



***ANNUAL REPORT***

***FY 2020-2021***

***AUGUST 2021***



**WICHITA STATE  
UNIVERSITY**

***PUBLIC POLICY AND  
MANAGEMENT CENTER***



Misty Bruckner

*PPMC Director*

Clients, partners, and friends:

This year was like no other. The PPMC certainly had challenges both at work and for our staff members at home. Not only did the PPMC shift many services online, we also worked from home for almost 12 months.

Our nation and our community have made shifts in perspective, diverting more focus to efforts of diversity, equity and inclusion, which I hope you can see is evident in the work the PPMC had done over the past year.

In the past few months, we have also hired new full-time staff members as we supported others moving on to new opportunities.

In short, this fiscal year has seen a lot of change and uncertainty. Through it all, the PPMC has persevered. We are proud of the work we've accomplished and how much we've been able to help our clients and communities. This reports highlights just a few things we've been working on through the PPMC's three divisions.

Best wishes,

## ***SOCIAL MEDIA DASHBOARD***

**18%**

Increase in  
Twitter followers  
*(from 291 to 344)*

**35%**

Increase in  
Facebook Page Likes  
*(from 223 to 301)*

**150%**

Increase in  
LinkedIn followers  
*(from 22 to 55)*



# COMMUNITY INITIATIVES

## MAYOR'S COUNCIL ON DIVERSITY, INCLUSION & CIVIL RIGHTS

The PPMC contracted with the City of Wichita to help Mayor Whipple and the City Council create the new Council on Diversity, Inclusion & Civil Rights to guide the City in making inclusive decisions that contribute to equality in the community.

## MOVING FORWARD WITH PROJECT WICHITA

The PPMC is continuing the work outlined by Project Wichita Action Plans, including work with the Literacy Coalition, Mental Health & Substance Abuse Coalition, and the Anchor Institutions/Collective Impact model project, which includes a focus on high school graduation rates.

### LITERACY

Lifelong Learning



### MENTAL HEALTH

Strong Communities & Neighborhoods



### ANCHOR INSTITUTION/ COLLECTIVE IMPACT

Strong Communities & Neighborhoods





# TALENT DEVELOPMENT



Paula Downs

Talent Initiatives Manager

## SHIFTING TO VIRTUAL SERVICES

Services pivoted quickly from the traditional in-person format to virtual format almost overnight. Staff became learners to identify methods, processes, and technology to deliver virtual services to our customers. Services were fully transitioned to a virtual format in April 2020 and have continued through March 2021. In March, services began to be a mix of virtual, in-person, and hybrid. Some highlights include:



## KEEPING UP WITH CLIENTS

Over the course of the last fiscal year, the Talent Development division worked with the following clients:

*Kansas Department of Commerce  
Kansas Caregivers Support Network  
Kansas Government Finance Officers Association  
Kansas Department of Labor  
Kansas Museums Association  
Kansas County Clerks and Election Officers Association  
Kansas Association of City/County Management  
City Clerks and Municipal Finance Officers Association  
Sedgwick County  
City of Wichita*

*Textron Aviation  
W's Leadership Academy  
City of Winfield  
City of Halstead  
Sedgwick County Fire Department  
City of Lawrence  
Douglas County  
Marion County  
City of Herington  
American Job Center, Lincoln Nebraska*



# RESEARCH & PROGRAM EVALUATION



Dulcinea Rakestraw

*Research & Program  
Evaluation Manager*

## WORKFORCE SERVICES REACHING BEYOND KANSAS

This fiscal year, the PPMC conducted research for the American Job Center workforce development center in Lincoln, Nebraska including a “secret shoppers” program and business surveys in order to foster continuous improvement in serving the workforce development needs.



## LISA DODSON RETIRES; DULCINEA RAKESTRAW JOINS THE PPMC TEAM

Lisa Dodson is officially retiring. We are so thankful for all of her hard work (~12 years) at the PPMC. Dulcinea Rakestraw joined the PPMC team in June 2021 as the new Research & Program Evaluation Manager in light of Lisa Dodson’s retirement. Lisa and Dulcinea were able to work simultaneously for several weeks, helping with a smooth on-boarding process. Dulcinea has hit the ground running and is ready to lead research and program evaluation projects for clients.