



**VISIONEERING  
WICHITA**

Creating the future for our regional community.

*For the Wichita Metropolitan Statistical Area (MSA)  
Including four counties & their cities*

*Sedgwick*

*Butler*

*Harvey*

*Sumner*

**Original – December 2004**

**Revised – May 2009**

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# CASE FOR CHANGE

(Revised March 2009)

In 2004 the *VISIONEERING WICHITA* Task Force of over 400 people examined several issues and trends affecting the region. Based on this evaluation, along with input from Focus Groups, Community Meetings, written comments and suggestions and their knowledge and experience of the region they selected the following issues for *VISIONEERING WICHITA* to understand and address. In 2009 *VISIONEERING WICHITA* conducted a Review, Revise and Refocus Initiative. At this time the Case for Change statistics were updated. For more detailed information on the Case for Change visit the Visioneering website.

## 1. **Regional Growth and Development**

In 2007 the Census estimated the Wichita Metropolitan Statistical Area (MSA) had a population of 596,452<sup>9</sup>. The Wichita MSA includes four counties: Sedgwick, Butler, Harvey and Sumner. The United States Office of Management and Budget, based on rigid criteria, make the MSA designation. Major factors include workers commuting between counties and a central city over 50,000 in population.

Site relocation consultants and other people interested in comparing metro areas use the MSA data. The Wichita MSA ranked 84<sup>th</sup> in population among 363 MSAs based on 2007 population estimates, or in the top 25%<sup>10</sup>.

***VISIONEERING WICHITA* is based on regional growth and development for the population of the Wichita MSA and adjacent counties in South Central Kansas.**

## 2. **Retaining Young People**

Each year, approximately 8,500 people in the Wichita MSA become young adults. Based on input from over 9,000 people involved in *VISIONEERING WICHITA*, many of these young adults are moving away to live and work. This limits family connectivity and is a financial and brain drain for the Wichita MSA. Each young adult that is exported from the Wichita MSA costs nearly \$350,000<sup>11</sup>. If the Wichita MSA is exporting 20% of young adults or 1,700 people each year, the loss means an annual lost investment of \$595 million for the Wichita MSA. It also makes the Wichita MSA a donor of our human capital to other communities.

Based on input from Focus Group Interviews, Community Meetings and the Task Force members, creative young people desire the following to relocate or stay in the Wichita MSA:

- a. Higher paying non-manufacturing jobs.
- b. Increased opportunities for recreation, arts and culture.
- c. A lively downtown that is a destination.
- d. Increased racial diversity, opportunity and harmony.
- e. An indication that the Wichita MSA wants them to stay.

***VISIONEERING WICHITA* is based on creating jobs, education, infrastructure and quality of life to make it desirable for young people to reside in the Wichita MSA.**

## 3. **Job Growth**

From 2002 to 2006, there was an increase of 18,662<sup>12</sup> non-manufacturing jobs, with a loss of 2,455 manufacturing jobs resulting in a total increase of 17,806 jobs (4,452 per year).

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<sup>9</sup> US Census Bureau

<sup>10</sup> Ibid

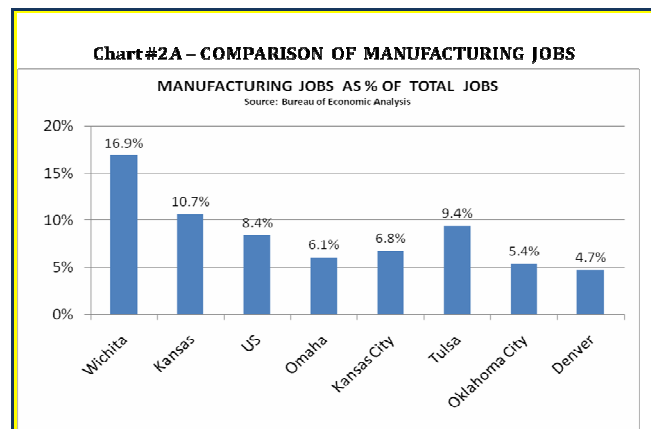
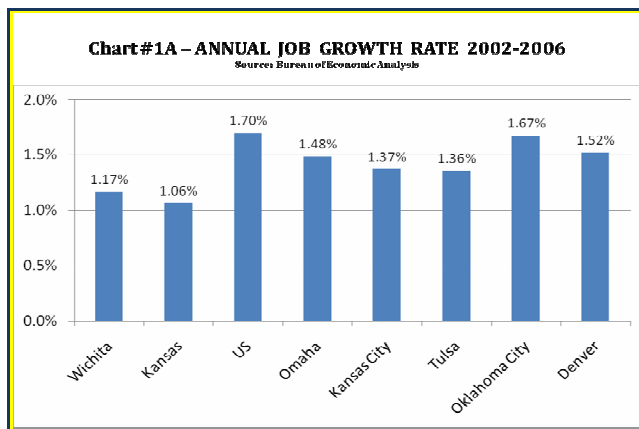
<sup>11</sup> The U.S. Department of Agriculture estimates that middle-income families in the urban mid-west will spend \$189,420 for the first 17 years of each child's life, born in 2007. (Not including inflation). Kansas Board of Education Pocket Facts 2006-2007 expenditure per year is \$8,848. Four years of college tuition, room and board for a public university is estimated at \$13,590 by the College Board and reported by the USDA in its Expenditures on Children by Families, 2007. This makes the total public and private cost of a 21-year-old college graduate approximately \$349,950.

<sup>12</sup> US Department of Commerce, Bureau of Economic Analysis web site

<b>Table #1 - the Wichita MSA Jobs (Full-time &amp; Part-Time)</b>									
	1981 Wichita Jobs	2002 Wichita Jobs	Job Changes 1981- 2002	2002 Wichita Earnings per job	2002 US Earnings per Job	2006 Wichita Jobs	Job Changes 2002- 2006	2006 Wichita Earnings per Job	2006 US Earnings per Job
Manufacturing	69,737	66,829	-2,908	\$62,504	\$55,245	64,374	-2,455	\$74,781	\$64,566
Private Sector Non- Manufacturing Jobs	181,262	252,245	70,983	\$25,152	\$41,749	270,907	18,662	\$28,809	\$47,133
Government	<u>32,817</u>	<u>44,646</u>	11,829	\$40,107	\$47,678	<u>46,245</u>	<u>1,599</u>	\$47,588	\$57,563
<b>Total</b>	<b>283,816</b>	<b>363,720</b>	<b>79,904</b>	<b>\$33,850</b>	<b>\$37,052</b>	<b>381,526</b>	<b>17,806</b>	<b>\$38,842</b>	<b>\$42,150</b>
Source: US Department of Commerce, Bureau of Economic Analysis Website.									
Note: 1981 data is based on the Standard Industrial Classification (SIC) and 2002 and 2006 data is based on its replacement the North American Industry Classification System (NAICS).									

The Wichita MSA must make every effort to retain and replace manufacturing jobs in a competitive global economy. However, it is clear that most of the future net job growth will be through non-manufacturing jobs.

Between 2002 and 2006, the Wichita MSA annual job growth rate was 1.17%<sup>13</sup> (This growth rate placed the Wichita MSA below the United States and five regional peer metro areas<sup>14</sup>.) The Wichita MSA has 16.9%<sup>15</sup> manufacturing jobs as a total percentage of jobs compared to 10.7% in Kansas and 8.4% in the U.S.



The aging workforce is not a problem unique to one industry. The oldest of the baby boomer generation will reach age 65 in 2010. Members of this generation have begun to retire and their retirement rate will increase over the next 20 years. The generation replacing the baby boomer retirees is not large enough to support the historic job growth rate in the United States. Therefore, there will be a U.S. workforce shortage for the next 20 years. This is particularly true for skilled workers.

During the next 20 years, metro areas will be competing to retain population and attract people by being desirable places to live, learn, work, and play. The successful metro areas will exceed the U.S. annual increase in jobs. There will be metro areas with brain drain that are donors of talented young people to these “Hot Spots” thereby providing their best products free to the receiving communities.

<sup>13</sup> Bureau of Economic Analysis

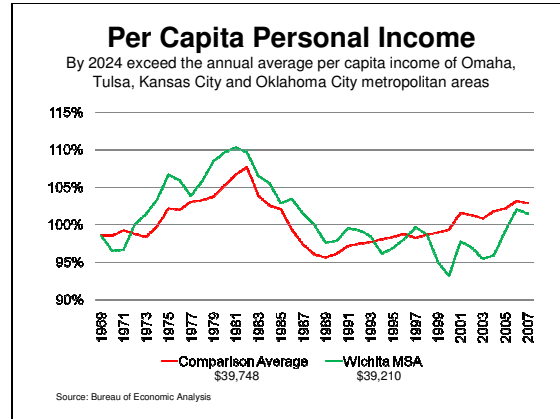
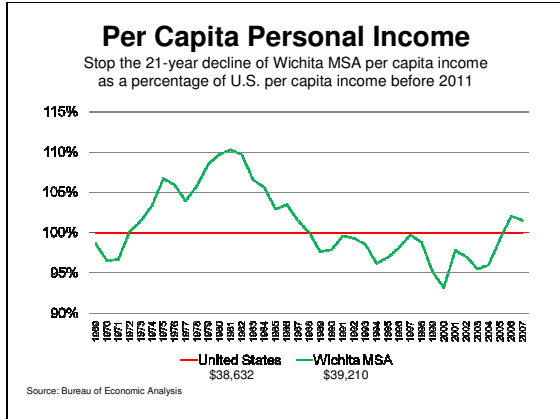
<sup>14</sup> Peer metro areas referred to in this document are Omaha, Kansas City, Tulsa, Oklahoma City and Denver.

<sup>15</sup> Bureau of Economic Analysis

**VISIONEERING WICHITA** is based on changing the Wichita MSA to be a community that attracts and retains an educated workforce rather than continuing as a donor community of its best educated young adults.

**4. Income Growth**

The Wichita MSA must increase its focus on those non-manufacturing job sectors that generate higher pay. Since 2002, the Wichita per capita income as a percent of the United States per capita income has slowly increased, and in 2006 and 2007, the value exceeded 100%, for the first time since 1987.<sup>16</sup> In spite of the recent uptick in Wichita's per capita income as a percentage of the United States, it is expected that it will continue the longer term decline until: a) the decline in manufacturing jobs stops b) the gap between the United States and Wichita in non-manufacturing earnings per job begins to decrease and c) the gap in minority income is decreased.



**VISIONEERING WICHITA** is based on reversing the decline in the Wichita MSA per capita income as a percentage of the United States per capita income.

**5. Education**

In 2006, the Wichita MSA had 111,173<sup>17</sup> K-12 students. The grades 9-12 graduation rate for all districts was approximately 86.2 percent, compared with the state rate of 90.7 percent.

Table #2 A	# of Students	% Economically Disadvantaged	% African-American	% Hispanic	% Other	% Minority	% White	9-12 Graduation Rate 2007
District Name								
Suburban School Districts	62,259	22.6%	NA	3.9%	6.8%	10.6%	89.4%	93.1%
Wichita USD 259	48,914	69.3%	19.8%	23.8%	18.2%	61.8%	38.2%	76.4%
Total	111,173	43.1%	8.9%	12.6%	11.8%	33.3%	66.7%	86.2%
							Kansas	85.7%

Source: onlineksde.org

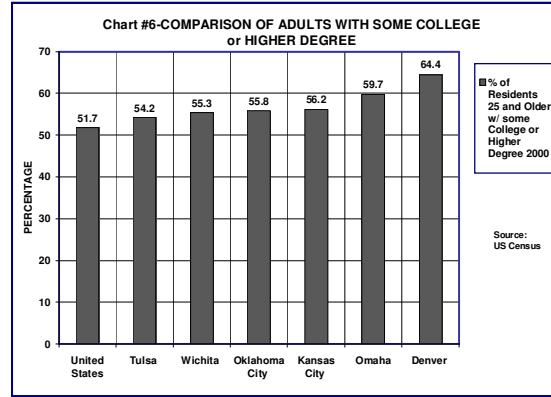
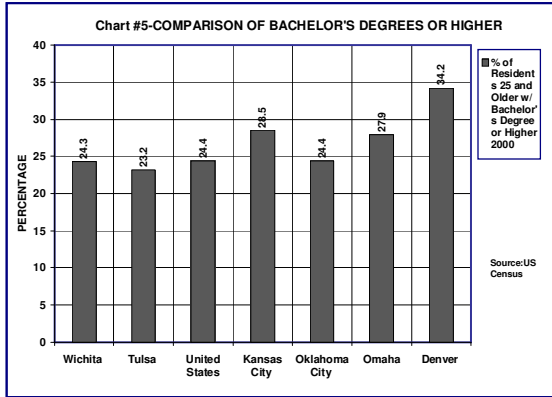
The Wichita MSA compares favorably with the United States and four of the five peer metro areas in educational attainment. The Wichita MSA has 24.3%<sup>18</sup> of adults 25 and older with Bachelor's Degrees. The Wichita MSA has 55.3%<sup>19</sup> of adults 25 and older with some college or higher degree. Only Denver is appreciably higher than Wichita. Wichita's attainment dispels the myth that Wichita is a blue-collar community.

<sup>16</sup> Ibid

<sup>17</sup> onlineks.org

<sup>18</sup> US 2000 Census

<sup>19</sup> Ibid



**VISIONEERING WICHITA** is based on improving education at all levels.

**6. Family Stability**

In 2007 the rate of out-of-wedlock births in Sedgwick County was 46.2<sup>20</sup> percent and in Kansas 38.8. The Sedgwick County rate of marriage dissolution was 71.9<sup>21</sup> percent in 2007, while the Kansas rate was 46.2 percent.

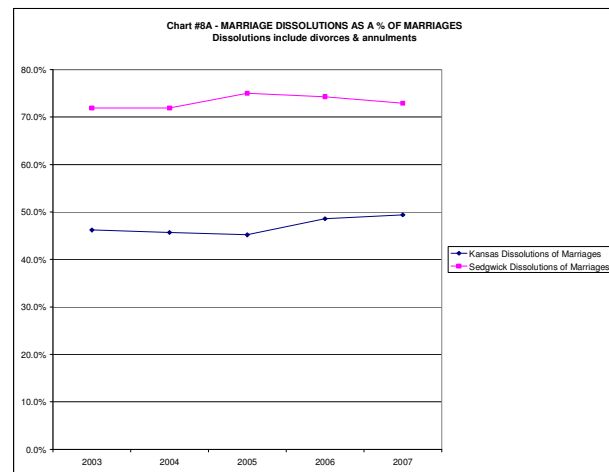
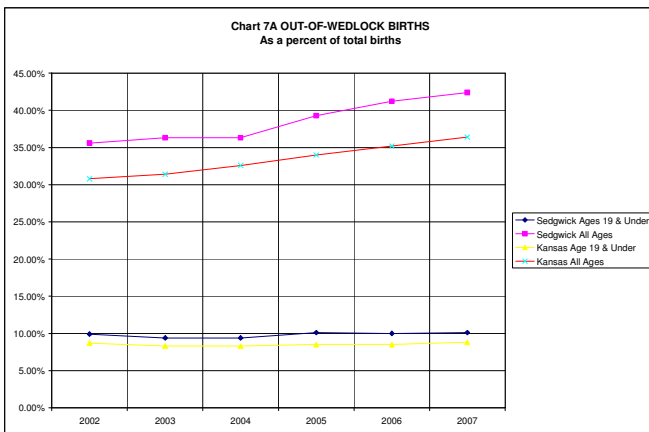
The 2000 U.S. Census poverty rate for Wichita "families with female householder, no husband present" was 23.2%. This was 6.3 times the poverty rate for the remaining families, which was 3.7%. There were 16,992 Wichita "children under 18 years" in poverty. This is 35% of the total individuals in poverty and 4.1 times the 4,140 "individuals 65 & over" in poverty.

	Out-of-Wedlock Births	# Total Births	%
Reno	342	809	42.3%
Cowley	224	461	48.6%
Sedgwick	3,497	7,568	46.2%
Summer	113	297	38.0%
Kansas	15,252	39,353	38.8%
Harvey	140	432	32.4%
Butler	260	704	36.9%

Source: Kansas Vital Statistics Web Site

	# Marriage Dissolutions	# Marriages	%
Reno	340	516	65.9%
Cowley	199	286	69.6%
Sedgwick	2,534	3,526	71.9%
Harvey	66	236	28.0%
Kansas	8,644	18,722	46.2%
Butler	191	395	48.4%
Summer	68	168	40.5%

Source: Kansas Vital Statistics Web Site



<sup>20</sup> Kansas Vital Statistics web site

<sup>21</sup> Ibid

**VISIONEERING WICHITA is based on improving family stability and thereby decreasing the poverty rate and its inherent cost to the community.**

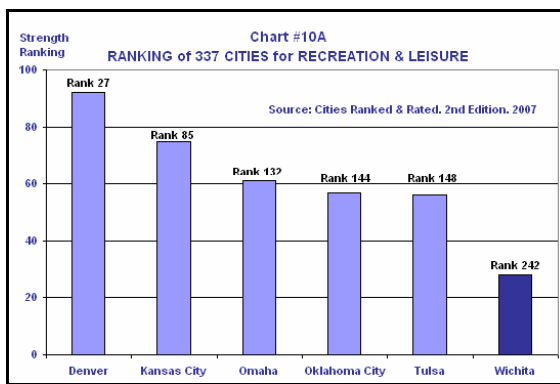
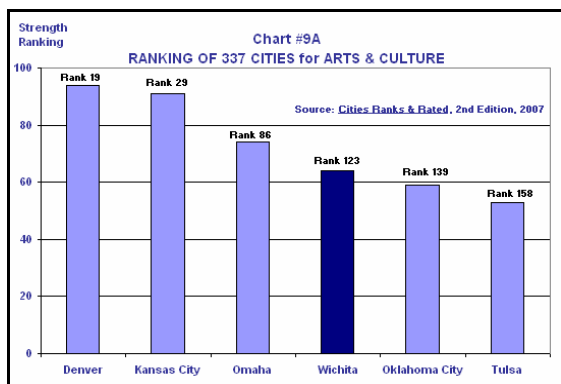
**7. Downtown Development**

Downtown Wichita has attracted significant development and investment projects over the past decade. The center city has attracted over \$100 million in new investment since 2002<sup>22</sup>. Development projects include commercial, residential, retail and cultural facilities. Several projects have relied on public-private partnerships. Downtown has also experienced both new construction projects and rehabilitation of historic buildings.

**VISIONEERING WICHITA is based on transforming Downtown Wichita, the Museum District, Delano and the surrounding commercial and residential neighborhoods to a regional destination for residents, businesses and visitors.**

**8. Arts/Recreation**

In 2007, the Cities Ranked and Rated gave Wichita an Arts and Culture ranking of 123 out of 337 cities. This was above our peer cities of Oklahoma City and Tulsa. In Recreation and Leisure Wichita was ranked 242 out of 337 for Recreation and Leisure. This was below our five peer cities.



**VISIONEERING WICHITA is based on increasing access to arts and recreation.**

**9. Racial Diversity, Opportunity and Harmony**

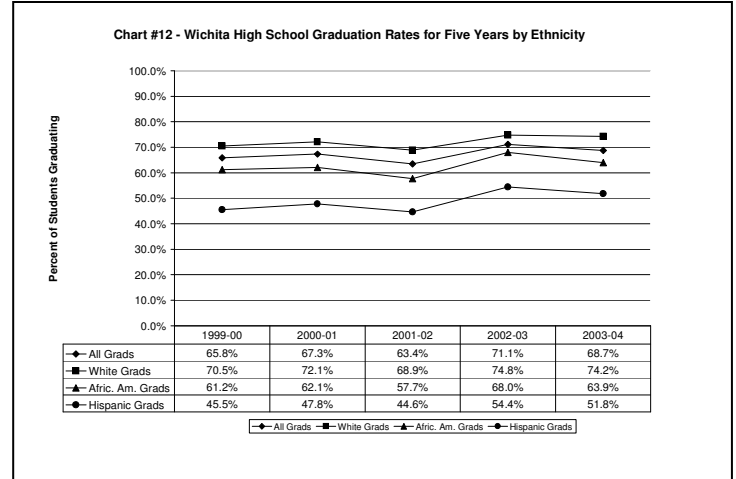
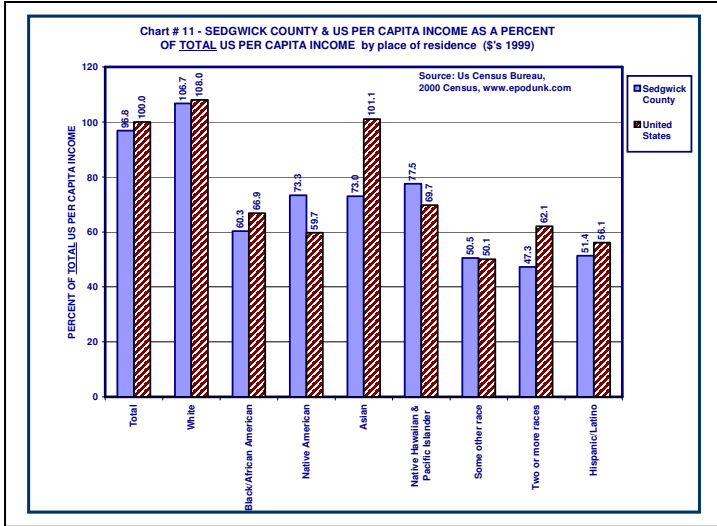
During the *VISIONEERING WICHITA* process there were overwhelming responses from the participants that there is racism and classism in the Wichita MSA. They believe this led to reluctance to place minorities in positions of authority, under-representation on decision-making boards and lack of advancement to, and under-representation in, higher paying jobs. Therefore, many of the best educated minority young people move out of the Wichita MSA because of a perceived lack of opportunity.

In the 1990's, the white population of the Wichita MSA comprised 36.3% of the overall population increase while the racial and ethnic minorities comprised 67.7% of the increase. These demographic changes were reflected in Wichita USD 259 where 69.3% of the students were minorities in 2006 with the percentages increasing each year. This contributes to an achievement and graduation rate gap for minority students in K-12.

The 2000 census showed that Sedgwick County's white per capita income was 106.7% of the U.S. total per capita income. U.S. white per capita income is 108.0% of U.S. total per capita income. Minority groups' per capita incomes as percentages of the U.S. for Sedgwick County varied from 77.5% to 47.3%. All but two of the groups were below the U.S. comparable. The Sedgwick County gap between white and minority groups

<sup>22</sup> Wichita Downtown Development Corporation website  
Revised

ranges from 29.2% for the category of Native Hawaiians and Pacific Islanders to 59.4% for the category of two or more races.



**VISIONEERING WICHITA** is based on improving racial diversity, opportunity and harmony.

**10. Leadership**

Achieving **VISIONEERING WICHITA**'S key benchmarks will require all of us to collaborate in an unprecedented way while implementing strategies in the six interdependent foundations: Economic Development, Education, Quality of Life, Government, Infrastructure and Private Sector Leadership.

**VISIONEERING WICHITA** is based on creating the public and private sector leadership to achieve our vision for the future.

# LONG-TERM VISION

## OUR VISION

Before 2024 the Wichita MSA will:

- Be a leading community for retaining and expanding current businesses and creating and recruiting new businesses. Economic Development
- 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. Education
- Be a healthy, safe community that has a vibrant recreation, entertainment, arts and cultural focus that embraces diversity and builds pride. Quality of Life
- Be a national model for effective, efficient, inclusive, accountable governments that are representative of the community's needs and desires. Government
- Have adequate infrastructure to support downtown, urban and suburban neighborhoods that will enhance quality of life and promote economic development. Infrastructure
- Be a community where citizens actively participate in public/private leadership that makes the Wichita MSA competitive regionally, nationally and globally. Private Sector Leadership

## OUR CORE VALUES\*

Core values are traits that guide our daily decisions.

Integrity

Innovative

Respect

Faith in God

Family Values

Initiative

Responsible

Excellence

Appreciate Diversity

\*Based upon preferential voting of four hundred twenty-seven citizens (representing our regional demographics) on over 80 core traits or attributes.

## KEY BENCHMARKS

Task Force members first developed Key Benchmarks. They then selected strategies to achieve the Key Benchmarks. Key Benchmarks will be the driving force during the 10 to 20 year process and will be used to measure *VISIONEERING WICHITA*'s progress each year. Achieving the Benchmarks will require working together in an unprecedented way to implement strategies in the six interdependent Foundations: Economic Development, Education, Quality of Life, Government, Infrastructure and Private Sector Leadership. Key Benchmarks will tell us each year when we are successful and can celebrate or when we fall short. If we fall short of the Key Benchmarks the Vision Partners will review, revise and refocus their action steps to accomplish the strategies.

### 1. **Job Growth**

Exceed the highest of the annual percentage job growth rate of the U.S., Omaha, Tulsa, Kansas City and Oklahoma City.

### 2. **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.

### 3. **Education**

**Skills Training & Life-long Education:** Provide technical education to ensure a skilled workforce and competitive skills training for companies adding or relocating jobs. The measurement will be meeting Key Benchmarks for job growth and per capita income.

**Post-secondary Education:** Increase the number of post-secondary students 3% per year. Increase percentage of post-secondary education research dollars. The measurement of annual change will be determined during implementation.

**Pre K-12:** All schools and districts meet the Kansas Adequate Yearly Progress Plan (AYP) each year.

### 4. **Family Stability**

The four counties in the Wichita MSA will be below the Kansas average by 2024 in percentage of marriage dissolutions (annulments & divorces) and percentage of live births born out of wedlock.

### 5. **Downtown Development**

Invest \$144 million annually in total private and public funds.

### 6. **Arts/Recreation**

The Wichita MSA will be in the upper one-fourth of Cities Ranked and Rated Arts and Recreation score by 2014.

### 7. **Racial Diversity, Opportunity and Harmony**

In all of the six foundations and strategies of *VISIONEERING WICHITA*, we will be committed to racial diversity, opportunity and harmony for everyone.

**Attitude Survey:** Conduct a regular scientific attitude survey to measure changes in perceptions 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 (after the initial survey in 2005, expected annual increments of improvement in the indices will be established.)

**Income Gap:** Be above the U.S. per capita income for each minority group by 2010 and by 2020 eliminate one-half of each minority per capita income gap.

### 8. **Leadership**

Public and Private Sector leadership will be measured by success in meeting the other Key Benchmarks.

# **OUR MID-TERM VISION**

## **The Building Blocks that Support Our Long-Term Vision**

### **I.**

#### **Economic Development Foundation**

### **II.**

#### **Education Foundation**

### **III.**

#### **Quality of Life Foundation**

### **IV.**

#### **Government Foundation**

### **V.**

#### **Infrastructure Foundation**

### **VI.**

#### **Private Sector Leadership Foundation**

# I. ECONOMIC DEVELOPMENT FOUNDATION

**VISION:**

**Before 2024, the Wichita MSA will:**

Be a leading community for retaining and expanding current businesses and creating and recruiting new businesses.

**STRATEGIES:**

**A. Image and Marketing<sup>12</sup>**

**1. Develop an aggressive marketing program that attracts diversified value-added jobs<sup>13</sup> through retention and expansion of existing businesses, recruitment of out-of-market businesses and creation of new business enterprises in targeted job sectors that provide enough direct jobs to meet our Key Benchmarks.**

**2. Develop a brand that will position the Wichita MSA internally and externally. Involve many organizations in developing the brand that will be authentic and inspiring with a focus on aviation, science and technology. Use the brand to retain and attract jobs, visitors and workforce. Market the brand and the Wichita MSA’s competitive advantage internally and externally.**

**3. Create clusters and their supply chains with critical mass for diversified growth. A potential list of clusters includes:**

<b>Aerospace Vehicles and Defense</b>	<b>Processed Food</b>	<b>Heavy Machinery</b>
<b>Business Services</b>	<b>Distribution Services</b>	<b>Heavy Construction Services</b>
<b>Hospitality and Tourism</b>	<b>Financial Services</b>	<b>Education and Knowledge Creation</b>
<b>Plastics/Advanced Materials</b>	<b>Metal Manufacturing</b>	<b>Building Fixtures, Equipment and Services</b>
<b>Motor Drive Products</b>	<b>Chemical Products</b>	<b>Automotive</b>
<b>Electronics</b>	<b>Healthcare</b>	<b>Bio-Science</b>
<b>Creative Industry</b>	<b>Information Technology</b>	<b>Agriculture</b>

Notes: We need to think strategically about 2 – 3 clusters that we can “wrap our arms around” and make an impact being careful not to eliminate major clusters. We need to identify clusters as priorities and define the others as industries. The above list is from the Whittaker Report, Porter Study and Focus Group/Task Force notes.

**4. Aggressively retain, expand and recruit corporate headquarters.**

**5. Develop value-added processing/packaging of existing and new agricultural and horticultural crops to expand into new markets. Add value to production from using high value crops and new production methods. Develop agri-tourism enterprises.**

<sup>12</sup> The highest priority strategies resulting from balloting by the Vision Task Force are in bold type.

<sup>13</sup> Value-Added Jobs-In every region, there are jobs that add value from exporting of goods or services outside the region to the rest of the U.S. and the world. Export of services include non-residents bringing dollars to the region as conventioners, tourists, students, medical patients or as the back office operation for a major financial organization. These jobs are normally called direct jobs. These direct value-added jobs produce the cash income for the region that provides the opportunity for jobs that are internally focused. These internally focused jobs are either 1) local personal services jobs like barbers, accountants, lawyers, teachers, government workers and bankers or 2) jobs that sell products primarily produced elsewhere such as cars, appliances or clothes. These internally focused jobs are normally called indirect jobs. Each direct valued-added job creates from 0.5 to 2.0 indirect jobs, depending on internal supply relationship and other factors.

**6. Increase the medical community's regional attraction through increased technology and medical innovation.**

7. Encourage existing businesses and post-secondary education to collaborate on the enhancements and development of existing technologies.

8. Attract and encourage high-income retirees to relocate to or stay in the Wichita MSA. Increase services for the older adult.

**B. Workforce Development**

**1. Retain our existing and future workforce and recruit new workers from outside the Wichita MSA. A larger skilled, educated and creative workforce is imperative.**

2. Maintain a continuous inventory of projected job openings and skills required over the next five years. Ensure that the educational institutions have the education/training slots available and recruit students to fill those positions. (See the Education Foundation.)

**C. Business Climate**

**1. Create a progressive and competitive business climate with:**

- a) A positive atmosphere conducive and receptive to change.**
- b) Incentives for companies to retain, expand or create new value-added jobs.**
- c) A favorable tax environment and a regulatory environment that works effectively and efficiently to help businesses expand and relocate.**
- d) Collaboration within the public sector and between the public and private sectors.**
- e) High productivity, low absenteeism, strong work ethic and first-class customer service.**

**2. Lobby to improve the business climate in Kansas while finding ways to aggressively improve the Wichita MSA business environment.**

**3. Maintain a community consensus on the necessity of a high rate of job and income growth.**

**4. Advocate for tort reform.**

**5. Ensure that the Wichita MSA is prepared in advance for economic development by having data on available sites and buildings. (This is required today because of the short cycle time companies/prospects have for getting a product or service to market).**

**6. Improve management and worker relations.**

**D. Entrepreneurs and Small Business**

**1. Create an entrepreneurial and innovative mecca for direct value-added businesses by:**

- a) Building on the Wichita MSA's entrepreneurial tradition.**
- b) Supporting entrepreneurs with a positive business creation environment – low taxes, regulatory friendly, customer friendly government support and legal and regulatory structures friendly to the creation of new business.**
- c) Developing sources of capital from angel investors to venture capital firms including small business loans and Small Business Innovation Research Grants (SBIR).**
- d) Developing an entrepreneurial network.**
- e) Providing leadership/mentoring from successful entrepreneurs.**

- f) **Recruiting entrepreneurs to the Wichita MSA. Recognize and celebrate risk taking and successful entrepreneurs (i.e. Entrepreneur of the Year).**
- g) **Providing entrepreneurial education and training (see the Education Foundation).**
- h) **Building strong small business associations to help with research.**
- i) **Enhancing and supporting agencies that will assist with marketing and accounting issues.**
- j) **Providing technical assistance and incubators for entrepreneurs – a one-stop place to find available information on entrepreneurial assistance.**
- k) **Developing a website to share ideas and concepts that have potential for development and commercialization.**

2. Support small business development in non-value-added jobs.

**E. Tourism and Visitors**

- 1. **Increase tourism and convention activity to a) create direct value-added jobs, b) provide expanded activities for our residents and c) sell the Wichita MSA as a place to live, learn, work and play.**
- 2. Provide more aggressive marketing of existing attractions both internally and externally.
- 3. Expand retail and dining opportunities.

<h2><b>II. EDUCATION FOUNDATION</b></h2>
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**VISION:**

**Before 2024 the Wichita MSA will:**

Have a globally competitive educational system that encourages and supports life-long learning and contributes to the social, cultural and economic vitality of our diverse community.

**STRATEGIES:**

**A. Skills Training and Life-long Education**

**Provide a world-class system and facility for adult basic education, technical education programs and customized training.**

- **Adult basic education will provide the soft skills and literacy necessary for potential employees to be competitive.**
- **Technical education will result in technical or associate degrees.**
- **Customized training will be competitive and meet the needs of specific businesses to retain and create new jobs in the Wichita MSA.**

**The system should be flexible and have the ability to adapt to trends, address diversity and allow career path advancement. The system will provide opportunities for current young people, jobholders, retirees or the unemployed to increase their education, skills and productivity. The educational infrastructure must: 1) be organized and coordinated with input from businesses on issues like the number of projected vacancies; 2) provide required skills; 3) encourage industry infrastructure investment. Two major challenges are obtaining this business input and its interpretation by the educators because of the fast pace of change and global competition. A single point of contact will be established that will direct potential employers and employees to the right place. Educating and training replacements for retirees in the next five years will be a high priority. Promote technology careers for our 8 to 25 year olds.**

**B. Post-secondary Education**

- 1. **Create an awareness of the Wichita MSA as a college mecca and learning community. Increase the number of students in all area colleges and universities. Provide graduate level education including doctoral programs with a world-class faculty and research facilities. Provide curriculum, programs and**

**research that supports the Wichita MSA employer's high paying targeted job sectors. Increase research grants. Identify future technologies that can be developed in the Wichita MSA and provide the research and incubation for commercialization in the Wichita MSA. Market our universities and colleges to attract out of state students, women, minority students and international students.**

**2. Encourage students to remain in the Wichita MSA for employment.**

3. Coordinate the education process so that students requiring licensing and/or certification can be streamlined into the workforce sooner.

4. Provide a seamless opportunity for transfer from and among certificate programs and community/technical colleges to four-year colleges and universities.

**5. Provide and market a coordinated program to assist young adults to obtain financial assistance for higher education. Encourage more employers to reimburse tuition costs for their employees.**

6. Market real world education for managers and supervisors so they can serve as role models, mentors and advisors.

**C. K-12**

**1. Expect all students to graduate from high school with the knowledge and skills (including basic life skills and critical thinking skills) to either immediately enter the workforce and/or attend certified training, technical college/community college or university. Beginning at kindergarten, the school systems will ensure that each student performs at or above expected grade level. Throughout the student experience maintain the highest expectations for achievement and success. Ensure educational equity is achieved for students of all races, ethnicity, economical circumstance and special education needs.**

**2. Expect parents and the community to be involved in their schools and be accountable for the education and behavior of their children. Provide mentoring and education opportunities for parents to fill this role. Help with reading and other homework is a very important parental input. When the parent is unable or unwilling to provide this input the community will provide mentors and tutors from businesses, faith-based institutions, civic clubs, retirees, older students and other organizations. Every student who needs a mentor will have one. The Wichita MSA will be a mentor-focused community with an active center for mentor programming and a positive marketing campaign.**

**3. Increase public school teacher pay and attract the best teachers. Hold teachers and administrators accountable for student performance. Support and recognize teachers in their difficult jobs and reward those that have greater skills and student success.**

**4. Encourage employers and industry associations to create apprenticeship and internship programs for high school students. This will be a partnership with the school system as it provides these students an academic education and technical education in their area of interest. Communicate to students that we want them to stay in our community. Increase the dialogue between teachers, students (starting in middle school), career counselors and employers about the requirements and career lattice opportunities in today's and tomorrow's workforce (career lattice demonstrates how skills can be used to move horizontally and vertically).**

**5. Insist that students and faculty are respectful of each other and that there are high standards of discipline. Empower teachers to have a disciplined classroom and encourage parental support of discipline. Ensure character mentoring and modeling activities are in every classroom and adopted as a community initiative. Each school and classroom will have a friendly and welcoming environment with**

**professional teachers that concentrate on teaching and educating students in a positive environment. Each person will feel valued and respected.**

6. Recognize the absolute importance of assessment of student progress compared to required standard levels of performance. Ensure that the curriculum, performance standards and assessment tests represent what our young people need to learn to be successful citizens.
7. Return to neighborhood schools that will allow parents to become more engaged in their children's education.
8. Ensure that all school systems are prepared to utilize the latest technology for classroom instruction and administrative support in order to support increased productivity. Teach students to think in a way that allows quick adaptation to new needs for industry.
9. Decrease K-6 class size; increase resources and support staff to ensure student achievement and advancement.
10. Enhance and support fine arts/music education in schools recognizing their contribution to academic achievement.
11. Encourage public school systems to cultivate, embrace and support programs and events that are inviting to minority children.
12. Reduce the amount of documentation required by teachers and allow more individual time with students.
13. Increase the number of college prep programs including International Baccalaureate programs.
14. Provide all day kindergarten.
15. Focus on improving and marketing schools in older neighborhoods to reduce urban flight.

**D. Birth-K**

**Expect all children to enter kindergarten ready to learn at the kindergarten level by:**

- a) **Identifying reading deficiencies early and help birth-K parents and teachers with programs that result in each child being ready for kindergarten.**
- b) **Improving access to birth-K programs including Headstart, educational daycare, etc.**
- c) **Including programs for parents and children to address language skills and social development of birth-K within the community.**
- d) **Providing more qualified pre-school teachers in daycare and birth-K programs.**

**E. General**

1. **Maintain continuous communications between all the Wichita MSA and appropriate Kansas educational institutions and the business community to address business needs, opportunities in targeted high paying job sectors/emerging job sectors and implement constant changes required to remain competitive in a global knowledge based economy. Involve parents and students in this partnership to develop an understanding of the broad range of opportunities available in the Wichita MSA job market.**
2. **Regain the entrepreneurial spirit of our past through entrepreneurial education and mentoring programs for students from elementary school through post-secondary education.**

3. Create an awareness of the network of public library locations that ensures the most effective use of resources in the future while also providing residents with convenient access to library services. Encourage libraries to find ways to serve as community and cultural centers for residents of all ages by being friendly, extending service hours, coordinating programs, teaching research skills, offering current technology for those without, providing family resources for reading readiness, and developing material collections that meet the interests and needs of the community.
4. Provide every family in the Wichita MSA with high speed Internet.
5. Encourage and facilitate teaching English as an additional language for anyone who wants it.

### **III. QUALITY OF LIFE FOUNDATION**

**VISION:**

**Before 2024 the Wichita MSA will:**

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

**STRATEGIES:**

**A. Health Care**

1. **Increase the accessibility and quality of healthcare while lowering the cost by:**
  - a) **Encouraging healthy lifestyles, wellness, fitness and education programs. Address tobacco, obesity, drug, alcohol and violence issues.**
  - b) **Improving dental health for all ages.**
  - c) **Promoting and strengthening free and/or reduced cost clinics as a substitute for emergency room use for indigent health care and promote awareness of these resources.**
  - d) **Encouraging the health care community to provide services to the Wichita MSA indigent patients.**
  - e) **Dramatically increasing the use of technology in administrative and health care functions.**
  - f) **Advocating for tort reform.**
  - g) **Having comprehensive coordinated medical care (including mental, dental and health) for all people regardless of ability to pay and provide easy access to services. Establish a community-wide expert committee that advises us on health care costs and quality.**
  - h) **Promoting disease prevention.**
  - i) **Ensuring the availability of qualified nurses.**

2. Expand clinical trials.

**B. Recreation**

1. **Develop a citizen-driven regional recreation master plan to serve as a guide to planning and developing recreational resources to serve residents and visitors of all ages and income levels with opportunities to:**

- **achieve physical, mental, and social well-being,**
- **recruit and retain a highly skilled workforce that seeks such recreational resources, and**
- **attract visitors and tourists who seek recreational destinations.**

**The plan will serve as a guide for fostering community stewardship, addressing service levels and maintenance standards, and coordinating regional efforts.**

2. **Develop a large high quality lake for recreation, destination resort and water supply within an hour of the Wichita MSA. This project needs to be fully defined and the feasibility determined as first action steps and the best location selected.**

3. **Improve regional recreational use of the Arkansas River. Clean up the Arkansas River.**
4. Create and sustain additional regional recreational attractions such as large amusement/theme/water parks.
5. **Provide community spaces, green areas and recreational opportunities that celebrate our natural environment, our cultural diversity and our youth.**
6. Establish a regional park board that is responsible for acquisition, preservation, and management of parks and green space.
7. Plan and develop an active transportation plan for pedestrians and bicyclists.

**C. Arts**

1. **Create and implement a regional comprehensive master plan for the arts.**
2. **Continually develop downtown art amenities, districts, facilities and infrastructure.**
3. **Use the river to connect museums and other cultural attractions.**

**D. Public Safety**

**Create a safe place for Wichita MSA residents by:**

- a) **Using resources in the most efficient and effective organization structure/process.**
- b) **Creating higher level of trust between police and community.**
- c) **Identifying the issues that create higher crime and providing specific resources/programs to lower the crime rate.**
- d) **Providing high quality emergency response systems and homeland security.**

**E. Family and Youth**

1. **Embrace our youth and recognize their potential value to the community they decide to live in. Inject an element of fun in all youth programs that results from a youth entrepreneurial outlook. Ensure that our youth, including the best educated, have an opportunity and desire to stay in the Wichita MSA. Have an active community volunteer service program for youth participation that provides opportunities for young people to explore needs in the Wichita MSA and meets their interests and talents. Allow youth to have greater ownership in the future of the Wichita MSA by encouraging them to regularly meet with community leaders. Encourage older children to serve as mentors to younger children.**
2. **Act proactively to strengthen families. Improve organizations that strengthen children and families and provide leadership to coordinate these efforts including faith-based organizations.**
3. Encourage employers to adopt family friendly policies and procedures.
4. Provide a comprehensive plan and assessment for high quality affordable childcare.
5. Provide after school activities and youth centers for students.

**F. Sense of Community**

1. **Develop community pride and unity within all segments of the Wichita MSA.**

**2. Develop a sense of community among young adults through groups and networks. Social settings are needed where young people can mingle.**

3. Support regionalism and the economic growth and prosperity of surrounding counties.

4. Promote and strengthen neighborhood associations and heighten neighborhood's commitment to the community at large.

5. Find ways to get young people more involved in the community.

**G. Racial Diversity, Opportunity and Harmony**

**1. Understand, celebrate and embrace all cultures and racial diversity and make it evident in everything we do. Encourage interaction among all people and break down barriers.**

**a) Create thriving neighborhoods that are both ethnically and racially diverse.**

**b) Reduce the earnings gap between minorities and non-minorities.**

**c) Increase graduation rates.**

**d) Close achievement gap.**

**2. Encourage employers to be committed to a racially diverse workforce. Vision Partners will ensure inclusion and racial diversity as they adopt and implement strategies in the six Foundations. Recognize that the Wichita MSA will not succeed in meeting its Key Benchmarks without achieving racial diversity, opportunity and harmony.**

**3. Promote the integration and inclusion of immigrants into the community and workforce.**

4. Treat each other with a sense of fairness, respect and creativity while accepting our differences.

5. Establish an environment that welcomes, attracts and retains minorities in our community and workforce.

6. Provide equal opportunities for minorities in the workplace, civic events and volunteer organizations. Provide more diverse Board members in order to better represent all community members.

7. Promote the Wichita MSA as a diverse community.

**H. Human Services**

1. Provide social services that address local and emerging issues.

2. Take care of the homeless and families in crisis including temporary short-term housing, transitional housing and long-term housing.

3. Create an organization to coordinate and reduce service redundancies thereby increasing the efficiency and effectiveness of not-for-profits.

4. Create community volunteer opportunities to collaboratively provide services for those in need.

5. Ensure that the foster parent system protects and enhances those children in its care.

6. Provide a comprehensive referral center to direct citizenry with family/youth needs to appropriate agencies.

7. Ensure accessibility and inclusion for the disabled and address their needs.
8. Create regional access for the provision of social services.

#### **I. Older Adults**

1. Embrace our older adult citizens as a community resource for history, education, employment, and other aspects of community life. Engage community leaders, industry professionals and policy makers in creating, designing and developing livable communities with respect to older adults.
2. Provide better healthcare resources or optional healthcare resources for senior citizens.
3. **Increase resources and raise awareness of them for the older adults and market them effectively.**
4. **Continue support for senior employment programs.**

### **IV. GOVERNMENT FOUNDATION**

#### **VISION:**

##### **Before 2024 the Wichita MSA will:**

Be a national model for effective, efficient, inclusive and accountable governments that are representative of the community's needs and desires.

#### **STRATEGIES:**

- A. Expect all governments and agencies of government within our region to endorse *VISIONEERING WICHITA* and agree to implement its strategies and meet its Key Benchmarks.**
- B. Continue a South Central Kansas unified legislative agenda driven by community will and issues and promote its implementation by our legislative delegation. The unified agenda will represent what a broad cross section of South Central Kansas organizations support and expect of legislative action. (Issues that divide us will not be included in the unified agenda.)**
  - a) Present the unified agenda prior to the legislative session and issue a progress report after the session.
  - b) Have a Wichita MSA forum mid-way through the session where representatives at all organizations visit with their legislators and provide support for the annual unified agenda.
  - c) Ensure there is communication through the media and other communication mediums of Kansas legislative activities to the Wichita MSA citizens.
  - d) Encourage the South Central Kansas legislative delegation to form coalitions within the state to achieve the unified agenda. (The South Central Kansas delegation has 44 of the 165 representatives in the Kansas legislature or 27%.)
- C. Expect thoughtful and objective analysis of the issues to be widely distributed to the public prior to decision making by government bodies.**
- D. Ensure governments are effective, efficient, fiscally responsible, accountable, collaborative, responsive, customer friendly and accessible while increasing productivity.**
- E. Get more young people involved in government.**

- F. Benchmark key government processes against best practices for such processes.
- G. Promote regional collaboration and support public/private partnerships to implement *VISIONEERING WICHITA*.
- H. Encourage employee diversity. Ensure equity in government interactions with minorities. Engage minorities in the decision making process and create a welcoming environment for minorities.

## V. INFRASTRUCTURE FOUNDATION

### VISION:

#### **Before 2024 the Wichita MSA will:**

Have adequate infrastructure to support downtown, urban and suburban neighborhoods that will enhance quality of life and promote economic development.

### STRATEGIES:

#### **A. Urban and Regional Development**

**1. Provide infrastructure required for downtown, central city neighborhoods and suburban growth that supports and allows our Key Benchmarks to become a reality.**

**2. Maintain greater alignment between cities and counties on infrastructure issues.**

3. Diversify planning commission to better represent the community.

#### **B. Downtown Development**

**1. Make downtown a vibrant community and a destination point for our residents, visitors and businesses. Develop downtown to attract and retain singles and young educated people, giving them the desire to reside in the Wichita MSA. Provide more restaurants, attractions and other people amenities (housing, grocery stores, drugstores, medical, etc).**

2. Offer incentives for inner city residential and business development.

3. Create a downtown business park with a focus on bio-medical and technology.

4. Eliminate problems caused by multiple ownerships of downtown land and land-leases. This ownership pattern discourages renovation and redevelopment and makes land acquisition difficult. The city needs to make land available and eliminate barriers.

5. Provide convenient on and off-street parking.

#### **C. Transportation**

**1. Develop and implement a long range plan for highways that connect the Wichita MSA internally and externally to the rest of the United States.**

**2. Build a new airport terminal and increase the competitiveness of the Wichita Airport in ticket cost and number of flights.**

**3. Develop a viable public transportation system.**

**4. Optimize air, rail, water and highway passenger and freight capacities to create a multi-modal logistics hub.**

5. Enhance transportation opportunities for the poor and disabled.
6. Develop and implement a road and rail transportation conflict resolution plan.
7. Encourage large signs with street names and street addresses on buildings so they are legible from the street.

**D. Neighborhoods**

**1. Revitalize city neighborhoods and communities to reverse the population decline and take advantage of existing infrastructure.**

2. Identify neighborhoods and establish neighborhood centers for individual or groups of neighborhoods. These centers will have meeting places proportional to the size of the neighborhood or community. A center could be a part of or adjacent to a school, recreational facility, EMS or public safety station or church. The center could include retail and commercial offices. Connect the centers with trails, bikeways and sidewalks. Retrofit over time for existing development and encourage for new development.
3. Redevelop the 21st Street Corridor including the old refinery and stockyards.

**E. Water, Sewer and Other Utilities**

**1. Ensure both quantity and quality of water resources required to meet Key Benchmarks.**

**2. Ensure that drainage system eliminates flooding for all neighborhoods.**

3. Develop and implement a comprehensive solid waste-plan, including a recycling plan for all reusable resources.
4. Seriously look at building wind generator plants to provide local electricity for residences and businesses. Utilize grain for renewable energy.
5. Maintain globally competitive communication access.

**F. Housing**

**1. Have housing and home ownership opportunities available for all income segments and special need groups.**

2. Encourage building new houses in existing neighborhoods on vacant lots or by demolishing sub-standard structures.
3. Enforce housing occupancy and condition standards.
4. Create more mixed income neighborhoods.

**G. Environment and Natural Resources**

1. Clean up the Arkansas River.

2. Save the land around waterways for conservation and greenways. Connect these greenways all over the region. Restrict development in flood areas so they could be used for recreation and green space. Add land to existing parks and land for linear parks.
3. Resolve environmental issues that are barriers to development in downtown and inner city neighborhoods.
4. Have policies sensitive to the environment that result in positive cost benefits.
5. Promote acquisition, protection and stewardship for all parkland.

**H. Beautification and Attractiveness**

Continue and support beautification efforts.

**I. Historic Preservation**

Provide grants and other incentives for preservation of historical neighborhoods. Work towards adaptive reuse of historic buildings within the community using private investments and federal and state tax credits. Continue developing historic tourism as an economic force for the region.

**J. Facilities**

1. Implement the River Corridor Improvement plan.
2. Enhance and support accessibility to public and private infrastructure improvements for the disabled.

<b>VI. PRIVATE SECTOR LEADERSHIP FOUNDATION</b>
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**VISION:**

**Before 2024 the Wichita MSA will:**

Be a community where citizens actively participate in public/private leadership that makes the Wichita MSA competitive regionally, nationally and globally.

**STRATEGIES:**

- A. Expect the for-profit, not-for-profit, and faith-based sectors within our region to endorse *VISIONEERING WICHITA* and agree to implement its strategies and meet its Key Benchmarks. Private sector leadership will take responsibility for meeting our Key Benchmarks.**
- B. Develop and support community leaders of all ages and races through accessible leadership development programs. Encourage all citizens to become active and serve the community.**
- C. Encourage young people to get involved in leadership and be a force in *VISIONEERING WICHITA*. Mentor young people and encourage the intergenerational transfer of leadership.**
- D. Ensure a comprehensive communication process for *VISIONEERING WICHITA* that includes grassroots communications and keeping our residents and organizations involved.**
- E. Commit to annually visiting another city in the country to learn about best practices they use to meet community issues. Representatives from various regional public-private sector groups should participate in these visits.**

- F. Encourage the WSU Center for Urban Studies to convene groups on a periodic basis for in-depth analysis on specific regional issues that result in clear recommendations for action by the private and public sector.
- G. Implement a program to incorporate new residents into the community and immediately get them involved.
- H. Create a one-stop center that provides opportunities for volunteerism and leadership.
- I. Encourage all of our citizens to take responsibility for communication within the private sector and public sector.
- J. Increase the number of women in leadership roles.

## **COMPLETED STRATEGIES SINCE 2005 IMPLEMENTATION**

- 1. Build a downtown arena.
- 2. Create a grant writing training and assistance network that ensures open accessibility and a dramatic increase in number of grant applications and approvals.

## **STRATEGIC ALLIANCES**

Entrepreneur &/Small Business  
 College Mecca  
 Birth-Kindergarten  
 Comprehensive Recreational Plan  
 Racial Diversity Opportunity & Harmony  
 Unified Legislative Agenda  
 Literate Community  
 Cyber

Agribusiness Innovations  
 K/12 Mentoring  
 Health  
 Arts/Culture  
 Older Adults  
 Community Identity  
 Career Pipelines

# GLOSSARY

## Our Long-term Vision

## 20 years

- Visions for each of the interdependent foundations for a comprehensive plan to create the Future of our Regional Community.
  - + Economic Development
  - + Education
  - + Quality of Life
- Core Values
- Key Benchmarks

- + Government
- + Infrastructure
- + Private Sector Leadership

## Our Mid-term Vision

## 5 to 10 years

- Strategies for each of the six foundations
- Priority Strategies

## Our Short-term Implementation Plan

## 1 to 5 years

Developed and implemented by Strategic Alliances and Vision Partners for individual strategies beginning in January 2005

- Strategy Benchmarks
- Action Steps

## **DEFINITIONS OF ABOVE TERMS:**

**Foundations:** Basic framework that will provide a comprehensive Vision for the community in the following interdependent areas: Economic Development, Education, Quality of Life, Government, Infrastructure, and Private Sector Leadership (for-profit and not-for-profit).

**Vision:** Defines what the community wants to be in the future in each of the six Foundation areas.

**Core Values:** Character traits that guide daily decision-making.

**Key Benchmarks:** The driving force for *VISIONEERING WICHITA* and annual measurements of the community's progress towards achieving its long-term Vision. This will require positive results from the six *interdependent* Foundations and provide accountability for the process.

**Long Term Vision:** Includes the Visions for the six Foundations, Core Values, and Key Benchmarks.

**Strategies:** A verbal picture of the future in a specific part of a particular Foundation. Twenty to thirty Strategies in each Foundation will provide a more detailed definition of each Foundation Vision. There are Priority Strategies for each Foundation. The strategies were ranked by the Vision Task Force within Foundations and sub-sections of Foundations. An example of a Strategy is "*Increase the graduation rate.*"

**Vision Partner:** Any organization, business, civic group, government entity, church, etc. that has volunteered to collaborate with other community members to implement the Vision and Strategic Plan. Vision Partners are the organizations who take responsibility for making individual strategies reality.

**Strategic Alliances:** Two or more Vision Partners who work together to implement a specific Strategy because of their experience, strengths, and synergy from combined efforts. The Vision Partners in the Alliance will elect a chair or an organization will be assigned to be responsible for providing leadership. Alliance Benchmarks and

Action Steps will be developed for the Strategic Alliance. The Vision Partners will then assume responsibility for the Action Steps that fall within their own scope of operations.

**Strategy Benchmarks:** Annual measurement of the progress of a specific strategy that provides accountability for the process on an annual basis for 3 to 10 years. *Example: Increase the graduation rate 2% per year for 10 years. The Strategy Benchmark should be developed by the Vision Partner before the Action Steps.*

**Action Steps:** What the Vision Partner is going to do to implement a strategy. A series of projects or events developed by the Vision Partner to meet the Strategy Benchmark for a specific Strategy. Financing is an Action Step.

## **PRIORITY ISSUES IN 2004**

The priority for 2004 was to determine the *VISIONEERING WICHITA* Plan. The first step was to host eight Community Meetings that took place as follows:

August 2, 2004	Groups 1-13	WSU Hughes Metro Center
August 3	Groups 14-20	Wichita Northwest High School
August 4	Groups 21-23	Derby High School
August 5	Groups 24-28	Allison Middle School
August 16	Groups 29-35	Coleman Middle School
August 17	Groups 36-39	Maize South Middle School
August 18	Groups 40-48	Ruth Clark Elementary, Haysville
August 19	Groups 49-52	Jardine Middle School

The 1,257 participants in these meetings selected their Top Ten Priority issues to be addressed in the Vision Process.

### **Priority Issues**

1. Economic Development-New Jobs
2. Education
3. Quality of Life
4. Good Government
5. Infrastructure
6. Health & Human Services
7. Image & Marketing
8. Environmental
9. Leadership
10. Urban & Regional Development

### **Addressed In**

- Economic Development
- Education
- Quality of Life
- Government
- Infrastructure
- Quality of Life
- Economic Development
- Quality of Life
- Private Sector Leadership
- Economic Development

At these Community Meetings, participants identified 2,844 unique issues to be considered by the Vision Task Force. The 2,844 issues were summarized and ranked by the groups, then combined together to produce the top ten issues. The 2,844 issues were sorted into the six foundations and consolidated to remove duplications resulting in 1,522 issues. These issues were provided to the Vision Task Force as input during the discussion on each foundation in September 2004. The Vision Task Force also considered input from over 450 Focus Groups participants and their own diverse experience to develop the draft Vision. The Vision Task Force and editing process distilled the 1,522 issues into 51 priority strategies and 141 total strategies contained in the draft Vision. Many of the issues discussed, but not included in the draft Vision, will become Action Steps during the Implementation Process.

These issues are addressed throughout the Vision and Strategies for the six interdependent foundations required to provide a comprehensive *VISIONEERING WICHITA*. The six foundations also provide a proven framework for the five-year Implementation Process.

## **PHASE I - DEVELOPING *VISIONEERING WICHITA***

- A. Henry Luke was hired in May 2004 to facilitate *VISIONEERING WICHITA*. Funding is provided by Founding Partners. (See page 3). See [www.lukevision.com](http://www.lukevision.com) for information on Luke Planning and its clients.
- B. A diverse 50-person Steering Committee, representative of the community, was selected to guide the process.
- C. Henry Luke interviewed 450 individuals in Focus Groups during June - September 2004.
- D. Over 1,250 people attended the eight Community Meetings during August 2004. Fifty-two groups identified 2,844 unique issues for consideration by the Vision Task Forces. The issues were summarized and ranked by the groups, then combined to produce the top ten priority issues. The participants also selected 52 additional members for the Vision Task Force.
- E. The Steering Committee selected a diverse Vision Task Force from all sectors and geographic areas of the Wichita MSA from persons nominated by the Steering Committee, Focus Group interviewees, Community Meetings, self nominations and the 52 individuals selected at the Community Meetings. The Vision Task Force was created in four parts to geographically represent the Wichita MSA.
- F. The 442 member Vision Task Force met in four parts of the Wichita MSA during September 2004 and distilled the Focus Groups and Community Meetings issues into the draft *VISIONEERING WICHITA* document. This draft was edited at a joint meeting of the Vision Task Force on October 11, 2004. They reached consensus on the draft Vision with 51 priority strategies and 141 total strategies, which was distributed on October 12 - November 23, 2004 for public input and comments. The draft was widely distributed to the public by the media and by presentations to organization by Vision Task Force members.
- G. Over 120 regional citizens attended the November 22<sup>nd</sup> and 23<sup>rd</sup> Community Meetings for a final opportunity to review and provide comments on the *VISIONEERING WICHITA* draft.
- H. Over 7,300 people attended 237 presentations on the draft document. The Wichita Eagle distributed 160,000 copies of the draft on November 7, 2004 and KPTS television hosted an hour long presentation and call in show. The draft was also distributed to 5,000 students for input. Input was received from 639 people. The input was separated into 1,125 issues and comments for the Editing Committee's review resulting in 59 priority strategies and 158 total strategies.
- I. After considering all the input received, the Steering Committee approved the revised Vision document for public distribution in December 2004.

## **PHASE II-COLLABORATIVE IMPLEMENTATION**

- A. The *VISIONEERING WICHITA* Steering Committee will continue to be diverse and community-based to provide leadership, accountability and communication during the implementation process.
- B. Private and public sector organizations of all kinds and individuals will be asked to endorse the Strategic Plan and become Vision Partners. (Beginning January 2005.)
- C. Vision Partners who endorse the Vision will be asked to identify those Strategies they can incorporate and effectively implement within their normal mission, purpose and scope of operations or in strategic alliances with other organizations. Each Vision Partner or Strategic Alliance will establish Strategy Benchmarks to facilitate annual measurement of progress and develop Action Steps for the specific Strategies they adopt. The Steering Committee and Benchmark Team will approve all Strategy Benchmarks before their adoption as official *VISIONEERING WICHITA* Benchmarks.
- D. Strategy identification and acceptance by Vision Partners will be reviewed by the Steering Committee to ensure that the Priority Strategies are being implemented on a timely basis. Progress on every Strategy cannot begin immediately but will be phased in over a 5 to 10 year period as applicable.
- E. Progress on Strategies will be communicated on a regular basis.
- F. There will be an annual update of the Key Benchmarks and the Strategy Benchmarks to measure progress for each strategy adopted by Vision Partners and Strategic Alliances.
- G. The Wichita Area Chamber of Commerce will provide *VISIONEERING WICHITA* staff, management support, communication and coordination for at least five year of implementation.



# VISION PARTNER INVITATION

**Step up. Sign up.  
See the difference.**

Step Up. Sign Up. See the difference. Become a supporter of the Vision process and join the growing list of community citizens and organizations throughout our seven county area that, as Vision Partners, are working together to “create our future.”

What is a VISION PARTNER? Any citizen or organization which supports *Visioneering Wichita* and any of the Visions, Strategies and Key Benchmarks found in the Vision document.

Ways to participate include (but are not limited to):

- Sign up to become a Vision Partner
- Adopt and implement Strategies found in the Vision document
- Encourage other organizations to become Vision Partners and promote ***Visioneering Wichita*** by referencing your affiliation with us in printed and advertising material or by creating a link to the ***Visioneering Wichita*** website ([www.visioneeringwichita.com](http://www.visioneeringwichita.com)) on your organization’s web site.

\_\_\_\_\_ Yes, I want to be a Vision Partner of ***Visioneering Wichita!***

Name: \_\_\_\_\_

Organizational Name (if appropriate): \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Zip code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

*Primary area of interest:*

<input type="checkbox"/>	Education	<input type="checkbox"/>	Economic Development	<input type="checkbox"/>	Infrastructure
<input type="checkbox"/>	Government	<input type="checkbox"/>	Quality of Life	<input type="checkbox"/>	Private Sector Leadership

*Please return completed form to:*

350 W. Douglas	Wichita, KS 67202-2970	(316) 268-1135	Fax: (316) 265.7502
E-mail: sahlstrand@wichitachamber.org		Web site: www.visioneeringwichita.com	

# **VISIONEERING WICHITA**

## **Vision Partner Adopt A Strategy Form**

Organization:	
Representative:	
Address:	
City	State, ZIP
Phone:	Fax:
E-Mail Address:	
Authorizing Signature:	

As a Vision Partner, our organization/business/group supports **VISIONEERING WICHITA** and the future it describes for Wichita. How to adopt a strategy? It's easy....follow the steps below.

**Step #1:** Select a specific strategy or strategies from the **VISIONEERING WICHITA** document ( i.e. Education,C.K-12.2.) and, if appropriate, list the other organization(s) you believe you could work with in an alliance to accomplish the strategy(ies). *Attach additional sheets if necessary.*

Foundation	Strategy (Number and Verbiage)	Other Alliance Team Members (Name of Organization & Contact Name & Number)
<i>For example</i> Education	C. K-12. 2. Expect parents to be involved in their schools and be accountable for the education and behavior of their children....provide mentoring and education opportunities for parents to fill this role.....	Parent Teacher Organization, XYZ School, John Doe, XXX.XXXX

**Step #2:** Identify a benchmark or outcome to measure your annual progress and develop Action Steps for implementation for each strategy adopted (see back for explanation). Submit your benchmark(s) and Action Steps to the **VISIONEERING WICHITA** office. At the end of each year, we as community citizens, will review our outcomes and celebrate our successes and progress.

*Send this form to:*

**VISIONEERING WICHITA • Suzie Ahlstrand**  
**350 W. Douglas • Wichita, KS 67202-2970**  
**316/268-1135 • Fax: 316/265-7502 e-mail: sahlstrand@wichitachamber.org**

## **HOW TO DEVELOP A BENCHMARK AND ACTION STEPS FOR IMPLEMENTING VISION STRATEGIES**

- 1. Discuss within your organization which strategy(ies) you desire to adopt. You may want to take the strategy to your organization’s board/executive committee for their review and endorsement.**
- 2. Identify the opportunity or challenge presented by the strategy. Do not change the strategy.**
- 3. Establish a measurable benchmark and then think about the steps that would have to occur in order for your organization to be successful in meeting the benchmark. Remember, we want to annually measure our progress and if successful, celebrate, and if not, determine how can we review, revise and refocus our efforts in order to be successful.**

Developing a measurable benchmark that aligns with our overall vision:

- a. A benchmark is an annual measurement for a particular strategy that aligns with our Key Benchmarks and Vision.**
- b. For example, a Key Benchmark (page 12) in our vision is “All pre-K-12 schools and districts meet the Kansas Adequate Yearly Progress Plan (AYP) each year.” This means 100% of our students will be proficient in reading, writing and math by 2014.**
- c. A strategy within our vision in the Education Foundation (page 17 - C. K-12.2) will help our schools meet their 2014 goal if we can secure 20,000 community citizen’s active involvement in mentoring our young people.**
- d. Your organization could adopt that Education strategy and decide to set your annual benchmark as : Provide four (4) staff to volunteer as mentors on a weekly basis in a neighborhood school.**

Action Steps:

- a. Identify possible staff, assess their interest in mentoring and gain their commitment to mentor.**
- b. Contact neighborhood school to understand their mentoring needs and how to get involved.**
- c. Attend orientation/training session for mentor volunteers.**
- d. Start mentoring!**

Implementation:

- a. Implement your organization’s mentoring program.**
  - b. Analyze the progress on a regular basis and make any necessary changes.**
  - c. Be persistent, don’t quit; stick with the process until you have success.**
- 4. Once you have identified your benchmark and action steps please forward this form to the Vision office. Contact information listed on the front.**
  - 5. The Vision office will contact you at the end of the year for an annual progress update on your adopted strategies.**

**VISIONEERING WICHITA  
VISION PARTNERS\***

\*as of publication date

21st Century Coalition for Neighborhood Revitalization, Inc.	Butler County Health Department
AARP	Capitol Federal Savings
Above & Beyond Corporate Gifts	Cardiovascular Consultants of Kansas
Absolute Natural Stones Co., Inc.	Cargill Meat Solutions
Abstinence Education, Inc.	Carlos Nogami
Access to Health	Carlos O'Kelly's
ACS State & Local Solutions, Inc.	Catholic Care Center
Adam Abusaleh	Catholic Charities Foster Grandparents Program
Adventure Dental And Vision	Catholic Charities, Inc.
African American Parent Support Group	Center for Community Support & Research
Agri-Business Council of Wichita	Center for Health & Wellness
AIG Financial Advisors Inc.	Central Plains Regional Health Care Foundation/Project Access
Alive & Well magazine - Wichita Eagle	Central Plains Steel Co Inc
Allen Gibbs & Houlik	Central Star Credit Union
Allen Works Welding	Challenger Learning Center of Kansas
American Cancer Society	Chamber Marketing Services, Inc.
American Red Cross	Chapel Hill Fellowship United Methodist Church
AmeriCorps GoZones!	Chauncey Photography
Angela Daffron	Character Connects Coalition
Angela Jenkins	Chilcoat Studios
Arkansas River Advisory Committee	Child Start
Arkansas River Technical Task Force	Child Start - Child Care Resource & Referral
Armstrong Shank Advertising	Child Start Head Start Program
Art Partners of Wichita Early Training Through the Arts	City of Andover
Arthritis Foundation, Kansas Chapter	City of Belle Plaine
Artist	City of Clearwater
ASQ Wichita Section 1307	City of Derby
Assistance League of Wichita	City of Haysville
Associated	City of Hesston
AT&T Telecom Pioneers	City of Hutchinson
Augusta Chamber of Commerce	City of Newton
Baker University	City of Sedgwick
Ballet Wichita	City of Valley Center
Bank of America	City of Wellington
Baysinger Police Supply	City of Wichita
Belinda Mwanga	City of Wichita Park Board
Big Brothers Big Sisters of Sedgwick County	City of Wichita, Housing Advisory Board
Bill Hanna	City of Wichita, Human Resource Dept.
BKD, LLP	Clayton L Jones
Blank Page Gallery	Clear Speech Specialists, Inc.
Blue Theatre Company	Clint Stucky
Bombardier Learjet	Coldwell Banker Commercial
Botanica, The Wichita Gardens	Coleman Company
Bothner and Bradley, Inc.	Commerce Bank N.A.
Boys and Grills Club of South Central Kansas	Commerce Bank; Commercial Banking Division
Bradley Hope	Communities In Schools
Breakthrough Club of Sedgwick County	Community Career Coalition
Butler Community College	Compeer - MHA
Butler Community College Early Childhood	Conflict Expressions LLC
Butler County Dept. on Aging	Congregation Emanu-El
Butler County Economic Development Board	Conlee Consulting

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Craghead & Harrold  
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Crest Hill Suites Hotel  
Davis-Moore Auto Group  
Deana Eichacker  
Deed Tree Arboretum Community Corp.  
Derby Chamber of Commerce  
Derby High School  
Derby Parents as Teachers  
Direct Capital Connections  
Diversity Kansas  
Dondlinger & Sons Construction  
Downtown Wichita Pachyderm Club  
Durham School Services  
East Wichita Rotary  
Eastern Cowley County Resource Center (ECCRC)  
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Envision Rehabilitation Center  
Episcopal Social Services, Inc.  
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Experimental Aircraft Assoc Young Builders Chapter 88  
Exploration Place  
Famhost  
Family Health Management Products & Services  
Farha Construction  
Farha Development  
Farmers National Company  
Fidelity Bank  
First Generation Video  
First State Bank & Trust  
Fisch Haus Studios  
Foley Equipment Company/Foley Supply, LLC  
Footwashers  
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Fox Kansas/UPN Kansas Television  
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Friends University  
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Frontier Technologies  
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Girl Scouts of the Golden Plains Council  
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Greater Wichita YMCA  
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Harvey County Economic Development Council  
Harvey County Health Department  
Harvey County Special Education Cooperative  
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Hawker Beechcraft Corp.  
Hawns Osborne  
Haysville Parents as Teachers  
Haysville Times  
Health & Wellness Coalition  
Health Care Administration  
Health Ministries Clinic  
HealthSouth Imaging Center of Wichita  
Healthways (Silver Sneakers Fitness Program)  
HG Design  
Higher Ground  
Hite, Fanning & Honeyman L.L.P.  
HMA Medworks LLC  
Holiday Inn Select  
Home Design For Life  
Howerton & White  
Hunter Health Clinic  
Hutchinson Community College & Area Vocational School  
Hutton Construction  
IBM  
IBSA, Inc.  
IMA of Kansas, Inc.  
Infinite Growth Opportunities  
InnerWorks Holistic Health Center, LLC

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Innovative Technologies LLC	Leadership Wichita - Class of 2004
Institute of Minority Health, Education & Research	Life Advisors LLC, Allstate Financial
Inter-Faith Ministries	Linda Joslin
INTRUST Bank, NA	Literacy Resources of the Metropolitan Area
Irlen Clinic Counseling Resources	Lueata Kanngiesser
Islamic Society of Wichita	Maize Parents as Teachers
Jacob B. Mitchell, Consultant	MAMTC
Jean M. Hite	Margalee Wright
Jeffrey Gates	Marketing Resources
Jehovah Jireh Food & Clothing Center	Maude Carpenter Children's Home
Jeremy & Rachel Banning	Maverick Creative Group
Jim Dobson	McClelland Sound Inc.
John & Michelle Ruder	McCluggage, Van Sickle & Perry
John Letter	Medical Society of Sedgwick County
John S. & James L. Knight Foundation	Medical Society of Sedgwick County Alliance
Johnston's Clothiers	Medical Weight Management Solution
Junior Achievement of Wichita, Inc.	Mental Health Association of South Central Kansas
Junior League of Wichita, Inc.	Meritrust Credit Union
K-96 Corridor Development Association	Metro Courier
Kalene Smith	Michael Alldaffer
Kamen Wiping Materials Co., Inc.	Mid America Minority Business Development Council
Kansans for a Great Lake, Inc.	Mid American Credit Union
Kansas Aviation Museum	Midian Shriners
Kansas Big Brother Big Sisters	Mid-Kansas Jewish Federation
Kansas Career Pipeline	Midtown Community Resource Center of Wichita, Inc.
Kansas Center for Entrepreneurship	Midtown Rentals
Kansas Children's Service League	MLH & Associates
Kansas Department of Transportation, Wichita Metro Office	Monart School of Art
Ks Dept of Comm., Early Childhood Assoc. Apprenticeship Pgm	Monart School of Art/The Art Park
Kansas Dept of Commerce, Wichita Workforce Center	Moore Marketing Services
Kansas Enhanced Land and Lease Investment Corporation	Multiculture Celebration & Education Association
Kansas Gas Service	Murano Studios
Kansas Gift Stores	Muslim Public Affairs Council
Kansas Health Ethics, Inc.	NAACP
Kansas Health Foundation	NAACP - Wichita Branch
Kansas Parish Nurse Ministry	NCRI
Kansas Small Business Development Center (KSBDC)	New England Financial/MetLife
Kansas State Nurses Association District 6, Inc.	New York Life - Bel Aire
Kansas Support Services for Elders	New York Life - Wichita
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Kansas World Trade Center	Nicholas A Ayon
Kara Bracy	No Coast Customs
Karina Boyd	Nonprofit Chamber of Services of Sedgwick County, Inc.
Ken Mar Neighborhood Association/USD 259	Northeast Milliar Neighborhood Association
Kennedy and Coe, LLC	Northern Flyer Alliance
KPTS	Northfield School of Liberal Arts
K-State Research & Extension - Sedgwick County	Old Cowtown Museum
KTQW TV-49 Community Television	Old Town Association
Laos Baptist Church	Orchard Park Neighborhood Association (OPNA)
Lata Tomlinson	Outside a Dog
Leadership Wichita	Oxy Basic Chemicals, LLC

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Pen Publishing Interactive	Sharon Wright
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Portfolio Financial Group	South Central Kansas Library System
Positive Rhythm Productions	South Central Progressive Neighborhood Association
Prairie View Inc.	Southwest Neighborhood Associations
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Real Development	Sunflower Travel
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Right Management Consultants	The University of Kansas School of Medicine - Wichita
ROK ICT!	The Wichita Eagle
Roots & Shoots of South Central Kansas	Thin and Healthy Weight Management
Royal Caribbean	Tina Moore
Russell Public Relations	T-Mobile Wichita Call Center
Safe Streets - Wichita	Tobacco Free Wichita
Sasnak Management	TRIO Educational Opportunity Centers Program
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Schweiter - East Neighborhood Association	UMB Bank
Scott Rice Office Interiors	UniCare Health Plan of Kansas
Sedgwick County (14)	United Methodist Open Door
Sedgwick County Association of Cities	United Teachers of Wichita
Sedgwick County Early Childhood Coordinating Council	United Way 2-1-1
Sedgwick County Sheriff's Office	United Way Dwane L. Wallace Youth Venture Grant Comm
Sedgwick County Zoo	United Way of the Plains
Senior Employment Program @ Senior Services	United Way of the Plains Youth Leadership Institute
Senior Services of Wichita	United Way Success by 6
Service Corps of Retired Executives (SCORE)	United Way Volunteer Center

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University of Kansas School of Medicine	Wichita Hispanic Chamber of Commerce
Upendo Judith Makenya	Wichita Independent Business Association
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USD 259 Parents as Teachers Program	Wichita Indochinese Center, Inc.
USD 259 Wichita Public Schools	Wichita Lifeline, Inc.
USD 260 - Special Services	Wichita Metro Chamber of Commerce
USD 261 Haysville Early Childhood Center	Wichita News Brief
USD 265 Goddard	Wichita Police Department
USD 266 Maize Public Schools	Wichita Promise Youth Council
USD 373 Newton Public Schools	Wichita Public Library
Utility Contractors, Inc.	Wichita Society of Professional Engineers
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Via Christi Health System	Wichita State University College of Education
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Wesley Rehabilitation Hospital	Workforce Alliance of South Central Kansas - Youth Council
West Sedgwick County - Sunrise Rotary Club	Wright Fitzmorris
Westar Energy	WSU College of Health Professionals
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Wichita ACTS, Inc.	Yell House
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Wichita Area Metropolitan Planning Organization	Young Professionals of Wichita
Wichita Area Technical College	YOUnited Teens
Wichita Art Museum	Youth Activity Advancement Alliance
Wichita Asian Association	Youth Development Services, Inc.
Wichita Audubon Society	Youth Entrepreneurs of Kansas
Wichita Board of Park Commissioners	Youth Horizons, Inc.
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Wichita Business Systems, Inc.	Youthville
Wichita Chapter of the Society for Human Resource Management	
Wichita Child Guidance Center	
Wichita Children's Home	
Wichita Clinic, PA	
Wichita DataCenters	
Wichita Downtown Development Corporation	
Wichita Eagle, Active Life	
Wichita Family Systems Institute	
Wichita Farmers' Market	
Wichita Festivals, Inc.	

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City of Wichita  
Sedgwick County  
Wichita Downtown Development Corporation  
Wichita Community Foundation  
Kansas Health Foundation  
Wichita Area Chamber of Commerce

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