

Cyber Alliance Leadership Team Notes

Date, time: 2 p.m. April 14

Location: Center for Community Support & Research

Attendees: Karen, Randy, Pat, Suzie, Miriam

End-in-mind of this Alliance: Create and market an industry niche/cluster. Help business community and workforce know that there are training opportunities available for current and prospective employees. Create a ready pool of skilled workers. Our message to the rest of the state and beyond is that we are serious about creating this culture to welcome technology-focused businesses and/or employees.

Collaborative Effort

- Cyber alliance will help Kansas get ready for the “cyber tech” information age.
- Software Information Technology Trade Association of Kansas
- Kansas Career Pipeline

Major Opportunity for Growth: How to engage society to help them realize this is a societal problem? Marketing through various avenues. There is a need for a lobbyist in Topeka. Perhaps, Tammy can be involved in helping to market the collaboration.

Who is the Audience?:

- Primary – Businesses
- Secondary - Schools

Strategies:

- Perhaps the Chamber can do an “Academy Series” for businesses where SITAKS/Col./KCP can bring in speakers.
- Perhaps using the YP as evangelist to get people to the Software Information Technology Trade Association.
- Announce KCP/SITAKS websites and Cyber Alliance website
- KCP/SITAKS could present in front of the Chamber
- Pat and Suzie will work on the internal side of the Chamber to get something launched
- Col. will put together the “big picture” about the need for being educated in the Cyber Age

Sharing of new information

- **Kansas Career Pipeline; KCP (Karen):** Non-profit organization that is internet based on-line assessment tool to determine interest and skills for a career path for middle school, high school, and adults. It was established to fill the workforce crisis. KCP has students who are

interested in IT careers. There are three assessments: skills, interest, value based. Every occupation falls into career cluster. People can go to website at www.kansascareerpipeline.org. If you go to the website, you can explore careers, skills/education necessary to choose a career path. The site connects to businesses in the Grow Your Own workforce which is: can post unlimited jobs on-line, employer profile, and extended learning opportunities (mentoring, on-site education, etc.). It will be funded by businesses. It is an investment in Kansas solution and workforce. General costs: \$500-\$30,000. Counselors in high schools are driving the initiatives. It became available as of Sept. 1. Right now there are 26,000 students involved; there is a potential for 1 million students. There are approximately 7700 students interested in IT and only 3,000 that have the skill set (understand that there is an interest, but at the HS level they might not have the skills yet). The business component goes live June 1, 2008. Kansas is the first state to have the business connection. Needs to market to businesses.

- **KTEC Kansas Trade Association (Miriam):** The thought is basically, How to reconcile the Software Trade Association and the Cyber Alliance (how do we handle business, government and education vs. cyber alliance social). Col. Roebuck suggested that we engage forward with the alliance with two parallel tracks: Business and getting youth ready for IT and then societal (how to get Kansas ready for “cyber age”?). Perhaps we have two efforts: Software Trade Association and then Cyber Information Age. Would like to form a Kansas Chapter to bring in speakers in partnership with the Alliance.
- Club on securities and then IT “hacking school”. Then there is an IT Olympics.
- Next meeting: Check-in phone conference at the Chamber on April 28th at 10:00am.

A G R E E M E N T S

WHO	WHO ELSE	WHAT	BY WHEN
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 March 10-14 10 a.m. 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

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
WHO	WHO ELSE	WHAT	BY WHEN
Col. Roebuck	Miriam, Karen	Set up a time to meet to work on the presentation for IT.	4/28
Miriam		Send chamber series to Suzie	4/28
Suzie		Send phone book to Miriam	4/28

**The planned meeting agenda has been delayed due to change in course of alliance.*

Today's Agenda

Agreements

Website Update

- *What is the status of this project?*
- *What changes have been made since last meeting?*
- *Have developers connected with LSI or other partners?*
 - *Future funding opportunities/support?*
- *Who else should we link with?*
- *What feedback do team members have?*
- *Logistics and next steps*
 - *Use work groups?*

Launch Meeting Update

- Review and restate end-in-mind as discussed Feb. 8
(notes from previous meeting): Awareness of key decision-makers, including economic development professionals. Recruit IT businesses to be in directory. Begin bringing government, education and business together.
- *What is the status of this project?*
- *Logistics and next steps*
 - *Date/time/location?*
 - *Connection to media?*
 - *Beyond the "usual suspects", who should be invited? How and by whom?*
 - *Use work groups?*
- *(Phase 2) How does a person engage thereafter?*
 - *What are the levels of engagement?*