



Visioneering Wichita Agri-Business Strategic Alliance Summary of Accomplishments to Date September 2007

Recognizing a need for a regional comprehensive agri-business plan, the Agri-business Strategic Alliance was formed thru Visioneering Wichita in May 2007. Using the Visioneering Wichita document for benchmarks and strategies this Alliance was created to support the following strategies:

- **Develop value-added processing/packaging of new agricultural and horticultural crops to expand into new markets.**
- **Add value to production from using high value crops and new production methods.**
- **Develop agri-tourism enterprises.**

The initial meeting of the Alliance was held on June 14, 2007. Representatives from local farmer's markets and independent growers were in attendance along with representatives from corporate enterprises. It has always and continues to be a goal to keep the synergy of the two distinct groups as an integral part of this Alliance. The early meetings provided a learning opportunity for both "buy local" and "corporate" to share ideas, discuss visions and concerns, and to learn more about each other.

Subsequent meetings of the Alliance provided the opportunity for discussion around the need for a regional comprehensive Agri-business Alliance. The Alliance also presented a chance to identify our natural partnership opportunities as well as to identify our current strengths and challenges in achieving this accomplishment. One of the outcomes that was evident was that there are two distinct groups represented, "buy local" and "corporate" and their needing to work together toward a common goal.

The common goal agreed upon was the development of an Agri-business Innovation Center that would be located in Wichita. The mission of the Agri-business Innovation Center is "to promote new and innovative business relationships within the agricultural business arena." These relationships may include agricultural as well as non-agricultural organizations.

As an Alliance, it was decided that each of the two groups would work individually at the beginning of meetings to develop concepts for inclusion in the Innovation Center and collectively share ideas as a total group at the end of meetings. This process is working well and has allowed the "synergy" of the Alliance to grow as they learn and share with each other.

Strategic Alliance Strategy

- Develop value-added processing/packaging of new agricultural and horticultural crops to expand into new markets.
- Add value to production from using high value crops and new production methods.
- Develop agri-tourism enterprises.

Strategic Alliance Benchmark

Under development.

Economic Development Foundation Vision Supported

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

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.

Downtown Development: Invest \$144 million annually in total private and public funds.

“Agriculture enterprises are important to the financial health of our regional economy. Visioneering opened the door for us to raise the awareness of the contribution of agriculture to south central Kansas by forming this alliance and also provided us with the platform to dream, plan and develop new directions for a possible agri-business innovation center. We are enthusiastic about the possibilities and will soon share our vision.”

**Jim Mock
President
Executive Committee
Agri-Business Council of Wichita**



Visioneering Wichita Arts and Culture Strategic Alliance Summary of Accomplishments to Date September 2007

With two Alliance meetings and four Leadership Team meetings under its belt, this Alliance is brand new. Even so, many ideas have emerged that show the potential for progress through intentional collaboration within the regional arts community.

Nearly 200 people attended a launch meeting, participating in web-style brainstorming of the arts disciplines and opportunities already in the area. About 75 people – including many who had not come to the first gathering – came to a follow-up meeting that affirmed the need for an Alliance and created a target list of activities that would have maximum impact with minimal effort:

- Database that lists artists, disciplines, contact info
- A publication with a website
 - Give it to a high school or college student as a project
- Events: Experiment at Tallgrass Film Festival, Oct. 20, Old Town
 - Street musicians needed!
- Expansion & greater promotion of Final Friday
 - Expand it to include all disciplines
 - Allow artists to easily set up booths on the street or perform on the street
- Increase communication
 - Website
 - Artist registry
 - Source of information
 - Events
 - Education and awareness of current events
- Publication / marketing and communication (all inclusive art)
 - Accessible to all artists

Identified next steps include identifying work groups to move these and other initiatives forward. Proposed work groups are media & communication, events, cross-disciplinary arts and fund development. Next steps also include continuing to reach out so that arts practitioners, arts organizations and arts lovers from around the region are included in this work.

The Leadership Team is committed to meeting the first Wednesday of each month at the Center for Community Support and Research, 358 N. Main. The Alliance will meet regularly and, as much as possible, in arts-friendly locations.

Strategic Alliance Strategies

- Tourism and Visitors
 - Increase tourism and convention activity to a) create direct value-added jobs, b) provide expanded activities for our residents and c) sell the Wichita MSA as a place to live, learn, work and play.
 - Provide more aggressive marketing of existing attractions both internally and externally.
- Infrastructure
 - Make downtown a vibrant community and a destination point for our residents, visitors and businesses. Develop downtown to attract and retain singles and young educated people, giving them the desire to reside in the Wichita MSA. Provide more restaurants, attractions and other people amenities.
- Education
 - Enhance and support fine arts/music education in schools, recognizing their contribution to academic achievement.
 - Encourage public school systems to cultivate, embrace and support programs and events that are inviting to minority children.
- Arts
 - Implement a comprehensive master plan for the arts.
 - Continually develop downtown art amenities, districts, facilities and infrastructure.
- Sense of Community
 - Develop community pride and unity within all segments of the Wichita MSA.
 - Develop a sense of community among young adults through groups and networks. Social settings are needed where young people can mingle.

Strategic Alliance Benchmark

Under development.

Economic Development Foundation Vision Supported

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

Education Foundation Vision Supported

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.

Quality of Life Foundation Vision Supported

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

Key Benchmarks Targeted

Arts/Recreation: The Wichita MSA will be in the upper one-fourth of Places Rated Almanac's Arts and Recreation score by 2014.

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.

Downtown Development: Invest \$144 million annually in total private and public funds.

It is evident, even from our first meeting, that there is a pent up demand to share the richness and depth of our arts community on a broader scale. Arts are being recognized as not only a key player in the quality of life of our community but also as an important component in the retention, recruitment and expansion of human talent for our area businesses. We need to progress quickly and I look forward to the change.

Charles Steiner, Director, Wichita Art Museum and Art and Culture Alliance Leadership Team



Visionering Wichita Birth - K Strategic Alliance Summary of Accomplishments to Date September 2007

The Birth – K Strategic Alliance continues to have strong representation in a wide variety of parents, grandparents, service providers, educators, community foundations and other community volunteers who have a strong interest in early childhood issues.

The Alliance continues to work on the development of an Early Childhood Comprehensive Systems plan for the Wichita MSA. They have developed goals, objectives and strategies that are currently being edited in preparation for submission to the Kansas Children’s Cabinet and Trust Fund in January 2008. Work has also taken place that will allow each county in the MSA have an individualized plan for Early Childhood Services.

Following a conference hosted by the Kansas Health Foundation in June regarding framing messages, Sedgwick and Harvey Counties were invited to apply for a \$10,000 grant from Kansas Action for Children. This grant will focus on education of community leaders and legislators on the importance of investing in Early Childhood programs and initiatives. The Alliance has agreed to apply on behalf of the Wichita MSA so that Sumner and Butler counties may benefit from the efforts being developed. The Alliance will work in close partnership with leadership in Harvey County to maximize impact and resources.

The Birth-K Alliance is also currently developing a proposal to be presented to the Unified Legislative Alliance in November.

Strategic Alliance Strategy

Expect all children to enter kindergarten ready to learn at the kindergarten level by:

- a) Identifying reading deficiencies early and help birth-K parents and teachers with programs that result in each child being ready for kindergarten.
- b) Improving access to birth-K programs including Headstart, educational daycare, etc.
- c) Including programs for parents and children to address language skills and social development of birth-K within the community.
- d) Providing more qualified pre-school teachers in daycare and birth-K programs.

Strategic Alliance Benchmark

To develop a plan for an Early Childhood System for south central Kansas so that all children enter Kindergarten ready to learn.

Education Foundation Vision Supported

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.

“In just a few months our alliance has come a long way. Before we formed as an alliance we watched from afar the work of Visionering and how their process forged collaborative efforts. At our very first meeting, our alliance members put down their personal/organizational barriers because we knew we wanted to work together regionally. It only makes sense. This would not have happened a few short years ago.”

Birth-K Strategic Alliance Leadership Team



Visionering Wichita College Mecca Strategic Alliance Summary of Accomplishments to Date September 2007

Over the past two years, 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 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 “College Mecca.”
- 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 Visionering Wichita Steering Committee and the Wichita Metro Chamber of Commerce Board, obtaining feedback on the presentation from both groups.
- Attending the Visionering 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, thus forming the Marketing Task Force, to discuss how to move forward on the benchmark related to developing a collaborative marketing strategy.
- Identifying what information the Marketing/Branding Strategic Alliance needs to know in order to include higher education in the larger effort to market/brand the Wichita MSA.
- Brainstorming various ways to broadly communicate our MSA’s strengths in higher education to different target populations.
- Discussing how to genuinely collaborate, and identifying appropriate areas in which to collaborate.

- Meeting with representatives from the Racial Diversity, Opportunity, and Harmony (RDOH) Strategic Alliance to discuss possible strategies to address issues identified in the RDOH community survey, specifically those related to educational opportunities.
- Developing a one-page list of recommendations for how higher education can contribute to the larger branding effort and why higher education should be part of the larger branding effort.
- Gaining approval from the presidents of the 21 institutions in South Central Kansas to submit the above mentioned recommendations to the Community Identity Strategic Alliance.
- Reviewing Knight Foundation Creative Communities Initiative and agreeing to participate as needed.
- Discussing how to collaborate and what kind of structure is needed to continue successful collaboration.
- Discussing America’s changing talent and prosperity prospects and how to “Make Talent Development our Competitive Advantage.”
- Deciding to focus on addressing the education gap in partnership with the Racial Diversity, Opportunity, and Harmony (RDOH) Strategic Alliance.

Next steps include a meeting with the presidents of the 21 institutions in South Central Kansas on October 12th to discuss possible next steps to help address education gaps and the recommended partnership with the RDOH 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 Benchmark

Under development.

Education Foundation Vision Supported

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**



Visioneering Wichita Community Identity Strategic Alliance Summary of Accomplishments to Date September 2007

The Community Identity Alliance was formed to support the plan of Visioneering Wichita by developing an image/brand that will position south central Kansas internally and externally. Specifically the task is to:

Develop a brand that will position the Wichita MSA internally and externally. Involve many organizations in developing the brand that will be authentic and inspiring. Use the brand to retain and attract jobs, visitors and workforce. Market the brand and the Wichita MSA's competitive advantage internally and externally.

It was reported in May 2007 that this Alliance in association with Wichita State University had completed a survey to receive community input around the topics of: What do we tell people about our city? What can we live with and promote ourselves? Is it believable and does it get us to where we want to go? What could be the image theme for Wichita? and What vocabulary and key words do we want to use?

With over 2,000 respondents, there was a large enough sample to be statistically valid. The results were overwhelmingly positive. The majority of respondents answered one or more of the 8 open-ended questions. This data and survey results were shared with all Alliances as well as in the community through media sources.

Using the results from the survey, the Alliance began the process of developing ideas for unique ways to collect and share stories about Wichita. The central message developed was: (You can) do a whole lot more (living) in how you choose to live, play, work, and learn.

Alliance members decided to develop a website for Wichitans to share their stories with video, audio, and/or words. "Uploadwichita.com" is being created and will be officially launched as a part of Final Friday in October 2007. Pilot videos were made from citizen responses in September for inclusion with the October launch. The "launch committee" is responsible for the events such as media promotion, media kits, billboards, and promotion of the website in general. A prototype of the website will be available during the official "launch".

Strategic Alliance Strategy

Develop a brand that will position the Wichita MSA internally and externally. Involve many organizations in developing the brand that will be authentic and inspiring. Use the brand to retain and attract jobs, visitors and workforce. Market the brand and the Wichita MSA's competitive advantage internally and externally.

Strategic Alliance Benchmark

Under development.

Economic Development Foundation Vision Supported

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

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.

Per Capita Income: Stop the 21-year decline of Wichita per capita income as a percentage of U.S. per capita income before 2011. By 2024 exceed the annual average of Omaha, Tulsa, Kansas City and Oklahoma City.

Arts/Recreation: The Wichita MSA will be in the upper one-fourth of Places Rated Almanac's Arts and Recreation score by 2014.

“As we’ve learned through our research, citizens love their hometowns. It’s great to have so much to work with. Our starting point is helping to identify and remove any encumbrances to the Wichita brand and then to help the brand work harder. Towards this end, we see the process as a deliverable in itself, especially when our work engages our community. Rather than getting somewhere all at once, winning looks like changed hearts and minds, one person at a time, one day at a time.”

**Mike Snyder
Associated Advertising and Community Identity Alliance Leadership Team**



Visioneering Wichita Regional Comprehensive Recreation Plan Strategic Alliance Summary of Accomplishments to Date September 2007

Approximately 30 participants representing several municipalities and community groups throughout the Wichita MSA interested in recreation and parks met 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.
- Holding a preliminary meeting of Wichita MSA municipalities in September 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.
- Holding a follow-up preliminary meeting of Wichita MSA municipalities in December to continue the discussion of the development of an interactive website that would provide: 1) a searchable, map-based database of regional recreation information opportunities accessible by the general public; and 2) information on present recreation amenities and future recreation plans for regional municipalities and interested citizens.
- A sub-group is working to develop funding proposals to help support the development of the website. A \$15,000 Knight Foundation grant was awarded to initiate the development of the website.
- Developing an overview document outlining the Alliance and proposed regional recreation website to be used in: 1) developing future funding proposals; 2) creating partnerships with municipalities; and 3) establishing support (both governmental and community).
- Working to develop regional municipalities partnerships in order to centralize parks and recreation amenities information opportunities in meantime.
- Continuing to coordinate the efforts of the Alliance with other groups’ planning efforts, such as WAMPOS and ARACP.
- Obtaining REAP’s support for the Alliance’s efforts and providing ongoing progress updates to the REAP Economic Development Committee.

Strategic Alliance Strategy

Develop and implement a comprehensive master plan for recreation that determines a required level of service for each recreational element. Determine the gap between existing facilities and this level of service and eliminate the gap within 10 years while at the same time providing for annual growth as it occurs. Ensure that all facilities are staffed and maintained for high quality service. Levels of service for each element should ensure that proper consideration is given to age, income level and lifestyle with regional equity. Consideration will also be given to use of these facilities by visitors and tourists to the Wichita MSA and becoming a regional attraction for certain types of activities such as youth baseball, softball, hockey, biking, bowling, football, golf, walking, recreational centers, sporting clays, skating, etc. Implementation of the master plan will be based on meeting the Visioneering Wichita Key Benchmarks.

Strategic Alliance Benchmark

Under development.

Quality of Life Foundation Vision Supported

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 Benchmarks Targeted

Arts/Recreation: The Wichita MSA will be in the upper one-fourth of Places Rated Almanac's Arts and Recreation score by 2014.

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

“Parks, recreational opportunities, and open space are essential elements of a vital, livable region and provide a multitude of economic, health, social, and ecological benefits. Through the collaborative planning efforts of the Regional Recreation Alliance, we can make great strides toward enhancing the quality of life in the region, strengthening the area economy, improving public health, and sustaining our environment.”

Janet Miller

Regional Recreational Alliance Leadership Team, Community Volunteer and Wichita Park Board President



Visioneering Wichita Entrepreneurs & Small Business Strategic Alliance Summary of Accomplishments to Date September 2007

Over the past two years, 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 provides 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 developed:
 - 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.
 - 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.)
 - An overview and illustration of the initiative, as well as implementation planning steps.
 - An action steps timeline leading to the announcement and implementation of the initiative.
 - Selection criteria for program participants and brainstormed ideas for selection committee members and program mentors.
 - Communication strategies and messages regarding the minority business initiative.
- Developed a draft Alliance Memorandum of Understanding for 2006-2007, which establishes a set of shared priorities and a timeline of related activities for the Alliance.
- Developed a plan for and began implementing the minority business initiative, which is currently conducting the educational component of the program and will lead to the development of business sustainability plans and customized mentoring support for program participants.

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 Supported

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

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.

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.

“It has been exciting for all of us to spur our entrepreneurship vision in the Wichita MSA. The Entrepreneurs & Small Business Strategic Alliance of Visioneering Wichita has made substantial progress by focusing on the Racial Diversity Alliance’s 2006 survey results and coordinating our activities to change the perception that entrepreneurial initiatives are not available for all citizens in our MSA. It is great to know that we are launching a targeted Minority Business Initiative designed to assist our minority business owners through hands-on technical assistance and mentoring for their entrepreneurial business. We are ready to get started!”

**Tim Pett, Entrepreneurs & Small Business Strategic Alliance Leadership Team Co-Chair and Director,
Center for Entrepreneurship, WSU**



Visioneering Wichita Health Care Strategic Alliance Summary of Accomplishments to Date September 2007

The Health Care Strategic Alliance benchmark is to ***“Increase accessibility and quality of health care while lowering the cost.”*** To accomplish this benchmark, the Health Care Strategic Alliance determined that focusing on the following nine health issues would help the community focus efforts for improving quality, access and for reducing health care costs:

- Physical Activity
- Nutrition
- Tobacco
- Alcohol
- Oral Health
- Mental Health
- Unintentional and Intentional Injury
- Chronic Illness Prevention
- Asthma

The Health Care Strategic Alliance started to focus on these nine health issues in August. Since that time much has been accomplished, including:

- The Sedgwick County Health Department has researched measures for these nine areas and working with the Health Alliance Cost, Quality, and Access committees.
- Nine strategies to address these health focus areas have been identified and are in process of implementation (see strategies below)
- Met with Health Care Roundtable to discuss possible partnerships and activities
- Met with Janet Harrah regarding possible reporting of healthcare costs and relation to business
- Drafted a “white paper” regarding the Health Care Strategic Alliance and future activities
- Researched other Community Health Collaboratives and Coalitions

Nine Strategies of Health Care Strategic Alliance

1. The Health Care Alliance will support, engage, and assist those working in the nine health focus areas, especially as their efforts relate to costs, access, and quality.
2. The Health Care Alliance will identify and apply for funding that can help build the capacity of health leadership in the community.
3. The Health Care Alliance will measure and track progress on the nine health areas to determine the extent to which progress is being made on each.
4. The Health Care Alliance will engage partners who are in a position to address health and health care concerns for the Wichita MSA. The alliance will facilitate discussions on what does & does not work for businesses, highlighting the needs of businesses (i.e., healthy workforce).
5. The Health Care Alliance will engage those working on health and health care policies/advocacy to support efforts that improve cost, access, and quality.
6. The Health Care Alliance will use social marketing techniques to help address and support the nine focus areas.

For the past year, previous work has generally focused around Strategy #1. The Health Care Alliance has made progress in developing a collaborative that can begin collecting data in the nine focus areas. Now the focus has enlarged to envelop the other five strategies. The alliance held a meeting in which all of the Health Care providers and associated agencies/coalitions of the Wichita MSA were invited to begin to start collecting data within Strategies #1-6. A list was compiled of organizational names to take the lead in each area. The responsibility of the lead agencies is as follows:

- Support the entire Visioneering Wichita HC Alliance.
- Agree with and will support the use of the indicators developed for their agenda.
- Agree that their name will get out more as a leader in the Visioneering Wichita effort.
- Communicate with the other organizations focusing on the areas; communicate with the leadership team, Visioneering Wichita staff and Self-Help Network.
- Champion and set example with what their organizations are doing; and encourage and reach out to business and other organizations.

In 2007, the Alliance began work on Strategy #2, to identify and apply for funding to build the capacity of health leadership in the community. They have researched business coalitions including Mid-America Coalition on Health Care in Kansas City. A draft concept paper on a Visioning Wichita Business Coalition on Health has been developed. Dialogue with area businesses has begun with positive results.

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 Supported

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 Manager, City of Derby, Kansas**



Visioneering Wichita Literate Community Strategic Alliance Summary of Accomplishments to Date September 2007

A newly-formed Alliance, the Literate Community Strategic Alliance has mobilized quickly and accomplished much on many fronts, including:

Overview of Adult Basic Education in Sedgwick County:

The Leadership Team developed a flow chart for adults who want to improve their basic education or literacy. An intricate chart was devised with entry points with the following four organizations: WATC, KANSEL, Goodwill and WIC. Margaret Harris, WATC, explained the various levels on the chart and responded to questions. During the presentation, minor modifications were made to the chart. Meeting participants expressed their appreciation to Margaret and the Leadership Team for their good work and flow chart.

Glossary of Terms:

It was quickly determined that a glossary of terms was needed to for the many acronyms on the flow chart. In the future, acronyms will be defined in an effort to get everyone on the same page.

Capacity of Existing Organizations:

There was a discussion about the existing capacity of existing organizations to serve more adult learners. Lack of funding was identified as a barrier to providing additional services.

Asset Mapping:

It was determined that the group needed to identify other community assets and organizations that provided adult education services in the Wichita MSA. The following assets were identified: *Mental Health Association (MHA), USD259, Butler Community College, Cowley Community College, Breakthrough Club, COMCARE, Wichita State University (TRIO Program) and the IAM (Union)*. This is not an exhaustive list. It was noted that some for-profit, non-profit, faith-based organizations and many other entities provide educational services as well.

Future Discussion Items:

The following items were identified as needing additional discussion: *a) glossary of term; b) delivery sites; c) capacity of providers; d) waiting lists; e) need to establish a measurable 'benchmark;' f) barriers to providing more services; g) clarification on who is being served; and h) a need to survey service providers.*

Survey Work Group:

A work group agreed to meet and draft a survey for service providers. The survey will be submitted to the Leadership Team for review and comment in October.

Strategic Alliance Strategies

- Retain our existing and future workforce and recruit new workers from outside the Wichita MSA. A larger skilled, educated and creative workforce is imperative.
- Provide a world-class system and facility for adult basic education, technical education programs and customized training. Adult basic education will provide the soft skills and literacy necessary for potential employees to be competitive. To accomplish these benchmarks, the Literacy Alliance provides a process by which Wichita MSA groups, organizations, coalitions, and other Visioneering alliances can develop a comprehensive approach to the improvement of literacy.
- Expect all students to graduate from high school with the knowledge and skills (including basic life skills and critical thinking skills) to either immediately enter the workforce or attend certified training, technical college/community college or university.
- 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.
- Reduce the earnings gap between minorities and non-minorities.
- Increase graduation rates.
- Close achievement gap.

Strategic Alliance Benchmark

Under development.

Economic Development Foundation Vision Supported

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

Education Foundation Vision Supported

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 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.

Per Capita Income: Stop the 21-year decline of Wichita per capita income as a percentage of U.S. per capita income before 2011. By 2024 exceed the annual average of Omaha, Tulsa, Kansas City and Oklahoma City.

“I am convinced that communities that strive to make their citizens “smarter” will have a competitive edge in today’s knowledge-based society. Measuring the intellectual growth of the community only by the number of post-graduate degrees conferred discounts the struggle and contributions of countless citizens to improve themselves, not only for workforce advancements but for societal and cultural awareness and maneuverability. If we are to achieve the promise of our long range strategic plan, we must provide the resources so that all citizens have a fair and equal chance to participate and thrive in our collective vision. Citizen proficiency in reading and math skills is an essential asset for the retention, recruitment and expansion of workforce talent which leads to greater job growth and higher per capita income – two important Visioneering Key Benchmarks.”

Commissioner Tim Norton,
Sedgwick County Government and Literate Community Alliance Leadership Team



Visioneering Wichita Mentoring Strategic Alliance Summary of Accomplishments to Date September 2007

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 and action steps for each core area:
 - Businesses: We will engage 100 new businesses in mentor-focused partnerships before 2007. A mentoring marketing packet has been developed to take to businesses to increase the number of mentors. A video to help recruit new mentors is also currently being developed.
 - Churches: We will increase the number of church partnerships by 10 churches by 2007. A letter is being developed to reach out to the churches to determine the level and the necessary tools needed to build the capacity of church mentoring programs.
 - Schools: We will engage all public and private school districts in the Wichita MSA in establishing formal mentoring partnerships. The Schools workgroup is currently focusing on ways to engage the outer lying school districts.
 - Neighborhoods (revised): Engage a minimum of 100 neighborhood and civic organizations in an effort to increase the capacity of mentoring focused organizations by Dec. 31, 2007. The neighborhood associations/civic organizations will be supportive to the mentoring organizations.
- The Mentoring Alliance manned a booth at the Expoventure Conference and the Chamber Mixer to bring about awareness to the need for mentors.
- A Communications Taskforce has also now produced a document called "Mentoring Quick Facts" that is generic and can be used for a variety of audiences. The Taskforce's focus is on recruitment of businesses, but will evolve at a later date to the recruitment of churches, schools and neighborhoods.

- The structure of the alliance meetings has changed to allot time for workgroup discussions, updated alliance information as well as highlighted a featured member organization to increase communication and awareness of community programs and resources.
- The workgroups completed their tasks and now the focus has changed to mentor recruitment. Discussions are underway about also including building the capacity of other school-based mentoring programs.
- Café Connections, a small group of presenters representing the Mentoring Alliance, has developed a PowerPoint presentation and have provided training for alliance members who are interested in making presentations to business, churches and neighborhood/civic organizations.

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 Benchmark

By 2010, 10,000 additional mentors need to be recruited, trained and placed in the MSA public and private school system.

- 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 Supported

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 Mentoring Alliance has come a long way – from individual organizations competitively marketing their need for mentors to strong cooperative marketing messages that can be used by ALL mentoring organizations. This is a real breakthrough and thanks to Visioneering for pushing us to be more collaborative. Our goal for the Mentoring Alliance is simple: Recruit caring adults who can help children grow up healthy and successful. We feel now we have a firm foundation to raise the importance of mentoring which will result in more mentors for our children.”

**Jan Davis, Mentoring Alliance Leadership Team Co-Chair
And Chief Professional Officer Boys and Girls Club**



Visioneering Wichita Older Adults Strategic Alliance Summary of Accomplishments to Date September 2007

As the Older Adults Strategic Alliance and its Leadership Team approach their first anniversary, their work has become increasingly specific and task-oriented.

This Alliance incorporates members of the area agency on aging's Community Service Advisory Board as well as other professionals and volunteers with an interest in the well being of older adults. Alliance members continue to make strategic invitations and plan to vary meeting sites to broaden the alliance membership with particular emphasis on increasing participation from Harvey, Butler and Sumner Counties.

The Strategic Alliance has focused on one umbrella goal statement: "Make the Wichita MSA a Mecca for retirees." Four strategies to help achieve this goal have been identified:

- Marketing
 - Existing data, some going back 50 years, about older adults in our region has been compiled. A matrix of the data will be produced by November 2007, setting the Alliance up to identify knowledge gaps and plans to address them in the coming months.
- Advocacy
 - The Alliance is exploring activities that provide advocacy for older adults. This takes the form of traditional legislative advocacy, including building ties to the Silver-Haired Legislature. It also includes building and bolstering relationships with other key partners so that they understand the older adult's perspective when making planning, policy and business decisions.
- Integration Across Age Cohorts
 - The Alliance is identifying communities that have successfully crossed age boundaries so that they may be researched and, where appropriate, replicated.
- Influencing Community Planning
 - The Alliance has proposed a housing summit in the first half of 2008 to build awareness and relationships with the many stakeholders who build, sell, regulate and buy residences for senior adults.

One successful activity has advanced all four strategies. Earlier in the year, Alliance members assisted in hosting a stop on the Centers for Medicare and Medicaid Services promotional bus tour as part of the as part of the "A Healthier US Starts Here" initiative of the US Department of Health and Human Services. The Hon. Josefina G. Carbonell, Assistant Secretary for Aging at the U.S. Department of Health and Human Services, attended. The event drew a sizeable audience and underscored the power of the partnerships within the Older Adults Alliance.

The Alliance meets the second Tuesday of each month, usually at 3 p.m., with the Leadership Team meeting immediately after.

Strategic Alliance Strategy

1. Embrace our older adult citizens as a community resource for history, education, employment, and other aspects of community life.
2. Provide and maintain safe and affordable housing for older adults.
3. Provide better healthcare resources or optional healthcare resources for senior citizens.
4. Increase services for the older adults and market them effectively.
5. Continue support for senior employment programs.
6. Provide ways to get our mature adults more involved in the community.

Strategic Alliance Benchmark

Under development. The Benchmark Team suggested that a “scorecard” benchmark may be appropriate for this Alliance.

Quality of Life Foundation Vision Supported

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 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.

Per Capita Income: Stop the 21-year decline of Wichita per capita income as a percentage of U.S. per capita income before 2011. By 2024 exceed the annual average of Omaha, Tulsa, Kansas City and Oklahoma City.

“The Older Adult Alliance has just recently formed. We are energized to take action quickly to develop goals and action steps to move forward at a fast pace.”

**Annette Graham,
Older Adult Alliance Leadership and Sedgwick County Department on Aging**



Visioneering Wichita Racial Diversity, Opportunity & Harmony Summary of Accomplishments to Date September 2007

Racial, Diversity, Opportunities and Harmony Key Benchmark: In all of the six foundations and strategies of Visioneering Wichita, we will be committed to racial diversity, opportunity and harmony for everyone.

RESULTS OF BIENNIAL ATTITUDE SURVEY to measure changes in perception about racial diversity, opportunity and harmony, conducted in January/February 2006:

- 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.
- The two issues of concern that were mentioned the most were “Opportunities and Access” as it relates to education and economic opportunities, and “Socio-Economic” issues.

Discussion Points:

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

Toward this end the RDOH Alliance has been instrumental in the dissemination of the survey results and some related results:

- RDOH Alliance has entered into partnership with other Visioneering Alliances to increase awareness and develop/initiate actions steps designed to improve efforts at diversity and inclusion.
 - RDOH Alliance partnered with the Small Business and Entrepreneurship Alliance to launch the Minority Business Initiative, designed to provide training and support to new and emerging minority business owners.
 - RDOH is exploring partnership with the College Mecca Alliance to design initiatives to decrease the academic achievement gap between minorities and white students, and to improve recruitment and retention efforts of minority students in post-high school education endeavors
- RDOH Alliance is developing a “Community Resource Toolkit” as a link to the Visioneering website, to promote assistance and support opportunities for education, work force development and civic involvement.

Next Steps for the Strategic Alliance include:

The Alliance continues efforts to invite representatives of organizations and agencies who may have knowledge and resources to address some of the issues regarding access to opportunities and resources for education, employment, and economic development. The Community Resource Toolkit is scheduled for completion and launch by year’s end. The Alliance is also developing plans to partner with BestBuy to present a community forum, particularly targeting youth, at the Exploration Race Exhibit, to increase dialogue and understanding of diversity and inclusion. In addition, the Alliance is exploring plans to partner with other community organizations and institutions to host a visit with Dr. Jarik Conrad of Conrad Consulting Group and Executive Director of Jacksonville, FL Blueprint for Prosperity to discuss managing diversity. Finally, the Alliance is providing support for Advance Kansas, a leadership program sponsored by the Urban League and several corporate sponsors which focuses on managing workforce diversity and community service.

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

Initiate a biannual attitude survey to measure changes in perceptions about racial diversity, opportunity and harmony. Benchmark to include: Attitude survey and improvement in income gap by 2010 and by 2020 eliminate one-half of each minority per capita income gap.

Quality of Life Foundation Vision Supported

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
Council member, City of Wichita



Visioneering Wichita Unified Legislative Agenda Strategic Alliance Summary of Accomplishments to Date September 2007

The Unified Legislative Alliance (ULA) benchmark is to ***“have a unified agenda that advances Visioneering Wichita.”*** To accomplish this benchmark, the ULA provides a process by which Wichita MSA groups, organizations, coalitions, and other Visioneering alliances can develop and submit proposals for the unified agenda.

The ULA initiated the 2007-2008 process in August. Since that time much has been accomplished, including:

- Revisiting and committing to a set of “guiding principles” that stress consensus building and a regional approach
- Reviewed successful proposals from previous two years and surveyed those involved to gain a greater understanding of the components needed for success
- Created a timeline for the 2007-2008 process that is open to anyone interested and utilizes a set of criteria through which proposals that advance Visioneering Wichita are supported
- Agreed to focus the legislative agenda on “education” and “job growth” and “per capita income”
- Developed a new pre-submission template form that allows groups, organizations, and individuals to clarify their potential proposals for consideration
- Revised a proposal template form that is distributed to those who submitted pre-submission template
- Revised a “recommendation matrix” that will be used to determine the extent to which proposals help in addressing: job growth, education, per capita income, regionalism, additional benchmarks, regional economic impact, social impact, and how realistic it is for possible passage
- Gained a greater understanding of the economic impact of south central Kansas on the entire state’s economy

Next step for the Visioneering Unified Legislative Alliance:

- October 26th – host Visioneering ULA meeting in Hutchinson, including a panel of local legislators
- November 1st – Full 2008 *ULA Submissions* due to the Center for Community Support & Research at Wichita State University
- November 8th – Provide opportunity for ULA alliance, steering committee, and REAP to review 2008 *ULA Submissions*
- Dec 6th - Presentation of 2008 Visioneering ULA Proposal Submissions to the south central Kansas legislative delegation

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 Supported

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 decided it was time to plan together – as a region – for our future. We’ve implemented a process and we’re united with our area legislators to carry forward a regional legislative agenda that supports our south central Kansas vision. This foundation is built upon our collective vision, south central Kansas legislative issues and openness in our process.”

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