



Visionering Wichita Racial Diversity, Opportunities & Harmony Summary of Accomplishments to Date December 2006

RESULTS OF BIENNIAL ATTITUDE SURVEY to measure changes in perception about racial diversity, opportunity and harmony, conducted in January/February 2006:

- In the **overall index** the biggest variation is in the race demographic sub group. There was little difference on other demographic sub groups, including income, age and education.
- With the **individual questions**, perceptions related to educational and economic opportunity show the greatest variation (education, college, job and start business). There was less variation in perceptions related to racial harmony.
- The two issues of concern that were mentioned the most were "Opportunities and Access" as it relates to education and economic opportunities, and "Socio-Economic" issues.

Discussion Points:

- The majority of those surveyed have perceptions that while we have made progress in some area (social interactions), recognize we are not where we want to be.
- To varying degrees but on the whole, respondents are hopeful we can make progress.
- One area for Visionering Wichita and the community to focus on first is on **educational** and **economic opportunity** – the areas of greatest perceived need.

Toward this end the RDOH Alliance has developed a communication strategy and action steps for disseminating the survey findings that include:

- ***Talking the Talk, Thinking the Talk, Walking the Talk, and Walking Together***
 - An initial presentation of survey findings were given to the College Mecca Marketing Advisors Group on November 17. Participants discussed the implication of survey data to developing joint marketing initiatives of the partnering institutions.
 - Other scheduled presentations include the College Mecca Alliance in December and in February 2007, a community-wide presentation and forum at St. Mark United Methodist Church on February 10, 2006.
 - Additional presentation opportunities are currently being scheduled.

Next Steps for the Strategic Alliance include:

- Scheduling and presenting survey findings to Visionering Alliances, Vision Partner organizations and other community organizations and institutions.
- Developing a tracking system to capture, acknowledge and positively promote individual and organizational efforts and outcomes around racial diversity, opportunities and harmony.