

**Visioneering Wichita – College Mecca**  
**Achieve Kansas: The Future of Your Career is Here**  
**Marketing and Outreach Plan**  
**Partnership Agreement**

College Mecca is a group of 21 South Central Kansas Colleges, universities, technical schools, community colleges and other accredited/certified education and training programs. Created as a Visioneering Wichita Alliance, College Mecca is a collaborative to promote the need and value of higher education, and to help make navigating the system easier for traditional and non-traditional students. To achieve these goals, the members of College Mecca agree to support and promote Achieve Kansas; 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 as a portal or entry point for individuals seeking post-secondary education and training information and assistance in South Central Kansas
- Increase the number of students/individuals that earn accredited post-secondary degrees and or industry recognized credentials in South Central Kansas
- Improve the overall skill set of the regional labor market
- Provide accurate and timely information on the access and financial assistance to post-secondary education and training programs in South Central Kansas
- Secure financial support from community stakeholders and partners to support and sustain Achieve Kansas

**College Mecca Partners Roles and Responsibilities:**

- Appoint a senior level administrator to represent the school/institution in the Achieve Kansas project and participate in the planning and design of the materials and tools (website, brochures, press releases etc...)
- Provide materials and or graphic designs as needed for the Achieve Kansas project
- Provide information on course offerings, schedules, class locations, degree requirements and financial assistance to be included on the Achieve Kansas project
- Assist in seeking financial support from area employers or other stakeholders to implement and sustain Achieve Kansas

Once the College Mecca partners sign this agreement it will remain in effect through December 31, 2011, unless it is superseded with a new agreement or revised terms to support Achieve Kansas.