



**Visioneering  
Mid-Continent College Network  
Strategic Alliance  
May 11, 2006  
Meeting Notes**

Attendees: Francis Ervin, Donald Monday, Andy Solter, Jackie Vietti, John Yoder, Dick Merriman, George Heinrich, Marsha Beard

Leadership Team: Eric Sexton, Wichita State University; Jackie Vietti, Butler Community College; Jeff Gates, WSU Alumni; Perry Schuckman, Nonprofit Chamber of Services

- Watched “Celebrate What’s Right with the World” video featuring Dewitt Jones.
- Reviewed PowerPoint presentation presented by Jackie Vietti
- Discussed the following two questions: How are we going to move forward? How to are we going to work together?
  - Collaborative branding
  - Common element
  - Focus on students not served
  - What do we each do best?

2008 will be the largest high school graduating class ever!

How can higher education help advance Visioneering? 3% increase in higher education students, marketing/branding south central Kansas as a Great College Region.

Invite Presidents from 21 area institutions – this is an opportunity for us to collaborate

Are you willing to become part of an endeavor to document south central Kansas as a Great College Region? Send a marketing person to help develop a collaborative, common tagline to add to your marketing.

1<sup>st</sup> meeting – 1<sup>st</sup> question

2<sup>nd</sup> meeting – 2<sup>nd</sup> question

Are you willing to also work on 3% increase?

How to set the date? 1<sup>st</sup> or 2<sup>nd</sup> week in June? Mid-June?

1<sup>st</sup> thing in the morning, include breakfast

**Meeting: June 14, 7:45-9:00 a.m.**

Have one-on-one visits with those who are unable to attend

Other potential partners: 1<sup>st</sup> meeting or 2<sup>nd</sup> (later) meeting? 2<sup>nd</sup> (later) meeting

Provide a personal invitation for a specific purpose.

**Next Steps:**

Jackie – Contact two-year institutions.

Dick – Contact private institutions

Eric – Contact Dr. Beggs

---

For more information about the Kansas City Report (Time to Get it Right: A Strategy for Higher Education in Kansas City), go to the Greater Kansas City Community Foundation website at [www.GKCCF.org](http://www.GKCCF.org).