HOW PARTNERSHIP ADVISORY COMMITTEES HELP SHAPE WICHITA'S FUTURE

By Emily Barnwell

At the Partnership, progress is driven by collaboration among business leaders, public partners, educators, and community stakeholders committed to advancing Wichita's long-term economic success.

Two impactful ways this collaboration comes to life are through the Partnership's Strategic Advisory Team (SAT) and Talent Advisory Committee (TAC). These groups play a critical role in helping to shape regional priorities, informing strategy and ensuring the work of the Partnership reflects real-world needs across the Wichita region.

Strategic Advisory Team

The SAT comprises private and public-sector leaders who help guide economic development strategy within the Partnership's priority of Jobs. The group provides leadership and insight to advance the initiatives outlined in the Regional Growth Plan, ensuring Wichita remains competitive in attracting and retaining investment.

SAT meetings are intentionally structured around key site-selection and growth drivers, pairing strategic discussion with firsthand exposure to the region's assets.

Recent SAT Highlights

In recent months, SAT members have convened at locations that showcase Wichita's strengths and future readiness.

- **Amazon ICT2 Facility:**
  The team met in Park City at Amazon's traditional non-sort facility, where members heard about critical regional highway projects and Amazon's investments in Kansas. The discussion reinforced the importance of highway accessibility and capacity, consistently ranked among the top site-selection factors nationally, and aligned with transportation and logistics as a priority sector in the Regional Growth Plan.
- **Financial Tools and Incentives:**
  At a meeting hosted by AGH CPAs and Advisors, the SAT received updates on the New Market Tax Credit program from Wichita State University's Center for Economic Development and Business Research and Kansas City-based AltCap.
- **Wichita's Competitive Edge**:
  A meeting at Club 95 highlighted innovation and talent development in the Wichita region, featuring a presentation from the Partnership's Talent Team on the Talent Roadmap and a conversation about how the region can prepare for future growth.
- **FutureReady Center**: The SAT also visited Wichita Public Schools' FutureReady Center Hub for Advanced Computer Knowledge (HACK), where they learned about the cybersecurity and IT programming available to students.

In 2026, the SAT will continue meeting quarterly at strategic locations, pairing regional updates with forward-looking discussions to keep Wichita positioned for growth.

Talent Advisory Committee

The Talent Advisory Committee (TAC) brings together human resource executives and community leaders to provide strategic direction for talent recruitment, retention and development efforts across the region. The committee plays a key role in advancing initiatives within the Partnership's Talent Marketing Blueprint.

2025 Focus Areas

In 2025, TAC focused on real-world talent and workforce challenges facing employers across the Wichita region and aligning leaders around shared solutions. Key topics included:

- Workforce supply, demand and demographic trends.
- Education-industry alignment and early talent pipelines.
- Retention, workplace culture and quality of life.
- Economic mobility and career advancement.
- Employer collaboration and systems alignment.

These sessions were intentionally discussion-based and employer-driven, creating space for peer learning and shared problem-solving across industries.

What's New in 2026

In 2026, TAC will evolve from alignment to action. Planned enhancements include:

- Deeper dives into employer-ready recruitment and retention strategies.

- Clear tools and takeaways HR leaders can apply immediately.
- Stronger alignment with regional workforce and economic mobility efforts.
- TAC sessions designed to count toward continuing education credits for HR professionals.
- Meeting schedules aligned with Talent Talks to connect strategy with application.

Why Investor Engagement Matters

The SAT and TAC reflect the Partnership's commitment to listening, convening and acting. They allow investors to move beyond support and into meaningful participation, helping shape priorities, share expertise and influence outcomes that impact the region.

Participation in the SAT and TAC is one of many ways Partnership investors can engage directly in Wichita's growth.

To learn more about investor engagement opportunities, email Becca Newman at becca@greaterwichitapartnership.org.