

**Minutes of Education Foundation College Mecca Strategic Alliance Meeting Held Monday, April 18, 2005 at 1:00 p.m. at St. James Episcopal Church**

Present: Sarah Ealey, Scott Wituk, Mary Bulla, Aidan Dunleavy, Shirley Antes, Sean Warner, Jim Wright, Eric Sexton, Chris Wallace, Tom Ostrander, Craig Elliott, Aldee Miller, Norma Smith, Leann Ellis, Jackie Vietti, Mike Calvert, Jeff Gates, Teresa Tosh, Cindy Yoakum, George Heinrich, Ed Hoeller, Amanda Golbeck, Jan Davis, Katherine Leal Unmuth, Ed Dismuke, Kim Moore

- I. Welcome/Self Introductions.** Jan Davis, chair of the Education Foundation Team, opened the meeting by welcoming attendees. Participants introduced themselves and the organizations they represented.
- II. Visioneering Wichita Background.** Suzie Ahlstrand provided a brief overview of the Visioneering Wichita process. Henry Luke reviewed page 29, the development of the Visioneering Wichita process. Luke presented a current listing of Vision Partners and how Visioneering Wichita needs 700 Vision Partners before the end of the year to commit to carrying out the vision. Luke encouraged attendees to sign up as Vision Partners.
- III. Key Benchmark Review.** Henry Luke reviewed the Key Benchmarks on page 12 reflecting job growth, per capita income, education (skills training, post-secondary, K-12 education systems), family stability, downtown development, arts and recreation, racial harmony, opportunity and diversity and leadership.
- IV. Education Foundation 2005 Strategic Alliance**
  - A. Education Foundation Vision.** Luke reviewed the Education Foundation Vision: *Before 2024 the Wichita MSA will...Have a globally competitive educational system that encourages and supports life-long learning and contributes to the social, cultural and economic vitality of our diverse community.*
  - College Mecca Strategy.** Henry Luke asked attendees to read the college mecca strategy and offer their thoughts as to the important concepts outlined in the strategy (see comments at the end of these minutes).
  - B. Setting the College Mecca Benchmark** – see comment section. Participants will consider benchmark at the next alliance meeting.
  - C. What are Possible Action Steps?**

1. Implement a task force to market our MSA as a college mecca;
2. Aggressively market our collective college assets to students internally and outside the area;
3. Link with economic development marketing - those who market outside the area should have our college mecca assets within their tool kit;
4. Measure the awareness of Wichita as a college mecca – as an example see Greater Richmond Partnership website at [www.grpva.com](http://www.grpva.com);
5. Tie flagship programs to existing and emerging economic clusters;
6. Build the research capacity to become better known;
7. Need to understand how affordable we are; consider and address transportation issues
8. Promote athletic programs and events on a regional basis;
9. Provide and promote a collegiate experience;
10. Attract the 18 to 20 old and culturally diverse students
11. Market to ourselves first.

## **V. Questions/Adjournment**

### **A. Who are additional potential invitees/partners? Who will contact?**

Attendees were asked to provide additional names of individuals and/or organizations that should be invited to the next meeting.

### **B. Selection of College Mecca Chair**

Dr. Aidan Dunleavy, Eric Sexton, Jackie Vietti , Jeff Gates

### **C. Date and Agenda Items for Next Meeting**

To be set by co-chairs.

Do research on how many students were in college five, ten years ago. (Janet Harrah?)

### **College Mecca Comments**

Create awareness, internally and externally;  
 Research opportunities to increase number of students;  
 Become a mecca that provides world class faculty and research;  
 Identify future technologies; increase research grants; market graduate level education.

Possible benchmark could be participation rates by Kansas citizens:  
 Understand level of satisfaction and perception of stakeholders not accessing the resources;  
 Could there be more money for post-secondary education assets in south central Kansas?

Not enough research currently underway in area post-secondary schools.

When you consider the existing buildings, the infrastructure is in place;  
Market life-long learning opportunities through professional societies;  
What jumps out of this strategy....need for increased research grants;  
efforts to increase numbers of students will be huge; also need to  
increase number of minority students; identification of future  
technologies will be huge; focus on infrastructure in place but what's  
the infrastructure once they are educated?  
Next 10 years we will lose 50 % of current teacher workforce;  
Need to recognize and tie efforts with K-12 system;  
Need to market training for entrepreneurs;  
Improved technologies required.

Strategy is in first sentence; all of the rest are action steps – Luke  
Universities: it is the faculty that creates recruitment;  
Our product is in place and we are undercapitalizing these resources  
that can train;  
Need to create a sense of urgency.....awareness  
Continuing education is well served here in the area; northeast Kansas  
is sucking out our young people;  
We need to recruit outside this area, young people want to experience  
something else:  
Do Wichita businesses want to hire people from our local colleges?

Make citizens aware of these assets and make them better;  
How would we measure this strategy?  
Awareness.....pride....image....branding....internal marketing to our  
Wichita MSA;  
But how do we build our pride and image?  
Do we want to be known as a university college town?  
How do we elevate our image?  
Do we have an education committee/task force to sell the world that  
Wichita is actually a college mecca?  
We don't bring in research dollars.....higher paying jobs need academic  
resources;  
We need a paradigm shift – from a competitive mode to a cooperative  
partnership;  
Largest market place is not in Kansas, we should worry more about  
bringing people here, 50,000 student capacity here.  
Scholarships are critical;  
No coordination of college marketing dollars;  
Our competitive advantage could be the size of our MSA community;  
What do we have to build upon? major medical center; manufacturing;  
information technology in the future;

Wichita public schools represent 11 % of school age children in Kansas  
yet 66% are on free and reduced lunch. 50% go on to post-secondary  
training but 50% don't finish a four year program;  
Future: more educational capacity than students;  
Currently we don't have the pride to be able to market but Visioneering  
can help us tell the story;  
Where are the untold niche stories?... our strengths, build pride on  
those;  
Undergraduate student average age is 28;  
Bio-sciences is making us hustle to provide programs;