



Visioneering
Racial Diversity, Opportunity & Harmony Alliance
Meeting Notes
December 7, 2005

Mission of RDOH Alliance

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

Attendees – Wichita, Kansas: Debbie Nguyen, Celeste Marcille, Roxann Adamson, Ed Bricknell, Carlos Contreras, Aziza Hasan, Chris Schulte, Brian Landwehr, Anita Raghavan, Shirley Mast

Leadership Team: Brian Black, Delia Garcia, Doug Hye, Lavonta Williams, Peggy Elliott

Next Racial Diversity, Opportunity and Harmony Alliance Meeting: February 1st - 3:30 p.m.
Wichita Metro Chamber of Commerce

Minutes from the **November 2, 2005** Alliance meeting were accepted and approved.

The Purpose of the RDOH Alliance meeting:

1. Update on Upcoming Survey
 - Marketing Plan for Survey
2. Set next meeting

Survey Feedback

Participants provided the following comments regarding survey:

- Add to race groups listed:
 - Arab?
 - Asian?
 - Other?
- Education: Why include "0-4th Grade" category?
- Like the survey language
- The survey is short and easy to complete
- What are plans to translate survey into Vietnamese & Spanish?

Vera Bothner, from Bothner & Bradley, was in attendance to assist Alliance members to brainstorm and strategize on ways to make the public aware of the Visioneering survey and encourage them to go online and complete it. The following represents ideas and feedback from the group discussion.

Strategies to Complete Survey: The question was asked how can we encourage community members to complete survey? Some suggestions were:

- Appeal to a person's emotions
 - Let your voice be heard
- Utilize Wichita Eagle –
 - progress report
 - 'Build a buzz'
- 'Piggyback' on Visioneering Wichita [VW] publicity
- Emphasis on "Vision" of VW
- 'Prizes' – confidentiality issues?
- Personal announcement at churches, organizations
- Develop consistent 'Talking Points' for groups
- Personal contacts
- Hispanic newspapers, contacts (organizations)
- Radio stations (also independents)

- PSAs
- Elected Officials – Advocates
 - Voices on PSA
 - Mayor & Wichita City Council, Sedgwick County Commission
 - State Representatives & Senators
 - WSU students online ('SOS' website)
- "American Voice of Reason" – website

What are places/ways we can promote the survey?

- Surveys – juveniles (input)
- KSN.com and other TV stations - website links
- Colleges/Universities (regional)
- Business e-newsletters
 - Raytheon/Boeing
 - Vision Partners
 - LINK – click and go
- City Library
- Workforce Alliance – homepage
- List serve "African-American Roundtable"
 - Kevin Miles, NAACP
- List serve – Hispanic (Carlos Contreras)
- List serve – Asian community
- Banners – library
- Church – bulletins
- LaFamilia Center
- Schools & churches
- Church's list serves
- **E-mail 'blitz'**
 - **Forward onto others**
- City Library computers
 - Homepage
 - Pop-up on computer (see - Jessica Johnson)
 - Neighborhood City Halls
- RSVP – Senior Citizens ['Larkspur']
- Banks, Credit Unions
- 'PRSA' (Intrust, etc.)
- Sororities/fraternities
- Volunteer projects
- Human Interest stories
 - Ex: Boy/Girl Scouts, Door Hangers, etc.)
- Penny Power (bags/inserts)
- Link with MLK Celebration
 - Announcement
- Wal-Mart/Computers?
- Grocery Stores/Computers?
- Channel 8, City/County/USD 259, WSU 'TV crawl'
- Celebrities/actors
- Let your voice be heard!
- Publicize results from survey (media)
- Develop 'motto'
 - "Give us five"
 - Languages
 - Catchy phrases
 - "Everybody counts"
- Senior Employment Center

- Use survey results in community efforts
- Opinion line – continuous
 - Online 'extras'

Next Steps

- 'Talking Points' via e-mail to alliance members, etc.
 - Forward to friends
 - Links 'embedded' in e-mails
 - Simple message (less is more)
- E-mail 'kit' that could be downloaded
- Regional focus (Wichita MSA)
- Type up meeting notes
 - Use 'Pay-off Matrix' in the future

Annual Meeting:

Visioneering Wichita [VW] Annual Meeting – **March 14th**