

# Achieve Kansas for Employers - our CEO Champions

## Goals that provide Opportunity, Accessibility and Affordability

- Increase the number of degreed individuals in Wichita Metro Area by working with the business community and CEO Champions to make education of employees a priority (Opportunity)
- Be a resource for employers to showcase the jobs of today and the jobs of tomorrow (Opportunity & Accessibility)
- Offer marketing materials to promote opportunities to employees (Accessibility & Affordability)
- Participate in the 1% Campaign (Opportunity)

## Benefits for Employees and Employers

- Increases employee productivity and work performance improves
- Improves morale, attitude toward work improves
- Builds teamwork skills
- Improves employee retention

## CEO Champions Timeline

August 25	Chamber Board Endorsement of Achieve Kansas	Approved
October 27	Chamber Board Retreat 1% Campaign Introduced	
November 11	Chamber Board of Advisors Endorsement of Achieve Kansas	Approved
December 5	Meeting with Society of Human Resource Managers Board	
January	Hold small group meetings for HR staff of Chamber board members Work with Howerton & White in development of marketing materials Align Young Professionals Intern/Return Program with Achieve Kansas	
1 <sup>st</sup> Quarter	Continue outreach to businesses: one on one calls, small group meetings with HR personnel, Visioneering website, Chamber newsletters and website, other organizations (Hispanic Chamber)	