



Visioneering Wichita Racial Diversity, Opportunities & Harmony Summary of Accomplishments to Date August 2006

The Racial Diversity, Opportunities and Harmony (RDOH) Alliance has met one of its initial benchmarks: *Conduct a biannual attitude survey to measure changes in perception about racial diversity, opportunity and harmony.*

Survey Results:

- In the **overall index** the biggest variation is in the race demographic sub group. There was little difference on other demographic sub groups, including income, age and education.
- With the **individual questions**, perceptions related to educational and economic opportunity show the greatest variation (education, college, job and start business). There was less variation in perceptions related to racial harmony.

Discussion Points:

- People have perceptions that while we have made progress in some area (social interactions), recognize we are not where we want to be.
- To varying degrees, people are hopeful we can make progress.
- One area for Visioneering Wichita and community to focus on first is **educational and economic opportunity** – the greatest perceived need.

Strategic Alliance members have developed a communication strategy for disseminating the survey findings that will include:

- **Talking the Talk** – create awareness by making presentations and sharing survey findings; new knowledge is created.
- **Thinking the Talk** – talk about the key survey findings (i.e., the perception data), related Visioneering Wichita benchmarks and key underlying issues through discussion forums; new knowledge is created.
- **Walking the Talk** – identifying who is working to address the key issues and tracking and reporting their progress. Tracking and reporting in turn results in new knowledge gained and perceptions grounded in information and in a discussion process.
- **Walking Together** – helping to identify connections and reaching common ground.

This communication strategy would result in:

- Identifying who is working to address the key issues underlying survey findings;
- Tracking, reporting and communicating their progress, and progress made on the related Visioneering key benchmarks in an effort to ground perception in reality and make meaningful and sustainable changes in the Wichita MSA that result in increased racial diversity, opportunity and harmony at all levels – individual, organizational and community.

Next Steps for the Strategic Alliance:

- Continue the development of action steps associated with the survey findings communication strategy.