Eligible students have discovered that many of their concerns about succeeding in school can be addressed by the Talent Search program at Wichita State. The program has served middle school and high school students in Wichita public schools (USD 259) since 1977. The program identifies, encourages and assists 1,165 low-income and potential first generation college students each year to complete a secondary education, enroll in postsecondary education, and complete a postsecondary program.

Target schools include Allison, Brooks, Coleman, Curtis, Jardine, Marshall, Mayberry, Pleasant Valley, Robinson, Stucky, Truesdell, Wilbur, East, Heights, Metro Boulevard, Metro Meridian, North, Northeast Magnet, Northwest, South, Southeast, and West. The staff provided information to students on college admissions, financial literacy, and ACT/SAT test preparation. In addition, campus visits to colleges and universities were held throughout the school year.

The Summer Enrichment Program (SEP) provided postsecondary preparation for 73 middle school students. Instruction in math, computer technology, language arts, financial literacy, science, and theatre arts was delivered. Campus visits and career speakers motivated students to consider future aspirations. The SEP culminated with an academic awards ceremony.