



Visioneering Wichita Older Adults Strategic Alliance Summary of Accomplishments to Date May 2007

The Older Adults Strategic Alliance and its Leadership Team have been meeting since December 2006. The Alliance incorporates members of the area agency on aging's Community Service Advisory Board as well as other professionals and volunteers with an interest in the well being of older adults. Alliance members continue to make strategic invitations and plan to vary meeting sites to broaden the alliance membership with particular emphasis on increasing participation from Harvey, Butler and Sumner Counties.

The Strategic Alliance's early conversations point to one umbrella goal statement: "Make the Wichita MSA a Mecca for retirees." Three strategies to help achieve this goal have been identified:

- Marketing
- Integration Across Age Cohorts
- Influencing Community Planning

In its most recent meetings, the Alliance has identified a number of actions it *could* take to further these strategies. The next meetings will focus on which of those actions it *will* take – and how change will be measured. Ideas under discussion range from marketing Wichita as a retirement location to Baby Boomers presently in the workforce; to placing more grandparental figures in elementary schools as volunteers; to influencing neighborhood associations about design and housing issues.

Earlier in the year, Alliance members worked to ensure that older adults had encouragement and opportunity to complete the community identity survey. Capturing the perspectives of these valuable community members is important as we seek to understand the essence of our region. The Alliance is committed to meeting the second Tuesday of each month, with the leadership team meeting the following Tuesday each month.

Strategic Alliance Strategy

1. Embrace our older adult citizens as a community resource for history, education, employment, and other aspects of community life.
2. Provide and maintain safe and affordable housing for older adults.
3. provide better healthcare resources or optional healthcare resources for senior citizens.
4. Increase services for the older adults and market them effectively.
5. Continue support for senior employment programs.
6. Provide ways to get our mature adults more involved in the community.

Strategic Alliance Benchmark

Under development.

Quality of Life Foundation Vision Supported

By 2024 the Wichita MSA will be a healthy, safe community that has a vibrant recreation, entertainment & arts focus that embraces diversity and builds pride.

Key Benchmarks Targeted

Job Growth: By 2008, exceed the highest of the annual percentage job growth rate of the U.S., Omaha, Tulsa, Kansas City and Oklahoma City.

Per Capita Income: Stop the 21-year decline of Wichita per capita income as a percentage of U.S. per capita income before 2011. By 2024 exceed the annual average of Omaha, Tulsa, Kansas City and Oklahoma City.

"The Older Adult Alliance has just recently formed. We are energized to take action quickly to develop goals and action steps to move forward at a fast pace."

Annette Graham,

Older Adult Alliance Leadership and Sedgwick County Department on Aging