

Enhancing Project Implementation with Partnerships

NSF ITEST Convening

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RESPONSIVE RELEVANT RESULTS

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

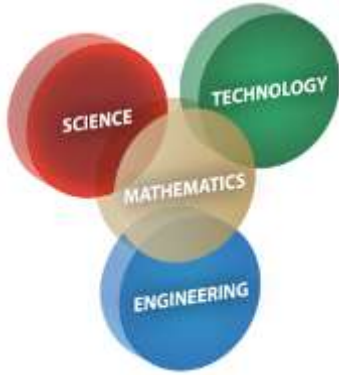
Tips for partnership

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

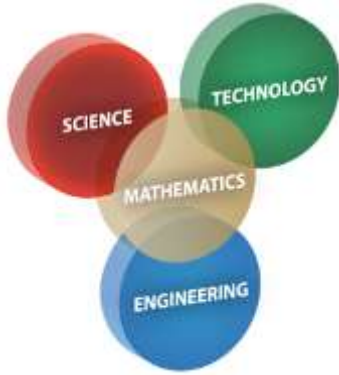
- Identify commitment to project
- Identify contact person and roles
- Provide permission to use company logos
- Provide presence for the project
- Follow through with commitment



Conclusion

- **Win-win for project and partners**

RESPONSIVE RELEVANT RESULTS



Thank you!

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