



VISIONEERING
WICHITA

Visioneering Wichita B-K Alliance Agenda & Notes

Monday, January 28, 2008 - 2:00-4:00 p.m.

Attendees: Brenda Dietzman, Tammey Shimon, Janice Smith, Bev White, Anne Maack, Tami Bradley, Lorraine Dold, Teresa Rupp, June Rempel, Marla Carfield, Kelly Hayes, Cayla Wasson, Maureen Hofrenning, Shirley Theurer, Michele Spainhower, Shonda Hayes, Karla King, Deana Turner

I. Welcome

Teresa Rupp

Purposes of the Day

- Hear from the Racial Diversity, Opportunity and Harmony Alliance
- Present the Public Education Plan funded by Kansas Action for Children Grant
- Review the Regional ECCS Plan and discuss the Alliance's role in implementation

Self Introductions

Please Sign In

II. RDOH Alliance

A. Perception Survey

RDOH Leadership Team

Brenda Dietzman from the Racial Diversity, Opportunity, and Harmony Alliance Leadership Team reviewed the RDOH Alliance benchmark and gave information about the Perception Survey being conducted online until February 22. Paper surveys are available from The Chamber or can be downloaded and printed from www.visioneeringwichita.com. There are two additional questions that have been added to the original survey and the Alliance is hoping to have more than the 2500 responses they received two years ago. Teresa Rupp, B-K Alliance chair, extended the invitation for the RDOH Alliance to return at a later date and present their results.

III. Kansas Action for Children Grant

A. Public Education Plan

Teresa/Tami Bradley

Teresa presented information to refresh the Alliance on the history and goal of the Kansas Action for Children Grant and then introduced Tami Bradley of Bothner & Bradley (a local marketing firm) to present the Public Education Plan that has been developed along with the Grant Work

Group. Tami distributed a copy of the plan to the Alliance along with a copy of the brochure that is being printed for local use as part of the plan. In addition, a press release (which was distributed to the group) will be sent to the Wichita Eagle in the next couple of days regarding the finalization of the ECCS plan. The Work Group will be seeking to set up a meeting with the original participants in last year's Kansas Health Foundation Leadership Forum to gain their perspective and insight in how to best engage and communicate with the business community and legislators regarding the importance of early childhood. The Work Group will also be scheduling training for the Alliance in the FrameWorks method of creating impactful messages.

IV. Early Childhood Comprehensive Systems (ECCS) Grant

A. Regional Plan & Summary

Cayla Wasson

Cayla Wasson, staff to the Sedgwick County Early Childhood Coordinating Council (SCECCC) and coordinator for the ECCS grant, presented the Alliance a copy of the MSA Plan that was developed as well as a summary that covers not only the regional plan, but also the individual plans in each of the four counties represented by the Alliance. This summary, along with each of the five plans were submitted to the Kansas Children's Cabinet & Trust Fund on January 14.

B. Implementation of the Regional Plan

CCSR staff

CCSR staff reviewed with the Alliance the information in the Visioneering Wichita document regarding Birth-K, the original priorities developed by the Alliance, and the benchmark that was developed in late 2006. Within the context of this information, along with the recently developed ECCS plan, CCSR staff asked the Alliance to discuss three questions within the group at each table and share their responses with the larger group:

What do you think the role/purpose of the Birth-K Alliance should be?

- Because much of the work in early childhood is affected by state policies – the Alliance connects South Central Kansas to state level advocacy efforts in order to carry out the goals within the ECCS plan
- To promote or influence others within our home communities to support quality early childhood services
- Help individuals/agencies understand how they can help each other (one suggestion was to consider the expansion of the SCECCC resource guide to cover the MSA)
- To facilitate and guide the four counties in their continued work together

- To complete the development of strategies for the ECCS plan in areas where these are lacking
- To track the region's progress on the ECCS plan

What is the Alliance already doing to complete the expectations in the ECCS plan?

- Facilitating communication between the four counties within the MSA
- Facilitating communication between agencies
- Providing education regarding what we do
- Working together to decrease duplication of services
- Acquired a grant to increase public awareness and education regarding early childhood issues
- Hired Bothner and Bradley to assist in developing effective messages
- Working to engage the business community
- Developing a common early childhood message

What else can the Alliance do in 2008 to move the ECCS plan forward?

- Target awareness of services to all families but with special emphasis for middle income families
- Provide accountability – seek to have the KQRS ratings published, assure easy access for families to information regarding child care quality, provide links to this information everywhere parents might go for information
- Build connections with businesses – “dumb down” the language for all groups to understand. Target Human Resource departments and Employee Assistance Programs
- Use viral marketing in a common language
- Communicate with additional partners – ask them how we can help
- Identify short term goals for the Alliance to re-engage Alliance members in the process
- Discuss whether the Alliance is a resource to identify funders or lead agencies for early childhood opportunities. This would need to be balanced with competition for funding sources

V. Next Steps and Meeting Dates

Teresa/Lorraine

CCSR staff lead the group in the discussion of next steps for the Alliance:

- The Leadership Team will review today's discussion and clarify the Alliance's role in future work

- Identify potential work groups and their duties – i.e. should the ECCS core team report to the Alliance regarding progress on individual county plans, etc.
- Confirm and schedule FrameWorks training (Apr 7?)
- Develop Alliance Benchmarks to be presented to the Visioneering Wichita Benchmark Team

Next meeting dates:

A. Leadership Team – February 11, 2:00 p.m. at CCSR

B. Leadership Team – March 10, 2:00 p.m. at CCSR

C. Alliance Meeting – April 7, 2:00 p.m. at CCSR ****NOTE DATE CHANGE****

VI. Other Announcements/Adjournment

All

None