

# **Wichita Area Sister Cities**

## **ACTIVITIES DIRECTIONS**

### **2013-2015**

**WASC Strategic OVERALL Goal for 2014-2015:** To grow and promote the Wichita Area Sister Cities organization in a way that demonstrates value to a wider community and creates new funding sources.

**To achieve its mission, Wichita Area Sister Cities will:**

- Secure highly visible international event in the Wichita area that create new funding sources. **(Cultural Exchange)**
- Establish and maintain relationships that will help to work to support Wichita Area Sister Cities goal and will create new funding sources **(Partnership Building)**
- Establish and maintain relationships with Wichita Area organizations that specialize in business and trade in order to enhance economic benefits of WASC to the Community. **(Business and Trade)**
- Recruit, Retain and strengthen community memberships that create funding sources. **(Community Development)**
- Develop and Expand Educational Programs. **(Youth and Education)**

#### **CULTURAL EXCHANGE**

In order to secure highly visible international event in the Wichita area that create new funding sources, Wichita Area Sister Cities will focus on:

1. **Mexico Committee:** Reaching out to local Hispanic Organizations and the Hispanic Chamber of Commerce to help promote goals of WASC.
2. **China Committee:** Grow and utilize the many existing contacts we have in the Wichita Community to have a presence at the numerous Asian festivals.
3. **France Committee:** Reach out and develop contacts within the Wichita Francophone community.

## **PARTNERSHIP BUILDING**

In order to establish and maintain relationships that will help to work to support Wichita Area Sister Cities goals and will create new funding sources, WASC will focus on:

1. **Reciprocity:** Listen to our community organizational partners and see how we can help to benefit them.
2. **Communication:** Enhance our existing partnership with the City of Wichita by reporting to City Leaders on a regular basis through individual accountability to council Members, monthly minute submission and public reports at City Council Meeting on a quarterly basis.
3. **Fundraising:** Bring new members to the organization that will help to increase new partnership and create new funding sources.

## **BUSINESS & TRADE**

In order to establish and maintain relationships with area organizations that specialize in business and trade, WASC will focus on:

1. **Publicity:** Seek out speaking engagements with other organizations
2. **Outreach:** Become involved with the Wichita Area Chamber of Commerce and other organization offering services to local businesses and organizations.
3. **Process:** Implementation of outcomes and future programs as outlined as a result of Official Delegation visit to Tlalnepantla, Sept. 2013 (see Exhibit A)

## **COMMUNITY DEVELOPMENT**

In order to recruit, retain and strengthen community memberships that create funding sources, WASC will focus on:

1. **Enhancement**-Better utilize services already made available to us to help create more public awareness (i.e. Ch. 7, member resources and newsletters)
2. **Implementation**: Provide regular events that encourage education, involvement and membership growth.
3. **Creation**: Start dialogue and collect bids in regards to building and maintaining a website.

## **YOUTH & EDUCATION**

In order to, Develop and Expand Educational Programs, WASC will focus on:

1. **Connections**: Facilitate linking of Newman University and Tlalnepantla University and explore new possibilities of involvement of WASC in K-12<sup>th</sup> Grades.
2. **Scholarships**: Develop expectations for scholarship recipients and host families outlining how they plan to give back to WASC and the Wichita Community as a whole.
3. **Tracking**: Identify and record the economic impacts that past scholarship recipients have made to the City of Wichita.