



## Visioneering Wichita Mid-Continent College Network Summary of Accomplishments to Date December 2006

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Over the past year and a half, a group of individuals who are passionate about post-secondary education in the Wichita MSA have worked on the development of the Mid-Continent College Network Strategic Alliance. The group has made definite progress this year, with some of their accomplishments including:

- Identifying additional stakeholders to participate in the Strategic Alliance and the Leadership Team.
- Discussing use of the term "college mecca" and developing possible alternate terms, ultimately deciding to use the term "Mid-Continent College Network."
- Discussing short-term and long-term hopes and concerns for this Strategic Alliance.
- Developing an agreed upon vision statement and a shared vision of what the Wichita MSA could be in 25 years as a "college mecca."

Vision Statement: South Central Kansas is a highly respected center of choice for post-secondary education locally, nationally, and internationally.

- Forming workgroups to collect information around the following:
  1. Branding/naming possibilities
  2. The inventory/catalog of current resources
  3. Other college meccas in the country
- Finding similar models of "college networks" around the country (Baltimore, Philadelphia, etc.)
- Developing a potential benchmark around a collaborative marketing strategy (Design, launch, and implement a collaborative marketing strategy).
- Creating a PowerPoint presentation making the case for South Central Kansas and the Wichita MSA as a great college region.
- Refining the PowerPoint presentation based on suggestions from those present at the December 12, 2005, Strategic Alliance meeting.
- Presenting the PowerPoint presentation to the Visioneering Wichita Steering Committee and the Wichita Metro Chamber of Commerce Board, obtaining feedback on the presentation from both groups.
- Attending the Visioneering Wichita Annual meeting.
- Convening the presidents of the 21 institutions in South Central Kansas to discuss how to move forward on the benchmark related to developing a collaborative marketing strategy, deciding to convene marketing representatives from the institutions to further the benchmark.
- Convening marketing representatives of the 21 institutions in South Central Kansas, thus forming the Marketing Task Force, to discuss how to move forward on the benchmark related to developing a collaborative marketing strategy.
- Identifying what information the Marketing/Branding Strategic Alliance needs to know in order to include higher education in the larger effort to market/brand the Wichita MSA.
- Brainstorming various ways to broadly communicate our MSA's strengths in higher education to different target populations.
- Discussing how to genuinely collaborate, and identifying appropriate areas in which to collaborate.
- Meeting with representatives from the Racial Diversity, Opportunity, and Harmony (RDOH) Strategic Alliance to discuss possible strategies to address issues identified in the RDOH community survey, specifically those related to educational opportunities.
- Developing a one-page list of recommendations for how higher education can contribute to the larger branding effort and why higher education should be part of the larger branding effort.
- Discussing how to collaborate and what kind of structure is needed to continue successful collaboration.

Next steps include a meeting with the presidents of the 21 institutions in South Central Kansas to review the one-page list of recommendations for how higher education can contribute to the larger branding effort and why higher education should be part of the larger branding effort. The Marketing Task Force will continue to meet and identify additional strategies on which to collaborate.