

## Cyber Alliance Leadership Team Notes

Date, time: 8:30am February 7, 2008

Location: Center for Community Support & Research

**Attendees:** Jackie Vietti, Ravi Pendse, Brett Weber, Pat Gallagher, Col. Roebuck, Tami Bradley, Suzie Ahlstrand, Paulette Goines, Seth Bate, Diane Longfellow

### Today's Agenda

#### Sharing of new information

- Need to add local government departments. Not sure about "sandbox" for testing. Bret will check on this. This will be the site for Cyberspace of Kansas (this will make people aware of IT business sectors). Directory of who, what, and type of IT business provides (don't need much more because spam will pick it up). There ways to get around it. Brett will see if he can get this by working with his IT person.
- Need a submission to entering the site to have access to have the information. Student/adjunct did the website. The name CyberalliancofKansas.com is available for usage or is it cyberallianceofkansas.org.
- Look at Agribusiness Council of Wichita as an example of what the Cyber Alliance website might look like (expectation is that the Wiki would take some of the same elements – screening process). Charge? People don't value unless they pay for service. Maybe it is not time to charge. Or charge only \$25. Perhaps to have levels of membership. Need to be thoughtful about the membership. Go back to mission or designed purpose (do we want this to be a conglomerate of people interested in It or businesses doing).

Kansas Technology Enterprise Corp has launched a new promotion, [comehometokansas.com](http://comehometokansas.com). KTEC has hired someone to begin a statewide IT network/organization. How do we connect to that? There is credibility in an affiliation of KTEC and the Cyber Alliance. WSU/NIAR/KTEC already well connected. Ravi can help facilitate this.

#### Website Update

- *What is the status of this project?* Have a rough draft. Needs to meet the needs of someone who hears about or attends launch and gets interested. Number one need is matching qualified workers to IT companies. Can this connect to Kansas Career Pipeline?
- *What feedback do team members have?*
- *What are some ways we can make the site useful/interesting for users?*
  - Would like to see the directory piece. LSI will be meeting with WSU and Ravi will let everyone know.

- Draft of potential letter for Governor—Col will give to Tammy to edit. Mayor, county commissioners

Be sure to connect with LSI after their encouraging news. (LSI council meeting at WSU soon.)

### **Launch Meeting Update**

- **What are the expectations or end-in-mind for this meeting?**

Still getting pieces in place, including website. Col. Roebuck has a draft of an invitation letter to share with Tammy. Recognize that Visioneering funding comes from City, county, so invitation list should be targeted.

Build effective directory in southcentral Kansas. Future opportunity to connect to local chambers. (Recognize that IT people are not typical chamber members.)

Create another industry niche/cluster. Help them know that there are training opportunities available for current and prospective employees. Desired result is creating a ready pool of skilled workers. (Also recognize that there is a lot of technology growing in the manufacturing sector – but don't let this alter our focus.)

What jobs will your children have?

Message to rest of state and beyond is that we are serious about creating this culture in which they can send businesses and/or employees here.

*This meeting:* awareness. Signing up of IT companies to be in directory. Need to connect with KTEC first (potential to launch in partnership with KTEC and a high tech company, such as LSI).

Can we attend the Beer R2 meeting? Linux group at WSU? There are personal/geek gatherings but not professional events.

Target attendees for this event are influential people in southcentral Kansas; want to build awareness of the value of building a new IT cluster and being visionary about the jobs of the future. Ideal site would be Col. Roebuck's facility. (Bus people from WSU to McConnell?) Need some ED people there: GWEDC, SCK Ed network. How do we make this a great event even if the news coverage doesn't happen? Have two or three events ready to continue momentum. Getting people onsite to see is great, but maybe we don't do all our featured sites at once. Remember the more VIPS, the more we have to follow protocols for speaking and keeping speakers to time limits.

“Prep the battlefield” with a brief at a Chamber luncheon.

Perfect storm is brewing: government and education at the table with business.

Barrier is that our region's web presence does not say IT – it says aviation. CISCO balances that somewhat. Other businesses: Alexander, SKT, Via Christi and Wesley, IT departments of aero companies, Cox

*Idea:* opportunity for grant (DOL? AT&T?) or Tiahr designated funding for startup.

**Next Steps**

- *Date for event?* Mid-March, early April. Maybe initial event is at WSU or LSI? At the same time, McConnell's story really hasn't been told yet so may be a bigger draw. (Potential site for the new USAF network center.)
- *After a person comes to the launch meeting and is excited,*
  - *How does the person engage thereafter?* – we need to remember to answer these questions even if this is phase two
  - *What are the levels of engagement?*

Support concept of Cyber Alliance / association of IT companies. We can also be the IT capital. Trying to change the culture and thinking; diversify this environment.

- *Will there be future face-face meetings, if so when and where?* Future symposium for Kansas IT companies to come display and connect.
- *What type of process can be developed to connect the website information with the face-face meetings?*

**A G R E E M E N T S**

| WHO                  | WHO ELSE                         | WHAT  | BY WHEN             |
|----------------------|----------------------------------|---|---------------------|
| Brett & Col. Roebuck | Roger                            | Implement a website that will be liked to <a href="http://visioneeringwichita.org">visioneeringwichita.org</a>  | Complete            |
| Suzie & Diane        | Col. Roebuck (Governor's office) | Connect to Mayor and Chamber President for schedule and propose a date for a public meeting based on those. Set event <del>March 10-14 10 a.m.</del> in April, perhaps to coincide with Legislature break – week of April 14. | As appropriate      |
| Chamber staff        | Ravi                             | Set up video meeting with KTEC for next leadership team meeting. Keep Brett in the loop for website. (Or a face to face meeting first.)   | Right away          |
| Col. Roebuck         |                                  | Send draft invitation letter to Tammy, Pat  | Before next meeting |

|                          |       |   |                            |
|--------------------------|-------|---|----------------------------|
| Suzie                    |       | Send meridian 6 link to leadership team   | Completed                  |
| Col. Roebuck             |       | Develop first draft stump briefing / PowerPoint that any Leadership Team member could give and send to team | Before public launch       |
| Tammy                    | Suzie | Develop plan for launch event agenda and speakers.  | Before public launch       |
| Team members who wish to |       | Meet 8:15 a.m. Monday in Morrison 109 at WSU view center  | Feb. 11                    |
| Chamber staff            |       | Identify team meeting time  | After connecting with KTEC |