# Q & A Call-in, Follow-Up and Discussion on:
# Developing Stakeholder Partnerships Internally and Externally for Successful Grants

March 29, 2017

Discussion will begin today at 3pm ET

# Webinar Details

For this webinar you can ask questions via the question window, or raise your hand to use your telephone or computer audio system

**Brought To You By:**

**CCTA | CENTERS COLLABORATIVE FOR TECHNICAL ASSISTANCE**

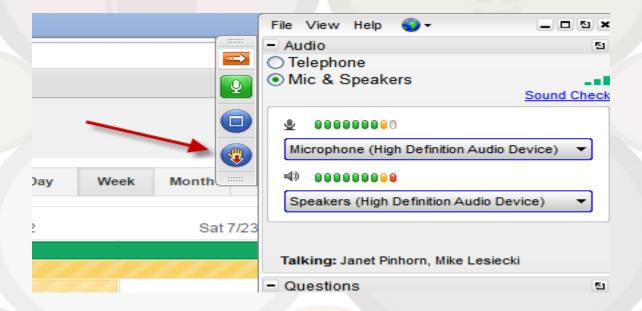With Additional Support by the ATE Collaborative Impact Project

**ATE CENTERS**

# Logistics: audio

On hand raise you can be un-muted

# TODAY'S PRESENTERS

**Elaine Johnson**
Presenter
PI and Executive Director;
Bio-Link

**Ann Beheler**
Presenter
PI and Executive Director;
National Convergence
Technology Center (CTC)

**Marilyn Barger**
Presenter
PI and Executive Director;
Florida Advanced
Technological Education
Center (FLATE)

**Mike Lesiecki**
Moderator
Principal Investigator (PI); MATEC
Maricopa Community Colleges

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# Categories of Questions

- Engaging new stakeholders; is there a hierarchy of approach?
- How to structure that first meeting with a new partner.
- Letter of support, letter of commitment, MOUs – what's the difference?
- Examples
- Does a partnership always involve money?
- Is breaking up hard to do?

# Approaching New Partners

- Have a concise/clear reason for the initial interaction.

- Learn and listen: interests, concern, goals.

- Communicate with them (don't just talk to them).

- Project some positive outcomes for both parties.

- Be ready to suggest and discuss alternatives.

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# Getting Started with Partners

Why do you want/need a partner(s)?

What can the partnership do to support you?

What support can you offer the partner?

What are the mutually agreed upon:

- expectations of each partnership activity.

- deliverables from each partner's part of the activity.

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# Stakeholders Partnerships

- Why we are addressing this topic?

- What is the value added by partnering?

- What benefits are gained from partnerships?

- Who are the best partners?

- How can you use this information in your grant proposal?

# Key Elements of Partnerships

- Alignment in mission

- Common values

- Like minded goals

- Attention to outcomes

- Benefit for every partner

- Capacity to deliver

- Commitment

# A Few Examples of Community & Technical College Program Partners

- Industry interest in hiring skilled technicians
- Trade Organizations
- K-12 and University Educators
- Other ATE or TAACCCT Projects
- Scientific Organizations
- Non-profits
- Educational Organizations
- Government Agencies
- Certification Boards
- Foundations

# Partnership Common Attributes

- Advisory boards
- Cross promotion of industry
- Shared resources
- Mutual benefit
- Measureable outcomes
- Evaluation
- Recruitment
- Build on existing networks

# Partnership Characteristics

- Engage in candid communication

- Listen intently to each other

- Make adjustments

- Appreciate each others motivation and culture

- Cultivate strong personal connections since great partnerships are highly personal

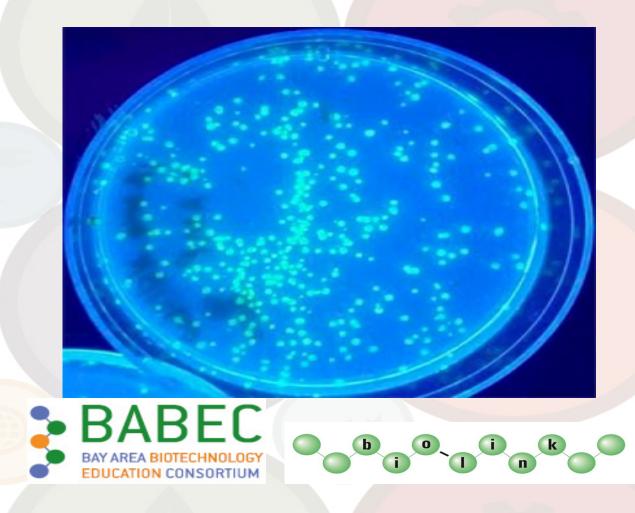- Value and acknowledge the relationship

# Bio-Link & BABEC Supply Chain

External Partnership:

Bio-Link ATE Center &

Bay Area Biotechnology

Education Consortium

Community college

biotech students

prepare materials for

high school students

# Key Partnership Elements in the Bio-Link BABEC Partnership Benefits

Both partners

- Receive industry donated supplies and equipment

- Recruit students into biotech

- Explore career options

- Receive professional development

- Share materials

- Have advisory boards

# Measureable Outcomes

- What is being measured and how?

- How do you know learning is taking place?

- Is a product being produced and used?

- Are applications being connected to careers?

- Are students learning workplace skills?

- How are the data reported and used?

# Internal Partnerships

- Administrative support

- Business office procedures

- Existing department collaboration

- Space allocation

- Equipment and supplies

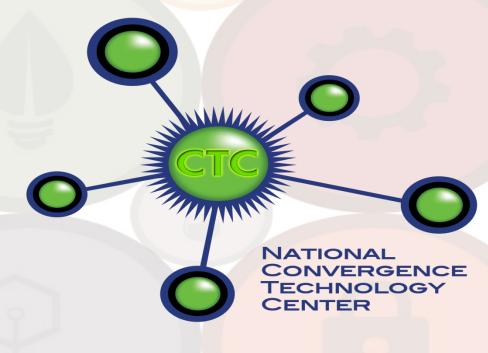- Marketing

- Recruitment

# Questions?



Photo by Gary Meek, Courtesy Georgia Tech

NIH Image Gallery

# National Convergence Technology Center

- Began as Regional NSF Center in IT and Communications in 2004

- Addressed the downturn in IT after the "dot com" bust

- Drop in IT enrollments affected almost all community colleges nationally

- Proposal focused on districts working together with BUSINESS to determine the "next new thing"

CTC

**NATIONAL CONVERGENCE TECHNOLOGY CENTER**

# It's About Relationships

Target those who can help and can benefit from your work- businesses, other institutions, community organizations, etc.

Why do stakeholders want to work with you?

Why will they continue working with you for years?

# Gaining Stakeholder Commitment is Sales

- Techies often go into tech fields because they don't want to be social and do not want to sell

- Getting engagement/commitment from another person or group requires at least selling one's ideas

# Your Institutional Leaders Must be Sold on Your Vision

- Need to sell the benefits to the dean, VP, etc. :
  - Regional "national" recognition for the college
  - Host college gets to share in the community of practice – important to translate that to $$
  - Host college gets to send their faculty to professional development for free
  - Host curriculum stays up to date, too

# Institutional Support

- Office space, phones, conference rooms, accounting support

- Space and IT support for our Working Connections IT Faculty Development Institute (16$^{th}$ year this summer)

- WC support includes convention center space for working lunches plus 8-9 classrooms/labs

- Administrator support up the line

- Equipment support/maintenance

# Business & Industry Leadership Team

- Determine the next big thing

- Outgrowth of work over 25 years to engage business and align curriculum

- Modified DACUM – Takes 4-6 hours to get priorities from business re: the knowledge, skills, and abilities that they expect to hire 12-36 months into the future
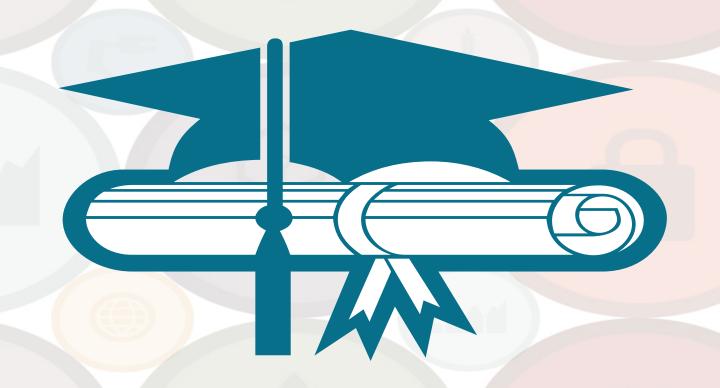
- 4 meetings per year – 1 f2f, 3 virtual

# Business/Industry Involvement

- Must validate that the need identified fits with what they need

- Must document their <u>commitment</u> to help with the work via letter in proposal

# Other Partners

- Other Community Colleges

- High Schools

- Universities

- Etc.

# When You Make an Appeal for Stakeholder Commitment

- Must have a credible vision that aligns with others' interests and needs

- An administrator to sponsor and support your work

- Business/others committed to your program must be willing to document support by writing a commitment letter for your proposal

# Stakeholder Commitment

- Essential
- Requires continuing conversations both during proposal development and in implementing the grant once awarded

# Questions?

# FLATE Partnerships & Collaborations



## FLATE's Vision
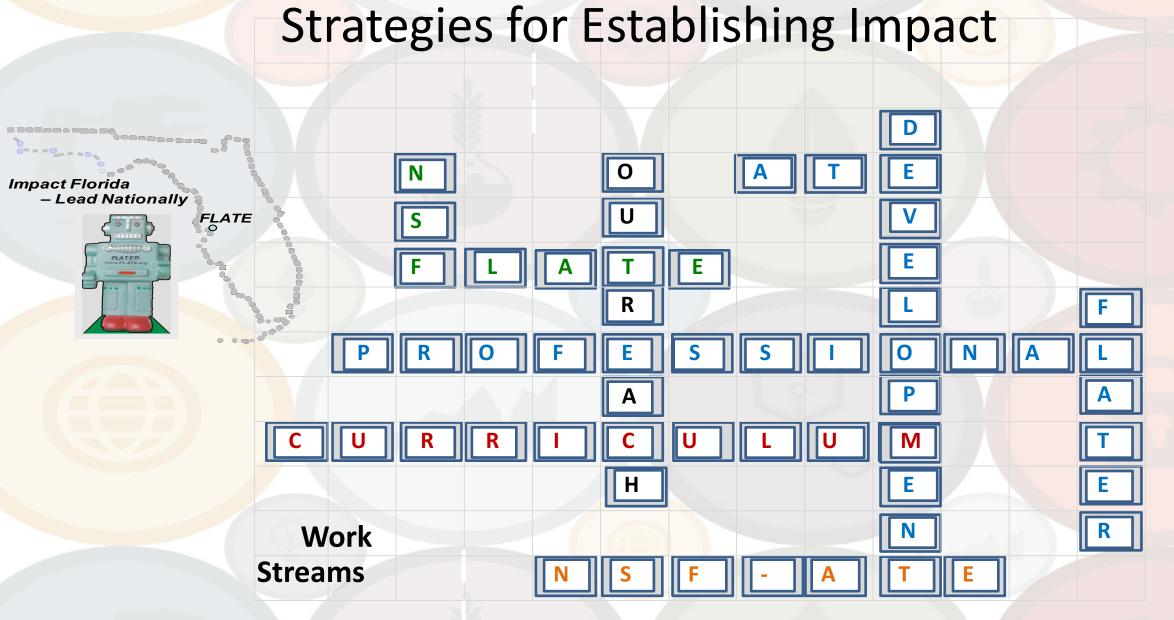
FLATE, an NSF-ATE Regional Center for Advanced Technological Education, is the go-to organization for manufacturing and advanced technical education, best practices, and resources supporting the high performance skilled workforce for Florida's manufacturing sectors.

# Strategies for Establishing Impact

*Impact Florida – Lead Nationally*

**FLATE**

**Work Streams**

A crossword-style diagram spelling out:
- N S F (vertical) with FLATE (horizontal)
- OUR (vertical)
- DEVELOPMENT (vertical)
- ATE (horizontal)
- PROFESSIONAL (horizontal)
- CURRICULUM (horizontal)
- FLATER (vertical)
- NSF-ATE (horizontal)

# Strategies for Establishing Impact

**Organizational Effectiveness**

**Organization Level**

**Program Level**

**Center Goals**
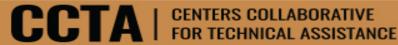
**Activity Level**

**Target Objectives**
**Effectiveness Measures**
**Guiding Principles**

# Measureable Outcomes

Organizational
Effectiveness

Organization
Level

**Target Objectives**
**Effectiveness Measures**
**Guiding Principles**

Program
Level

- What objective/goal does the partnership activity support?
- What will be measured?
- How will will it be measured?
- Does the activity support the partners goals/mission?
- Can there be measurable impact?

**Activity
Level**

# Measureable Outcomes

Organizational Effectiveness Level

Does the partnership activity:

produce desired impact?

lead to mutual efficiency?

strengthen all partners?

foster innovations?

lead to collaborations?

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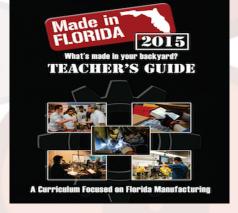
# Curriculum Partners & Partnerships

- Florida Department of Education
- Industry Credentialing Agencies
- Florida College and High School Programs
- Engineering Technology Forum
- Industry Subject Matter Experts
- Mechatronics Community Exchange (MCE)
- 4-Year Articulation Partners
- Equipment Vendors

# Outreach Partnership Events

- Manufacturing Day Tours & Events

- Summer Camps (local & statewide)

- FLATE Awards

- Communications (social & and professional media)

- STEM Career Awareness

- Student Events

# Multi-Layered Structure Example

**Goal:** *Increase awareness of career pathways great careers in manufacturing.*

- Statewide partners to celebrate annual MFG DAY

- Hundreds of events (state, regional, and local)

- Various partners and partner levels (students, educators, manufacturers, government, individuals, community/professional/economic development organizations, schools, districts, after-school programs, museums, etc.)
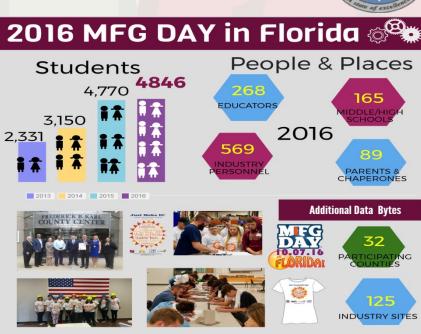
# Multi-Layered Structure Example

**Getting Measureable Outcomes:**

FLATE's role as the central coordinator

- Define regions, their goals & activities.
- Identify partner coordinator for regions.
- Organize student tours.
- Communicate frequently.
- Facilitate school-company connections.
- Distribute/collect event surveys.
- Compile and disseminate results.
- Coordinate media outreach.
- Raise $.
- Provide statewide resources.



2016 MFG DAY in Florida

Students
4,770  4846
3,150
2,331
2013 2014 2015 2016

People & Places
268 EDUCATORS
165 MIDDLE/HIGH SCHOOLS
569 INDUSTRY PERSONNEL
2016
89 PARENTS & CHAPERONES

Additional Data Bytes
32 PARTICIPATING COUNTIES
125 INDUSTRY SITES

2016 MFG MONTH SURVEYS & TOURS
MFG MONTH EVENTS — 171
INDUSTRY TOURS/EVENTS — 195
STUDENT SURVEYS — 1,764
Parent/Teacher Survey — 68

Thanks to all of our families, friends & partners!!

# Single-Layered Structure Example

## FACTE/FLATE Awards Program

**Goal:** Provide Governor recognized awards to high school & college faculty as well as manufacturers for outstanding manufacturing education contributions.

## Specific Roles/Outcomes

**FLATE**
- Assemble industry based awards committee
- Secure award stipends, award packages
- Promote statewide nominations
- Recognize awardees

**FACTE**
- Conduct reviews and select winners
- Conduct Awards Event
- Disseminate, promote nominations
- Recognize awardees
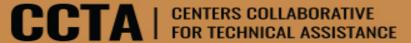
# Take Home Messages

Partners:

- a more formal relationship with agreed outcomes
- Temporary/ mutually beneficial arrangement

Collaborators:

- a superset of partners
- partner sets that are tightly connected
- cooperatively engage in creating & implementing solutions to mutually defined problems
- do not expect reciprocity

Both are keys to success.

**Don't do it Alone!**

# Questions?

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March 29th  at 3 pm Eastern for a Follow-up Q&A conference call for this webinar.

Please register at:
http://www.atecenters.org/upcoming-webinars/

Submit questions in advance to Christina Titus at ctitus@collin.edu

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