



Vision. Driven.

Visioneering Wichita Plan Update

May, 2007

Driven Accountabilities.

The Wichita metropolitan statistical area (MSA) has voiced its dreams, and in 2005 started to make those dreams a reality. Eight key benchmarks serve as our measure and drive us to aggressively work together to move the regional community forward.

- **Job Growth Benchmark.** *By 2008, exceed the highest of the annual percentage job growth rate of the U.S., Omaha, Tulsa, Kansas City and Okalahoma City.* **2006 Report:** In 2006 our annual percentage job growth rate of 2.1% exceeded the rates of the U.S., Omaha, Kansas City and Oklahoma City; only Tulsa at 3.3% experienced a higher percentage job growth rate.
- **Per Capita Income Benchmark.** *Stop the 21-year decline of Wichita per capita income as a percentage of the U.S. per capita income before 2011.* **2006 Report:** In 2004 MSA per capita income was \$33,671 in comparison to the United States at \$34,471. The 2005 MSA per capita income reverses a short term decline and moves our MSA in an upward trend.
- **Education Benchmark(s).** *Provide technical education to ensure a skilled workforce and competitive skills training for companies adding or relocating jobs.* **2006 Report:** Board of Sedgwick County Commissioners approved the issuance of bonds to construct a leading-edge technical training facility at Jabara Airport. Slated to open in 2009, the Jabara facility will offer instruction in aviation and industrial manufacturing technologies. *Increase the number of post-secondary students 3% per year. Increase percentage of post-secondary education research dollars.* **2006 Report:** Post-secondary research dollars at Wichita State University were \$42.0 million and continued the upward trend of additional dollars. Since 1996 Wichita State University has experienced a 174% increase in research dollars. *All schools and districts meet the Kansas Adequate Yearly Progress Plan each year.* **2006 Report:** Percentage of school districts in the metropolitan statistical area making Adequate Yearly Progress for the 2004-2005 school year was at 90%; the goal is 100%. MSA graduation rates improved from 85% in 2005 to 87% in 2006.
- **Family Stability Benchmark.** *The four counties in the Wichita MSA will be below the Kansas average by 2024 in percentage of marriage dissolutions (annulments & divorces) and percentage of live births born out of wedlock.* **2006 Report:** The 2005 ratio for marriage dissolutions for the MSA were 1.5 marriages for every 1 dissolution which demonstrated no change from 2004 and; the percentage of MSA live births born out of wedlock increased from 34.7% in 2003 to 38.0% in 2005 in comparison to the State of Kansas at 32.6% in 2004 to 34.0% in 2005.
- **Downtown Development Benchmark.** *The goal is \$144 million annual total financial investment from private and public funds (i.e. building renovations, new construction, infrastructure improvements and permanent equipment and fixtures.)* **2006 Report:** \$57.8 million was invested.
- **Arts Benchmark and Recreation Benchmark.** *The Wichita MSA will be in the upper one-fourth of Cities Ranked & Rated Arts and Recreation score by 2014.* **2006 Report:** The Wichita area ranked 242nd out of 337 cities in recreation/leisure (a decline from 225th in 2005) and ranked 123rd out of 337 cities in the arts (a decline from 67th in 2005) when compared with our peer metro cities of Omaha, Denver, Tulsa, Kansas City and Oklahoma City.



- **Racial Diversity, Opportunity and Harmony Benchmark. 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 and leadership.* **2006 Report:** A baseline survey was conducted in January, 2006; outcomes are available on www.visioneeringwichita.com. Findings resulted in regional strategic action steps to advance opportunity and harmony plus ongoing public awareness presentations on survey results.
- **Leadership Benchmark.** *Public and private sector leadership will be measured by success in meeting the above Key Benchmarks.* **2006 Report:** Public and private sector leaders have aggressively partnered to review, revise and refocus efforts for improvement in the above.

Driven Strategies.

In 2006 four additional alliances joined the existing six alliances dedicated to advance our vision in the areas of economic development, education, quality of life and government.

- **Entrepreneurs & Small Business.** Focused on creating an entrepreneurial and innovative mecca for the development of direct, value-added manufacturing and non-manufacturing jobs, this alliance continues their work by: 1) Supporting NetWork Kansas – a one-stop resource for entrepreneurial assistance; 2) Developing and launching a Minority Business Initiative designed to provide education, training and mentoring to minority entrepreneurs so that there is a 90% success rate of program graduates who are operating sustainable and viable businesses after five years.
- **College Mecca.** Create an awareness of the Wichita MSA as a college mecca and learning community by increasing the number of students attending regional colleges and by providing education programs and research that meet regional job sector needs are the aims of this alliance. Regional university and college presidents directed action areas in: 1) Collecting of baseline data on area post-secondary assets; 2) Forming a Marketing Task Force to communicate 21 area institutions strengths to assist in community branding initiatives and; 3) Understanding the role of area institutions in workforce recruitment, retention and expansion initiatives.
- **Mentoring.** This strategic alliance is working to ensure that the Wichita MSA is a mentor-focused community with programming in both school and community settings. Their goal is to provide a mentor for every student who needs one through implementation of an umbrella recruitment campaign to increase awareness of mentoring and secure mentors. By 2010, 10,000 additional mentors will be recruited, trained and matched in area schools and community-based organizations; in 2006 there were 4,367 mentors in comparison to 4,554 mentors in 2005.
- **Health Care.** This alliance focuses on increasing the accessibility and quality of health care while lowering the cost by advancing four regional health care initiatives: 1) Promoting disease prevention by advancing healthy lifestyles, wellness, fitness, and education programs through nine health focus areas – physical activity, nutrition, tobacco, alcohol, oral health, mental health, unintentional and intentional injury, palliative care and asthma; 2) Understanding comprehensive coordinated health care models (including mental, dental, and medical) for all people and by building the health leadership capacity in health matters affecting regional employers; 3) Communicating and promoting existing health services; and 4) Ensuring the availability and adequate supply of quality health care professionals.
- **Racial Diversity, Opportunity and Harmony.** The goal is to ensure that the Wichita MSA understands, celebrates and embraces all cultures and racial diversity and makes it evident in all community efforts. This alliance conducted a web-based survey measuring regional attitudes of racial opportunity, diversity and harmony in social interaction, jobs, education, and leadership. Survey result regional presentations highlight the work of this alliance in 2006.



- **Unified Legislative Agenda.** This alliance advanced a 2006 unified legislative agenda for action by south-central Kansas legislators based on the Visioneering Wichita key benchmarks of job growth and education. Agenda issues included: 1) State support for 25% expansion in nursing program capacity; 2) State financial support to maintain and expand low cost commercial air service from Mid-Continent Airport; 3) Continued state investments for aviation research at Wichita State University's National Institute for Aviation Research; and 4) Support for a new system and facility for technical education and training. In 2006 agenda priorities resulted in over \$27 million in new state funding dollars for south central Kansas.
- **Birth – K (New in 2006).** To expect all children entering kindergarten to be ready to learn at the kindergarten level is the goal of this alliance launched in 2006. Progress so far: 1) Expansive regional participation (including parents, grandparents, service providers, educators, community foundation and volunteers); and 2) Awarding of two planning grants (total \$35,000) to document early childhood assets within MSA. Documentation of assets will lead to development of a comprehensive system for our area.
- **Community Identity (New in 2006).** The goal for this alliance launched in late 2006 is to develop an identity that will position the Wichita MSA internally and externally. Progress to date: 1) Conducted a regional community identity survey that generated over 2,300 responses with a +or – 2% margin of error; 2) Released preliminary results to regional citizens and; 3) Researched survey open-ended results.
- **Regional Comprehensive Recreational Plan (New in 2006).** Develop and coordinate a regional recreational plan is the strategic direction of this alliance. Regional representatives have moved quickly to: 1) Discuss a preferred future vision for a recreational regional plan; 2) Develop a working definition of what “recreation” is and what it is not; 3) Recruit south central Kansas municipalities in partnership to catalogue and centralize information on parks, recreation and open spaces amenities.
- **Older Adults (New in 2006).** The goal of this alliance is to position the Wichita MSA as a “mecca” for older adults. Three strategies are identified to begin their work: 1) Marketing the regional assets appropriate for this generation; 2) Integrating initiatives across all age cohorts and; 3) Planning regional older adults advocacy efforts.
- **Three Additional Alliances in 2007.** Under development are three new Visioneering strategies to be formed as alliances: 1) Arts; 2) Agribusiness Innovations and; 3) Adult Basic Education coordination.

Increased Driven Vision Partners.

More than 450 (2005 report: 350 vision partners) regional partners from businesses, educational institutions, faith-based organizations, governments and not-for-profits, representing over 100,000 individuals have stepped forward to assist with carrying out the vision. Visioneering Wichita is nurturing earnest, active and passionate change leaders.

Driven Founding and Funding Partners.

Organizations that have funded Visioneering efforts and founding partners:

Wichita Community Foundation	Kansas Health Foundation
John S. and John L. Knight Foundation	Sedgwick County
Wichita Metro Chamber of Commerce	City of Wichita
Wichita Downtown Development Corporation	