



Wichita Journalism
COLLABORATIVE

Strategic Plan

2026–2028





Mission

To elevate and strengthen local journalism through collaboration, audience focus and community engagement – supporting literacy, amplifying partners, reducing barriers and promoting better-informed citizens.



Vision

To be a trusted network of local journalism and community organizations that informs Wichita and fosters civic engagement.



Contributing Partners



Strategic Goals and Priorities

- **Establish system to track:**

- Collaborative impact
- Media reach
- Engagement metrics

- **Increase capacity:**

- Hire fundraising specialist
- Expand internship program
- Hire shared reporter/editor

- **Expand membership:**

- Bring in more media and community partners
- Create “soft partner” program with non-journalism organizations
- Cultivate ambassadors for community engagement

- **Produce and monetize events:**

- Three key events annually with at least two generating revenue
- Secure sponsorships from local businesses, corporations and foundations
- Offer ticket sales, suggested donations and VIP experiences
- Partner with organizations for venues, promotion and personalities
- Leverage media partners, influencers, social media and newsletters to promote events

- **Diversify revenue:**

- Explore national and local grants
- Identify and engage with major donors
- Conduct regular fundraising campaigns
- Establish pricing tiers for event sponsorships
- Explore merch sales and paid trainings



Strategic Goals and Priorities, Continued

- **Boost marketing and communications:**
 - Grow email subscriber list with website, event and social media promotions
 - Expand social media reach through regular promotion, local ambassadors, and community impact stories
 - Use campaigns on key local issues and creative partnerships to increase community education

Strategic Opportunities

- **Diversify revenue streams** to reduce reliance on a single funder.
- **Increase public visibility** through accessible branding and outreach.
- **Deepen community engagement** through events, trainings and ambassador programs.
- **Build long-term sustainability** through impact tracking and consistent fundraising campaigns.

Key Performance Indicators for 2026

- Reach 1,000 newsletter subscribers by end of year.
- Secure three new grants and four event sponsorships.
- Produce three public events, two generating revenue.
- Identify three major donors contributing annually.
- Produce an annual impact report demonstrating community outcomes from collaborative stories.





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Events Pictured

1. Priced Out Capstone, 09/2025. 2. Braver Angels Sales Tax Debate, 01/2026.
3. Capstone, 09/2025. 4. Testing the American Dream, 05/2026. 5. Braver Angels, 01/2026.
6. Election Forum, 10/2025. 7. Braver Angels, 01/2026. 8. Immigration coverage training, 04/2026.
9. Braver Angels, 01/2026. 10. Open Streets, 04/2026.