



**Visioneering Wichita
Mid-Continent College Network
Meeting with the Marketing Representatives
Notes from September 8th, 2006**

Attendees: Pam Pennington, Linda Bussman, Barth Hague, Adrienne Churchill, Lori Livengood, Terri Laurhammer, Vickie Cooper, ML Stark Hinkle

How to Communicate our Strengths

- Website linking lots of organizations, including Higher Education
- "Ticker tape" on Chamber website
- Collect and focus what needs to be communicated
- Audience specific
- Shared calendar
- Use LEARN and figure out what to do with it
- LEARN:
 - Possibly pursue 501c3?
 - Currently there are not key decision makers involved
 - \$10,000 to belong instead of \$100
 - Expand focus from internal to external
 - Get others to join
 - Get the media interested
- Part of larger branding effort
- Common symbols and terms that all use
- Students are looking for Quality of Life – fun, neat things happening on our campuses
- Message
 - Who
 - National – We're a good place and a good neighbor
 - State – Emphasize jobs and quality of life
 - Channels
 - What we want to say
 - Shared "tag" line
 - Common branding and related – Who pays?
- Bus "University" route and other City involvement

How to Collaborate

- Guarantee of equality
 - The big universities don't dominate
 - Level playing field
 - Win-Win-Win
- Look at levels and audiences

Next Steps

- Summarize where we've been and where we're going
- How a retreat fits in – A Friday with lunch