Office of Advancement

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Navigating The Future

Building Blocks for Comprehensive Partnerships





Contextual Observations

STRATEGIC PARTNERSHIPS OVERVIEW

Why a Comprehensive Approach?

- In general, universities lack a clear structure and consistent processes for external stakeholders to engage with the University, these partnerships are siloed across schools and units. As a result, neither the University nor its partners have a full sense of the breadth and depth of existing relationships, nor can they develop comprehensive plans for expanding them.
- To maximize the value of external partnerships, University leadership may look to establish a centralized hub that evaluates prospective partners and coordinate with appropriate schools, units, and offices, leading to an expansive, interdisciplinary approach to internal and external collaborations.





Contextual Observations

STRATEGIC PARTNERSHIPS OVERVIEW

Mutually Beneficial Collaboration

Industry
Partnership
Goals:

- Inform corporate strategy and/or business operations
- Recruitment/Workforce Development
- Fulfillment of R&D objectives/ Research access/ Product development
- Marketing/ Branding / Product promotion
- Fulfillment of Corporate Social Responsibility (CSR) / Community Giving and Engagement objectives

University Partnership Goals:

- Research funding
- Commercial research collaboration
- Philanthropic support for a program
- Philanthropic support for students or faculty (scholarships, fellowships)
- Sponsorship gifts
- In-kind donation of products or services
- Internship opportunities for students
- Recruitment



Comprehensive Partnerships

STRATEGIC PARTNERSHIPS OVERVIEW

Collaborative and Interdisciplinary

- A centralized office coordinating external partnerships and collaborations must position itself as a "hub" rather than the gatekeeper and owner of new and established relationships.
- Designing a roadmap for engagement that is inclusive of multiple University partners.
 - The roadmap envisions 4 pillars for engagement.

Academic Program Partnership Economic & Workforce Development Research and Innovation

Philanthropy





Principal Partnerships

ENTRY POINT SCOPING AND Imperative to partner BUILDING **MOVING ON** MANAGING AND RENEGOTIATION MAINTAINING Phases 2 and 3 together make up **EXIT POINT** SUSTAINING the implementation phase, with ongoing review, revision and iteration of the partnership 3 **REVIEWING AND** REVISING

STRATEGIC PARTNERSHIPS

Partnership Life Cycle

Stage 1: Scoping and Building

- Involves mapping the landscape of relevant stakeholders and initiatives;
- Engaging key stakeholders to together build a full understanding of the problem;
- · Develop a value-creating partnership,

Stages 2: Managing and Maintaining; and

Stage 3: Reviewing and Revising

- Implementation phase of the partnership;
- Partners establish the governance, operational and management structures, allocate human resources and financial resources;
- Monitoring progress towards goals, reviewing the health of the partnership, and evaluating.

Stage 4: Moving On

 Decide to close, scale up activities, redirect efforts, or reimagine the partnership.



Principal Partnerships

STRATEGIC PARTNERSHIPS

4 PILLARS FOR ENGAGEMENT: Where Are We On the Continuum?





PIECING TOGETHER THE OPPORTUNITIES

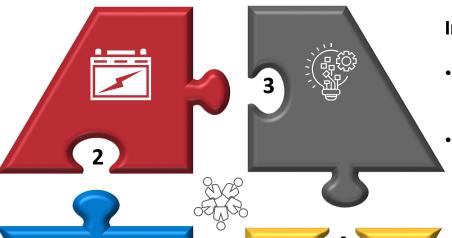
Technology Education

 Academic program partnership focused on tech manufacturing

CAP stone projects

Talent Development

- Corporate innovation academy
- Intern / Co-ops
- Develop a candidate sourcing strategy to fill Toyota's pipeline



Industry Partner & University
Partnership Strategy

- Developmental opportunities with new technology
- Improving tech performance

Environmental

- Collaborate on initiatives that are beneficial for the environment
- Ideas on how to recycle materials



STRATEGIC PARTNERSHIPS

ROADMAP FOR ENGAGEMENT

Principal Partnerships

Identify Where We Are Now (Current Relationships) Recognize Principal Partners' Needs and Capabilities Active Engagement: Strategic Meetings to Prioritize Pipeline For Comprehensive Partnerships



Set Mutually Benefiting Goals for Engagement Pillars Formalize
Partnership
Agreements
Between the
University and
Principal
Partners

Expand
Engagement for
Enhanced
Opportunities
Across the
University



We seek mutually beneficial partnerships

Experiential Learning

Capstone projects

Internships

Sponsored Student events

Research Partnerships

Shared labs, infrastructure

R&D projects

Sustainability and innovation research collaborations

Academic Partnerships

Student exchanges

Curriculum integration

Employee exchanges

Scholars Program

Training & Skills Development

Industry applications

Tools and techniques

Faculty and staff development

Community Partnerships

Leverage common partnerships

Engage community partners (preK-12, extension, etc.)

Leverage anchor institution status

Student Success

Research Advancement

Academic Integration

Industry-University Partnership

Community Engagement



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