



**Visioneering
College Mecca Alliance Meeting
June 29, 2005
Meeting Notes**

Attendees: Mark Eby, Aldee Miller, Perry Schuckman, Chris Wallace, Camille Kluge, Mike Calvert, Tim Holder, Jackie Vietti, Jeffrey Gates, Andy Solter, Don Beggs, Aidan Dunleavy, Linda Bussman, George Heinrich, Lottie Miller, Adrienne Churchill, Chris Heilman, Leann Ellis, Amanda Golbeck, Marilyn Toellner, Frances Ervin

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

Flip Chart Notes:

College Mecca?

- A place full of educational opportunities that meet our needs
- Richness of resources
- Place of recognition and pride centered on education
- Drawing creative faculty and students
- We have to create opportunity
- Known land mark and “common places of uncommon happenings”
- Attract others from outside
- Place to bring families for education and all that is related
- Destination that has options
- Meet needs of student and business and employees
- Place you want to be and want to come to
- Resources for diverse and serve our area
- Stronger, better known
- A place of destination and respect
- College students would want to come
- Learning needs of community by broadening audience
- Can this be a special place to “get away” if they live here or not?
- Uncommon places for uncommon happenings
- Opportunity to build together rather than compete – systems approach
- Offer different things at different places
- A friendly place!
- Learn consortium does exist and do work together already
- Not so much \$\$ but about quality programs and students
- Short-term is 1 level
- Learning Mecca
- Seamless system including K-12/18 & beyond
- Value education and market it

Hopes – 1-3 Years

- We don't know our current inventory – what we have (and don't have)
- We need to open up and share what we have; people are protective of what they have
- Beyond institution names
- How to complement each other in what we have
- Central inventory – place to go that shows what we have
- Working together for new programs
- Create synergy among institutions systematic approach
- To survive in local economy
- Higher education serves as catalyst to new economic clusters
- H.S. students – dramatically increase 1st generation and minority students going to college
- We can't just do 1 thing; how do we market what we have? Different audiences = different marketing
- Marketing can't wait – get started
- Audience is more than HS students
- Branding, external recognition as learning community
- How to grow it (3%) if we don't know what it is now, what are the numbers?
- Use data in a meaningful way
- Influences on student decisions – how to target right individuals to communicate to students
- Customer base
- What do local businesses need?
- Strong motivators – connection between education and employment
- Recognize new employers as well (i.e., more than aviation)
- Campaign – South Central for all your opportunities in SC KS, embraced by media – education update, education page
- Embraced by community – constant pulse and marketing for people to take advantage of opportunities
- C of C and others regionally (city, county and others) to lead efforts toward a learning center
- Helps key decisions understand importance of education
- Strengthen LEARN and promote
- Expand our stakeholders to help LEARN
- Letting all schools know what's happening

Hopes – Beyond

- State solutions to enable us as College Mecca
- Nationwide this area can be known as a learning community
- Larger proportion of people see what we have as advantages to them (more than academic credit)
- Everyone develop more pride in the institutions here; share in successes of different institutions, leveling out of scholarship opportunities, ways to help people go to school
- Accessible financially
- K-12 system grows awareness and resources to assist students to post secondary Ed.
- Recruiting early
- Retain the best and brightest to go to college here, also attract best and brightest from other places

- Mentality – where are you going to college? NOT are you going to college?
- Businesses support local education
- Diversity of jobs, see future here for themselves
- City/County/Region promotes our area, they see our news (sometimes bad), show them the good, and promote local opportunities

College Mecca

- The best, the center
- Community offers all programs that recruit and retain to move community forward
- Give our MSA competitive edge to keep our young people and recruit them to our area
- Internal and external recognition, exciting and enticing educational opportunities
- Well-recognized, well-known, respected
- Strengthening us
- Strengthening the message of us
- Number of colleges drawing in a lot of people
- Education foundation needs to be tied to the other foundations, coupling
- Address resources, internal and external – How do we effectively create ourselves as a College Mecca?
- Drawing place, an attraction, necessary to build/promote existing opportunities
- Celebration of life
- Cultural mindset, part of how the community operates
- Accessible, affordable, good communication between institutions
- Chance to offer and define educational requirements
- Support state requirements, support esp. aviation, agriculture
- Welcoming
- Identify our areas as college-oriented with strong education
- Our students market our programs
- Key issue: identity; marketing, label, take on identity of educational excellence, diversity, richness, etc.
- What are the gaps between what we have and what people need/want?

Concerns – 1-3 Years

- This is a BIG project to get your hands around, lends itself to going off on tangents
- Term “College Mecca” – realistic? attainable?
- What’s a reasonable product when we’re operating off of opinions? Making more informed opinions
- Get realistic expectations
- Those of us who live this should be resources
- Missing key stakeholders – need a far broader group than educators
- Continuing education
- Still room for competition
- Other foundations see importance of this group
- Companies and individuals – experience growth and better health
- That nothing will change – time and energy spent
- Prioritize – how to identify what to move forward on
- As we bring in more people – getting everyone on the same page, creating buy-in

- We offer so much and have so much to be proud of – get rid of the negative aura

Concerns Beyond

- Educate ourselves on what we have and educate others
- Who will take responsibility, who will take cost? Inventory – compiling, updating, maintaining
- Those in Visioneering will have different expectations than those who aren't, keep our focus on realistic expectations regardless of criticism
- This process needs to have built-in successes, early in the process

Short-Term Hopes

- Work internally to improve quality K-12/16 and beyond and get community involved
- Better mapping of industry, gov., etc. at how are we meeting requirements, take pulse of needs?
- Sell to K-12 kids
- Must reach parents also
- Understand and share of what is “special” about each institution
- Common theme of urban and community

Hopes

- Better concept of life-time learning → professional societies (stakeholder)

Short Term Concerns

- So many different entities and how to we come together →we divided but did not conquer
- Can we really get commitment from stakeholders internally and invest
- Can we have a simple plan and a simple set of goals
- Can we quickly come up with a “brand” and stick with it
- Good communication_including K-12
- Stigma on ourselves by ourselves and others – we are seen as scary
- Hard to create identity → may need professional help
- Get media involved in the positive of Wichita as Learning Center.
- Not a very diverse group
- Hard to change

Hopes – 20 Years

- College and Universities not so separate but seamless and a system
- Increase education, health, and public health
- Increase higher level jobs beyond manufacturing
- Top wages in US drives highly qualified employers and productivity
- IMAGE!! as a learning center.
- Jobs to hire the best and brightest so they stay
- View Ed/Learning center as Wichita' s South Central KS
- Greater Wichita Area

Long Term Concerns

- Youth has continued to go
- Will there really be long-term commitment
- Education will continue to be undervalued especially beyond \$

- External pressure from govt.
- Adequate focus on adult learning
 - Retraining
 - Technology
- Needs of citizens instead of schools
- Not look at ourselves as local but global
- Will research benchmarks lost in our thinking
- Physical symbols – monuments to education throughout region
- Will we “bend” the rules to pursue innovation and creativity
 - Internal rules
 - External rules
- How will employers partner to really make that happen

Stakeholders- Unusual Suspects

- Professional societies (George w/ Engineering)
- College Students
- HS Students
- Parents
- YPW
- Hispanic Chamber
- Minority Rep.
- PTA and parents
- Adult Ed.
 - Cont. Ed
- Vocational Ed.
- Marketing Types

Stakeholders-Usual Suspects

- Lou (Eagle)
- Supers of USDs and Privates
- KHF representative
- Jon Welfald
- Business Leaders – already involved
- Religious Leaders
- Work Force Development
- Govt. Leaders (beyond Wichita) Todd Tiaht
- TV Media
- GWED Corp.
- McConnell
- Cultural Arts Leaders
- Key Individuals of Influence
- GWCF
- Local Regent
- BOE