



*Visioneering  
Racial Diversity, Opportunity & Harmony*

**Meeting Notes**  
**June 7, 2005**

**Attendees:** Rep. Delia García, Gabby Cortez, DeAndre Morris, Amy Williams, Kevin Myles, Frankie Brown, William Owens, JoAnne Batiste, Vera Bothner, Gary Blevins, Wanda Hughes, Jim Wright, Bob Lamkey, Dan Carlyle, Susan Leiker, Brenda Dietzman, Jackie Stuart, Sue Castile, Danny Bardezbaiss, Jon Ramirez, Vanessa Bolen, John Green, John Williams-Bey

**Leadership Team:** Brian Black, Jaime Lopez, Peggy Elliott, Lavonta Williams

**Next Meeting:** Thursday, July 14, 2005 [1 pm - WSU's Metroplex]

Minutes from June 7, 2005 alliance meeting were approved.

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**Purpose/End in Mind**

- Understand the history of Visioneering, common "terms", and structure
- Revisit Racial Diversity Alliance benchmark (attitude survey & income gap, pg. 11 of Visioneering final document)
- Provide a clear picture of the future direction of the Racial Diversity Alliance, including long-term and short-term indicators of success
- Create next steps for the Racial Diversity Alliance
- Provide opportunity for participants to share their concerns for the process, and hopes for the process
- Determine who else is needed to participate in the Racial Diversity Alliance
- Invite participation of additional Racial Alliance Leadership team members
- Provide media "talking points" of Racial Diversity Alliance progress

**A consensus was developed on definitions of terms, which included:**

1. **Culture** - The belief, customs, practices, and social behavior of a particular nation or people.
2. **Ethnic** - Sharing cultural characteristics.
3. **Diversity** - A variety of something such as opinion, color, or style.
4. **Opportunity** - A chance, especially one that offers some kind of advantage.
5. **Alliance** - An association of two or more groups, individuals, or nations who agree to cooperate with one another to achieve a common goal.
6. **Fairness** - The condition of being just or impartial.
7. **Respect** - Willingness to show consideration or appreciation.
8. **Creativity** - The ability to use the imagination to develop new and original ideas or things, especially in an artistic context.
9. **Harmony** - A situation in which there is agreement.

**The following 'Guiding Principles' were developed and agreed upon by Alliance participants:**

- Patience
- Will work towards common vision
- Will listen without judgments

- Regional approach
- Consideration
- Respect
- Frankness
- Inclusiveness

### **Reviewed Benchmark:**

The DRAFT Benchmark that was developed from the last Strategic Alliance Meeting:

- ***In all of the six foundations and strategies of VISIONEERING WICHITA, we will be committed to racial diversity, opportunity and harmony for everyone.***
- *Benchmark #1 - 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.)*
- *Benchmark # 2 - 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.*

### **What do we know from other communities? (How have they done it?)**

Suzie shared information relative to work being done in other communities, as well as pertinent statistics relative to the Wichita MSA. Suzie included information on the Lakeland Diversity Survey, as a potential model for the Wichita survey process.

### **The group reviewed Strategies for Racial Diversity, Opportunities and Harmony, in order to begin a process of developing future direction and action steps for future work.**

#### G. Racial Diversity, Opportunity and Harmony

1. 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.

\* Strategies are being combined c) and d) because of their close relationship.

**Participants then self-selected out into three (3) workgroups, to discuss and assess work currently ongoing in community around each strategy and to begin prioritizing needed work and action steps for moving forward, via *Pay-Off Matrix* exercise.**

**Following are notes from each break-out group discussion:**

***Break-out Group A: Create thriving neighborhoods that are both ethnically and racially diverse.***

*Group shared their understanding of the issue as it currently stands:*

- We have depressed people in neighborhoods
- Distressed neighborhoods in north side (21<sup>st</sup> & Market)
- Lot of good businesses without funds, room or capacity needs
- Poor image of NE neighborhood and pockets of Wichita
- Small towns are dying in MSA
- Smaller towns are not racially diverse
- Pockets of cultural diversified neighborhoods
- distressed businesses
- Pockets where there are no services in neighborhoods
- Neighborhoods die off due to lack of stores and resources
- Lot of small businesses starting to form
- Corporate partnerships (Cessna)
- Lot of youth in neighborhoods
- Lack of places for youth
- Segregated spots for racial groups
- 21<sup>st</sup> redevelopment project (W)
- International Mercado

*Group then brainstormed efforts that can be made toward improvements:*

1. Concerted effort to develop program to help adults to develop life skills and job skills.
2. Promotion of life skill training and accessibility to programs.
3. Better coordination of programs
4. Promote and educate neighborhoods about funding sources.
5. One-stop-shop information /referral/education/life skills.
6. Stores and faith community play a role in promotion of life skills program.
7. Need more jobs within own neighborhoods.
8. Need to integrate all neighborhoods
  - a. New immigrant (radio/newspaper) church in Hispanic comm.
  - b. Bi-lingual, acculturate
  - c. Mainstream
    - Don't live in community
    - Don't help in community
9. Need more minority owned businesses within minority neighborhoods
10. Need a vision, without there is no pride.
11. Need services with accessibility for aging adults.

Group then worked through a "Pay-off Matrix" process to prioritize ideas from the list that are most easily accomplished with the greatest payoff:

- Promotion of life skills training and accessibility to programs.
- Stores and faith community play a role in promotion of life skills program
- Need services with accessibility for aging adults.
- Better coordination of programs
- Promote and educate neighborhoods about funding sources.

Group identified ideas that can be further developed at this time, which include:

- Promotion and accessibility of programs
- Coordination of programs
- Promote and educate about funding sources
- Create a vision

### 1. Create a Vision

Steps:

1. Create buy-in with the people by having their input.
2. Include all stakeholders. You must go to the people instead of waiting for them to come to the Visioneering meetings.
3. Have neutrally, diverse facilitators at meetings.
4. Make the meetings easily accessible by providing childcare and food for people to attend the meetings.

#### Short indicators:

1. Great participation
2. Diversified participation (not usual suspects)
3. Decrease in food budget "if you cook it, they will come"

#### Long term:

1. More collaboration
2. Cultural prideful events
3. Beautification improvements

### 2. Promote and educate about funding sources

Steps:

1. Become educated, through research, about funding sources and programs.
2. Utilize vehicles and resources already available.

#### Short term:

1. Increase in applications

#### Long term:

1. More small business in community
2. Improvement in housing
3. Increase in participation of programs

**Break-out Group B: Reduce the earnings gap between minorities and non-minorities.**

There was considerable discussion of the barriers to equal employment for minority groups, and theories for income disparities, including lack of leadership and mentoring opportunities for minority/women employees to move up in organizations; low awareness among minorities of new and emerging job opportunities (i.e. Sheriff's Office frustration with efforts to recruit more minorities); workplace discrimination that is difficult to challenge (tacit practices that disadvantage minorities/women, e.g. "good ol' boy" networks); etc.

*Group shared their awareness of current efforts to address this issue:*

- Job training/skill development programs via: SRS, Urban League, Career Development (City of Wichita), Workforce Development (Collaborative), SER, Kansel
- Various mentoring programs
- YPW - Chamber initiative
- Local job fairs
- Efforts of Hispanic Chamber

*Group brainstormed efforts that can be made toward improvements:*

1. Job notices-make more accessible – better network building, creation and/or better utilization community information networks
2. Research and review available data: MSA employment/wage statistics (Available in Visioneering documentation)
3. Social marketing (for awareness): Encourage employers to increase value perception of minorities/females
4. Increase business leadership that values diversity (how?)
5. Encourage/develop corporate/employer mentoring programs
6. Encourage/develop entrepreneurs/minority-owned businesses-mentoring/opportunities
7. Resurrect the "building bridges" study circles process to increase awareness of disparities throughout community.
8. Awards/acknowledgement: Develop an ongoing awareness campaign that "names the names" of those businesses/corporate leaders who are most inclusive and diverse in their workforce (and those who are not?)

Group then worked through a "Pay-off Matrix" process to prioritize ideas from the list that are most easily accomplished with the greatest payoff and which might be further developed at this time, which include:

1. Resurrect "building bridges" (possibly expand)

Short term:

1. Reconnect w/past participants
2. Identifying corporate/org. partners

Long term:

1. Increased awareness regarding disparities
2. Increased value perceptions of diversity by business/org leadership

2. Acknowledge and award organizations that value diversity i.e. Top 5/Top 10 list.

Short term:

1. Research current community activities
2. Develop criteria ("...as evidenced by...", develop community-wide initiative, etc.

Long term:

1. Annual report/awards

***Break-out Group C: c) Increase graduation rates and d) Close achievement gap.***

*The group identified the following programs that were working with children and were addressing the above topics:*

- AVID [North High];
- Hope Street;
- Read 180;
- Scouts;
- After School Programs;
- Summer Etc.;
- 21<sup>st</sup> Century;
- Youth AAA Coalition;
- Communities in Schools (CIS);
- Parents as Teachers (PAT);
- AmeriCorps;
- Urban League Youth Programs;
- GearUp;
- Interfaith;
- TRIO;
- Barry Downing Schools;
- Early Childhood Programs;
- Title I Programs.

This was not to be considered an exhausted list, however.

*The group then responded to the question, "What else should the community be doing?" The following comments were made:*

1. Learning should be perceived as being 'cool' by students;
2. Educational linkages should be established with various sport and enrichment programs;
3. Statistics should be shared with youth about the various educational and achievement 'gaps' in our schools;
4. Programs should attempt to collaborate regarding funding and activities throughout the MSA;
5. Early intervention should be directed towards 'at risk' youth;
6. There needs to be 'creative marketing' strategies by the various school/youth programs;
7. Parents need to be engaged in their children's activities;
8. Athletic coaches should be encouraged to link activities with sporting events;
9. Mentors are needed for children
10. Improved 'diversity training' should be offered to teachers, mentors, and volunteers;
11. Parent involvement needs to be stressed;
12. Teachers need to have a 'commitment to excellence';
13. There needs to be more 'behavior disorder' specialists in the schools;
14. Teachers need to be culturally sensitive.

*The group expressed concerns about a possible duplication of effort and lack of coordination among the various youth-related organizations in the community.*

Group then worked through a "Pay-off Matrix" process to prioritize ideas from the list that are most easily accomplished with the greatest payoff and which might be further developed at this time, which include:

Short term: a) provide statistics to youth regarding gaps; b) promote parent support groups; and c) engage coaches to link educational outcomes to participation in sporting events.

Intermediate: a) provide ongoing and effective 'diversity training' throughout the community; and b) increase the hiring and retention of minority teachers.

Long term: a) improve early intervention with students and parents; b) increase parent involvement with their children; c) encourage teachers to seek excellence from their students; d) change perspectives of youth to be more hopeful about the future; and e) break the cycle of poverty.

Who Else Needs to be Involved.

The meeting came to a close with the identification of other individuals, groups, and organizations that should be invited to future racial diversity, opportunity & harmony alliance meetings. The following list was developed. Those who have contact with these individuals, groups, and organizations are asked to invite them to future alliance meetings.

**Who Else Needs to be Involved in Racial Diversity, Opportunity & Harmony Alliance?**

- Faith Community
- Ministerial League
- St. Mark UM Janice Dodson
- Asian Comm.
- Native American
- USD 259
- Robert Garner – Hamilton Principal
- A.C.S. – nonprofit services (Kelly)
- Barry Downing
- SRS

**Who will contact/invite?**

- Lavonta Williams-Hispanic Pastors, Native American, USD259
- Peggy- Ministerial League
- Brian Black-Junius Dotson, St Mark UMC and Kelly from A.C.S.
- Jaime Lopez -Asian Community representatives
- Gary Blevins- Principal of Hamilton
- Brenda Dietzman- Representatives from Surrounding Districts
- Barry Downing,

**By When?**

**Next meeting: July 14, 2005 @1 p. m. – WSU's Metroplex.**

Next Steps

- Next meeting will be **July 14, 2005 @1 p. m. – WSU's Metroplex**
- Please invite people who need to be "at the table". Remember to consider the guiding principles of Visioneering.