

# TALENT ACTION PLAN

The Talent Focus Team believes the anchor of the future workforce rests on efforts and initiatives to collaboratively nurture and retain local talent, attract top talent, and help promote opportunities for individuals to change careers and/or advance their careers within the region. These mid-career initiatives are designed to strengthen each other so that internal and external perceptions of the Wichita region will be that of a vibrant, diverse, and inclusive place to live, work and play throughout each stage of a career:

## INITIATIVE 1

**Attraction: Implement initiatives that attract and grow talent to the greater Wichita region.**

### STRATEGY A

Develop and implement the brand strategy described in the Development Counsellors International (DCI) plan.

### STRATEGY B

Develop the DCI toolkit that can be utilized throughout the Wichita region.

### STRATEGY C

Continue to support, amplify, and expand the Wichita Promise and Wichita Promise MOVE model with other higher education institutions and industries.

### STRATEGY D

Establish joint recruiting initiatives that allow industry collaborations to attract talent and promote the Wichita region.

## INITIATIVE 2

**Opportunities for Retention and Advancement: Create and promote opportunities for people to see themselves advancing and bridge the gap for mid-career talent.**

### STRATEGY A

Enhance workforce advancement through mentoring, coaching and information sessions in the Wichita region to aid mid-career talent for retention and advancement opportunities across regional sectors.

### STRATEGY B

Improve regional diversity and inclusion through support of professional networks, opportunity fairs to showcase professional organizations (e.g., Young Professionals of Wichita, Urban Professionals, ConnectingICT and others) that aid in networking, mentoring/coaching, and/or service opportunities, and research to identify barriers and responsive strategies specifically for women and minorities.

### STRATEGY C

Support employers as they adapt to new and growing generations in the workplace by creating employer toolkits (e.g. flexible work schedules, career pathways for advancement, social media/technology in the workplace, professional association/group participation and costs) to assist employers implement new policies and procedures in their workplace.

# LIFELONG LEARNING ACTION PLAN

The Lifelong Learning Focus Team believes that education is the key that will unlock many of the Wichita region's opportunities and must be valued and utilized to be truly effective. This requires a deliberate investment in strategic partnerships across the community and a regional willingness to promote honest conversation about educational needs at all levels in a rapidly changing world. Our aspiration is to make curiosity and valuing educational opportunities part of our regional DNA. The following initiatives are both urgent and long-term priorities we must address to achieve a decisive impact:

## INITIATIVE 1

**Literacy Wins: Coalesce regional literacy programs toward the overarching goal of increasing literacy levels of third graders reading below grade level by half.**

### STRATEGY A

Accelerate and expand programs that promote reading and provide books to homes with young children.

### STRATEGY B

Accelerate and expand programs that support reading with early elementary students (K-3) to increase third grade reading proficiency, including Read to Succeed, school-based mentor reading programs, pre-service education and social work majors in schools.

### STRATEGY C

Convene task force (nonprofits, schools, faith-based communities, early-childhood educators, and businesses) to evaluate and develop a plan to achieve literacy goal.

## INITIATIVE 2

**Student Success Partnership: Understanding the region succeeds when our students succeed, develop a model (and/or update existing models) for community, private sector and educational partnership toward greater awareness, support and workforce development.**

### STRATEGY A

Develop strategic model for partnership between private industry, community organizations, and regional schools structure to support student success. Establish three-year strategic plan for partnership model to address most critical opportunities

### STRATEGY B

Communicate and engage with community about successes and opportunities of student partnership model.

### STRATEGY C

Through the partnership, develop a work-based learning opportunity by researching and implementing a pilot model within a specific industry (e.g., health care services, technology, manufacturing, etc.) to provide opportunities for secondary (high school) and post-secondary, including non-traditional, students to earn school credit and/or a wage by participating in job skills training programs.

# STRONG COMMUNITIES AND NEIGHBORHOODS ACTION PLAN

The Strong Communities and Neighborhoods Focus Team believes that as a community we must embrace the unique needs of neighborhoods and invest in ourselves to connect communities with key resources. We believe that identifying anchor institutions and addressing health and safety needs are important and proactive steps in the development of strong neighborhoods. An anchor institution is defined as an existing location where neighbors may already interact that can grow to serve as a strong community nucleus that connects residents to resources and each other. Within this context, neighbors can be equipped to collectively embark on the following initiatives in their unique local contexts:

## INITIATIVE 1

**Connectivity: Connect residents to resources, services, and opportunities to improve the strength of local neighborhoods and communities.**

### STRATEGY A

Develop a replicable “anchor institution” model that streamlines and leverages access to resources and community partnerships to innovatively address critical community issues.

- Establish task force of diverse leaders to build out anchor institution model to pilot within two regional neighborhoods within the next 18 months.
- After establishment of the anchor institution pilot models, create a community report to serve as a blueprint for developing additional anchor models throughout the region.
- Partner with funding entities and community organizations to establish 20 anchor institutions within the region by 2029.

### STRATEGY B

Develop a community-driven assessment toolkit for communities or neighborhoods to identify and address critical issues, such as: sidewalks and infrastructure, safety and lighting, transportation, housing and neighborhood pride, and other community needs.

- Establish a task force of diverse voices to develop the assessment toolkit and engage communities and neighborhoods on how to use the toolkit.
- Pilot the use of the community-driven assessment toolkit in two communities in the Wichita region in 12 months.
- Implement the assessment toolkit in 25 different communities/neighborhoods by 2029.

### STRATEGY C

Develop a long-term plan to assess the health, safety, and connectivity of neighborhoods and communities over the next 10 years, evaluating whether such implementations strategies are successful.

## INITIATIVE 2

**Health and Safety: Identify and address community health and safety concerns to create vibrant and healthy neighborhoods.**

### STRATEGY A

Increase access to healthy foods.

- Support, amplify, and coordinate the regional efforts to address food access through the Health and Wellness Coalition of Wichita.

### STRATEGY B

Enhance the service delivery model to improve mental health outcomes to increase the number of people receiving services and decrease the negative impact of untreated mental health needs, such as crime, incarceration, addiction and related health issues.

- Bring together mental health leaders to analyze current environment, identify service gaps, prioritize needs, and define regional strategic actions by 2020.
- Create a regional awareness campaign to address stigma related to mental health and the positive impact of treatment, which includes resource identification, key stakeholder engagement and community education.
- Partner with the State of Kansas to place a modern regional state mental health hospital in South Central Kansas.

# ECONOMIC PROSPERITY ACTION PLAN

The Economic Prosperity Focus Team believes that a strong commitment to investment in four strategic areas will cultivate and support growth in the regional economy. Each distinct initiative contributes to a robust ecosystem of thriving businesses and industries. The following initiatives are recommended to continue building the foundation for Wichita's growth potential as the home of the next wave of innovators, business, and business leaders:

## INITIATIVE 1 Growing Jobs and Existing Business

### STRATEGY A

Encourage the community to participate and support moving forward the initiatives spelled out in the recent updates to the Regional Growth Plan (which is built upon the earlier foundations of the Blueprint for Regional Economic Growth). This includes continuing regional collaboration efforts to develop regional economic success.

### STRATEGY B

Launch "fly local" campaign among private sector and general public to increase local ridership and continue the trend of decreased airfares.

## INITIATIVE 2 Develop and Strengthen the Regional Entrepreneurship Ecosystem

### STRATEGY A

Support regional entrepreneurial organizations to develop and update asset maps, resource guides, and support structure for the sustained and continued growth of the regional entrepreneurial community.

## INITIATIVE 3 Grow Regional Capacity for Technology Industry and Talent

### STRATEGY A

Develop an advocacy and awareness strategy for the continued growth of, and investment in, the region's technological infrastructure.

### STRATEGY B

Increase technology-based talent:

- Double the total of technology-based professionals within the region over the next 10 years
- Increase technology-based credentialing through local universities, colleges, and educational programs, and other similar activities by 25% over the next 10 years, ensuring educational institutions focus on the forward edge of industry need.

### STRATEGY C

Identify opportunities to develop, promote and grow the work of FlagshipKansas.Tech, a statewide technology council (and similar industry organizations).

## INITIATIVE 4 Increase Economic Impact of Tourism

### STRATEGY A

Develop our core and regional infrastructure to allow our community to, over the course of ten years, double our convention-hosting capacity (hotels, convention space, supporting infrastructure, etc.)

### STRATEGY B

Develop a master tourism plan and product gap analysis to increase the economic impact of tourism for our region.

# QUALITY OF PLACE ACTION PLAN

The Quality of Place Focus Team believes that as a community we must invest in ourselves to create a vibrant region, help retain and attract talent, and strengthen our communities. To truly drive transformational change, we need to act with urgency, commit to “doing it right” and provide for enduring success. In acknowledging numerous quality of place enrichment opportunities across our region, the Quality of Place Focus Team recommends the following initiatives as highest priorities:

**INITIATIVE 1** A world-class facility to highlight our exceptional performing arts.

**INITIATIVE 2** A state-of-the-art convention center to host local, regional and national events.

**INITIATIVE 3** A spectacular gathering spot in the heart of the city serving as a destination for all locals and visitors alike, as a complement to the neighborhood-centered efforts in the region.

**STRATEGY A** Create a park stretching along the river from 13th Street through Kellogg, encompassing existing parks as well as new green space opportunities

**INITIATIVE 4** A comprehensive and unified plan to connect development in the urban core, ensuring a vibrant city center—beautiful, engaging and walkable—that the entire region can be proud of.

**INITIATIVE 5** A culture of celebrating community with signature events and attractions across the region.

**STRATEGY A** Challenge existing attractions and events to take bold, forward-thinking actions and support them as they substantially elevate our quality of place

**STRATEGY B** Activate gathering spots around the region with new activities and celebrations that draw and engage diverse audiences

**STRATEGY C** Amplify communication and promotion surrounding distinctive attractions and activities around the region