

MEETING AGENDA & NOTES

MEETING NAME: COLLEGE MECCA/COLLEGE SURVEY

DATE & TIME: WEDNESDAY, APRIL 8, 2009

IN ATTENDANCE: Andrea Gegen, Donna Hawley, Dana McPherson, Jackie Vietti, Tara Gregory, Suzie Ahlstrand, Diane Longfellow

1. Welcome & Introductions

2. Purposes of the meeting

- To have a facilitated discussion based on the 3R results:
 - Review important findings from 3R initiative
 - Identify the 2 most important initiatives the individual alliance wants to accomplish
 - Ideas to improve communication regarding Visioneering progress
- Alliances going forward

3. Campus and Community survey

- 2759 responses from 5 schools – Butler, Friends, Hesston, Newman, WSU
- Share results with Chamber, Young Professionals, etc.
- Collapse some of the responses into categories to eliminate those with small numbers
- Include “a-ha’s”, notable findings
- Can be helpful in branding the community – need to re-think how to brand this metropolitan area that separates it from other similar places
- Currently creating plans for metropolitan areas – rather than continuing separate planning
- Education is a huge piece of defining what makes us unique

4. Overview of 3Rs Process – What’s Been Accomplished and Where We Are Presently

- **Big Picture**
 - Reached out to metropolitan communities to see if they’re still on board and there is still interest
 - Frustration from people because of concerns about achieving momentum for taking action
 - Downtown revitalization is key to defining our identity – not much connectivity (i.e., walkability) as yet
 - Need to take care of river – it’s a public asset
 - Very strong feelings about parks and public spaces
 - Interest in how to connect with people effectively (i.e., Facebook, Twitter, etc.)
 - Where are the governments on this? Creating sustainability of initiatives regardless of who’s in office
 - Jobs
 - How are we planning for community prosperity
 - Family and faith issues
 - Transportation – connectivity points with other communities – would help with paradigm shift in terms of how other communities think of their connection to Wichita

Facilitation of this alliance will no longer come from CCSR.

5. College Mecca Going Forward

- Identify Important Initiatives for Alliance –
 - remain focused on collaboration to ensure that regardless of where students go, THEY GO to college
 - ensure that student population mirrors diversity of areas
 - marketing ourselves and our cultural opportunities correctly
 - sharing opportunities among the population served by the 21 institutions

What role can College Mecca play in advancing the larger cause for Visioneering?

- come together again after final report from Campus and Community Survey
- important in the future for us to come together as a group but also to work better within our own colleges to sustain jobs and education for the people they serve
 - pay attention to what students really need and how educators can respond so that there's a good core curriculum for academics but recognize need for skills
- Create new economic clusters to buffer against recession in specific sectors
- Do asset mapping to investigate how education aligns with what employers need
 - Can help this area retain students through jobs that align with skills/education
- Current economic situation may drive increased cooperation
- President's commitment from 21 institutions that indicates that we'll work together to advance these common aims
 - In order to achieve these goals, there must be more than 1 President at the table
 - Anyone else who has a passion is welcome as well
- Think about what incentives will bring Presidents to the table.
 - Ask the question of them "what does the region need from us?"
- Invite Presidents to a meeting to respond to the question above and advise us on what needs to happen
- Possibly use the survey and Visioneering PowerPoint re: region to bring Presidents together to discuss how to contribute to the key elements that will lead to our future success as a region – plant the seeds for signing a Presidents' commitment.

6. Improving Visioneering Accomplishments Communication

7. Next Steps

- Convene a meeting of the Presidents – invitation needs to come from someone influential or maybe a group (maybe GWED board)
- Use the survey and Visioneering PowerPoint and recommendations re: region to bring Presidents together to discuss how to contribute to the key elements that will lead to our future success as a region –
 - Ask the question of them "what does the region need from us?"
 - Plant the seeds for signing a Presidents' commitment.
 - Meet in late May/early June

PREVIOUS MEETING AGREEMENTS

WHO	WHAT	BY WHEN

CURRENT MEETING AGREEMENTS

WHO	WHAT	BY WHEN

Suzie/Jackie	Brainstorm re: who should make the invitation to Presidents for a meeting in late May/early June	ASAP
Tara	Provide results of survey to school reps who made the survey happen	When survey report is complete
Tara/CCSR	Complete individualized survey reports for each participating school	End of April
Tara/CCSR	Complete aggregate report of survey results	End of April

NEXT MEETING

DATE & TIME:

LOCATION:

AGENDA:

- 1.
- 2.
- 3.

ADDITIONAL ITEMS: