



**Visioneering
Mid-Continent College Network Meeting
(formerly known as College Mecca Alliance)
December 12, 2005
Meeting Notes**

Attendees: Dick Merriman, Randy Myers, George Heinrich, Alan Blakely, Lottie Miller, Camille Kluge, Aidan Dunleavy, Don Beggs, Andy Solter, Perry Schuckman, Aldee Miller, John Yoder, Jeff Adams, Eric Sexton, Jackie Vietti, Jeff Gates, Ed Berger

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

The main purpose of this meeting was to review and provide feedback on the presentation developed to present to the Visioneering Wichita Steering Committee and the Wichita Metro Chamber of Commerce Board. After seeing the presentation, participants were asked two questions:

1. What was most powerful about the presentation?
2. What needs to be strengthened?

Below are the responses to these two questions. Although it is not possible to incorporate all suggestions into the final presentation, all suggestions will be taken into consideration in revising the presentation.

Most Powerful

- 10,000 graduating students, How does that stack up against competitors?
- Market share
- Research \$\$
- Range of programs
- Call to action – How do we get there? Why? Why now? How? Impact? Must define/make explicit as we move on.
- Overall data
- Other “college towns” Definition of “college town” slide
- Economic impact with employees
- Large percent of grad degrees
- 1 bullet to capture sporting, entertainment and cultural assets due to “college town”
- Top 15 states in education attainment – high % of HS grads going to college
- Quality of faculty and why important
- Remember our audience – Steering Committee and Chamber Board
- Thinking and venture boldly

Strengthened/Added

- Facilities – Physical assets, community used
- Economic impact

- Direct institution, employees, funding, impact \$\$, out-of-state student expenditures
- Richmond
- Map of South Central Kansas
- Retention of students who complete degrees as compared with other “college towns”
- Cost advantage
- Comparison to key model statistics – other key MSAs
- Program specifics by career/type
- Beef up presentation – more dynamic aesthetics, clearly answer – How? Why? Etc. Choose an appropriate benchmark city – the ones given aren’t like Wichita
- What is the draw for students?
- How are we a “college town”?
- Education does not drive the community but responds to the community with number of new programs
- Sources of information – Cite our sources let people know where we got our info
- Distinction between certificates and certifications
- Faculty descriptors – quality of teaching
- Availability Continuing Education – Professional Societies training programs
- # enrolled
- Diversity of institutions
- Qualify economic impact
- Quality of life, develop and describe
- Key benefits – attract, retain and engage
- # of educational opportunities – schools, programs, etc
- # of people taking advantage of opportunities
- Impressive for area and for Kansas
- What do we offer the community? # of educated people
- If we’re an “aviation town” is there interaction between aviation and education? Strengthen interchange between various arenas.
- Customize to audience
- Aggregate payroll also
- Cultural impact slide/info
- Careful about “transfer” payment
- Benchmark community
- What “could” this mean?