



Visioneering
Racial Diversity, Opportunity & Harmony

Meeting Notes
August 30, 2005

Attendees: Marie Oldfield, Kathy Dittmer, Marie Gillespie, Richard Waller, Deann Smith, Melody McCray Miller, Greg Baker, Brian Landwehr, Sharon Fearey, Jean Zoglman, Ed Raymond, Gary Blevins, Irene Hart, Ginny Ray, Sister Vicki Bergkamp, JoAnne Batiste, Linda Brown, Jaime Lopez, David Osio, Krista Thacker, Sheila Wright, Elizabeth Owens, Ray Rancuret, Susan Leiker, Ed Bricknell, Vallery Fields, Denise Sherman, Jackie Stuart, Brenda Dietzman, DeAndre Morris, Amy Williams

Leadership Team: Brian Black, Delia Garcia, Doug Hye, Jamie Lopez, Lavonta Williams, Peggy Elliott

Welcome/Self Introductions: LaVonta Williams of the Leadership Team welcomed participants and allowed time for introductions. Meeting goals/purposes for the day were reiterated:

- Revisit Racial Diversity Alliance benchmark (attitude survey & income gap, pg. 12 of Visioneering final document)
- “Test-Drive” draft survey and provide feedback on instrument and plans for implementation
- Identify connections between strategies brainstormed at last Alliance meeting and draft benchmarks being identified in other Alliances
- Brainstorm next steps for the Racial Diversity Alliance

Suzie Ahlstrand sought and received approval for the minutes from the July 7th Alliance Meeting. Suzie also announced the upcoming Family Strengthening Conference Series. Suzie invited participants to the “Vision Partner Orientation” at the Chamber, scheduled for September 29th, and proceeded with an update on Visioneering activities, via PowerPoint presentation.

Suzie then revisited the Racial Diversity, Opportunities and Harmony Key Benchmarks:

Before 2024 the Wichita MSA will:

Be a healthy, safe community that has a vibrant recreation, entertainment and arts focus that embrace diversity and builds pride.

B. Benchmark

Conduct a biannual attitude survey to measure changes in perception about racial diversity, opportunity and harmony. The survey will establish indices that measure diversity, opportunity and harmony in social interaction, jobs, education, healthcare and leadership. Benchmark to include: Attitude survey and improvement in income gap by 2010 and by 2020 eliminate one-half of each minority per capita income gap.

She explained desire for an overarching commitment to racial diversity, opportunity and harmony evidenced in the work of each of the Alliances and then introduced the draft survey, its purpose for collection and discussed general timeline/plans for implementation:

- Measuring: Diversity, opportunity and harmony in social interactions, jobs, education, healthcare and leadership.

- Timeline:
 - September – Finalize survey; report back to Alliance
 - October – Survey goes out
 - November – Analysis and report on initial issues
 - January – Annual meeting

Barry Carroll and Maaskelah Thomas of the Self-Help Network then facilitated a process to “test-drive” the draft survey, and solicited comments and feedback from participants. That feedback includes the following questions and concerns:

- Concerns regarding size of print (too small)
- Concerns regarding layout on page and matching boxes to questions
 - Dotted line to connect
 - Shading
- Questions regarding how many and which languages the survey might need to be conducted in
- Will there be incentives for completing?
- How will results be aggregated/disaggregated i.e. racial groups, age, etc.?
- Is the language level too high, i.e. “social circle” vs. “circle of friends?”
- Perhaps add “racial origin”?
 - Multicultural
- Age relevance/appropriateness of some questions
- Leadership question should be broader – include neighborhood, community, religious, etc.
- Healthcare (format) – too many boxes
- Maybe provide different choices i.e. Don’t know/no opinion
- Leadership question – perhaps change to “leaders” vs. “board leadership”
- Employment – perceptions about how others work
- Hispanic culture – 1:1 face to face works better, perhaps be prepared to gather data at school conferences in October?
- Question(s) re: school-aged children (demographics)

Next, the group revisited the priorities identified at the July 7th meeting, related to achievement of RDOH benchmarks. Maaskelah and Barry facilitated a break-out group process to assist in identifying themes from those priorities that potentially interrelate with the work being done in the other five Alliances, in order to determine possible strategies for integrating those priorities into strategic work across Alliances. In addition, it is the goal of the RDOH Alliance to align strategic work with survey indicators, in order to potential impact those indicators as work in every Alliance proceeds.

The attached matrix provides an overview of that work. The group offered suggestions for moving toward integration of RDOH priorities across Alliances that included:

- Development of an Alliance “Mission Statement” that emphasizes the need for Racial Diversity, Opportunities and Harmony to be an overarching theme across Alliances, with particular attention to the priorities identified; and
- Possibly oral presentations to Alliances by RDOH Alliance members.

Suggestions for work across Visioneering Strategic Alliances to impact Racial Diversity, Opportunities and Harmony benchmarks

Alliances & Benchmarks	RDOH Strategies	Surveyed Indicators
<p>Entrepreneurs and Small Business Benchmark:</p> <p>500 new direct value-added manufacturing jobs and 250 value-added non-manufacturing jobs* created by small to medium-sized businesses (having 500 or fewer employees) annually for the next 5 years. *(250 value-added non-manufacturing jobs is goal but stretch goal is 500 new jobs created annually.)</p>		<i>Social Life</i>
	<ul style="list-style-type: none"> • More employment opportunities within neighborhoods where minority populations live • Need more minority owned businesses within minority neighborhoods • Need to encourage/develop corporate/employer mentoring programs • Job notices-make more accessible – better network building, creation and/or better utilization community information networks • Encourage/develop entrepreneurs/minority-owned businesses-mentoring/opportunities 	<i>Workplace/Job</i>
	<ul style="list-style-type: none"> • Concerted effort to develop program to help adults to develop life skills and job skills. • Promote and educate neighborhoods about funding sources. • Parents need to be engaged in their children’s activities; 	<i>Education</i>

Alliances & Benchmarks	RDOH Strategies	Surveyed Indicators
<p>Health Care Benchmark:</p> <p>Increase health care quality and accessibility, while at the same time the Wichita MSA will be below the US annual percentage increase in</p>	<ul style="list-style-type: none"> • Parental Involvement • Greater Accessibility to Health care for minority elders 	<i>Social Life</i>
	<ul style="list-style-type: none"> • Improve cultural competence in health 	<i>Workplace/Job</i>

health care costs by 20%.	care professions	
	<ul style="list-style-type: none"> Assist in the promotion of life skills and healthy lifestyles training for youth and adults 	<i>Education</i>
	<ul style="list-style-type: none"> Promote more convenience and accessibility for minorities (neighborhood and one-stop clinics) 	<i>Health Care Perceptions</i>

Alliances & Benchmarks	RDOH Strategies	Surveyed Indicators
<p>Mentoring Benchmark</p> <p>By 2010, 20,000 mentors need to be recruited, trained and placed in MSA public and private school systems. For USD 259 per year: 3,000 net new mentors; For Other USD and private schools per year: 1,000 net new mentors.</p>	<ul style="list-style-type: none"> Create linkages between community sports and enrichment programs Develop awareness programs directed at youth regarding achievement gap 	<i>Social Life</i>
	<ul style="list-style-type: none"> Promotion of life skills training Coordination of programs One-stop information and referral source Utilize social marketing to increase awareness Diversity and cultural competence training should be offered to school staff, educators and volunteers Increase special-ed teachers in the schools 	<i>Education</i>
	<ul style="list-style-type: none"> Utilize neighborhood venues and faith communities for programming and integrate culturally appropriate practices Increase leadership that values diversity Utilize a “study circles” format to increase awareness of disparities throughout community (i.e. “Building Bridges”) 	<i>Leadership/Volunteer Opportunities</i>

Alliances & Benchmarks	RDOH Strategies	Surveyed Indicators
<p>Unified Legislative Agenda Benchmark</p> <p>The Unified Legislative Agenda Alliance will, by January 2006, have an agenda that advances Visioneering Wichita with the 2006 legislative delegation.</p>	<ul style="list-style-type: none"> • Encourage/develop entrepreneurs/minority-owned businesses-mentoring/opportunities • Need to encourage/develop corporate/employer mentoring programs 	<i>Workplace/Job</i>
	<ul style="list-style-type: none"> • 	<i>Education</i>
	<ul style="list-style-type: none"> • 	<i>Health Care Perceptions</i>
	<ul style="list-style-type: none"> • Develop an ongoing awareness campaign that “names the names” of those businesses/corporate leaders who are most inclusive and diverse in their workforce 	<i>Leadership/Volunteer Opportunities</i>
	<ul style="list-style-type: none"> • 	

Alliances & Benchmarks	RDOH Strategies	Surveyed Indicators
<p>College Mecca Benchmark</p> <p>Before 2021 the Wichita MSA will have a globally competitive education system that encourages and supports life-long learning and contributes to the social, cultural and economic vitality of our diverse community.</p>	<ul style="list-style-type: none"> • Increased funding/scholarship opportunities for minorities • Social marketing to minority communities about educational opportunities • Should develop better linkages with mentoring programs in community 	<i>Education</i>
	<ul style="list-style-type: none"> • More minority professors and leadership in academia 	<i>Leadership/Volunteer Opportunities</i>