

1 % Campaign

A Business and Education Initiative

Collaboration Agreement

The CEO Champions of south central Kansas businesses are working with Visioneering Wichita's College Mecca Alliance and the Kansas Workforce Alliance of South Central Kansas Inc. to mobilize the region's higher education and business communities for collective action that advances regional economic development. This agreement brings together CEO Champions who agree to collaborate, with education providers, to advance the number of degreed individuals in south central Kansas.

CEO Champions invite the education community to partner with them to promote the collaborative called *Achieve Kansas*. *Achieve Kansas* is a common marketing and outreach plan designed to increase the number of academic and industry recognized post-secondary credentials earned by students and job seekers in the region. This partnership agreement summarizes the terms/roles/activities for designing, implementing and sustaining *Achieve Kansas*.

***Achieve Kansas* Goals:**

- Through coordinated actions and strategies, create a brand name, *Achieve Kansas*, as a portal or entry point for individuals seeking post-secondary education and training information in South Central Kansas
- By 2014 increase by 1% the number of degreed individuals (post-secondary certificates, associates, baccalaureate and beyond degrees)
- Focus immediately on adults with partial post-high school education
- Work with business CEOs to make education of employees a priority
- Be a resource for employers to showcase the jobs of today and the jobs of tomorrow
- Be a resource for educators to show what classes, certifications, degrees and experience is needed to get there

CEO Champions Roles and Responsibilities:

- By 2014 increase by 1% the number of your employees (who have some college credit) into certified and degreed gradates
- Open and reconfigure your work schedules (flex time, flex place), policies and benefits (partial or full reimbursement) in a way to allow employees to achieve your skilled workforce goals
- Appoint a senior level administrator to represent your business in the *Achieve Kansas* project and participate in the planning and design of the website going forward
- Assist in providing financial support and seek other stakeholders to implement and sustain *Achieve Kansas*

Signature: _____