

Talent Roadmap

WICHITA



**Building A Community
That Defies Expectations**



Greater Wichita
Partnership



A Way Forward

The beginning of this decade brought unprecedented disruption to the workforce in the Greater Wichita region, and the effects linger. Apart from the debilitating COVID-19 pandemic and supply chain issues, there were other impacts: emerging technologies, new talent requirements, diversity and generational changes, and the ascension of automation and robotics.

The need is great to prepare for an evolving workforce. That is why key stakeholders across the community established the Talent Roadmap action plan. It points a way forward for the region to compete for, retain, and develop talent in innovative ways.



The Partnership's Role

The Partnership defines its role as a connector, catalyst and communicator. A leadership coalition representing diverse parts of the community was assembled to break down barriers to success, accelerate areas of opportunity, and oversee accountability for making progress toward the ambitious goals in the Talent Roadmap.

Driving Impact on the Talent Roadmap



Cultivating a Vibrant Global Community

1. **Form a coalition** that regularly connects public, private, and community stakeholders to drive inclusion by bringing diverse voices to the table to identify and address the priorities, needs, and barriers various populations across the region face.
2. **Activate gathering spots** around the region with new activities and celebrations that draw and engage diverse and multicultural audiences.
3. **Expand air and rail** connectivity to Wichita domestically and internationally to enable easy access for future talent and business.
4. **Accelerate existing marketing** that embraces Wichita's history and generates buzz around a new regional vision.



Creating Possibilities

1. **Establish a feedback loop between business and education stakeholders** on skills, demand, and supply to enable agile and responsive workforce planning.
2. **Develop a strategic model for engagement with private employers** to incentivize creation of professional development and training pathways that connect talent to employers in creative ways.
3. **Expand access to employment opportunities** by increasing supporting services for underserved communities in Wichita.



An Agreed Upon Destination

Together, a diverse group of industry, education and community stakeholders worked with global consultant Deloitte to establish an ambition statement defining what our community will look like when we achieve our talent and workforce goals.

Stakeholders aligned on a set of commitments they believe will drive the most impact in helping the region achieve its Talent Roadmap ambition statement.



Investing Boldly

1. **Invest in embedding future-forward skills** (coding, technology, data analytics, etc.) through industry-serving, university-based innovation centers to enable talent to take on the jobs of the future.
2. **Create sustainable funding mechanisms to drive long-term investment and ridership in public transit** and next-generation transportation solutions (employer, sponsored shuttles to and from workplace, childcare centers) that will expand access to opportunities for talent in the region.
3. **Invest in developing compelling places** (i.e., Riverfront Legacy Master Plan, Project Downtown, Main Street Revitalization) across diverse city areas to highlight the rich history and diversity of Wichita and attract talent to the region.



Increasing Appetite for Risk

1. **Support the establishment of Wichita as a hub for innovation** by advancing and investing in new technology.
2. **Implement a relationship-based campaign to encourage venture-capital investment** in the state's target sectors.
3. **Challenge the status quo on public investment priorities** with cost/benefit analyses that include lost-opportunity cost and benefits and measured in new ways.

We are a vibrant, global community
of possibility that invests boldly,
takes risks, and defies expectations.

Ecosystems of Commitments



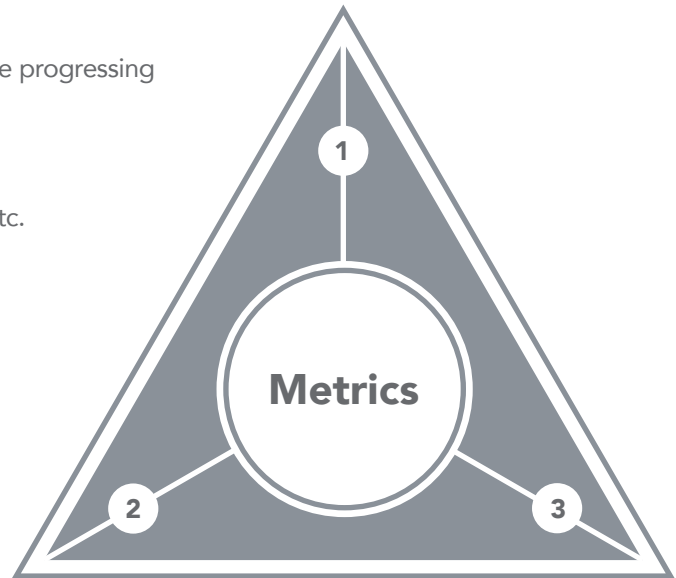
First Steps on the Talent Roadmap

- VG1** Establish a diverse coalition of leaders to ensure progress is made toward these outcomes.
- CP1** Tighten the feedback loop between industry and education and training resources so that individuals can access the skills needed to meet changing needs within the industry.
- CP2** Develop a strategic model for engagement with private employers to incentivize professional development and training pathways that connect talent to employers.
- IB1** Invest in embedding future-forward skills through industry-serving, university-based innovation centers.

Measuring Our Progress

We will examine three dimensions to determine if we are progressing toward our goal, as outlined in the ambition statement.

- 1. Traditional economy and labor force**
Labor force, job growth by sector, demographics, etc.
- 2. Creating possibilities**
Number of programs teaching or training
Future of Work skills, pipeline feedback loop, etc.
- 3. Ecosystem**
Home Base Wichita, One Workforce Grant,
Aviation Tax Credit applications, etc.



Momentum Builders

We are working with community partners to ensure we have workforce pipelines from our:



High schools

Including programs that allow students to graduate with certifications and job opportunities.



Public and non-profit partners

Facilitate community conversations about services like transportation, childcare and housing.



Neighborhoods

Establishing opportunities in untapped communities to bring training, education, and other resources to boost job placement.



Veterans

Working with Home Base Wichita and other veteran-friendly organizations to connect businesses with talent that is transitioning from military to civilian life.



Major employers

Advocating for internships, apprenticeships, and other mentoring opportunities.



Entrepreneurship programs

Leverage NXTUS, a catalyst for the region's startup ecosystem that connects community, capital, and customers, and Create Campaign, which connects African American entrepreneurs with services and educational opportunities.



Reach Out

The Greater Wichita Partnership is ready to assist with your talent attraction needs to help you promote the region to prospective talent.

Use **ChooseWichita.com** as your resource, or contact our talent experts below.



**Senior Strategic Advisor
for Talent Roadmap
and Workforce Development**

Tami Bradley
(316) 500.6650
tami@greaterwichitapartnership.org



**Director of Talent,
Workforce Development,
and Community Engagement**

Ricki Ellison
(316) 500.6650
ricki@greaterwichitapartnership.org



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