

A nighttime photograph of the Wichita, Kansas skyline. The image shows several illuminated skyscrapers, including the prominent double-towered building in the center. In the foreground, a bridge with a metal truss structure spans a river. The scene is lit with a mix of warm city lights and a cool blue/cyan color grade. The text 'Recruit Wichita' is overlaid in a large, white, handwritten-style font.

Recruit Wichita

An event to explore culture, trends and tools
to boldly attract talent to the region



MELISSA KNOEBER

EVP, DIRECTOR OF CULTURE AND TALENT

Fidelity
BANK

WHERE WERE WE?

- Aging workforce
- Knowledge gap
- Losing key talent
- Stagnant recruitment



RECRUIT WICHITA

PURPOSEFUL COMMITMENT

- Partner with local resources
- Focus efforts
 - Talent
 - Culture
 - Civic engagement



RECRUIT WICHITA

THE OFFICE OF

CULTURE AND TALENT

TALENT

- Benefit enhancements
 - Employee leave opportunities
- Partner with local resources
 - Greater Wichita Partnership



RECRUIT WICHITA

CULTURE

EMPLOYEE ASSISTANCE PROGRAM



RECRUIT WICHITA

PURPOSEFUL, TALENT-FOCUSED,
SPACE ORIENTED



CIVIC ENGAGEMENT

- Volunteer Time Off
- Community-driven support for local initiatives



RECRUIT WICHITA

WHAT CAN YOU DO?

- Shift gears
- Ask why?
- Do it your own way



RECRUIT WICHITA

THANK YOU

Fidelity
BANK

SESSION SPEAKER

LéAH
SAKR LAVENDER

Greater Wichita Partnership
Talent Consultant



A nighttime photograph of the Wichita, Kansas skyline. The image shows several illuminated skyscrapers, including the prominent double-towered building in the center. In the foreground, a bridge with a metal truss structure spans a river. The scene is lit with a mix of warm city lights and a cool blue/cyan color grade. The text 'Recruit Wichita' is overlaid in a large, white, handwritten-style font.

Recruit Wichita

An event to explore culture, trends and tools
to boldly attract talent to the region



Utilize Research Purposefully

LÉAH SAKR LAVENDER, GREATER WICHITA PARTNERSHIP

WICHITA
#RELENTLESSLY ORIGINAL

A woman with dark curly hair, wearing a dark top and a necklace, is smiling and looking towards the camera. She is in a meeting setting with other people blurred in the background. A teal semi-transparent rectangle is overlaid on the image, containing the text. In the foreground, a desk with a smartphone and a small plant is visible.

WHY DOES

Talent matter?

The New York Times

***America's Biggest Economic Challenge
May Be Demographic Decline***



**America Is In Full Employment, So
Why Aren't We Celebrating?**

Vox

**The US is experiencing a widespread
worker shortage. Here's why.**

CITYLAB

**Mapping the Growing Gap Between Job
Seekers and Employers**

Courtesy of Development Counsellors International (DCI)



Talent is now the main economic driver.

"Talent attraction is going to become more important than project attraction. There are going to be winners and losers."
- Darin M. Buelow, Deloitte Consulting LLP

Quote given to DCI for their report Talent Wars: What people look for in jobs and location, 2019



Greater Wichita
Partnership



[GOALS]

Help employers in the Wichita region attract and retain talent.

Provide tools for employers to “sell” the Wichita region as a location.

Increase the funnel of people considering a career in the Wichita region.

Promote the region’s careers and location as a great place to work, live and visit.



- In 2016...
 - Identified talent attraction best practices
 - Attended university career fairs
 - Hosted community listening sessions
 - Conducted focus groups



[REGIONAL FOCUS GROUP FINDINGS]

- Pattern 1: Wichita's vibrancy
 - Talent think Wichita is boring
- Pattern 2: Communications
 - Employers need support in selling the Wichita region
- Pattern 3: Partners and Family
 - Candidates not wanting to leave partners and family members behind is a consistent reason talent turn down a job
- Pattern 4: Internships
 - Crucial to talent attraction for our community
- Pattern 5: Diversity
 - Talent want to live where there is diversity of thought, experience, people, lifestyle, etc.

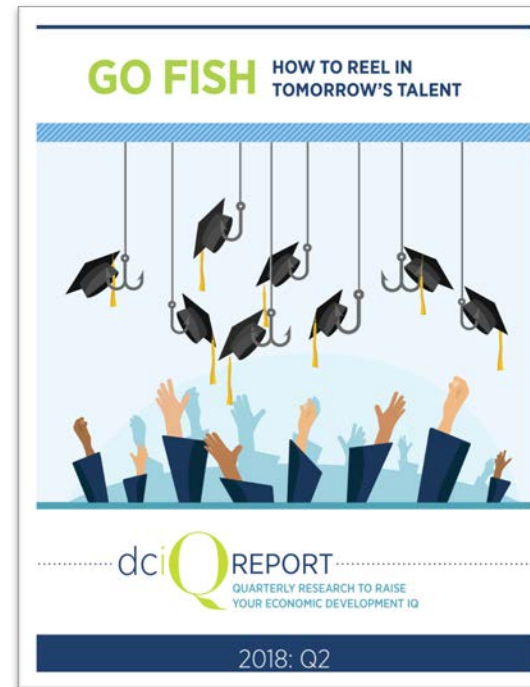
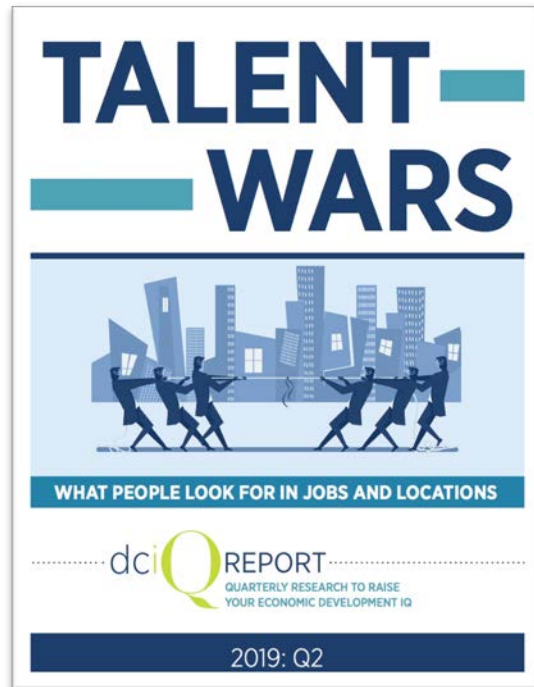


- In 2017...
 - Formed the Talent Advisory Committee
 - Created initial talent collateral (infographic, bucketlist, comparison guide)
 - Attended national talent conferences
 - Initiated engagements with new talent in the community



- In 2018...
 - Hired Development Counsellors International (DCI)
 - Continued engagement with new talent in the community
 - Hosted first intern event in collaboration with W / A Community of Young Professionals
 - Developed the talent brand with community partners, including Howerton+White







60+

STAKEHOLDERS PARTICIPATED
IN AN IMMERSION TOUR

1,000

PERCEPTION SURVEYS
COMPLETED

10

SETS OF RESEARCH AND
INFORMATION ANALYZED



[DEFINING TARGET MARKETS AND INDUSTRIES]

- Review of existing material and research led by the community
- Regional Growth Plan Career Pathways
- Analysis of secondary data
 - In- and out-migration patterns
 - Target industry data
 - Employment concentrations
 - Quality of life factors
 - Cost of living
 - University alumni/ae concentrations
 - Number of job postings to determine highest in-need occupations



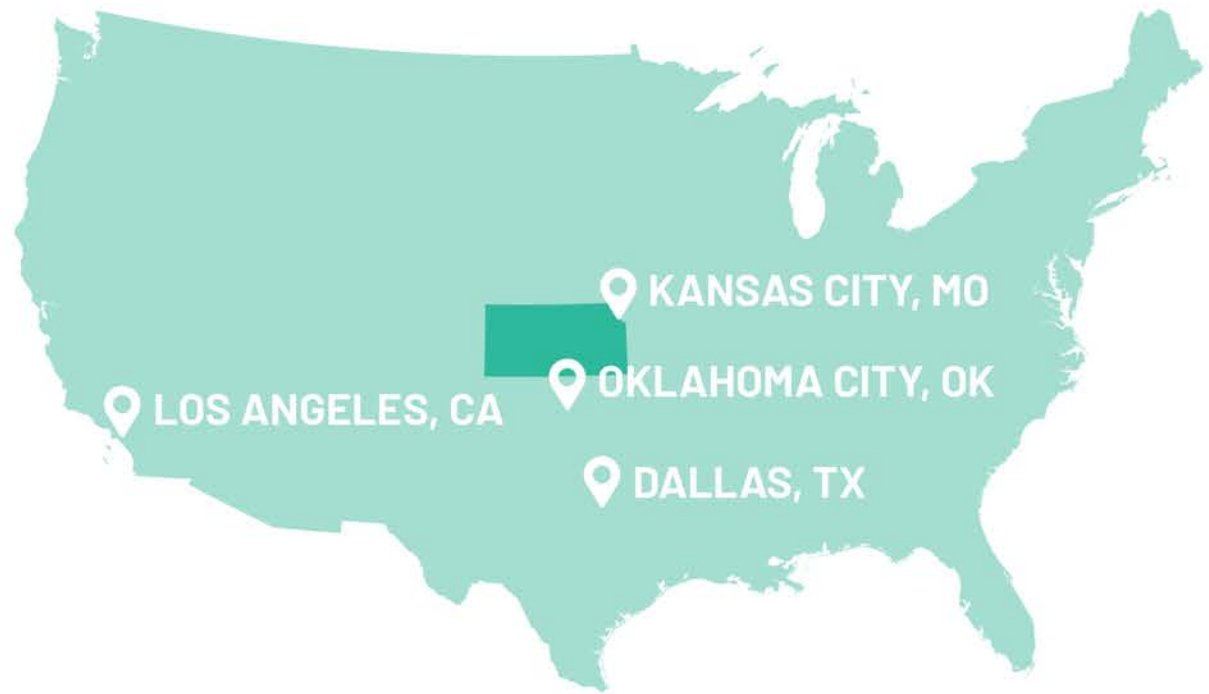
TARGET INDUSTRIES





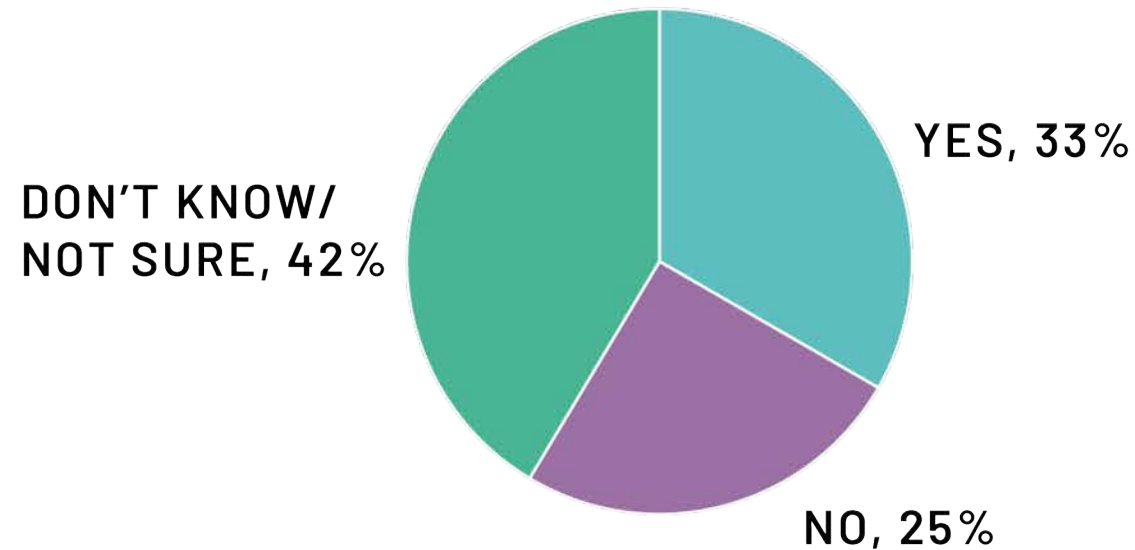
4

TARGET MARKETS





If a job opportunity that matched your skill and salary requirements was offered to you in the greater Wichita region, would you relocate there?





Why would you *not* relocate to Wichita?

Los Angeles

1. Too far from family/friends
2. Lack of knowledge/familiarity with the area
3. Too politically conservative/lacks diversity
4. Lack of cultural/urban amenities

Kansas City

1. Too far from family/friends
2. Like current residence
3. Lack of knowledge/familiarity with the area
4. Like current employment situation
5. Too politically conservative/lacks diversity

Oklahoma City

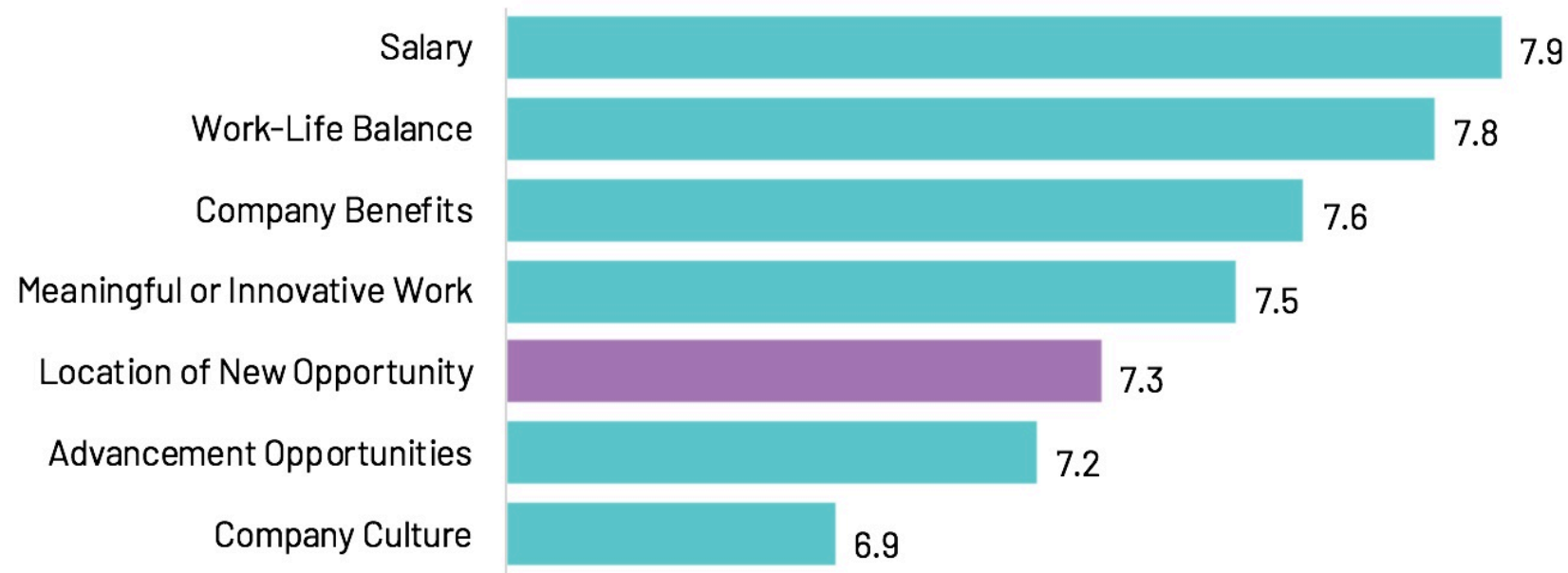
1. Too far from family/friends
2. Lack of knowledge/familiarity with the area
3. Like current residence

Dallas-Ft. Worth

1. Too far from family/friends
2. Lack of knowledge/familiarity with the area
3. Like current residence
4. Lack of attractions/amenities
5. Weather



Top Factors When Considering a New Job Opportunity



1 = NOT IMPORTANT, 10 = VERY IMPORTANT

DCI, Talent Wars: What People Look for in Jobs and Locations , 2019



How Location Impressions are Formed

76% FIRST-HAND
EXPERIENCE

68% WORD OF
MOUTH

62% INTERNET
RESEARCH

44% SOCIAL
MEDIA

DCI, Go Fish: How to Reel In Tomorrow's Talent, 2018



One MARKETING BLUEPRINT

90+

KEY STRATEGIES

1

STRATEGIC
BRAND

4

KEY MESSAGES

1

RELENTLESSLY
ORIGINAL WEBSITE



Utilize Research Purposefully

LÉAH SAKR LAVENDER, GREATER WICHITA PARTNERSHIP

WICHITA
#RELENTLESSLY ORIGINAL



SESSION SPEAKER

*Sherree
Nikkel Dixon*

Howerton+White
Associate Creative Director



INTERACTION IS THE KEY TO COMMUNICATION





Selling the Wichita Region Strategically

Sheree Nikkel Dixon

Howerton + White

Associate Creative Director | Brand Strategy

Brand Development Process

- + Integrate available **RESEARCH**
- + Agree and align on the **GOALS**
- + Understand the **TARGET AUDIENCES**
- + Identify the **BARRIERS** to overcome
- + Develop **KEY MESSAGES**

The Wichita Region as a Brand

What Is a Brand?

- + **NAME** of the organization
- + Products or **SERVICES** provided
- + **VALUE** of all products or services used
- + Symbols, signage or all **VISUAL** elements
- + Physical **PRESENCE** of the organization
- + **EXPERIENCES** related to the organization
- + **WHAT IS SAID** about the organization



THE CHUNG REPORT

PROJECT WICHITA



BLACKOUTICT

WICHITA'S FLAG FLIES ALL ACROSS OUR CITY. BUT FLYING THE FLAG ISN'T ENOUGH. WE FACE REAL CHALLENGES. CHALLENGES THAT REQUIRE EACH OF US TO TAKE ACTION. SO FOR THE MONTH OF OCTOBER WE ARE BLACKING OUT THE WICHITA FLAG. THE OPPOSITE OF THE WHITE FLAG OF SURRENDER. IT IS A REMINDER AND CALL TO ACTION FOR ALL WHO SHARE THE RESTLESS SPIRIT THAT REFUSES TO SETTLE FOR ANYTHING LESS THAN A THRIVING WICHITA FOR ALL. BECAUSE WE LOVE WICHITA WE WILL NOT SURRENDER TO OUR FUTURE FATE. WE WILL CREATE IT. NOT THROUGH SILVER BULLETS OR SYMBOLIC VICTORIES BUT BY INDIVIDUAL ACTION. SMALL, POWERFUL STEPS FORWARD - MULTIPLIED BY THOUSANDS OF WICHITANS WORKING TOGETHER TO SEE THIS CITY THRIVE. IT'S TIME TO STOP HOPING AND START DOING. JOIN US.



Determining the Brand Voice

- + Competing ideas, cultures, movements and viewpoints
- + Entrepreneurs, risk-takers and business pioneers
- + Individualistic-driven energy with a level of palpable angst
- + Conventional v. Unconventional
- + We do things differently, called “The Wichita Way”
- + Determined to create our own success despite barriers

Determining the Brand Voice

“The maverick archetype is a very American archetype and is in some ways a definitive behavior of the American individual and is inexorably linked to freedom ... **the idea of rebellion leading to innovation, reform and ultimately renewal is at the heart of this powerful archetype.**”

- Susanna Barlow

Determining the Brand Voice

WICHITA

#RELENTLESSLY *ORIGINAL*

- + Invites others to create a new version of themselves
- + Expresses a sense of unending motion
- + Entrepreneurism, individuality and innovative people
- + Reflects Midwestern hard work ethic and determination

Creating Key Messages

Key Message One — WORK

Innovation is our life's work in Wichita.



Creating Key Messages



Expand Your Possibilities

Wichita is home to a thriving, diverse community of doers, creators and entrepreneurs, driven by robust industries such as aviation and advanced manufacturing, technology and transportation and logistics.

Creating Key Messages

Key Message Two — LIVE

Your dream home is a reality in Wichita.



Creating Key Messages



Raise Your Expectations

Here funds go further, so you can live where and how you want. Find home among historic neighborhoods, modern downtown lofts and friendly suburbs.

Creating Key Messages

Key Message Three — PLAY

Find inspiration and the unexpected in Wichita.



Creating Key Messages



Make Unexpected Discoveries

With more time for your time, indulge in global cuisines, craft breweries, world-class arts and music, expansive parks and 100+ miles of outdoor bike paths.

WICHITA

#RELENTLESSLY *ORIGINAL*

- © 2014 Pearson Education, Inc. or its affiliate(s). All rights reserved. 



WICHITA
#RELENTLESSLY *ORIGINAL*

A nighttime photograph of a cityscape, likely Wichita, featuring a prominent bridge over a river. The city lights are visible in the background, and the bridge structure is illuminated. The text 'Recruit Wichita' is overlaid in a large, white, cursive font.

Recruit Wichita

An event to explore culture, trends and tools
to boldly attract talent to the region



Recruit Talent Passionately

MEGHAN CARVER, GREATER WICHITA PARTNERSHIP
DANIELLE HARMON, KOCH INDUSTRIES
PAOLA NUÑEZ, NEWMAN UNIVERSITY

WICHITA
#RELENTLESSLY *Original*



WICHITA
#RELENTLESSLYOriginal

WORK LIVE PLAY FIND A JOB

Wichita insiders Employer Toolkit Blog

PURSUE SUCCESS Relentlessly

Welcome to a city with business innovation at its core — successful start-ups, leading global corporations and thousands of opportunities in between.

START HERE



WICHITA
#RELENTLESSLYORIGINAL

WORK LIVE PLAY FIND A JOB

Wichita Insiders Employer Toolkit Blog 🔍

START AGAIN

BRILLIANTLY

 Share  Tweet  Share  Pin

RELENTLESSLY ORIGINAL BLOG

This is where you'll find the nitty-gritty, behind-the-scenes look of the Wichita lifestyle. Read about diverse choices in homes and neighborhoods where you can live how *you* want. Discover how innovation is part of all careers in Wichita. Receive the inside scoop on the foremost places to eat, drink and play. Still have questions? Reach out to any one of our **Insiders** that are already living out the relentlessly original life in Wichita.



THREE INSTA-WORTHY FALL SPOTS IN WICHITA

There are a plethora of places in Wichita to take a one-of-a-kind photo, but the change in season makes some spots particularly fantastic. At these three locations, you can savor some of your favorite things about fall – warm-colored leaves, spooky vibes and cozy drinks – and get those Insta-worthy and

WICHITA
#RELENTLESSLY *ORIGINAL*

WORK

LIVE

PLAY

FIND A JOB

Wichita Insiders

Employer Toolkit

Blog



START AGAIN

BRILLIANTLY

Share



Tweet



Share



Pin

WICHITA INSIDERS

These Wichitans are ready to answer any and all of your pressing questions about life in Wichita.



MALLORY KLENDAL

Hello! I've lived in Wichita most of my life and work in technology at Koch Industries. When I'm not working, I enjoy reading, cooking, working out, golfing and enjoying wine or beer at one of my favorite local spots. I'm an active volunteer for W, a community of young professionals in Wichita, and love to attend localtech conferences. I am ready to help you find your place in Wichita!

Find me on [Facebook](#), [Instagram](#) or [LinkedIn](#).

Ask me about...

Key Messages

- Intended for internal use
- Training tool
- Make them your own!





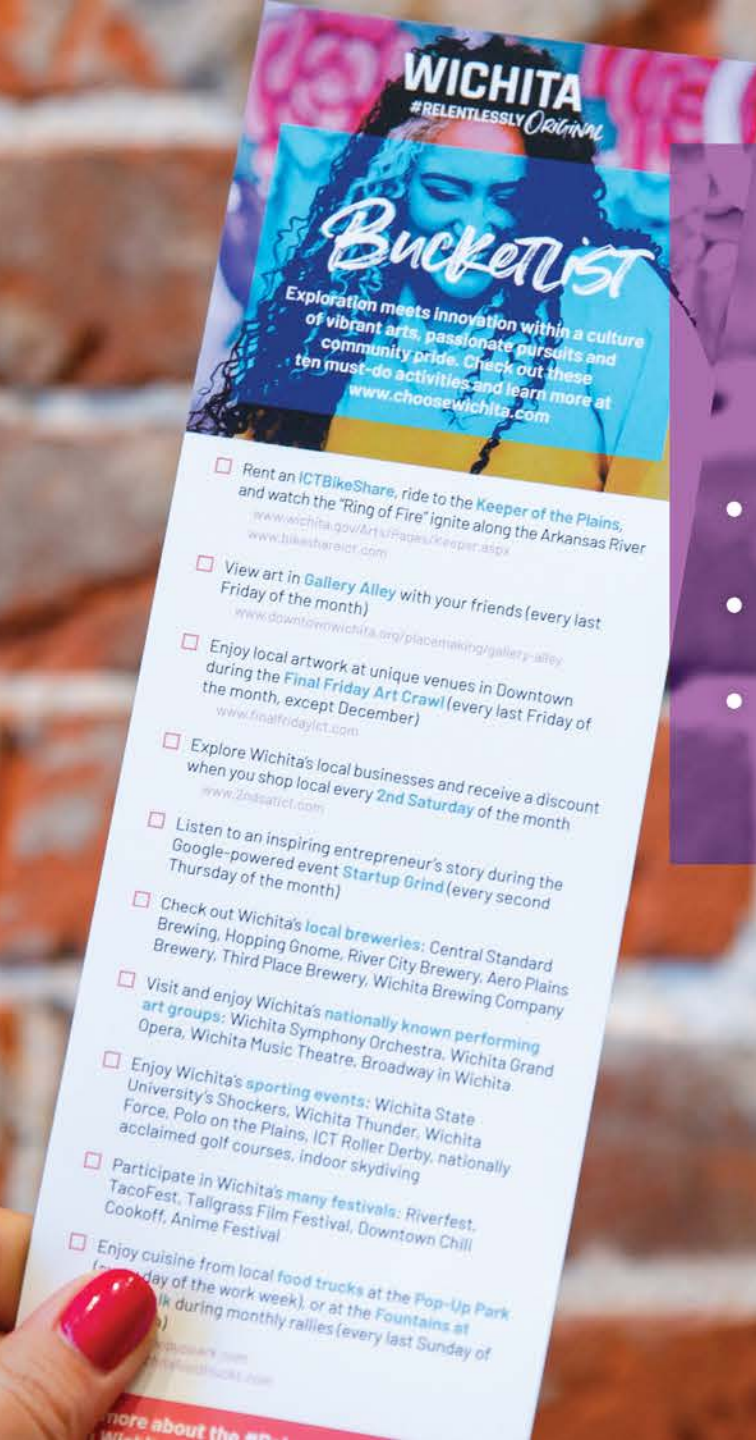
Tough Questions

- Intended for internal use
- Training tool
- Highlight what's original without reinforcing negative perceptions

Welcome to Wichita

- Ideal for new residents
- Creates a new perception
- Welcome packets





Bucketlist

- For anyone and everyone
- Great for welcome packets
- Regional bucketlist to come

A Perfect Day in Wichita




- In place of or with a tour
- For all ages
- Condensed area



REGIONAL Comparison Guide

WICHITA
#RELENTLESSLY Original

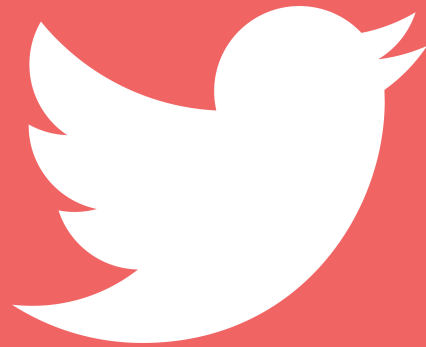
It's not often a place strikes the right balance between affordability and accessibility. In larger cities, it's common to overpay for smaller living spaces with little left for enjoying all the culture has to offer. People who move to Wichita say it's the best of both worlds – an affordable location, plenty to see and do and more money to travel everywhere. Use this guide when comparing the cost of living in key cities in the midwest. The highlighted portions represent the least expensive option in each category.

		Wichita	KANSAS CITY	OKLAHOMA CITY	DALLAS
HOUSING 		\$142,900	\$204,000	\$161,000	\$254,900
STUDIO 		\$456	\$788	\$610	\$941
RENT 1 BEDROOM 		\$593	\$901	\$676	\$1,089
RENT 2 BEDROOM 		\$762	\$1,039	\$814	\$1,599
COFFEE 		\$3.97	\$4.19	\$3.96	\$5.29
BEER 		\$8.74	\$8.94	\$7.24	\$8.51
WINE 		\$7.57	\$9.28	\$8.89	\$8.18
MOVIE TICKETS 		\$9.40	\$9.67	\$10.04	\$11.36
COMMUTE TIME 		19.4 min	22 min	21.7 min	26.7 min

Learn more about the #RelentlesslyOriginal life in Wichita at www.choosewichita.com



Follow @choosewichita





SESSION SPEAKER

Danielle Harmon

Koch Industries
College Recruitment Leader



SESSION SPEAKER

Paola Nuñez

Newman University
Admissions Counselor

A nighttime photograph of a cityscape, likely Wichita, featuring a prominent bridge over a river. The city lights are visible in the background, and the bridge structure is illuminated. The text 'Recruit Wichita' is overlaid in a large, white, cursive font.

Recruit Wichita

An event to explore culture, trends and tools
to boldly attract talent to the region