



**Visioneering  
College Mecca Alliance Meeting  
July 27, 2005  
Meeting Notes**

Attendees: Molly Edwards, Lottie Miller, John Yoder, Mike Calvert, Adrienne Churchill, Mark Donley, Andy Solter, Linda Bussman, Eric Sexton, Leann Ellis, Jeff Gates, George Heinrich, Dena Smoot, Terri Laurhammer

Leadership Team: Aidan Dunleavy, Newman University; Eric Sexton, Wichita State University; Jackie Vietti, Butler Community College; Jeff Gates, WSU Alumni; Perry Schuckman, Nonprofit Chamber of Services

Other words or possibilities to use instead of “college mecca”

- Learning Mecca
- Hub
- Center
- Life-long learning
- Magnet
- Centers of excellence
- Higher education
- Creative center (or centers of...)
- Innovation center (or centers of...)

Short-term benchmarks

- Develop a common vision statement that we can all honor and support.
- Research/collect data around the following:
  - Where are the college meccas?
  - What did they look like before? What do they look like now?
  - Which of those models is best for our MSA?
  - Look in the Visioneering document and in other Visioneering communities. (e.g., Richmond, VA; Flint, MI; Grand Rapids, MI; Kalamazoo, MI; SME Grant Foundation)
- \* What are we? What is our current inventory? (Perceptually vs. factually)
- \* How do we move the needle? (Perceptually vs. factually)
- Tie in with the Kansas Tech Training Initiative (part of our current inventory)
- Learn more about LEARN and other consortiums (part of our current inventory)
- Research possible resources – grants and other funding.
- Tap into public access channel collectively. Explore ways to get out information. (After some data collection.)
- Get the media behind us; hear from external and independent (i.e., the Chamber). (After some data collection around what we are.)
- Affirmation & commitment from educational entities in our MSA/SC KS

Themes for a 25-year vision

(Developed by thinking from the perspective of ad agencies, employers, and juniors/seniors in high school)

Related to business:

- Businesses locate to Wichita because of top-notch education
- Would see business moving to and remaining in the region (because of the educational opportunities)
- Attractive Community for business (new & existing/recruit & expand)
- Vibrant & successful partnership between business & education
- Cutting edge of what's happening with business trends

Related to education:

- Would see a path to a career → starting with the education opportunities locally (MSA)
- Would be on a much larger list of students choice list
- Would see them being the hub for educational opportunities
- A centralized, down-town campus
- College gathering place w/ transportation “college friendly environment”
- Would see/hear positive messages on the strength of our educational opportunities
- Cooperative National marketing among schools (LEARN)
- More Juniors/Seniors would be choosing to attend colleges in the region
- Public/Private Leadership would participate with the educational institutions (vocally & visibly participating)
- Businesses locate to Wichita because of top-notch education
- Vibrant & successful partnership between business & education
- Higher level products of higher education:
  - ◆ Huge in R&D
  - ◆ Industry of “Creation”
  - ◆ Getting “mega bucks” from grants

Related to the community:

- Increased quality of life (econ, arts, culture, etc.)
- “Clean Rivers”
- Local community support financially
- Local respect = national level
- Wichita's a fun place
- Something for everybody
- Brain drain no longer exists
- Would know details about excellent opportunities here
- Would have greater peer recom.
- College gathering place w/ transportation “college friendly environment”

Related to marketing:

- Would know details about excellent opportunities here
- Cooperative National marketing among schools (LEARN)
- Would see/hear positive messages on the strength of our educational opportunities
- Local respect = national level