



**Visioneering  
K/12 Mentoring Alliance Meeting  
August 2, 2005  
Meeting Notes**

Attendees: Bill Hanna, Melanie Anderson, Staci Nelson, Terry Behrendt, Jim Moore, Lyndon Drew, Vanessa Lhof, Nancy Hinten, Willis Heck, Norma Bricker, Jeff Wenzel, Paul Babich, Lori Gonzales, Jim Flax, TraceAnn Adkins, Jaime Lopez, Jon Engelhardt, Joe Jacobs, Chip DuFriend, Walter Thiessen, Angela Lampe, Tammy Shimon, Liela Gallagher, Andy Solter, Jeff Usher, Debi Corrigan

Leadership Team: Terry Behrendt, Annette Singletary, Bill Hanna, Cynthia Martinez, Debi Corrigan, Doug Hye, Jan Davis, Jeff Usher, Jeff Wenzel, Norma Bricker

Minutes from May 24, 2005 were accepted and approved.

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**The Purpose of the Mentoring Alliance meeting:**

To educate alliance about linkages to the benchmark  
Revisit Draft Benchmark  
Define Mentoring  
Develop Strategies to move the benchmark  
Make decisions about who else needs to be at the table

**I. Group Process**

The alliance began working on the definition of Mentoring. The leadership team provided a framework for the alliance to begin to work on. The following was the framework definition of the mentoring goal: To provide every child with the opportunity to benefit from a one-to-one relationship between a caring individual. The group developed and approved the following definition of the mentoring goal through a consensus process:

**Mentoring Goal**

- To facilitate the development of healthy successful children through the establishment of one-to-one relationships with a caring individual (both school-based and community-based).

**II. Revisiting the Benchmark**

The alliance revisited the Benchmark that was set when Henry Luke was in Wichita. The activity planned was for the alliance to think

about the annual benchmark numbers and to recommend numbers that make sense for this year for the Leadership team. Once the information is recommended, the Leadership team will respond with a proposed recommended benchmark for the alliance to approve.

Although, before the activity could take place, there was great discussion about whether or not it was a good idea to even be discussing numbers because the alliance felt that it did not have enough information to appropriately recommend the numbers to the Leadership team. So, the alliance was given a few minutes to discuss ways that they could research how to come up with the numbers.

After the discussion, the alliance was informed that the Leadership team would continue the efforts of this discussion within the Leadership meetings, but that the team is looking for input from the alliance to give a range of numbers for them to begin to work with. Again, this would help the Leadership team in coming up with a proposal for the alliance. Also, people who want to work with the Leadership team were invited to attend the meetings. Also, Suzie Ahlstrand agreed to give feedback via email or at the next alliance meeting at the discussions that take place in the Leadership meetings.

The following are the results for the recommendations for the annual benchmark for this year for Other MSA and for Wichita:

### **Other MSA**

- School based
  - 500
  - 700
  - 1,000
  - 10% increase of current base (once it's determined)
  - 1000 or 25% of need determined by school (school and community)
- Community based
  - 200
  - 250
  - 300
  - 10% increase of current base
  - 1000 or 25% of need

### **Wichita**

- School based
  - 1,250
  - 1,250

- 2,000
- 10%, % of increase of current matches a determined baseline
- 3000 or 25% of need determined by school (school and community)
- Community based
  - 500
  - 750
  - 1,000 per year
  - Same 10% of current base
  - 3,000 or 25% of need

### **III. Marketing Campaign**

The alliance began to work on their first action area: Marketing campaign. Although this is not the only action area, it is one that the Leadership team felt is necessary as an immediate action area. The alliance will begin to work on other action areas at a later meeting.

**Activity**-The alliance was separated into small groups and each group participated in a discussion about:

- Who ultimately do we want to influence?
- Who do we need to help us? Who has influence over those who control the resources?
- What are the strategies to make this possible?

The following are the results:

- **Who do we want to influence?**
  - Potential mentors
  - Businesses
  - Retirees
  - Parents, stay-at home parents
  - Media personalities
  - Students – college and high school
  - County/city government leaders
  - Civic organizations
  - School districts
  - Churches/church leaders
  - Organizations that aren't already connected
  - Professional organizations
  - Teachers
  - Military
  - CEOs
  - Men
  - Bilingual people

- **Whose help do we need?**
  - All those we need to influence
  - Ad agency to take on responsibility of branding the venture (preferably pro bono)
  - Benefactors/wealthy folks
  - The Chambers
  - Support of the School Boards
  - Opinion leaders
  - The media - all
  - Diverse populations, bilingual people
  - Faith communities
  - Service clubs
  - Students – college and high school
  - Staff in schools (more than just teachers)
  - Universities/Post-secondary
  - Superintendents
  - Parents
  - Current mentors and mentees
  - All of the mentoring organizations
  - Service organizations
  - Neighborhood councils
  - Hispanic Chamber
  
- **What are our strategies?**
  1. Sharing personal stories – mentor or mentee (Alexander Atkins, Jacobs, Chip Nufield, Andy Solter, Lyndon Drew, Norma Bricker)
  2. Adopt a school – specifically businesses (Chip Nufield, Terry Behrendt, Staci Nelson, Bill Hanna, Nacny Hinten, Norma Bricker)
  3. Awareness through a marketing campaign (Lori Gonzales, Jeff Usher, Debi Corrigan, Leila Gallagher, Andy Solter, Bill Hanna)
  4. Mentor for a day (Chip Nufield, John Engelhart, Melanie Anderson)
  5. Published testimonials from mentors/mentees – in newspaper (Andy Solter)
  6. Develop a speakers bureau with a consistent message (Jeff Usher, Andy Solter, Terry Behrendt)
  7. Work on retention of mentors through communication, recognition, training, and support – can be used for recruitment (Joe Jacobs, Debi Corrigan, Leila Gallagher, Melanie Anderson, Norma Bricker, Willis Heck)
  8. Have and develop a variety of options for volunteer involvement (Debi Corrigan, Leila Gallagher, Staci Nelson, Melanie Anderson, Bill Hanna, Vanessa Lohf, Nanny Hinten)

9. Team mentoring programs – like team teaching, multiple mentors for a mentee, multiple mentees for a mentor (Debi Corrigan, Leila Gallagher, Terry Behrendt, Nacny Hinten)
10. College/high school credit for mentoring (Jim Flax, Joe Jacobs, Nanny Hinten, Norma Bricker)
11. Letter campaign to churches and other organizations to invite them to become a mentoring organization (Jeff Wenzel, Terry Behrendt, Vanessa Lohf)
12. Public mentor/mentee day, party thrown by the city for recognition (Melanie Anderson)
13. Launch of this to build awareness (Jeff Usher, Nacny Hinten)
14. Segment the audience and develop strategies specific to each audience (Paul Babich, Jeff Usher, Debi Corrigan, Staci Nelson, Bill Hanna)
15. Peer-to-peer campaign
16. Market to the male population (Jaime Lopez, Jeff Usher, Leila Gallagher, Nancy Hinten, Norma Bricker, Willis Heck)

#### **IV. How Should We Work Together?**

The alliance participated in a group process to identify ways that the whole group should continue to work together. The following is the result:

- Centralized tracking place
- Keep it simple
- More communication from leadership team
- Be sensitive to people's schedule when picking possible dates
- Develop mentoring needs data (make it a strategy)