita.

It was decided that the most cost-effective and broad-reaching approach to our data gathering efforts is to place the survey on the Internet, and allow community members to access the web-based instrument via the Visioneering website, through links placed on partnering websites and via an e-mail campaign with an embedded link to the survey. The survey will be available in English and Spanish. Next steps included developing marketing strategies to insure that the survey can achieve demographically diversified community response. Plans have been developed, with the assistance of Vera Bothner of Bothner & Bradley. The survey will be launched at a Visioneering press conference, scheduled for Friday, January 13, 2006 at the Midtown Community Resource Center. Several alliance members are assisting by sending the link via online organizational newsletters and targeted e-mail campaigns.

Next steps of the Strategic Alliance include:

- The web-based survey allows for ongoing monitoring of demographic participation, allowing alliance members to assess whether adequate percentages of all demographic groups are represented in participation. If it is determined that some groups are not responding in adequate numbers, Alliance "SWOT" teams will be deployed to do more direct marketing to those particular groups that are underrepresented, i.e. ethnic groups, age groups, geographic areas, etc.
- Janet Harrah of Wichita State University has been contracted to analyze quantitative survey responses. However, the survey includes a qualitative question/comment section that will need to be analyzed. Alliance members will be offered the opportunity to participate in survey analysis by learning basic qualitative analysis techniques to assist with compilation and reporting of survey results.