



VISIONEERING
WICHITA

**Visioneering Wichita
Racial Diversity, Opportunity & Harmony Alliance**

**Meeting Notes
December 20, 2007
3:30 p.m. – 5:00 p.m.
Center for Community Support & Research**

Mission of RDOH Alliance:

“To create a culture that promotes and celebrates racial, diversity, opportunities & harmony within the Wichita MSA.”

Leadership Team: Brenda Dietzman, Brian Black, Deann Smith, Gail Finney, Gennelly Pacholski, Lavonta Williams, Sue Castile, Susan Leiker

Attendance: Geri Watts, Ed Raymond, Christina Woods, Pastor William Vann, Terri Moses, Kendall Heier, Irene Hart, Sue Castile, Brenda Dietzman

Welcome/Purposes of the Day

Leadership Team member Brenda Dietzman welcomed participants and shared the purposes of the meeting:

- Review 2008 Survey Timeline
- Steps to ensure survey results are representative of our MSA demographics
- Alliance updates

Participants approved and adopted minutes from the October 4, 2007 Racial Diversity, Opportunity and Harmony Alliance meeting.

2008 Survey – Questions for consideration

Two questions left off 2006 survey will be included on 2008 survey:

- People of different races have equal access to adequate healthcare in my community.
- Leadership opportunities in my community are open to people of different races.

Survey Timeline

- What worked in 2006?
Media attention – won't be as readily available this year...
- What could we do differently or how can we improve responsiveness from all demographics?
It may be harder this year, since we won't have as much media attention. (See handout regarding ideas for increasing community responses.) We have to work harder this year (over the next three weeks) to get the word out. We HAVE to get demographic representation.

Suggestions: Assignments to be completed or in process January 10th, next Alliance meeting.

1. “Kick-off Event” without an event, i.e. send a postcard that encourages people to fill out survey. *Diane and Suzie (maybe with Vera's help)*

2. Perhaps a billboard can be donated (i.e. Central and Rock Road). *Suzie thinks that with enough lead time, she might be able to get one/some donated.*
 3. To get into the Hispanic community, might consider partnering with neighborhood groups who meet i.e. at Evergreen Library or Neighborhood City Halls (NCH) to increase the number of Hispanic respondents. *Terri/Maria Bias – City offices, Irene – Hispanic Chamber*
 4. Will survey be in Spanish? *Terri and Brenda will assist to locate translators; Suzie will ask Abel to proof*
 5. How do we get the school district to get students to respond to surveys?
 - a. Probably going through district's school/building counselors. *Suzie will send Winston/Wendy a copy of survey and make request, as well as other school districts in MSA*
 6. Posters at neighborhood sites (i.e. NCH, libraries, etc.) to encourage completing survey. *Terri – City, Brenda – County, Sue - Cheerleader*
 7. Regional participation may be assisted through REAP and other regional groups. *Suzie*
 8. Articles in specialized publications, i.e. Active Aging. *Suzie*
 9. Have survey available at MLK event, provide at admission and have them drop in offering plate. *Pastor Vann – Diane will e-mail draft survey to him to review.*
 10. To get media attention, push the fact that this is a comparison survey based on the benchmark. *Suzie*
 11. Send out “Quik Kliks” to encourage business owners to encourage customers to take survey. *Suzie*
 12. WSU Student Activities Center and Multicultural Resource Center. *Suzie will contact Eric*
 13. El Pueblo Neighborhood Association and West 21st Street CDC for increased Hispanic participation. *Barry*
 14. *Chamber/Suzie* will develop a fact sheet to help alliance members to explain what we're trying to do – 1st of January
 15. Multicultural Educational Association is developing a relationship with Exploration Place. They are working toward doing a week-long cultural event. Perhaps the surveys can be presented there (however, the event may not be scheduled till spring.) *Geri will check on feasibility of this and will talk with Mr. Meloni at Exploration Place.*
 16. Determine selection of other local websites to put a link to survey. *Terri/Brenda – City and County, Sue – Diversity Kansas (as well as a blurb in newsletter), Geri to check with Interfaith Ministries, CCSR – Barry/Maas, USD 259 – Suzie will check on this, Urban League – Brian, NAACP, AA Roundtable – Maas, REAP member websites - Suzie*
 17. Das Print Haus – Lucy Burtnett. *Suzie*
 18. Other Alliances – RDOH members visit different alliance meetings to promote survey (upcoming Arts Alliance meetings, etc.) *Perhaps should be a standing agenda item for Alliance. Barry/Maas*
 19. Interfaith Ministries – Monthly mailings. *Geri will get info on monthly mailings and deliver flyers*
- Will there be paper copies?

1. Need to check with Janet Harrah regarding how she will manage an increase in paper surveys vs. online surveys
2. *Brenda* may have volunteers who might assist with entering data for paper surveys
3. Public Forums in all nine counties, particularly in the school districts – to promote survey – *Kendall (may be better after the results are in)*

Talking the Talk

- News from other Alliances
 - *Entrepreneur & Small Business Alliance* - Graduation of inaugural class of the Minority Business Initiative in December (YEA!). Eleven graduated. In the process of identifying mentors for graduates to follow and support them for the next five years. *Pastor Vann expressed interest in possibly being a mentor.* Second class – applications will be taken in February; *class to start end of February*
 - *Arts and Culture Alliance* – good demographic representation on Alliance from Wichita area but may need to reach out more into MSA. Trying to get other than the “usual suspects.”
 - *Certified Literate Community* – gathering all the literacy resources to better coordinate resources available in the MSA for adult and basic education.
- Dr. Jarik Conrad
 - Spoke to school administrators of USD 259 and also SuperSac – Student Advisory Group and some teachers. New perspectives on diversity – approach diversity and cultural proficiency; hope to have him back. Interactive dialogue format.
 - Spoke to County department heads – good presentation. Is personally engaging. Only had an hour in a lecture format.
 - Via Christi would like to bring him back, and we’re hoping for a chance for him to talk to a wider audience.

Next Meetings

- Leadership Team: No meeting
- Alliance: January 10, 2008 at 3:00 p.m.