

Economic Development Strategies Review – Changes

A. Image and Marketing

2. 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. **Clarify the plan and focus on science & technology rather than air capital.**

3. Create clusters and their supply chains with critical mass for diversified growth. A potential list of clusters includes:

Aerospace Vehicles and Defense	Processed Food	Heavy Machinery
Business Services	Distribution Services	Heavy Construction Services
Hospitality and Tourism	Financial Services	Education and Knowledge Creation
Plastics/Advanced Materials	Metal Manufacturing	Building Fixtures, Equipment and Services
Motor Drive Products	Chemical Products	Automotive
Electronics	Healthcare	Bio-Science
Creative Industry	Information Technology	Agriculture
Manufacturing	Alternative engines	

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

6. Increase the medical community’s regional attraction by increased technology and medical innovation. (add bold)

Strategy to Add:

- Green/Sustainability/Air Quality/Resource Conservation/Water Quality Use

Education Strategies Review – Changes

B. Post-secondary Education

1. 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 **including doctoral programs** with a world-class faculty and research facilities. Provide curriculum, programs and research that supports the Wichita MSA employer's 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. **Market our universities and colleges to attract out of state students, women, minority students and international students.**

~~2. Market our universities and colleges to attract out of state students, women, minority students and international students.~~ Encourage students to remain in the Wichita MSA for employment.

4. Provide a seamless opportunity for transfer from and among certificate programs and community/technical colleges to four-year colleges and universities. **(add bold)**

C. K-12

1. 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 **and/or** attend certified training, technical college/community college or university. Beginning at kindergarten, the school systems will ensure that each student performs at or above expected grade level. Throughout the student experience maintain the highest expectations for achievement and success. Ensure educational equity is achieved for students of all races, ethnicity, economical circumstance and special education needs.

2. Expect **parents the community** 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. 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. The Wichita MSA will be a mentor-focused community with an active center for mentor programming and a positive marketing campaign.

General

3. Develop and support a network of public library locations that ensures the most effective use of resources in the future while also providing residents with convenient access to library services. Encourage libraries to find ways to serve as community and cultural centers for residents of all ages by being friendly, extending service hours, coordinating programs, teaching research skills, offering current technology for those without, providing family resources for reading readiness, and developing material collections that meet the interests and needs of the community. **(add bold)**

~~4. Develop the passion to overcome mediocrity-~~ **(group recommended deleting)**

5. Provide every family in the Wichita MSA with high speed Internet **through public libraries.**

6. Encourage and facilitate teaching English as a second language **for adults.**

Quality of Life Strategies Review - Changes

A. Health Care

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

- a) Encouraging healthy lifestyles, wellness, fitness and education programs. Address tobacco, obesity, drug, alcohol and violence issues.
- b) Improving dental health for all ages.
- c) Promoting and strengthening free and/or reduced cost clinics as a substitute for emergency room use for indigent health care and promote awareness of these resources.
- d) Encouraging ~~physicians and nurses~~ **health care community** to provide services to the Wichita MSA indigent patients.
- e) Dramatically increasing the use of technology in administrative **and health care** functions.
- f) ~~Advocating for tort reform.~~ **(group recommended delete)**
- h) 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 health care costs and quality.
- i) Promoting disease prevention.
- j) Ensuring the availability of qualified nurses.

B. Recreation

1. 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.

(have alliance rewrite – to shorten and add clarity)

2. Develop a large high quality lake for recreation, destination resort and water supply within an hour of the Wichita MSA. This project needs to be fully defined and the feasibility determined as first action steps and the best location selected.

3. Improve regional recreational use of the Arkansas River. ~~Use the river to connect museums and other cultural attractions.~~ **(move to arts)** Clean up the Arkansas River.

4. Create **and sustain** one or more large amusement/theme/water parks.

5. Provide community spaces, green areas and recreational opportunities that celebrate our natural environment, our cultural diversity and our youth. **(this has been bolded – recommend move to a higher priority)**

6. Establish a regional park board that is responsible for acquisition, preservation, and management of parks and green space.

7. Plan and develop active transportation plan for pedestrian & bicyclists. **(recommended add as a strategy)**

C. Arts

1. ~~Implement~~ **Create** a comprehensive master plan for the arts.

3. **Use the river to connect museums and other cultural attractions.**

I. Older Adults

1. ~~Embrace our older adult citizens as a community resource for history, education, employment, and other aspects of community life.~~ **Engage community leaders, industry professionals 7 policy makers in creating, designing & developing livable communities with respect to older adult communities.** (add and bold)

2. ~~Provide and maintain safe and affordable housing for older adults.~~ (incorporated into strategy #1)

3. Provide better healthcare resources or optional healthcare resources for senior citizens.

4. **Increase services for the older adults and market them effectively.** (add bold)

5. **Continue support for senior employment programs.** (add bold)

6. ~~Provide ways to get our mature adults more involved in the community.~~ (incorporated into strategy #1)

Government Strategies Review – Changes

B. Develop ~~Continue~~ 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 **progress** report ~~each~~ after the session.

~~b) Have a 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.~~ Have a Wichita MSA forum mid-way through the session where representatives at 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.~~ (group recommended deleting)

e) Encourage the South Central Kansas legislative delegation to form coalitions 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%.)

C. Create effective communications between elected officials and residents by:

~~a) Using all available resources for grassroots communications including website, internet, print media, electronic media and newsletters.~~

~~b) Expecting unbiased and objective analysis of the issues to be widely distributed to the public prior to decision making by government bodies.~~

~~e) Obtaining continuous input and work to build community cooperation.~~

Expect unbiased and objective analysis of the issues to be widely distributed to the public prior to decision making by government bodies. (group combine D & E with C)

~~D. Ensure governments are effective, efficient, fiscally responsible, accountable, collaborative, responsive, customer friendly and accessible while increasing productivity.~~ (rolled into C)

OR

D. Advocate (or encourage) governments are

- effective, (change each adjective to bullet points followed by definition)
- efficient,
- fiscally responsible,
- accountable,
- collaborative,
- responsive,
- customer friendly and
- accessible

while increasing productivity.

~~E. Encourage residents and organizations to become more knowledgeable and involved in government as it affects our daily lives. Get more young people involved in government.~~ (rolled into C)

I. Have **Encourage** governments ~~that~~ to practice integrity.