



Visioneering Wichita Community Identity Strategic Alliance Summary of Accomplishments to Date February 2007

Over the past few months, the Community Identity Alliance has been formed to support the plan of Visioneering Wichita by developing an image/brand that will position south central Kansas internally and externally. Specifically the task is to:

Develop a brand that will position the Wichita MSA internally and externally. Involve many organizations in developing the brand that will be authentic and inspiring. Use the brand to retain and attract jobs, visitors and workforce. Market the brand and the Wichita MSA's competitive advantage internally and externally.

Seventeen representatives from advertising, marketing, public relations organizations and/or businesses and city and county government met on December 11, 2006 to begin the initial phase of the Alliance. Several topics were presented and discussed with the target area being discussing and outlining the components that will be needed for this Alliance to be successful. The components developed were: Initial research; analyses; developing a plan; executing the plan. A leadership team was formed to guide the direction of the Alliance.

At the second meeting of the Alliance on January 18, 2007, members began framing the initial research phase of the process. Questions discussed were: What is our preferred listening process?; Who is our first tier of audiences?; What information do we need to gather?; How do we structure listening sessions?; How do we collect the information?; and How do we get it done?

At the last meeting of the Alliance, members were asked to begin the process of developing a survey to be used for community input. In working on this issue, members developed topics around: What do we tell people about our city now?; What can we live with and promote ourselves?; Is it believable and does it get us to where we want to go?; What could be the image theme for Wichita?; and What vocabulary and key words do we want to use?

As a result of responses given, members of the leadership team have developed a brief survey that will be available to members of the community beginning in late February. Results will be presented and reviewed at the March meeting of the Alliance.