



## **Visioneering Wichita Entrepreneurs & Small Business Strategic Alliance Summary of Accomplishments to Date August 2006**

---

Over the past year, 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 above Strategic Alliance benchmarks for Visioneering Wichita. While a daunting task, the group has quickly progressed on several fronts, including:

- Revisited the draft benchmark and refined it by gaining a shared understanding of the definition of “direct, value-added jobs” and relevant data.
- Developed and prioritized action steps areas for the strategy based upon current service gaps to entrepreneurs and small business owners.
- Developed specific action steps and checked-in on their progress in order to address the action step area to “support an information clearinghouse accessible by entrepreneurs. NetWork Kansas, an information clearinghouse, was launched by Alliance partner the Kansas Center for Entrepreneurship in early 2006.
- Review education information related to the prioritized action step area of facilitating education and training opportunities for entrepreneurs.
- Identified and prioritized possible ways to facilitate technical assistance and mentoring for entrepreneurs. Two primary ideas emerged, which include:
  - A business incubator for Wichita MSA that benefits and levels the playing field for the entire community, especially the minority business community.
  - A minority business initiative that would provide support for start-up as well as growth minority businesses, including education, business plan development and team mentoring. For the minority business initiative, Strategic Alliance members discussed and began to develop:
    - Key actions for these priority ideas, including who needs to be involved, what needs to be accomplished and by when within the context of the racial attitudinal survey findings.
    - The development of a logic model, which identifies the anticipated impacts of the initiative, the primary activities and the needed resources (including emerging opportunities and partnerships, as well as information on model programs, etc.)

Next steps of the Strategic Alliance at the August 29<sup>th</sup> meeting include:

- Checking in on progress on action step area:
  - Supporting an information clearinghouse accessible by entrepreneurs.
- Review the proposed design and develop next steps for the minority business initiative in order to facilitate technical assistance and mentoring for entrepreneurs.



## **Visioneering Wichita Mid-Continent College Network Strategic Alliance Summary of Accomplishments to Date August 2006**

---

Over the past year, a group of individuals who are passionate about post-secondary education in the Wichita MSA have worked on the development of the Mid-Continent College Network Strategic Alliance. The group has made definite progress this year, 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, ultimately deciding to use the term "Mid-Continent College Network."
  - 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."
- Vision Statement: 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. Branding/naming possibilities
    2. The inventory/catalog of current resources
    3. Other college meccas in the country
  - Finding similar models of "college networks" around the country (Baltimore, Philadelphia, etc.)
  - Developing a potential benchmark around a collaborative marketing strategy (Design, launch, and implement a collaborative marketing strategy).
  - Creating a PowerPoint presentation making the case for South Central Kansas and the Wichita MSA as a great college region.
  - Refining the PowerPoint presentation based on suggestions from those present at the December 12, 2005, Strategic Alliance meeting.
  - Presenting the PowerPoint presentation to the Visioneering Wichita Steering Committee and the Wichita Metro Chamber of Commerce Board, obtaining feedback on the presentation from both groups.
  - Attending the Visioneering Wichita Annual meeting.
  - Convening the presidents of the 21 institutions in South Central Kansas to discuss how to move forward on the benchmark related to developing a collaborative marketing strategy, deciding to convene marketing representatives from the institutions to further the benchmark.
  - Convening marketing representatives of the 21 institutions in South Central Kansas to discuss how to move forward on the benchmark related to developing a collaborative marketing strategy.

Next steps of the Strategic Alliance include a meeting on August 11<sup>th</sup> with the marketing representatives of the 21 institutions in South Central Kansas, which will focus on what information the Branding Strategic Alliance needs to know in order to include higher education in the larger effort to market/brand the Wichita MSA.



## Visioneering Wichita Mentoring Strategic Alliance Summary of Accomplishments to Date August 2006

---

Over the past year, 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:

- Creating 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 and revising it to read as follows: By 2010, 10,000 additional mentors from school-based and community-based programs need to be recruited, trained, and matched in the Wichita MSA to facilitate the development of healthy, successful children through the establishment of one-to-one relationships with caring individuals. **The goal for 2006 will be 1,000 additional mentors. In order to reach the 2010 goal, the Strategic Alliance will increase the goal number of additional mentors incrementally over the remaining years. As more work is done in the area of marketing, more organizations will participate in mentoring and in data collection, resulting in growing the number of additional mentors each year.**
- Implementing a marketing/branding plan developed by Bothner & Bradley.
- Developing a PSA to air during National Mentoring Month (January 2006).
- Developing a process/system for tracking data.
- Collecting information from mentoring organizations to set a baseline to measure the benchmark.
- Developing an online resource for people to access more information about mentoring and how to become a mentor.
- Identifying strategic action areas (in addition to marketing) to pursue in 2006, including: Research, Partnerships, Collaborations, Programs, and Public Awareness.
- The leadership team, as well as the alliance, decided to focus its efforts for 2006 on partnerships solely. Increasing the number of partnerships will help to create the greatest opportunity to increase the number of mentors and thus achieve the benchmark.
- The strategic area of partnerships was broken down into 4 core areas of: businesses, churches, schools and neighborhoods. Small subgroups participated in developing a goal statement for each core area:
  - Businesses: We will engage 100 new businesses in mentor-focused partnerships before 2007.
  - Churches: We will increase the number of church partnerships by 10 churches by 2007.
  - Schools: We will engage all public and private school districts in the Wichita MSA in establishing formal mentoring partnerships.
  - Neighborhoods: We will engage a minimum of 100 neighborhood and civic organizations in an effort to increase awareness of mentor-focused partnerships by Dec. 31, 2006.
- The strategic area subgroups met to develop strategies as well as action steps for each core area.

In August 2006, the subgroups will report on their progress to the larger alliance.



## **Visioneering Wichita Health Care Strategic Alliance Summary of Accomplishments to Date August 2006**

---

Over the past year, 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 health care services throughout the region. The Strategic Alliance has quickly made progress on several issues, including:

- Successful submission of a proposal for the 2006 Unified Legislative Agenda regarding expansion costs in nursing programs in Post-Secondary public educational institutions in South Central Kansas; this agenda item was passed in the legislative session.
- Identifying focus areas for 2006, including:
  - Quarterly Health Care Alliance Public Forums to educate the larger community about pressing health care issues.
  - Quarterly Health Care Alliance Meetings to help work on identified health care priority areas, highlight existing services and initiatives, and link to other Visioneering initiatives/events
  - Benchmark sub-committees to assess, prioritize measures, and report to the Health Care Alliance
- Engaging in two Quarterly Health Care Alliance Meetings. Presenters from the following agencies included:
  - The KU Medical Center
  - Sedgwick County Medical Society
- Conducting two Quarterly Health Care Alliance Public Forum at the KU Medical Center.
- The Leadership team and the sub-committees attended a July 2006 Retreat
  - Sub-committees met regarding the current benchmark.
  - Sub-committees agreed upon a number of indicators that can be measured to develop a benchmark, guiding principles and strategic direction for the upcoming year. The information from the July retreat will be presented to the alliance in August.

Next steps of the Strategic Alliance's leadership team include the development of a Memorandum of Understanding to clarify priorities and expectations for the next year.



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

---

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

### Survey Results:

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

### Discussion Points:

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

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

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

### This communication strategy would result in:

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

### Next Steps for the Strategic Alliance:

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



## Visioneering Wichita Unified Legislative Agenda Strategic Alliance Summary of Accomplishments to Date August 2006

During 2005, a group of regional and community leaders, educators, service providers, regional county and city officials, collaborated in the development of the Unified Legislative Strategic Alliance. **As a direct result of Visioneering and for the first time, a unified legislative agenda has been developed for South Central Kansas.**

The group completed the following:

- Developed 'guiding principles' that stressed consensus building and a regional approach
- Developed the following benchmark: 'The Unified Legislative Agenda Alliance will have a unified agenda that advances Visioneering Wichita.'
- Identified stakeholders, including area legislators, to participate in the Strategic Alliance meetings
- Held a series of meetings throughout the Wichita MSA [Newton, Wellington, Wichita & Winfield]
- Agreed to focus the legislative agenda on 'education' and 'job growth'
- Solicited legislative proposals that would be regional in scope
- Developed a 'scoring matrix' that rated the following: job growth, education, regionalism, additional benchmarks, regional economic impact, social impact, a issue that can be agreed upon and how realistic it was for possible passage

Following input and review from various stakeholders and the leadership team, the following agenda items were agreed upon for the 2006 Legislative Session:

- *State financial support to maintain and expand low cost commercial air service from Mid-Continent Airport;*
- *Continued state investments in aviation research at the National Institute for Aviation Research at Wichita State University;*
- *State support for 25% expansion in the capacity of nursing programs in existing post-secondary public education institutions in South Central Kansas; and*
- *Support for a new system and facility for technical education and training in the area through the Sedgwick Technical Education and Training Authority.*

Through the efforts of the Visioneering Unified Legislative Strategic Alliance, south central Kansas legislators, and others there were several successful accomplishments in 2006, including...

- *Maintained and expanded low-cost commercial air service for the state through the Affordable Air Fares Fund - **\$5 million/year for five years***
- *Continued state investments in aviation research at the National Institute for Aviation Research at Wichita State University through the completion of a five-year plan proposed by area aviation industry - **\$2 million***
- *Covered expansion costs in nursing programs in post-secondary public educational institutions in south-central Kansas through Kansas Board of Regents funding - **\$3.4 million***
- *Development of a collaborative local, state, federal and private sector investment of \$50 million+ to ensure the technical education and training facility and system are developed to world class standards. Specific funding needs are being planned and were not available for the 2006 Legislative session, but will be presented to future legislatures.*

Visioneering Wichita recently celebrated the success of South Central Kansas Unified Legislative Agenda Alliance on Thursday, August 3, 2006. The event was held at the Wichita Art Museum from 4:30-6:30 p.m. Alliance Members, area legislators, City and County officials, REAP Members and interested citizens, who participated in the process, were in attendance.

**Next Steps:** The Resource Team for the Unified Legislative Strategic Alliance will reconvene in August. The team members will review the past processes and develop strategies for developing a 2007 legislative agenda. Various stakeholders will be invited to provide input and a series of community meetings will be scheduled.



## **Visioneering Wichita Birth - K Strategic Alliance Summary of Accomplishments to Date August 2006**

---

The Birth – K Strategic Alliance held its first meeting on July 10, 2006. Each county in the Wichita MSA was represented within a group of over 40 participants. These participants included parents, grandparents, service providers, educators, community foundations and other community volunteers who have a strong interest in the field of early childhood services.

At the first meeting, Strategic Alliance members reviewed the strengths and challenges of the local early childhood community, projected where the community could be, identified barriers to overcome, as well as additional people to invite to future Strategic Alliance meetings. Eleven community individuals from diverse backgrounds have volunteered to participate on the Leadership Team.

### **Next Steps:**

- Leadership Team members will meet August 14<sup>th</sup> and discuss preparation for and development of the Strategic Alliance Memorandum of Understanding.
- Strategic Alliance members meet August 21<sup>st</sup> to develop strategies and benchmarks for the Strategic Alliance.



## **Visioneering Wichita Regional Comprehensive Recreation Plan Strategic Alliance Summary of Accomplishments to Date August 2006**

---

Approximately 30 participants representing several municipalities and community groups throughout the Wichita MSA interested in recreation and parks met in May and June 2006 to preliminarily lay the foundation for the development of a regional, comprehensive recreation plan for the Wichita MSA. The participants have quickly made progress on several issues, including:

- Developing a preferred future vision for a regional, comprehensive recreation plan.
- Laying the groundwork to make the vision a reality through identification of next steps.
- Forming a leadership team with 12 members to date.
- Identifying additional stakeholder groups to participate once the full Strategic Alliance is launched.
- Developing a definition of what “recreation” is and what it is not.
- Reviewing the City of Wichita’s process to develop a future recreation plan.
- Visiting other municipalities in the Wichita MSA not in attendance at the May and June meetings in their local communities in order to engage them in participating in the discussion of the development of a regional, comprehensive recreation plan. These efforts also included a well-received presentation to REAP Economic Development Committee.

Next steps of the Strategic Alliance include:

- September 8<sup>th</sup>, 9:00 – 11:00 a.m., Self-Help Network (358 N. Main): Preliminary meeting of Wichita MSA municipalities in order to: 1) Gain a shared understanding of individual, future recreation plans; and 2) To determine possible collective, natural partnership opportunities that would advantage individual municipalities in advancing their local future plans forward within the context of a larger, comprehensive regional recreation plan.
- September 25<sup>th</sup>, 6:30 – 8:00 p.m., WSU Hughes Metroplex (29<sup>th</sup> & Oliver): Launch of Strategic Alliance within larger community (with announcements prior to the meeting appearing in the newspaper). The purposes of the meeting include: 1) Gaining an understanding of the efforts and accomplishments to date; and 2) Obtaining community input to inform the development of a regional, comprehensive recreation plan for the Wichita MSA.