



**VISIONEERING
WICHITA**

Creating the future for our regional community.

*For the Wichita Metropolitan Statistical Area
(MSA)*

Including four counties & their cities

Sedgwick

Butler

Harvey

Sumner

Progress Report of Strategic Alliances
May – October 2005

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Wichita State University

Executive Summary

Visioneering Wichita Progress Report 2005 Working Together to Create Our Region's Future

Executive Summary

A newcomer to Wichita quickly meets new people and shares ideas about racial diversity and cultural issues. Business leaders tap into a network in Wichita and link small businesses and entrepreneurs across the state – opening up a whole new world for them. The mayor of Hesston finds a commitment to a regional approach to issues. A newspaper publisher sees more leaders stepping up to take part in the future of Wichita's development. And a new leader “jump-starts” his non-profit organization's work by engaging in a community planning process.

These are just a few of the stories of Visioneering Wichita in 2005.

For most of this year, Visioneering Wichita has focused its efforts on transitioning from a planning phase to one of action. More than 335 people, organizations or businesses have signed up to be Vision Partners (see the list at the end of the report). At the same time, these partners are rolling up their sleeves and becoming involved in the first six Strategic Alliances (workgroups), which are:

Quality of Life

1. Health Care
2. Racial Diversity, Opportunity and Harmony

Education

3. Mentoring
4. Post-Secondary Education/College Mecca

Economic Development

5. Entrepreneurship and Small Business

Government

6. Unified Legislative Agenda

A full list of accomplishments is included within this Progress Report. Among the themes:

- New leaders engage in Visioneering Wichita almost on a daily basis, armed with skills and passion for a progressive community – one that includes the south-central region
- Organizations that once though they “owned” an issue now collaborate and invite new and old partners to the table to address some of our community's most daunting challenges
- Inclusiveness is not a catchphrase, but a value – one that is integrated within all the alliances; along with this is the realization that collectively we can achieve more than we will individually

- Trust is a concept demonstrated in meetings across the community, and one that is paramount to moving the regional vision forward

The numbers found in this report are impressive with lists of accomplishments and activities, but the stories tell the impact. Here is a snapshot:

Erik Pedersen and Steve Radley – Connecting entrepreneurs with resources

Erik Pedersen and Steve Radley have helped many businesses launch and grow, creating new jobs and new ideas. Today he has been asked by the state of Kansas to help create another start up – Network Kansas, a service of the Kansas Center for Entrepreneurship, a statewide network of resources for entrepreneurs and small business owners. At the Regional Prosperity Summits throughout Kansas, Erik and Steve heard there are great resources to provide help, but not one central place to access them. As they began this new effort to link these resources together, enter the Entrepreneurs and Small Business Alliance from Visioneering Wichita. Erik will be the first to tell you that this Visioneering Wichita group has saved him time in finding and meeting resources in the region, but he says that's just the beginning. The quality of the effort, the focus, dedication and attention brought to the table by this Alliance has made an exponential difference in his work.

Peggy Elliott – A new opportunity for bringing people together

Peggy Elliott tells the story of her father, a master bricklayer. When she was 10, he took her to a building where he measured the foundation bricks. One of the corners was 1/8" off. When he ordered his crew to tear it down and begin again, she questioned him. He explained that if you build something it must have a solid foundation or it will shift over the years. She believes Visioneering Wichita is building that foundation.

All her life, Peggy has been called to help people and communities embrace cultural and racial diversity. Two weeks after she moved to Wichita last October, she read a story about Visioneering Wichita and knew she'd found a home in its Racial Diversity, Opportunity and Harmony Alliance. Peggy has worked with many cities that have cultural and racial issues, but was impressed this community found a way to address the issues on a large to scale. She's excited this Alliance integrates into all the rest – assuring every effort of Visioneering Wichita includes voices from all communities and cultures.

Mayor John Waltner – Regional approach to regional issues

As mayor of Hesston, John Waltner addresses many different issues – from quality of life to quality of water, from keeping young people to keeping businesses. As communities large and small across the region address the same

issues, he believes those issues are bigger than any individual community can address alone. Mayor Waltner is impressed with Visioneering Wichita's commitment to a regional approach and process, including holding meetings in Harvey and Sumner counties. He believes this regional focus has resulted in important outcomes. The first is the ability to talk together to legislators and others about the importance of our regional economy and the issues that affect all of us. The second is Visioneering Wichita has allowed people in the region to develop face-to-face relationships. Those relationships – that we often take for granted in our local community – are now being developed across the region, he said. Those are the relationships that will help us get things done.

Lou Heldman – Publisher impressed with community changes

As publisher of The Wichita Eagle, Lou Heldman sees the community from several vantage points. First, from the chief executive level, then as an involved community member who is on several boards. And last, from the news side he watches what happens and what is left undone in a community. One of the key changes he's seen since moving here is the difference Visioneering Wichita has made. Lou is impressed with the grassroots involvement and with the leaders who remain committed to hearing from people and working toward a long-term vision for Wichita and south central Kansas.

Brian Black – Visioneering Wichita jump-starts community work

One year ago, Brian Black moved to Wichita as the new president and chief executive officer of the Urban League of the Mid-Plains. He planned to begin his work by gathering data, convening community meetings and focus groups, and developing a shared vision with other organizations. Instead he walked into the community, read the Visioneering Wichita document and got to work. He credits the document and process with jump-starting that work. In fact, he believes Visioneering Wichita saved him two years in his organization's effort to redefine itself and partner with others. Brian says the document helps the Urban League connect to the collective shared vision and provide a focus. Visioneering Wichita helped his organization collaborate with others and leverage resources.

In the remainder of this report you'll find specific examples of how people are working together, the incremental – but forward – progress that is being made and the collective change the work is having on the future of Wichita. This is only the second year for Visioneering Wichita, but already the wheels are in motion.

With more alliances scheduled to be added and more people involved, the region moves closer to long-term, sustained change that will benefit individuals, families and businesses who call this place home.

Entrepreneurs & Small Business Strategic Alliance

Strategic Alliance Strategy

Create an entrepreneurial and innovative mecca for direct value-added businesses by:

- a) Building on the Wichita MSA's entrepreneurial tradition.
- b) Supporting entrepreneurs with a positive business creation environment –low taxes, regulatory friendly, customer friendly government support and legal and regulatory structures friendly to the creation of new business.
- c) Developing sources of capital from angel investors to venture capital firms including small business loans and Small Business Innovation Research Grants (SBIR).
- d) Developing an entrepreneurial network.
- e) Providing leadership/mentoring from successful entrepreneurs.
- f) Recruiting entrepreneurs to the Wichita MSA. Recognize and celebrate risk taking and successful entrepreneurs (i.e. Entrepreneur of the Year).
- g) Providing entrepreneurial education and training.
- h) Building strong small business associations to help with research.
- i) Enhancing and supporting agencies that assist with marketing and accounting issues.
- j) Providing technical assistance and incubators for entrepreneurs – a one-stop place to find available information on entrepreneurial assistance.
- k) Developing a website to share ideas and concepts that have potential for development and commercialization.

Strategic Alliance Benchmarks

- There will be 500 new direct, value-added manufacturing jobs created by small to medium-sized businesses (having 500 or fewer employees) annually for the next 5 years.
- There will be 250 to 500 (stretch goal) new direct, value-added non-manufacturing jobs created by small to medium-sized businesses (having 500 or fewer employees) annually for the next 5 years.

Economic Development Foundation Vision

Before 2024, the Wichita MSA will be a leading community for retaining and expanding current businesses and creating and recruiting new businesses.

Key Benchmark Targeted

Job Growth: By 2008, exceed the highest of the annual percentage job growth rate of the U.S., Omaha, Tulsa, Kansas City and Oklahoma City.

“It has been exciting for all of us to participate in the effort to spur entrepreneurship both in the Wichita MSA and across the State. The Entrepreneurs & Small Business Strategic Alliance of Visioneering Wichita has made substantial progress by focusing on our goals and coordinating our activities with Network Kansas, the alias for the new Kansas Center for Entrepreneurship. It is great to know that we are greatly improving things for Wichita MSA entrepreneurs and at the same time setting the standard for improvements across the State of Kansas. What a great partnership!”

**John M. Beehler, Entrepreneurs & Small Business Strategic Alliance Leadership Team Co-Chair
and Dean, Barton School of Business, WSU**

Summary of Accomplishments to Date

Over the past several months a group of nearly 90 regional business owners and leaders, neighborhood and community leaders, educators, service providers, regional county and city officials, have worked in the development of the Entrepreneurs & Small Business Strategic Alliance and toward achievement of the Strategic Alliance's benchmarks for Visioneering Wichita. To date, Strategic Alliance members have progressed on several fronts, including:

- Revisiting the draft benchmark and refined it by gaining a shared understanding of the definition of "direct, value-added jobs" and relevant data.
- Reviewing the action steps of the strategy in order to identify who is already working on them.
- Identifying additional stakeholders to participate in the Strategic Alliance.
- Providing a report of aspects of the entrepreneurial and small business service provider landscape.
- Developing and prioritized action steps areas for the strategy based upon current service gaps to entrepreneurs and small business owners.
- Developing specific action steps in order to address the action step area to "support an information clearinghouse accessible by entrepreneurs."
- Planning and preparation for addressing the action step area "facilitating education and training opportunities for entrepreneurs."

Revisiting the draft benchmark. Background information was presented on the definition of direct, value-added jobs and related data, including a review of the Economic Development Foundation Vision and Entrepreneurs & Small Business strategy. Based upon this information, Strategic Alliance members revised the benchmarks through a consensus discussion process. The revised benchmarks are listed above under "Strategic Alliance Benchmarks."

Reviewing the action steps of the strategy in order to identify who is already working on them. Strategic Alliance members reviewed the action steps (a through k) of the Entrepreneurs & Small Business Strategy in order to identify and acknowledge the efforts of groups and service providers who are already working to address strategy's action steps in the Wichita MSA, as well as for future partnership planning purposes. This review also provided Strategic Alliance members with a shared understanding of the many service providers and support opportunities available to local entrepreneurs and small business owners.

Identifying additional stakeholders to participate in the Strategic Alliance. In addition to the service providers identified who are working to address the strategy action steps, Strategic Alliance members identified other individuals, groups, and organizations they recommended be invited to participate in the Entrepreneurs & Small Business Strategic Alliance meetings.

Providing a report of aspects of the entrepreneurial and small business service provider landscape. The Leadership Team met with Dave Wood, Vice President of Greater Wichita Economic Development Coalition (GWEDC) as a follow-up action item from a Strategic Alliance meeting in order to clarify GWEDC's service role and coordinate goals. GWEDC provides for recruitment, retention and expansion direct services and supports to mezzanine level and above businesses looking to grow/develop new ideas. The Strategic Alliance's role is not as a direct service provider, but rather to create an optimal environment for business opportunity that enables achievement of the Alliance's benchmarks as well as the key job growth benchmark. The GWEDC's annual goal is 1600 direct, value-added jobs amongst all businesses GWEDC provides its services to (any size business). By contrast, the benchmarks of the Strategic Alliance are net, such that they are impacted by the larger economic environment.

Another key, newly-developing center in the entrepreneurs and small business landscape is the Kansas Center for Entrepreneurship (KCE). The KCE was created as a result of the Kansas Economic Growth Act of 2004. The Act's purposes are to further establish "Entrepreneurship" and "Small Business" as priority, as well as to educate and promote the availability of "Public Sector" services. The KCE's services, which are designed to be indirect in that information and referrals are provided to those served, include NetWork Kansas, StartUp Kansas, and Educational Outreach Services. NetWork Kansas services were specifically reviewed. NetWork Kansas serves as a centralized source of information and provides a conduit where entrepreneurs can be referred to the right organization at the right time. NetWork Kansas is not designed to provide direct consultation services and thus does not compete with area service providers. The anticipated outcomes of NetWork Kansas include: 1) more qualified leads; 2) increased community awareness of services; 3) client tracking information via a centralized database; and 4) increased collaborative opportunities. An initial launch of NetWork Kansas is anticipated for Fall 2005. In the meantime, staff of the newly-formed KCE are meeting with prospective service provider partners across the state in order to fully develop NetWork Kansas' information and referral resources.

Developing and prioritized action steps areas for the strategy based upon current service gaps to entrepreneurs and small business owners. Due to the overlap among many of the strategy's action steps, Strategic Alliance members consolidated the action steps into action step areas. After consolidating the action step areas of the strategy, the action step areas were prioritized based upon current identified service gaps to entrepreneurs and small business owners. The consolidated, prioritized action steps areas developed are as follows:

1. Supporting an information clearinghouse accessible by entrepreneurs.
2. Facilitating education and training opportunities for entrepreneurs.
3. Facilitating technical assistance and mentoring for entrepreneurs.
4. Increasing the availability of venture capital and other financing to entrepreneurs.

Developing specific action steps in order to address the action step area to "support an information clearinghouse accessible by entrepreneurs." Based upon the consolidated, prioritized action steps areas identified above, Strategic Alliance members began work to further develop the action step area of supporting an information clearinghouse accessible by entrepreneurs in partnership with the Kansas Center for Entrepreneurship, (KCE), which is creating a statewide information clearinghouse through NetWork Kansas. Erik Pedersen, Operations Manager for the KCE presented a list of needs from the Strategic Alliance in supporting the development of NetWork Kansas, which included:

1. Strategic Alliance members completing the NetWork Kansas enrollment process.
2. A 3-4 member committee to answer the question "What other Wichita-area nonprofit agencies need to be a part of NetWork Kansas?"
3. A 3-4 member committee to provide input on the question "What are the most effective ways to market NetWork Kansas to the Wichita-area market, specifically to our two primary target clients (non-profit network partner and entrepreneurs and small business owners)?"
4. A 5-6 member advocacy committee to test Biz-Trakker, the client tracking system that is a component of NetWork Kansas, in order to act as a positive reference for this client management database.
5. Assisting the KCE to make contact with Wichita-area referral sources (bankers, cpa's, insurance, attorney's, etc.) to ensure that they are aware of the service and promote it within the organization.
6. Providing additional opportunities to present and promote KCE and NetWork Kansas.

Based upon these needs, Strategic Alliance members considered all of the “offers” or possible ways that the Strategic Alliance could support the development of NetWork Kansas. These “offers” included Strategic Alliance members working with Erik and the KCE on the following action steps:

Who	What	By When
Suzie, Allen, Laurene, Shane, Lonnie	Contact local Chambers of Commerce, local Economic Development Agencies, KDOC, and GWEDC Partners.	To be determined by group
Who	What	By When
Erik & Strategic Alliance members	Strategic Alliance members recruit members to enroll in NetWork KS via email link from Erik (provide explanation of no fees, no selling of information provided and the benefits)	Ongoing beginning in August 2005
Who	What	By When
Don, Jeff, Shelly, Jim	Use SIFE, DECA, YEK and Jr. Achievement members to follow-up with those seeking to establish a business.	Upon establishment of NetWork KS
Who	What	By When
Treatha, Rosalía, Jael, Margarita, Joe	Approach leaders in community, such as ministers and churches, neighborhood associations and minority communities.	To be determined by group
Who	What	By When
Don, Frank, Suzie, Jim	Contact KPTS (“Mind Your Own Business” Program) and other local media (e.g., KNSS Morning News Watch radio programs), city and county websites & TV channels to have feature story/info. on NetWork KS.	To be determined by group in coordination with launch of NetWork KS
Who	What	By When
To be determined at a later date	Create KCE link on Strategic Alliance members’ websites.	To be determined by group in coordination with launch of NetWork KS

At a follow-up Strategic Alliance meeting, representatives from each of the action step groups identified above provided a report on the progress each group made. Presently, all action steps are in progress or are on track for completion in coordination with the Kansas Center for Entrepreneurship’s (KCE) schedule for the development of NetWork Kansas. In addition, Erik

Pedersen, Operations Manager for the KCE led two discussions with Strategic Alliance members in which: 1) Additional public prospective service provider enrollees for NetWork Kansas were identified; and 2) Additional marketing and promotional methods for and organizations/groups to promote NetWork Kansas with were identified.

Planning and preparation for addressing the action step area “facilitating education and training opportunities for entrepreneurs.” In preparation for future action planning for this action step area at the October Strategic Alliance meeting, current education opportunities and other related information were presented.

Dr. John Beehler, Dean of the Barton School of Business at Wichita State University (WSU) and Strategic Alliance Leadership Team Member, provided a report on a new director position being hired under the auspices of the Center for Entrepreneurship at WSU. This new director will coordinate statewide education opportunities for entrepreneurs and small business owners throughout the state. Once the new director is hired, he or she will be able to work with Strategic Alliance members in action step planning.

Marcia Stevens, WSU Small Business Development Center and Strategic Alliance member, presented information on the education opportunities currently compiled through her office in partnership with the Small Business Education Consortium. Based upon this information, Strategic Alliance members participated in table discussions and then called out additional education opportunities and providers. This information will help to lay the foundation for action planning at the October Strategic Alliance meeting.

Next Steps

The next steps of the Strategic Alliance will be to hear a further follow-up progress report on the steps taken to address the information clearinghouse action step area and consider any needed course correction. In addition, Strategic Alliance members will begin developing action plans for the education and training opportunities for entrepreneurs’ action step area.

College Mecca Strategic Alliance

Strategic Alliance Strategy

Create an awareness of the Wichita MSA as a college mecca and learning community. Increase the number of students in all area colleges and universities. Provide graduate level education with a world-class faculty and research facilities. Provide curriculum, programs, and research that support the Wichita MSA employers' high paying targeted job sectors. Increase research grants. Identify future technologies that can be developed in the Wichita MSA and provide the research and incubation for commercialization in the Wichita MSA.

Strategic Alliance Benchmarks

The benchmarks for the College Mecca Strategic Alliance are still in development; however, they are focused on the following:

- A report that includes:
 - baseline data collected on the assets and resources for later comparison purposes.
 - identified strengths for future planning and action which will result in a report.
- A comparison study of other "college meccas" that includes a measure of the percentage growth per year in:
 - students in the MSA/Southcentral Kansas.
 - external research dollars generated.

Education Foundation Vision

Before 2024 the Wichita MSA will have a globally competitive educational system that encourages and supports life-long learning and contributes to the social, cultural, and economic vitality of our diverse community.

Key Benchmark Targeted

Education: Increase the number of post-secondary students 3% per year. Increase percentage of post-secondary education research dollars. The measurement of annual change will be determined during implementation.

“The College Mecca Strategic Alliance has been afforded an incredible ‘moment in time’ to define our metropolitan area as the most fertile setting for higher education among peer cities and regions across the country. In turn this realty-driven definition will generate immeasurable social and economic benefits for decades to come.”

**Jackie Vietti, College Mecca Strategic Alliance Leadership Team Co-Chair
and President, Butler Community College**

Summary of Accomplishments to Date

Over the past several months, a group of individuals who are passionate about post-secondary education in the Wichita MSA have worked on the development of the College Mecca Strategic Alliance. The group has made definite progress in this short amount of time, with some of their accomplishments including:

- Identifying additional stakeholders to participate in the Strategic Alliance and the Leadership Team.
- Discussing use of the term “college mecca” and developing possible alternate terms.
- Discussing short-term and long-term hopes and concerns for this Strategic Alliance.
- Developing an agreed upon vision statement and a shared vision of what the Wichita MSA could be in 25 years as a “college mecca.”
- Forming workgroups to collect information around the following:
 1. The inventory/catalog of current resources
 2. Other college meccas in the country

The following summarizes the extent of the Strategic Alliance’s efforts in these areas.

Identifying additional stakeholders to participate in the Strategic Alliance and the Leadership Team. Participants completed a stakeholder mapping process to determine who else might need to be involved (keeping in mind the entire MSA and racial harmony/diversity). Based on level of stake and influence, participants were able to identify both the “usual” and “unusual” suspects.

Usual Suspects	Unusual Suspects
<ul style="list-style-type: none"> • The Wichita Eagle • TV media • Superintendents of USDs and privates • Board of Education • Local Regents • McConnell • Kansas Health Foundation representative • Religious leaders • Work Force Development • Govt. Leaders (beyond Wichita) • Cultural arts leaders • Key individuals of influence 	<ul style="list-style-type: none"> • Professional societies • College students • High school students • Parents and PTAs • Young Professionals of Wichita • Hispanic Chamber • Minority representatives • Adult, continuing, and vocational education • Marketing types

Based on this list of potential stakeholders, additional people were invited to participate in the Strategic Alliance and additional members joined the Leadership Team.

Discussing use of the term “college mecca” and developing possible alternate terms.

From the first Strategic Alliance meeting, concerns arose regarding use of the term “college mecca.” Participants discussed what came to mind upon hearing “college mecca” and what images or ideas the term evoked. The group then brainstormed a list of possible alternatives that could be used instead of “college mecca.”

- Learning Mecca
- Learning Mecca of the Plains
- Center of Excellence in Higher Education
- College Destination of Excellence in Higher Education

A Branding/Naming Workgroup is currently at work finalizing the name and developing a brand/image for this Strategic Alliance.

Discussing short-term and long-term hopes and concerns for this Strategic Alliance.

Participants spent some time discussing their hopes and concerns for this Strategic Alliance, both in the short-term and the long-term. Below are examples that were captured during that discussion.

Short-Term Hopes
<ul style="list-style-type: none"> • Understand and share what is special about each institution • Go beyond institution names • Create synergy among institutions • Working together for new programs • We don't know our current inventory – what we have (and don't have) • We need to open up and share what we have; people are protective of what they have • Central inventory – place to go that shows what we have • How to complement each other in what we have • How do we market what we have? Different audiences = different marketing • Marketing can't wait – get started • Audience is more than high school students • Branding, external recognition as learning community. • Higher education serves as catalyst to new economic clusters • Use data in a meaningful way • Strong motivators – connection between education and employment • Recognize new employers as well • Embraced by community – constant pulse and marketing for people to take advantage of opportunities • Letting all schools know what's happening • Work internally to improve quality K-12/16 and beyond and get community involved • Common theme of urban and community

Long-Term Hopes
<ul style="list-style-type: none"> • State solutions to enable us as a College Mecca • Nationwide this area can be known as a learning community • Larger proportion of people see what we have as advantages to them (more than academic credit) • Everyone develop more pride in the institutions here, share in successes of different institutions, leveling out of scholarship opportunities, ways to help people go to school • K-12 system grows awareness and resources to assist students to post-secondary education • Retain the best and brightest to go to college here, also attract best and brightest from other places. • Businesses support local education • Diversity of jobs, see future here for themselves • City/County/Region promote our area and local opportunities. • College and Universities not so separate but seamless and a system • Increase education, health, and public health

- Increase higher level jobs beyond manufacturing
- Top wages drive highly qualified employers and productivity
- Jobs to hire the best and brightest so they stay
- Better concept of life-time learning – professional societies

Short-Term Concerns

- We offer so much and have so much to be proud of – get rid of the negative aura
- Have realistic, attainable expectations
- That nothing will change – time and energy spent
- Prioritize – how to identify what to move forward on first
- As we bring in more people – getting everyone on the same page, creating buy-in
- So many different entities, how do we come together?
- Can we really get commitment from stakeholders internally and invest?
- Can we have a simple plan and a simple set of goals?
- Can we quickly come up with a “brand” and stick with it?
- Good communication
- Missing key stakeholders – need a broader group than educators
- Not a very diverse group
- Still room for competition
- Other foundations see importance of this group
- Hard to create identity, may need professional help

Long-Term Concerns

- Who will take responsibility? Who will take cost? Inventory – compiling, updating, maintaining?
- Those in Visioneering will have different expectations than those who don't, keep our focus on realistic expectations regardless of criticism
- Will there really be long-term commitment?
- Education will continue to be undervalued especially beyond \$
- External pressure from govt.
- Adequate focus on adult learning (i.e., retraining and technology)
- Not look at ourselves as local but global
- Will research benchmarks get lost in our thinking?
- Will we “bend” the rules (internal and/or external) to pursue innovation and creativity?
- How will employers partner to really make this happen?

Developing an agreed upon vision statement and a shared vision of what the Wichita MSA could be in 25 years as a “college mecca.” Participants discussed ideas for the Wichita MSA as a college mecca, specifically thinking about the perspectives of employers, juniors/seniors in high school, and advertising agencies. From this discussion, four themes emerged: business, education, community, and marketing. Using these four themes and ideas as a starting point, the following vision was developed and agreed upon:

“South Central Kansas is a highly respected center of choice for post secondary education locally, nationally, and internationally.”

Forming workgroups to collect information around the following:

- 1. The inventory/catalog of current resources**
- 2. Other college meccas in the country**

Based on the discussed hopes and concerns and the agreed upon 25-year vision for the Wichita MSA as a college mecca, members of the Strategic Alliance formed two workgroups to collect information around the current inventory for the Wichita MSA and other college meccas in the country.

Realizing that we must first know what we have before we can promote it or improve upon it, the Inventory Workgroup was charged with the task of finding the following information.

- | | Inventory/Catalog |
|---|--|
| First list of baseline indicators: | Second list of indicators: |
| <ul style="list-style-type: none">• # of undergraduate students• # of graduate students• # of graduates• # of faculty• # of staff• # of student practica/interns• \$ total budget• \$ external research dollars• List of programs | <ul style="list-style-type: none">• List of new programs in last 10 years• % of MSA that has accessed higher education in past 5 years• Alumni still in the area |

In order to compare the Wichita MSA with similar MSAs, this workgroup also located a list of MSAs similar in size to the Wichita MSA (250,000 to 750,000).

The Other College Meccas Workgroup is responsible for collecting additional information about an initial list of identified college meccas in the country.

- | Other College Meccas | |
|---|---|
| <ul style="list-style-type: none">• Boston, MA• Claremont (CA)• Grand Rapids, MI• Pittsburgh, PA | <ul style="list-style-type: none">• Research Triangle (NC)• Richmond, VA• Tulsa, OK |

Next Steps

Next steps of the Strategic Alliance at the October 17th meeting include reports from the workgroups on what information they have collected and further discussion about what additional information may be needed. Sustainability will also be a major topic for discussion as past collaborative efforts have not been overly successful. In addition, short-term benchmarks related to the overall Strategic Alliance benchmarks and key education benchmark will be discussed. Necessary next steps will also be identified.

Mentoring Strategic Alliance

Strategic Alliance Strategy

Part I: Expect parents to be involved in their schools and be accountable for the education and behavior of their children. Provide mentoring and education opportunities for parents to fill this role. Help with reading and other homework is a very important parental input.

Part II: When the parent is unable or unwilling to provide this input the community will provide mentors and tutors from businesses, faith-based institutions, civic clubs, retirees, older students and other organizations. Every student who needs a mentor will have one.

Part III: The Wichita MSA will be a mentor-focused community with an active center for mentor programming and a positive marketing campaign.

Strategic Alliance Draft Benchmark

By 2010, 20,000 mentors need to be recruited, trained and placed in the MSA public and private school systems.

- For USD 259 per year: 3,000 net new mentors
- For other USDs and private schools per year: 1,000 net new mentors

Education Foundation Vision

Before 2024 the Wichita MSA will have a globally competitive educational system that encourages and supports life-long learning and contributes to the social, cultural, and economic vitality of our diverse community.

Key Benchmark Targeted

Education: All schools and districts meet the Kansas Adequate Yearly Progress Plan (AYP) each year.

“Our goal for the Mentoring Strategic Alliance is simple: Recruit caring adults who can help children grow up healthy and successful. And when it comes down to it, mentoring in our area schools is easy, takes little time yet reaps enormous rewards for all that participate.”

**Jan Davis, Mentoring Strategic Alliance Leadership Team Co-Chair
and Director of Operations, Fundamental Learning Center**

Summary of Accomplishments to Date

Over the past several months, a group of approximately 70 individuals from regional school districts, businesses, community representatives, as well as school-based, community-based and faith-based service providers have worked in the development of the Mentoring Strategic Alliance and its focus on increasing the number of mentors in the Wichita MSA. The Strategic Alliance has quickly made progress on several issues, including:

- Creation of a Leadership Team.
- Determining a set of guiding principles for how Strategic Alliance members will work together.
- Developing an agreed upon definition for mentoring, which is to facilitate the development of healthy, successful children through the establishment of one-to-one relationships with caring individuals.
- Revisiting the draft benchmark.
- Creating strategies and a timeline of events for a Visioneering Wichita umbrella marketing campaign to increase awareness about mentoring and recruit mentors, which include:
 - Public service announcements through Cox Communications
 - A marketing campaign launch event
 - Media relations and opportunities
 - A speakers' bureau
 - Information via the Chamber's website
- Identifying groups, organizations, and individuals who have committed to addressing one or more of the marketing strategies.

The following summarizes the extent of the Strategic Alliance's efforts in these areas.

Creation of a Leadership Team. A Leadership Team was created to provide guidance and expertise to the larger Strategic Alliance. The Leadership Team has increased in size since its creation and is currently comprised of 12 individuals from local and regional school districts, mentoring organizations, and the Kansas Health Foundation.

Determining guiding principles. Participants determined a set of guiding principles to help regulate how this Strategic Alliance will work together as a group. The guiding principles are:

- Create a centralized database location/tracking system.
- Keep it simple.
- Open communication from the Leadership Team through reports to the Strategic Alliance.
- Be sensitive to schedules when selecting meeting dates.
- Develop data that will identify the need for mentoring.

Developing an agreed upon the definition for mentoring. The definition of mentoring was the topic of several debates. After much intense conversation, the group agreed on the following mentoring definition and goal:

To facilitate the development of healthy successful children through the establishment of one-to-one relationships with caring individuals.

The mentoring goal includes both school-based and community-based mentoring and will be beneficial in keeping the Strategic Alliance focused on their end-in-mind.

Revisiting the draft benchmark. Participants reviewed the draft benchmark and were concerned that more information was needed before the benchmark could be set and/or measured. After some discussion, it was determined that the baseline and the number or

percent increase would be determined by each individual agency. The centralized location for the tracking information database will be the Wichita Metro Chamber of Commerce. The Chamber sent a request for data to all school districts and other mentoring organizations in the MSA asking for the number of kids mentored and the number of kids needing mentors. The benchmark will be set after initial data collection.

Creating marketing strategies and a timeline of events. Although the overall strategy of the Mentoring Strategic Alliance consists of three parts, in order to begin to move forward on the strategies that will have the most impact on the benchmark, the Leadership Team recommended that the Strategic Alliance focus on the Part III – The Wichita MSA will be a mentor-focused community with an active center for mentor programming and a positive marketing campaign – for the first year. Other strategies will be developed at a later date. The Strategic Alliance developed 16 strategies for Part III. The following are a list of those strategies:

- Sharing personal stories – mentor or mentee
- Adopt a school – specifically businesses
- Awareness through a marketing campaign
- Mentor for a day
- Published testimonials from mentors/mentees – in newspaper
- Develop a speakers bureau with a consistent message
- Work on retention of mentors through communication, recognition, training, and support – can be used for recruitment
- Have and develop a variety of options for volunteer involvement
- Team mentoring programs – like team teaching, multiple mentors for a mentee, multiple mentees for a mentor
- College/high school credit for mentoring
- Letter campaign to churches and other organizations to invite them to become a mentoring organization
- Public mentor/mentee day, party thrown by the city for recognition
- Launch of this to build awareness
- Segment the audience and develop strategies specific to each audience
- Peer-to-peer campaign
- Market to the male population

As a more focused effort, the Leadership Team worked in partnership with Bothner & Bradley to help with a Mentoring Awareness Campaign. The agency suggested that a group of mentoring organizations meet to gain more input as to what the organizations are doing. This knowledge would help in providing information so that the Mentoring Awareness Campaign would not interfere with the efforts of the Strategic Alliance, but rather that it would provide an added value. From this meeting the following developed:

- Marketing Plan-Visioneering Wichita will tell the story of mentoring through people to groups. This plan is similar to the ones currently used by mentoring organizations – it is effective. What is different is a different messenger through Visioneering Wichita.
 - Audience
 - General Public
 - Main message
 - Whatever your interest or time, there is a child that needs you.
 - Sub Messages
 - You don't need any special skills or training – the organizations will support you.

- It will be rewarding for you.
 - In our community, we have a program that fits your life, time and interests.
 - Small steps – spend one lunch a week – as little as 30 minutes per week.
 - You can define mentoring for your life – there is a program that fits.
 - Messengers
 - Cross-section of those already mentoring: executives, middle managers, line workers, retirees, high-school students, teachers, etc.
- Visioneering Wichita Umbrella Campaign – Launch Overview
 - Cox Communications Public Service Announcement
 - Launch Event, including media relations opportunities
 - Speakers Bureau
 - Web Site
 - Other as possible (kiosks, newsletters, business based)
- Referral System
 - Through Visioneering Wichita and United Way web sites
 - Link to mentoring organizations web sites, through referral system for only agencies who conduct screenings
 - Help potential mentors sort through options:
 - Time commitments – 30 minutes/ 1 hour/ More
 - Near where live or work
 - School-based, faith-based or community-based
- Timeline

○ September	Gather information/Plan
○ October	Launch
○ November	Continue
○ December	Discontinue efforts
○ January	Re-launch

Identifying groups, organizations, and individuals who have committed to addressing one or more of the marketing strategies. There were over 25 organizations and/or agencies that signed up and agreed to work in smaller groups to begin working on developing and implementing the 16 strategies. In addition, some of the groups will participate on the Visioneering Wichita Umbrella Campaign.

Next Steps

Next steps of the Strategic Alliance include further developing plans and taking action to support the mentoring marketing campaign strategies, as well as creating a centralized mentoring tracking database.

Healthcare Strategic Alliance

Strategic Alliance Strategy

Increase the accessibility and quality of healthcare while lowering the cost by:

- l) Encouraging healthy lifestyles, wellness, and fitness and education programs. Address tobacco, obesity, drug, alcohol and violence issues.
- m) Improving dental health for all ages.
- n) Promoting and strengthening free and/or reduced cost clinics as a substitute for emergency room use for indigent healthcare and promote awareness of these resources.
- o) Encouraging physicians and nurses to provide services to the Wichita MSA indigent patients.
- p) Dramatically increasing the use of technology in administrative functions.
- q) Advocating for tort reform.
- r) Having comprehensive coordinated medical care (including mental, dental and health) for all people regardless of ability to pay and provide easy access to services. Establish a community-wide expert committee that advises us on healthcare costs and quality.
- s) Promoting disease prevention.
- t) Ensuring the availability of qualified nurses.

Strategic Alliance Benchmark

Increase healthcare quality and accessibility, while at the same time the Wichita MSA will be below the US annual percentage increase in healthcare costs by xxx%*.

(* - Note: The measurement of this percentage will be developed from baseline data collected during implementation.)

Quality of Life Foundation Vision

By 2024 the Wichita MSA will be a healthy, safe community that has a vibrant recreation, entertainment & arts focus that embraces diversity and builds pride.

Key Benchmark Targeted

Job Growth: By 2008, exceed the highest of the annual percentage job growth rate of the U.S., Omaha, Tulsa, Kansas City and Oklahoma City.

“The people of our regional community who have participated in the Healthcare Strategic Alliance are a courageous bunch. Healthcare is a complex issue, and it is exciting to see the leaders of our community tackling it. Spirited discussions occur at our meetings, and I’m confident the result will be a better understanding of the many issues involved in having cost-effective healthcare and the momentum to address those issues head on.”

**Kathy Sexton, Healthcare Strategic Alliance Leadership Team Co-Chair
and Assistant County Manager, Sedgwick County**

Summary of Accomplishments to Date

Over the past several months a group of nearly 70 health and human service providers and leaders, neighborhood and community leaders, regional county and city officials, have worked to improve the quality and accessibility of healthcare services throughout the region. The Strategic Alliance has quickly made progress on several issues, including:

- Creation of a Leadership Team.
- Revisiting the draft benchmark and refined it by gaining a shared understanding of the definition of quality, accessibility, and healthcare costs.
- Identifying four healthcare action areas to address:
 - Promoting disease prevention by encouraging healthy lifestyles, wellness, fitness, and education programs. Address tobacco, obesity, drug, alcohol and violence issues.
 - Having comprehensive coordinated healthcare (including mental, dental, and medical) for all people.
 - Ensuring the availability and adequate supply of qualified healthcare professionals.
 - Communicate and promote existing health services.
- Identifying priority issues to address for each of the above action areas.
- Identifying groups, organizations, and individuals who have committed to addressing one or more of the priority issues.

The following summarizes the extent of the Strategic Alliance's efforts in these areas.

Creation of a Leadership Team. A Leadership Team was created to lead the Healthcare Strategic Alliance in this endeavor. This Leadership Team meets monthly and provides guidance and expertise. The Leadership Team has met with various coalitions, organizations and groups to increase participation, garner partnerships and to increase collaborative relationships and efforts.

Revisiting the draft benchmark. The draft benchmark was reviewed by the participants. The Strategic Alliance was concerned that more information was needed in order to measure the draft benchmark. Therefore, due to the uniqueness of such an effort and the complexities involved, a small workgroup team, known as the benchmark team, has been deployed to define and create a baseline from which to measure and create a shared understanding of the definition of quality, accessibility, and healthcare costs.

Identifying four healthcare action areas to address. In May 2005, the Healthcare Strategic Alliance began meeting to address healthcare issues. The Strategic Alliance had a total of eight action areas. The Strategic Alliance set priorities on the top four actions areas. The results of the voting are as follows:

- Action Area A: Promoting disease prevention by encouraging healthy lifestyles, wellness, and fitness and education programs. Address tobacco, obesity, drug, alcohol and violence issues.
- Action Area F: Having comprehensive coordinated healthcare (including mental, dental and medical) for all people.
- Action Area H: Ensuring the availability and adequate supply of qualified healthcare professionals
- Action Area I: Communicate and promote existing health services.

Identifying priority issues to address for each of action areas. The Healthcare Strategic Alliance agreed upon the four healthcare action areas in order to begin to move forward in an

effort to make a positive impact upon the proposed benchmark. Still, there was work needing to be done regarding what each of these four action areas would look like in two years, with consideration of the driving and restraining forces, if the Strategic Alliance got them right. Also, it was needful to explore more possibilities. But, due to the vast number of possibilities, the Strategic Alliance encouraged and tasked a group of volunteers to theme the possibilities into a more feasible document. There were a total of four subgroups with approximately 3-4 people in each group. The following are the results:

Action Area A: Promoting disease prevention by encouraging healthy lifestyles, wellness, fitness, and education programs. Address tobacco, obesity, drug, alcohol and violence issues.

Tobacco Prevention-Includes smoke free places of work and public places, policies that decrease tobacco use (i.e., tobacco tax increase), and strategies aimed at reducing tobacco use among school-aged youth.

Nutritional Options-More nutritional options, especially in schools.

Promotion of Physical Activities-Physical activity promotion throughout the region, including environment features, school programs, physical activity campaigns within businesses and places of work.

Safety-Includes gang prevention options (dress codes, after-school programs), drug/alcohol use, and housing conditions.

Action Area F: Having comprehensive coordinated healthcare (including mental, dental, medical) for all people.

Coordination of Stakeholders-Building collaborative relationships among stakeholders to leverage resources at various levels of government, organizations, agencies, professions and community members.

Prevention Philosophy (instead of intervention)-Utilizing education, lifestyle changes and disease protection and prevention as proactive measures for consumers. This requires a change in atmosphere where the medical health and public health spheres will collaborate together in a wellness approach.

Access to basic care-Having the infrastructure and financial capabilities to provide services adequately. In order to do this there will have to be a philosophical change among the public, providers and funders in the education and promotion of the quality of care already being provided. Also, there needs to be a pool of available qualified healthcare workers and a centralized coordinated referral source available for interagency interface.

Action Step H: Ensuring the availability and adequate supply of qualified healthcare professionals.

Recruitment-Greater emphasis on recruiting high school students and persons considering second careers.

Loan Options-The expansion of loan forgiveness options, especially in rural or disadvantage neighborhoods.

Understanding of Supply and Demand-Greater understanding of the need for specific healthcare services and demand for specific types of healthcare professionals.

Innovative Approaches-The exploration of innovative approaches to addressing burnout and turnover in healthcare professions.

Action Step I: Communicate and promote existing health services.

Clearinghouse of Resources-A framework of what resources are available within the Wichita MSA for consumers and providers to call for information and referral. This Clearinghouse would be driven by a holistic approach where all stakeholders (schools, community partners, health providers, etc.) could connect to one place. The clearinghouse would provide assistance with navigation of the Healthcare.

Universal Health Information-Providers having access to share knowledge of the consumer via an electronic health record that follows the patient no matter who the primary physician is and/or the what the agency. This increase patient safety and decrease duplication of services which will decrease the cost of healthcare.

Regionalism-Collaborating and sharing knowledge and resources within Wichita MSA.

Case Management Approach-Providing advocates for people who do not have a primary physician to avoid having to go to the ER. This will decrease utilization rates of the ER. Case managers will be a separate non-partisan entity who has access to the clearinghouse of resources. Consumers can call and get help with choices of resources based on whether or not the consumers qualify for certain services.

Identifying groups, organizations, and individuals who have committed to addressing one or more of the priority issues. Once the priority action areas and the priority strategies were identified, the Strategic Alliance began to start working on an action plan by identifying who (groups, organizations, individuals) would take action. The Strategic Alliance members completed commitment sheets for the action step(s) they will be completing. The following organizations signed up for collaboration within the action areas: Coleman Company, Harvey County Health Department, Health and Wellness Coalition, Kansas Parish Nurse Ministry, KTQW-Community TV, Project Access, Sedgwick County CDDO, Sedgwick County Health Department, Via Christi, Tobacco Free Wichita, IMA of Kansas, Wesley Medical Center, Wichita State University School of Nursing, Arthritis Foundation, Butler County Health Department, Sedgwick County COMCARE, Central Plains Area Agency on Aging, Wichita Area Technical College, Abstinence Education Inc., Good Samaritan Clinic and Vitae Lifestyle Medical Center.

Next Steps

Next steps of the Strategic Alliance meeting include fostering partnerships of organizations to address the priority issues, recognizing and supporting existing efforts within the region, and course correcting when additional efforts are needed.

Racial Diversity, Opportunity & Harmony Strategic Alliance

Strategic Alliance Strategy

Understand, celebrate and embrace all cultures and racial diversity and make it evident in everything we do. Encourage interaction among all people and break down barriers.

- a) Create thriving neighborhoods that are both ethnically and racially diverse.
- b) Reduce the earnings gap between minorities and non-minorities.
- c) Increase graduation rates.
- d) Close achievement gap.

Encourage employers to be committed to a racially diverse workforce. Vision Partners will ensure inclusion and racial diversity as they adopt and implement strategies in the six Foundations. Recognize that the Wichita MSA will not succeed in meeting its Key Benchmarks without achieving racial diversity, opportunity and harmony.

Promote the integration and inclusion of immigrants into the community and workforce.

Strategic Alliance Benchmark

The benchmarks of the Strategic Alliance are the same as the key benchmarks listed below.

Quality of Life Foundation Vision

By 2024 the Wichita MSA will be a healthy, safe community that has a vibrant recreation, entertainment & arts focus that embraces diversity and builds pride.

Key Benchmark Targeted

In all of the six foundations and strategies of Visioning Wichita, we will be committed to racial diversity, opportunity and harmony for everyone.

- Attitude Survey: Conduct a regular scientific attitude survey to measure changes in perceptions about racial diversity, opportunity and harmony. The survey will establish indices that measure diversity, opportunity and harmony in social interaction, jobs, education, healthcare and leadership (after the initial survey in 2005, expected annual increments of improvement in the indices will be established.)
- Income Gap: Be above the U.S. per capita income for each minority group by 2010 and by 2020 eliminate one-half of each minority per capita income gap.

“Visioning Wichita has ventured boldly into the discussion of community unity within all segments of our regional area. Racial diversity, opportunity and harmony initiatives are integrated into all strategies within the document. We are working together differently and more collaboratively in overcoming the skepticism that perhaps these issues cannot be addressed. In just this short of time progress is being made.”

**LaVonta Williams
USD 259**

Summary of Accomplishments to Date

The Racial Diversity, Opportunity and Harmony Leadership Team and Strategic Alliance members have been at work since May 2005 focusing on efforts to gain progress toward the Strategic Alliance's benchmark for Visioneering Wichita. This benchmark is the development and implementation of a community-wide survey, initially to capture and establish indices that measure community-wide attitudes and perceptions around diversity, opportunity and harmony in social interaction, jobs, education, healthcare and leadership on an ongoing basis, and to then utilize those indices as a baseline for a regular, bi-annual review of progress in these areas. Additionally, the Strategic Alliance is tasked with insuring that sensitivity to the need for racial diversity, opportunities and harmony are incorporated into the work and initiatives of the other Strategic Alliances. Specifically, to date the Strategic Alliance has:

- Revisiting the draft benchmark and refined it by defining and agreeing upon terms relative to racial diversity, opportunities and harmony.
- Reviewing strategies for racial diversity, opportunities and harmony in order to lay the foundation for developing future direction and action steps.
- Working collaboratively to develop and refine a survey instrument to capture baselines and establish indices to measure community-wide attitudes and perceptions around diversity, opportunity and harmony in social interaction, jobs, education, healthcare and leadership on an ongoing, bi-annual basis.
- Beginning the process of developing a framework and identifying opportunities for networking across Strategic Alliances in order to insure that racial diversity, opportunities and harmony are included in present and future initiatives throughout the Visioneering Wichita process.

The following summarizes the extent of the Strategic Alliance's efforts in these areas.

Revisiting the draft benchmark. It was determined that before meaningful work could get underway, there needed to be a shared understanding/definitions of terms related to the Strategic Alliance benchmarks and strategies. Strategic Alliance members first came to consensus around terminology such as culture, ethnicity, opportunity, fairness, respect, creativity and harmony, and guiding principles were developed based on those shared meanings. These efforts helped Strategic Alliance members to lay a foundation from which to proceed forward together.

Reviewing strategies. In looking at the community strategies developed for the Quality of Life Foundation related to Racial Diversity, Opportunity and Harmony, Strategic Alliance members determined that each one falls within two broad categories: 1) Creating opportunities for multicultural positive interaction in neighborhoods and communities; and 2) Increasing opportunities for minority groups via education and job opportunities.

Working collaboratively to develop and refine a survey instrument. To date, several instruments and methodologies have been considered for acquiring baseline community data on attitudes and perception around diversity, opportunity and harmony in social interaction, jobs, education, healthcare and leadership. The Strategic Alliance is still in the process of determining which means and methods will most effectively and informatively meet the needs of our community and Visioneering outcomes.

Beginning the process of developing a framework for identifying opportunities for networking across Strategic Alliances. After a process of brainstorming possible strategies for increasing racial diversity, opportunity and harmony in the Wichita MSA, Strategic Alliance

members undertook a process of looking at the benchmarks of the other five Strategic Alliances to find opportunities for collaboration to address the identified broad benchmark and strategy areas. Below are the networking ideas generated from Strategic Alliance members' discussions:

Alliances & Benchmarks	RDOH Strategies
<p>Entrepreneurs and Small Business Benchmark:</p> <p>500 new direct value-added manufacturing jobs and 250 value-added non-manufacturing jobs* created by small to medium-sized businesses (having 500 or fewer employees) annually for the next 5 years. *(250 value-added non-manufacturing jobs is goal but stretch goal is 500 new jobs created annually.)</p>	<ul style="list-style-type: none"> • More employment opportunities within neighborhoods where minority populations live • Need more minority owned businesses within minority neighborhoods • Need to encourage/develop corporate/employer mentoring programs • Job notices-make more accessible – better network building, creation and/or better utilization community information networks • Encourage/develop entrepreneurs/minority-owned businesses-mentoring/opportunities • Concerted effort to develop program to help adults to develop life skills and job skills • Promote and educate neighborhoods about funding sources • Parents need to be engaged in their children's activities

Alliances & Benchmarks	RDOH Strategies
<p>College Mecca Benchmark</p> <p>Before 2024 the Wichita MSA will have a globally competitive education system that encourages and supports life-long learning and contributes to the social, cultural and economic vitality of our diverse community.</p>	<ul style="list-style-type: none"> • Increased funding/scholarship opportunities for minorities • Social marketing to minority communities about educational opportunities • Should develop better linkages with mentoring programs in community • More minority professors and leadership in academia

Alliances & Benchmarks	RDOH Strategies
<p>Mentoring Benchmark</p> <p>By 2010, 20,000 mentors need to be recruited, trained and placed in the MSA public and private school systems.</p> <ul style="list-style-type: none"> • For USD 259 per year: 3,000 net new mentors • For other USDs and private schools per year: 1,000 net new mentors 	<ul style="list-style-type: none"> • Create linkages between community sports and enrichment programs • Develop awareness programs directed at youth regarding achievement gap • Promotion of life skills training • Coordination of programs • One-stop information and referral source • Utilize social marketing to increase awareness • Diversity and cultural competence training should be offered to school staff, educators and volunteers • Increase special-ed teachers in the schools • Utilize neighborhood venues and faith communities for programming and integrate culturally appropriate practices • Increase leadership that values diversity • Utilize a “study circles” format to increase awareness of disparities throughout community (i.e. “Building Bridges”)

Alliances & Benchmarks	RDOH Strategies
<p>Healthcare Benchmark:</p> <p>Increase healthcare quality and accessibility, while at the same time the Wichita MSA will be below the US annual percentage increase in healthcare costs by xxx%*.</p> <p>(* - Note: The measurement of this percentage will be developed from baseline data collected during implementation.)</p>	<ul style="list-style-type: none"> • Parental involvement • Greater accessibility to healthcare for minority elders • Improve cultural competence in health care professions • Assist in the promotion of life skills and healthy lifestyles training for youth and adults • Promote more convenience and accessibility for minorities (neighborhood and one-stop clinics)

Alliances & Benchmarks	RDOH Strategies
<p data-bbox="186 239 732 273">Unified Legislative Agenda Benchmark</p> <p data-bbox="186 306 829 405">The Unified Legislative Agenda Strategic Alliance will have a unified agenda that advances Visioneering Wichita.</p>	<ul data-bbox="914 239 1442 602" style="list-style-type: none"> <li data-bbox="914 239 1442 338">• Encourage/develop entrepreneurs/minority-owned businesses-mentoring/opportunities <li data-bbox="914 344 1442 443">• Need to encourage/develop corporate/employer mentoring programs <li data-bbox="914 449 1442 602">• Develop an ongoing awareness campaign that “names the names” of those businesses/corporate leaders who are most inclusive and diverse in their workforce

Next Steps

Next steps of the Strategic Alliance include final implementation planning for the community-wide survey, expected to be administered in January 2006, as well as continued development and consensus on the most appropriate and effective methods of incorporating issues of racial diversity, opportunities and harmony comprehensively across all Strategic Alliances.

Unified Legislative Agenda Strategic Alliance

Strategic Alliance Strategy

Develop a South Central Kansas unified legislative agenda driven by community will and issues and promote its implementation by our legislative delegation. The unified agenda will represent what a broad cross section of South Central Kansas organizations support and expect of legislative action. (Issues that divide us will not be included in the unified agenda.)

- a) Present the unified agenda prior to the legislative session and issue a report card after the session.
- b) Have Wichita MSA and South Central Kansas Day in Topeka where representatives of all organizations visit with their legislators and provide support for the annual unified agenda.
- c) Ensure there is communication through the media and other communication mediums of Kansas legislative activities to the Wichita MSA citizens.
- d) Recognize the importance of working together and continuous communication with our legislative delegation.
- e) Encourage the South Central Kansas legislative delegation to form coalition within the state to achieve the unified agenda. (The South Central Kansas delegation has 44 of the 165 representatives in the Kansas legislature or 27%.)

Strategic Alliance Benchmark

The Unified Legislative Agenda Strategic Alliance will have a unified agenda that advances Visioneering Wichita.

Government Foundation Vision

Before 2024, the Wichita MSA will be a national model for effective, efficient, inclusive and accountable governments that are representative of the community's needs and desires.

Key Benchmarks Targeted

Job Growth: By 2008, exceed the highest of the annual percentage job growth rate of the U.S., Omaha, Tulsa, Kansas City and Oklahoma City.

Skills Training & Life-long Education: Provide technical education to ensure a skilled workforce and competitive skills training for companies adding or relocating jobs. The measurement will be meeting Key Benchmarks for job growth and per capita income.

Post-secondary Education: Increase the number of post-secondary students 3% per year. Increase percentage of post-secondary education research dollars. The measurement of annual change will be determined during implementation.

Pre K-12 Education: All schools and districts meet the Kansas Adequate Yearly Progress Plan (AYP) each year.

“We took a look at where we were and decided it was time to plan together – as a region – for our future. We’ve come together around a common process and now we’re uniting together with our area legislators to carry forward a regional legislative agenda that supports our south central Kansas vision.”

John Waltner, Unified Legislative Agenda Resource Team Co-Chair and Mayor, City of Hesston

Summary of Accomplishments to Date

Over the past several months a group of nearly 90 regional business leaders, county and city officials, local legislators, and other community leaders have met to prepare and develop a unified legislative agenda for the Wichita MSA based on Visioneering Wichita key benchmarks. While a daunting task, Strategic Alliance members have quickly progressed on several fronts, including:

- Identifying the elements to a successful unified legislative effort.
- Creating a set of guiding principles for working together.
- Recognizing the importance of regionalism.
- Determining a vision and a set of goals for the upcoming legislative sessions.
- Creating a short-term timeline of activities and accomplishments.
- Identifying several potential issues for the unified legislative agenda based on the Visioneering Wichita key benchmarks.
- Hosting a panel of area legislators to respond to progress made on the Unified Legislative Strategic Alliance of Visioneering Wichita.
- Providing an opportunity for participants and other Strategic Alliances to generate legislative proposals for consideration.
- Commitment to a longer-term partnership to continue progressing on the development of a unified legislative agenda on a continual basis.

The following summarizes the extent of the Strategic Alliance's efforts in these areas:

Identifying successful elements. In order to be successful, participants recognized that they did not necessarily have to "reinvent the wheel," as similar efforts have been successful in other areas and on other topics. Participants shared these examples and created a list of the common elements to successful efforts.

Participants' Ideas for What Makes Similar Efforts Successful

- | | |
|--|--|
| • Recognized value and need | • Leadership in private and public sectors |
| • Presented as complete package | • Group coming together |
| • Widespread community, grassroots support | • Timing |
| • Communication and information provided (community education) | • Emphasize those things that we can agree upon |
| • Issue and goals were well defined | • Ability to compromise (especially of the big players) |
| • Recognized local climate | • True leadership which is consistent and sticks with it |
| • Plenty of planning so can be well-organized | • Realizing importance of core area of Wichita |
| • Flexible, allow change | • Repeat what is successful - use history |
| • Commitment to the public and keeping them involved | • Respect of the past |
| • A lot of effort on multiple levels | • Community pride important, spiritually, creates a sense of community |
| • Hospitality, neighborly | • If you give Kansans a forum they will respond and volunteer |
| • An issue that is compelling, product that sells itself | • Sometimes things have to get worse before they get better |
| • Organization of the effort, bringing new ideas and people together | • One person can really make a difference |
| • People being willing to step across boundaries | |

Creating a set of guiding principles. Early in the process, participants developed a set of guiding principles that are revisited at every meeting so as to keep the group focused and clear on the meetings objectives.

- Identify the “pros and cons” of ideas so that we can make well informed decisions
- Elected officials represent the community’s will
- Respectful of everyone’s opinions, recognizing there are multiple viewpoints
- Need to agree how to communicate the decisions of the alliance, both within the alliance and to external partners (i.e., media)
- Maintain a regional focus
- Address other Visioneering benchmarks
- Focus on issues not personalities
- Inclusiveness (i.e., minorities, multiple community sectors, different communities)

Recognizing the importance of regionalism. A brief overview from a previous presentation by Dr. Joe Aistrup, Head of the Department of Political Science KCRI, Kansas State University and Senior Policy Fellow, Docking Institute of Public Affairs, FHSU, provided participants real evidence for the importance of regionalism for southcentral Kansas, both from an economic and growth perspective. Following the overview, participants identified the following reasons why regionalism is important:

- Able to qualify for different level of assistance from the federal government
- Expanded customer base
- Different communities compliment and benefit each other
- Increased arts/social activities
- More opportunities for coalitions among minority groups to develop
- Doesn’t threaten “small town nature” when consider that we can pull our identities together, while maintaining our own individualism
- Breakout of existing “coalitions” – Expand opportunities to work with new groups and individuals
- We can better use facilities with better understanding of each other
- Pulling our identities together while maintaining our own individualism
- Greater power and financial resources when pooled together
- Well trained labor pool
- Additional arts and cultural opportunities
- More opportunities for relationships and networking
- Job opportunities
- Increased volunteers
- Increased tolerance for the diversity opinions
- Greater access to state – regional political leaders have more ‘clout’

Determining a vision and set of goals to be completed by the upcoming legislative session. Participants created a short-term vision for the future of the alliance by identifying their hopes for the start of the legislative session. These “if we got it right” statements set the stage for a more detailed and deliberate timeline of activities. These activities will be revisited and course correction steps taken over the next several months.

If we “Got It Right” by the Start of the Legislative Session

- A process is identified that will have the greatest impact & opportunity for success
- Building trust among participants
- We are more aligned based on our similar interests

- We have a mechanism to react to “opportunities” and “threats” to our area
- Invite presidents of ‘Neighborhood Associations’
- Group of focused priorities that have been jointly identified
- We will understand why some people are not here & develop strategies to get them to attend
- Clear and better understanding of how interdependent we are
- Unify our legislative delegation
- Our “objective” is bigger than just legislative agenda (more than just common issues), but is about how to make south-central Kansas stronger and powerful
- Constituents need to contact legislators regarding the issues we identify

Creating a short-term timeline of activities and accomplishments. Participants were asked to construct a proposed timeline for the Legislative Agenda. After considerable discussion, the following timeline was proposed:

August, 2005

- Communicate to other strategic alliances
- Develop strategy to include more in the process (a more general cross-section of population)
- Have a meeting after hours/evening
- Ongoing - identify and engage political contributors in Visioneering

July – September, 2005

- Define common issues
- Develop list of potential items to be presented to delegation
- Know broad areas to address

September, 2005

- Secure legislator buy-in to process
- Legislator golf outing/social event
- For further discussion: Develop a matrix to hold delegation account for the few special issues

September – October, 2005

- Need to be better informed on the two benchmarks selected
- Gather information for funding of state programs
 - Collection of data
 - Long-term funding plan and strategy
- Get back-up information
- Needs to develop a process to communication
- A few specific issues to the delegation by September 30
- Collect submissions of legislative needs from other strategic alliances (by 9/05 meeting)

October, 2005

- Reach agreement on key issues to be presented
- Develop proposals to be brought forward
- Narrow down the issues (no more new ideas)
- I.D. specific tasks that need to occur and take recommendations to our delegation
- Reach consensus on specific issues by September 30

- Identify key decisions to be made legislatively in order to support Visioneering goals being brought forward
- When do we decide the specific issues?

November, 2005

- Communicate work product to stakeholders
- Sponsor a news conference to community
- Develop the specific issues by October 31
- Convene delegation as a group to understand the support that Visioneering Wichita has for the issues
- On-going communication with legislators
- Work with legislators to develop plan to take agenda statewide
- Ask delegation to speak with consensus on a few specific issues by November 30
- Present agenda to regional delegation (November/December)

December, 2005

- Early December – redrafting (as needed) legislation with legislators
- Refine issues and develop follow-up strategy
- Receive feedback from delegation

January, 2006

- Visioneering Wichita Annual Meeting
- 2006 Legislative Session begins

Identifying several potential issues for the unified legislative agenda based on the Visioneering Wichita key benchmarks. One of the key steps for the alliance was to focus on a possible set of issues that could be explored in more detail prior to the legislative session. A natural starting point for the identification of issues were the eight benchmarks identified through the Visioneering process as they were based on the input of the citizens of the Wichita MSA. Participants prioritized the benchmarks to narrow the focus of possible issues. Job Growth and Education received the most attention. Participants generated a list of potential issues for each of these areas.

Potential Issues Based on Top Visioneering Benchmarks

Job Growth – Potential Issues

- Support for new companies and industry in the area
- Encourage the development of home based businesses
- Local & state incentives to bring-in or expand companies
- Address the skills gap and its relation to job growth in the area
- Better understanding of the complexity of local issues and how votes relate to the region
- Control over lottery funds as it relates to economic development
- Casinos'/Gaming...what are the "+" and "-"
" They need to be controlled and taxed

Education – Potential Issues

- Developing effective statewide system for technical post-secondary funding, training, and retraining
- Ongoing disconnect between high school & post-secondary technical education
- Brain drain – how to keep talented, educated individuals in region. Providing opportunities that are consistent with their interest.
- Reasonable % state general fund
- Connection education and job support
- Education and research supports jobs growth
- Recruitment of new jobs and industries

- Transportation, including air travel. Important for companies needing to get in and out of the MSA. Also the Highway Intra-Region and its impact on regional movement
- Work with local legislators to help determine what is “job growth”
- Rising healthcare costs & relation to job growth
- “Cost of Doing” Business → other states have incentives. More taxpayers can create a more favorable cost of doing business in the region.
- Housing...importance of well-maintained houses & neighborhoods
- Relation of job growth to education & skill development (All levels)
- Connection of Economic Development & Workforce Development
- Low air fares
- Financing state parks
- Helping access federal funds, grants
- Consolidation/collaboration
- Not just cost – specialize services
- Process for identifying future employment needs
- Diversity – understanding changing demographics
- Not just jobs or education – both compliment each other
- Reasonable per pupil cost (average)
- Adult Basic Education (ABE) - ESOL
- College Mecca

Hosting a panel of area legislators to respond to progress made on the Unified Legislative Strategic Alliance of Visioneering Wichita. A panel of area legislators, which included Rep. Melody McCray-Miller, Rep. Brenda Landwehr, Rep. Tom Sawyer and Rep. Don Meyers, were asked to respond to the following key questions generated by a previous discussion of Strategic Alliance members:

- What do you think local legislators see as the values/benefits of a regional effort?
- What do you think local legislators see as the difficulties/challenges of a regional effort?
- Educate us on opportunities of our delegation working together across political and philosophical boundaries
- What kind of information do local legislators need when making a decision about an issue?
- How do we best communicate with local legislators during the session?

In response to the above questions, legislators reported that:

- While the diversity of the region is a unique challenge, it is important to work together as a unified force in order to successfully achieve our efforts.
- Key elements of a unified legislative agenda for the region include:
 - Focusing on unifying issues that benefit the region collectively; and
 - Communication about our differences in issues in order to help to determine where the commonalities within an issue might exist.
- Effective communication strategies with legislators during the legislative session include:
 - Providing the facts from all perspectives of an identified issue;
 - Keeping information summative and concise;
 - Clearly identifying how the identified issue benefits the region as a whole;
 - Clearly convey the legislative action recommended;
 - Making certain that communication indicates that is from a constituent, as these communications receive priority attention of area legislators;

- Having a communication contact representative for legislators to access, as well as a means for communication contact (e.g., by phone, a presence in Topeka, at delegation meetings, etc.).

Providing an opportunity for participants and other Strategic Alliances to generate legislative proposals for consideration. The legislative alliance provided an opportunity for participants to share their legislative proposals with others by developing a two page overview of the issue, covering the background, regional impact, and relationship to job growth or education. Proposals will be evaluated using a scoring matrix developed by the legislative alliance and feedback from other stakeholders (Legislative Alliance Resource Team, Visioneering Wichita partners, REAP, USD 259 School Board/ reps., business community, NP Chamber).

Commitment to a longer-term partnership on the development of a unified legislative agenda. Through its efforts over the past several months, the Strategic Alliance has established a process by which participants can identify and discuss important issues for the region and their possible legislative impacts on an ongoing, annual basis.

Next Steps

Next steps and upcoming events of the Strategic Alliance related to the development of the unified legislative agenda include:

- Thursday, October 6th from 7:00 pm – 8:30 pm at Evergreen Library, 2601 N Arkansas, an additional meeting to explain the process for submitting issues.
- Wednesday, October 19th by Noon. Individuals developing issue papers need to submit their proposals using the template provided to the resource team by Noon so they can be prepared for the Friday, October 21st meeting (see bullet below).
- Friday, October 21st from 9:00 am – 11:00 am at location to be determined next Strategic Alliance meeting that will include review of legislative issues submitted to date, evaluation of issues, and next steps to determine priorities for the region.