Enhancing Project Implementation with Partnerships

NSF ITEST Convening

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Background

SPIRIT
- Academic
  - Purdue College of Technology
  - Purdue College of Science
  - Purdue Faculty in Education
  - HS Teacher on Advisory Board
- Industry Partners
  - Before funding
    - IBM
    - Prentice-Hall
  - After funding
    - Cummins
    - Microsoft
    - Ladies of PwC

TECHFIT
- Before funding
  - Purdue College of Technology
  - College of Charleston
  - Phoenix Contact
  - Autodesk
  - 2 Afterschool Organizations
  - **IN Dept Workforce Dev
  - **2-3 targeted school districts
- After funding
  - Balluff
  - Automation Direct
  - 4 schools in each state (IN, SC)
The Benefits

Before funding
• Strengthens proposal
• Advance planning on roles and commitment
• Support to garner follow-through of commitment
• Potential to solidify relationship

After funding
• Expand messaging
• Secure essential resources
• Allow limited funding to go further
• Increases buy-in
• Increases level of success
• Increases likelihood of success
The Challenges

Before funding
• Time required to establish relationship
• Selling your idea without any promise of ROI without funding
• Turnover of personnel – school contacts
• Garnering commitment without violating submission requirements

After funding
• Balancing time to run project and creating new partnerships
• Follow-up on commitment
• Turnover of personnel – industry contact
  • Educating new contact
Tips for partnership

You

• Have a clear idea of what you will be doing

• Develop brief pitch describing project and opportunity for partner

• Clearly explain what you/project will do for partner (few are truly altruistic)

• Identify key contacts in organizations that fit your project
  • Development office should be able to help
  • Maintain contact with your best students

Partner

• Identify commitment to project

• Identify contact person and roles

• Provide permission to use company logos

• Provide presence for the project

• Follow through with commitment
Conclusion

• Win-win for project and partners
Thank you!

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