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

ATECENTERS

Disclaimer: This material is based upon work supported by the National Science Foundation under Grants # 1205077 and # 1261893. Any opinions, findings and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.
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
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.
• Take the lead in communicating (follow up).
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.
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
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 other's 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”
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 (16th 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 commitment 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’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

Work Streams

Streams - Work

CCTA | CENTERS COLLABORATIVE FOR TECHNICAL ASSISTANCE

NSF - ATE
Strategies for Establishing Impact

Organizational Effectiveness

Target Objectives
Effectiveness Measures
Guiding Principles

Program Level

Organization Level

Center Goals

Activity Level
Target Objectives
Effectiveness Measures
Guiding Principles

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

Organizational Effectiveness Level

Does the partnership activity:

- produce desired impact?
- lead to mutual efficiency?
- strengthen all partners?
- foster innovations?
- lead to collaborations?
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.
• Take the lead in communicating (follow up).
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.
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 & 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.)
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.
Specific Roles/Outcomes

**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**

**FACTE**
- Conduct reviews and select winners
- Disseminate, promote nominations
- Recognize awardees

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

**Single-Layered Structure Example**
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?
Join Us

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
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