



Let Your Voice Be Heard

Visioneering Wichita Launches Biannual Racial Diversity, Opportunity and Harmony Survey January 21 – February 18 at www.visioneeringwichita.com

“Visioneering Wichita is committed to racial diversity, opportunity and harmony for everyone.”

Between January 21 and February 18, a web-based survey of persons residing in households within the Wichita metropolitan area will be conducted to measure attitudes and perceptions about racial diversity, opportunity, harmony and issues in social interaction, jobs, education, health care and leadership.

The survey measures perceptions of whether people of different races get along, rather than measures of behavior. Wichita State University’s Center for Economic Development and Business Research will monitor the survey responses weekly to make certain it is representative, including age, ethnic, economic and geographic cross sections.

Taking the survey:

- The survey is open to all people in south central Kansas.
- The survey is available in English and Spanish and should take less than 10 minutes to complete.
- People may take the survey by clicking on the survey button at www.visioneeringwichita.com. Or download the survey, print it off and distribute to your group or organization.
- Return surveys to Diane Longfellow at Wichita Metro Chamber of Commerce at 350 W. Douglas, Wichita, Kansas 67202.
- For those without access to computers at home or work, the Racial Diversity, Opportunity and Harmony Strategic Alliance has worked with city libraries, churches and senior citizen centers to provide additional access to the on-line survey.

We intend to use survey results to measure our progress since 2006 in making improvements in our perceptions about racial diversity, opportunity and harmony. Results will direct us in making decisions about how to move forward and create more opportunities for the entire region. As an example, the 2006 survey showed that the minority community felt at a disadvantage when starting a new business. Results were used to implement a Visioneering Wichita Minority Business Initiative that links minority-owned businesses with ongoing mentoring and education. The goal is to have a 90 percent success rate for the participating minority-owned businesses after five years.

The results can make a difference. Please let your voice be heard so we can understand, celebrate and embrace all cultures and racial diversity and make it evident in everything we do.

**Presented by the Racial Diversity, Opportunity and Harmony Strategic Alliance of
Visioneering Wichita**

www.visioneeringwichita.com

For more information call 316.268.1141.