Developing Stakeholder Partnerships Internally and Externally for Successful Grants

March 23, 2017

Webinar will begin at 3pm ET

Webinar Details

- For this webinar you will be in listen only mode using your computer or phone

- Please ask questions via the question window

- This webinar is being recorded – you will be sent a recording link
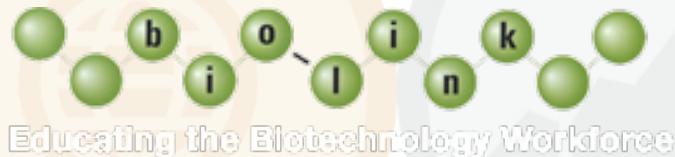
Brought To You By:

CCTA | CENTERS COLLABORATIVE FOR TECHNICAL ASSISTANCE

With Additional Support by the ATE Collaborative Impact Project

*ATE*CENTERS

The CCTA is led by

- **National Center for Convergence Technology (CTC)** at Collin College in Frisco, TX (lead)

- **South Carolina ATE National Resource Center (SCATE)** at Florence Darlington Technical College in Florence, SC

- **Florida ATE Center (FLATE)** at Hillsborough Community College in Tampa, FL

- **Bio-Link Next Generation National ATE Center for Biotechnology and Life Sciences (Bio-Link)** at City College of San Francisco in San Francisco, CA

- **Networks Resource Center** at the Maricopa Community College District in Phoenix, AZ

CCTA Purpose

- Respond to a request from the Department of Labor (DOL) to the NSF to have ATE Centers provide technical assistance services to DOL TAACCCT grantees

- Activities relevant for DOL grants, NSF grants and workforce-oriented programs of all kinds

- Deliverables
  - Topical webinars on existing and new solutions
    - Live/recorded with attendee Q&A
  - Identify and document best practices
  - Host convenings

Poll #1: Your Affiliation

A. I am involved with an NSF grant

B. I am involved with a TAACCCT grant

C. Both

D. Neither

Poll: How many people are listening with you?

A. None

B. 1

C. 2

D. 3 or more

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)

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 interested 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

Use the Question Window

- Do you have additional ideas about partnerships?

The other presenters will have additional comments but we would also like to hear from you, the participants, about your experiences.

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

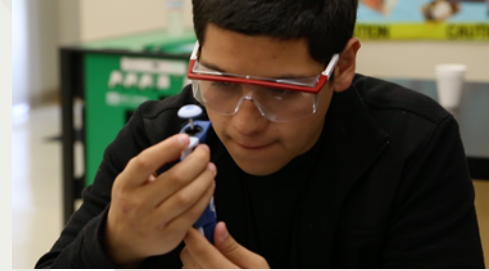**BABEC**
BAY AREA BIOTECHNOLOGY
EDUCATION CONSORTIUM
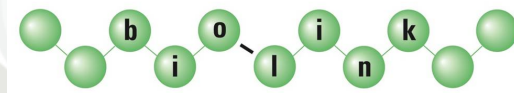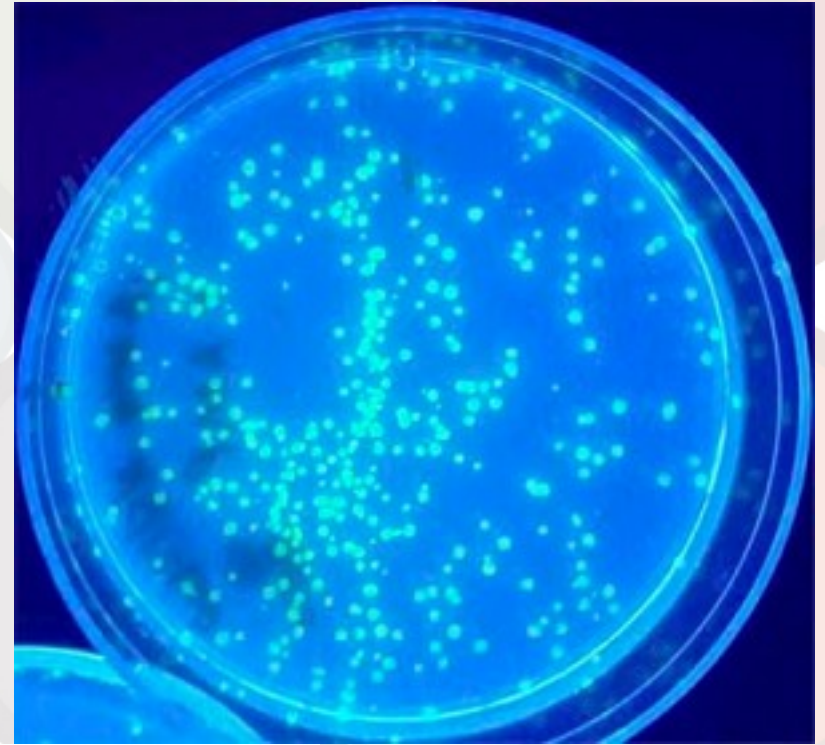
Key Partnership Elements in the Bio-Link BABEC Partnership Benefits

- Both receive industry donated supplies and equipment
- Both recruit students into biotech
- Both explore career options
- Both receive professional development
- Both share materials
- Both 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
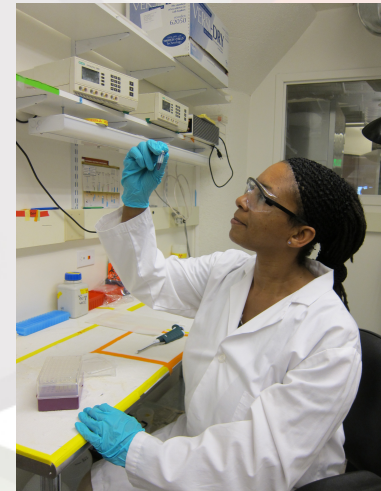
Questions?

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

- Downturn in IT enrollments affected almost all the community college nationally

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

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 Support is Sales

- Techies often have gone into our fields because we don't want to be terribly social and do not want to sell

- However, getting support 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 and now 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 training for free – sometimes to classes that cost several thousand dollars apiece in the open market.
  - Host curriculum stays up to date, too. The National BILT is another piece of input in addition to the local BAC to ensure host curriculum is up to date.
  - Note to Christina: some inconsistency in use of periods

Institutional Support

- Office space, phones, conference rooms, accounting support

- Space and IT support for our Working Connections IT Faculty Development Institute (16 year this summer)

- WC support includes convention center space for working lunches: 6-7 computer classrooms

- 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

- Based on work done within the US Air Force

- 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 using web software to get trends and further engagement

Business/Industry Involvement

- B&I must validate that the need identified fits with what they need

- B&I must document their <u>commitment</u> to help with the work via letter in proposal

When You Make an Appeal for Stakeholder Support

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

- An administrator to sponsor and support your work

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

Stakeholder Support

- Needed and valuable

- Requires continuing conversations both during proposal development and in implementing the grant once awarded
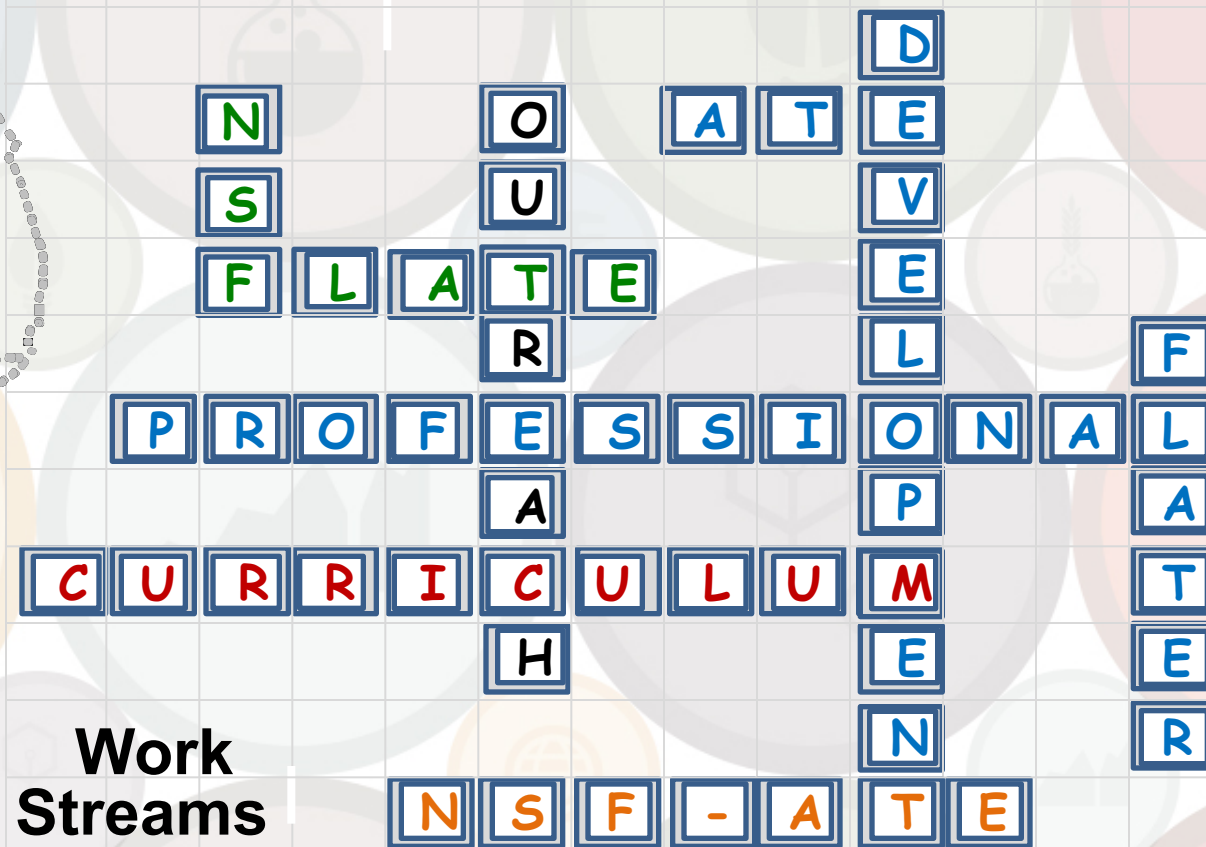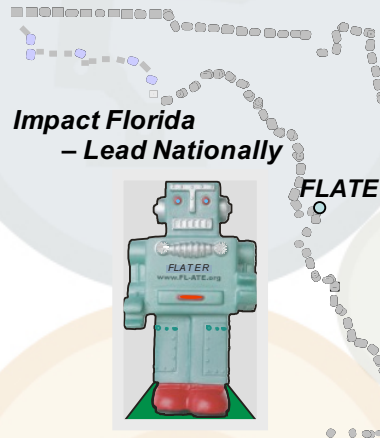
FLATE Partnerships & Collaborations Strategy for Establishing Impact

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.

FLATE Partnerships & Collaborations Strategy for Establishing Impact

Impact Florida – Lead Nationally

FLATE

Work Streams

FLATE Partnerships & Collaborations Strategy for Establishing Impact

Organizational
Effectiveness

**Organization
Level**

**Program
Level**

Center Goals

**Activity
Level**

**Target Objectives
Effectiveness Measures
Guiding Principles**

FLATE Partnerships & Collaborations
Measureable Outcomes

Organizational Effectiveness

Organization Level

**Target Objectives
Effectiveness Measures
Guiding Principles**

Center Goals

Program Level

Activity Level

What objective/goal does this partnership activity support?
What part of the activity is being measured?
How is that part of the activity outcome being measured?

FLATE Partnerships & Collaborations
Measureable Outcomes

Organizational Effectiveness

Organization Level

Four Goals each with multiple objectives integrated to Effective Measures and implemented via NSF-ATE defined work streams.

Center Goals

How do you know:

Program Level

partner activity supports a goal?

partner activity creates a tangible impact?

Activity Level

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FLATE Partnerships & Collaborations
Measureable Outcomes

Organizational Effectiveness

Does the partnership activity:

lead to collaborations?
produce desired impact?
lead to mutual efficiency?
strengthen both entities?
seed process innovations?

FLATE Partnerships & Collaborations
Approaching New Partners

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

- Learn all you can about the potential partner.

- Listen to their interests and concerns.

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

- Project some positive outcomes for both parties.

- Be ready to suggest and discuss alternatives.

- Take the lead in communicating (follow up) .

FLATE Partnerships & Collaborations
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 is the simplest partnership activity to start with?

What is the simplest inter-group committee to start with?

What can you offer to support the partner?

What are the mutually agreed upon:

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

FLATE Partnerships & Collaborations
Curriculum Partnerships

- Florida Department of Education Curriculum Reviews
- Industry Credential Alignment with FLDOE Curriculum
- Florida College and High School Programs
- Engineering Technology Forum
- Industry Subject Matter Experts
- Mechatronics Community Exchange (MCE)
- 4-Year Articulation Partners
- Equipment Vendors
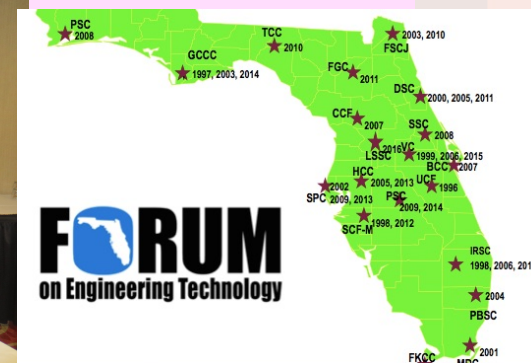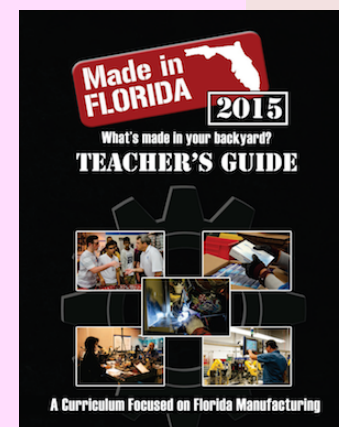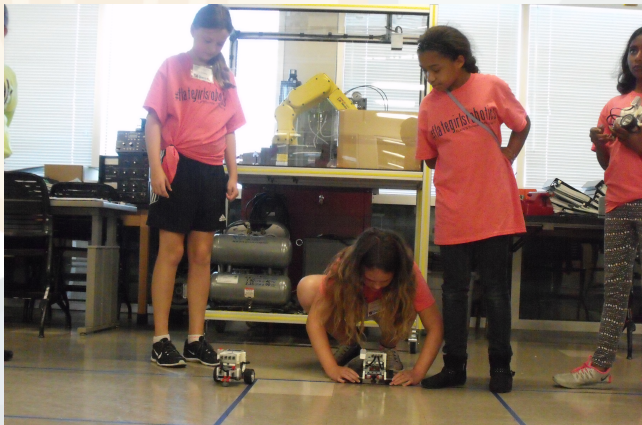
FLATE Partnerships & Collaborations
Outreach Partnerships

- Manufacturing Day Events

- Summer Camps (local & statewide)

- FLATE Awards

- Communications (social & and professional media)

- STEM Career Awareness

- Student Events

FLATE Partnerships & Collaborations Multi-Layered Structure Example

- Statewide partners to celebrate annual MFG Day
- Hundreds of events (state, regional, and local)
- Statewide resources
- Repeated interactions with planning groups
- Coordination of media coverage/dissemination
- Various partners and partner levels (students, educators, manufacturers, economic development, government, individuals, community/professional organizations, schools, districts, etc)

FLATE Partnerships & Collaborations Multi-Layered Structure
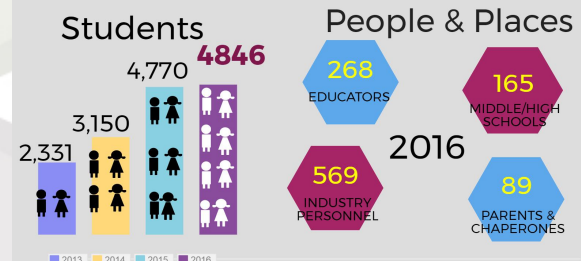
Statewide partners to celebrate annual MFG Day

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

Getting Measureable Outcomes:

- FLATE's role as the central coordinator
- Define regions, their goals and activities.
- Identify partner coordinator for regions.
- Help organize student tours.
- Communicate frequently.
- Facilitate school-company connections.
- Distribute event surveys.
- Compile and disseminate results.

2016 MFG DAY in Florida

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

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

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!!

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FLATE Partnerships & Collaborations
Single-Layered Structure

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

FLATE Partnerships & Collaborations
Take Home Messages

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

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

Both are keys to success.

Partner

Don't do it Alone!

Questions?

Join Us

March 30th 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

Join Us – All Webinars 3 pm Eastern

Up next in our four part series to support creating proposals for NSF ATE programs that are due in early October 2017.

April 20th – Final Tips for a Competitive Proposal

This series also offers a follow-up call one week after each webinar. This gives attendees the opportunity to ask further questions.

April 27th – Follow-up Q&A Call for Apr 20th Webinar

For Other Upcoming Webinars See: http://www.atecenters.org/ccta

DOL and NSF Workforce Convening

Free DOL and NSF Workforce Convening at HI-TEC on **Friday, July 21, 2017, from 8:30 am to 12:30 pm.** This convening will focus on writing competitive NSF ATE project grants. Specifically, this session will feature extensive Q&A opportunities to help you refine the ideas you have and preliminary proposal work you have started. To get the full benefit from this session it is highly recommended you participate in ([register here](#)) or view recorded webinars ([view here](#)) for:

Grants and Innovation – A Great Match

Grant Proposal Resources, Roadmaps, and Timelines

Developing Stakeholder Partnerships Internally and Externally for Successful Grants

Tips for a Competitive Proposal

All DOL TAACCCT grantees, NSF grantees, other in workforce education, and HI-TEC conference attendees are invited to register for this free technical assistance convening.

WEBINAR SURVEY

Please take a moment to help us become better…

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- Ann Beheler- abeheler@collin.edu

http://www.atecenters.org/ccta