

Using Business Principles to Maximize Partnership Success

-or-

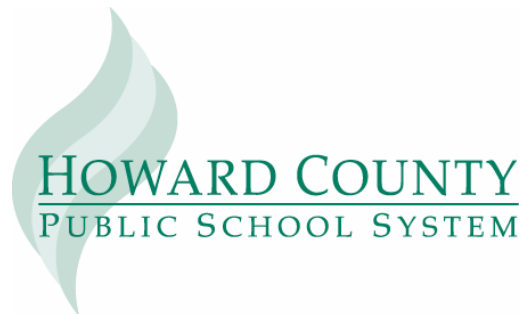
“Think Like a Business”

EEPC 08 Friday, July 12, 2008

Joan Fox / Mary Schiller

Partnerships Office

Howard County Public School System



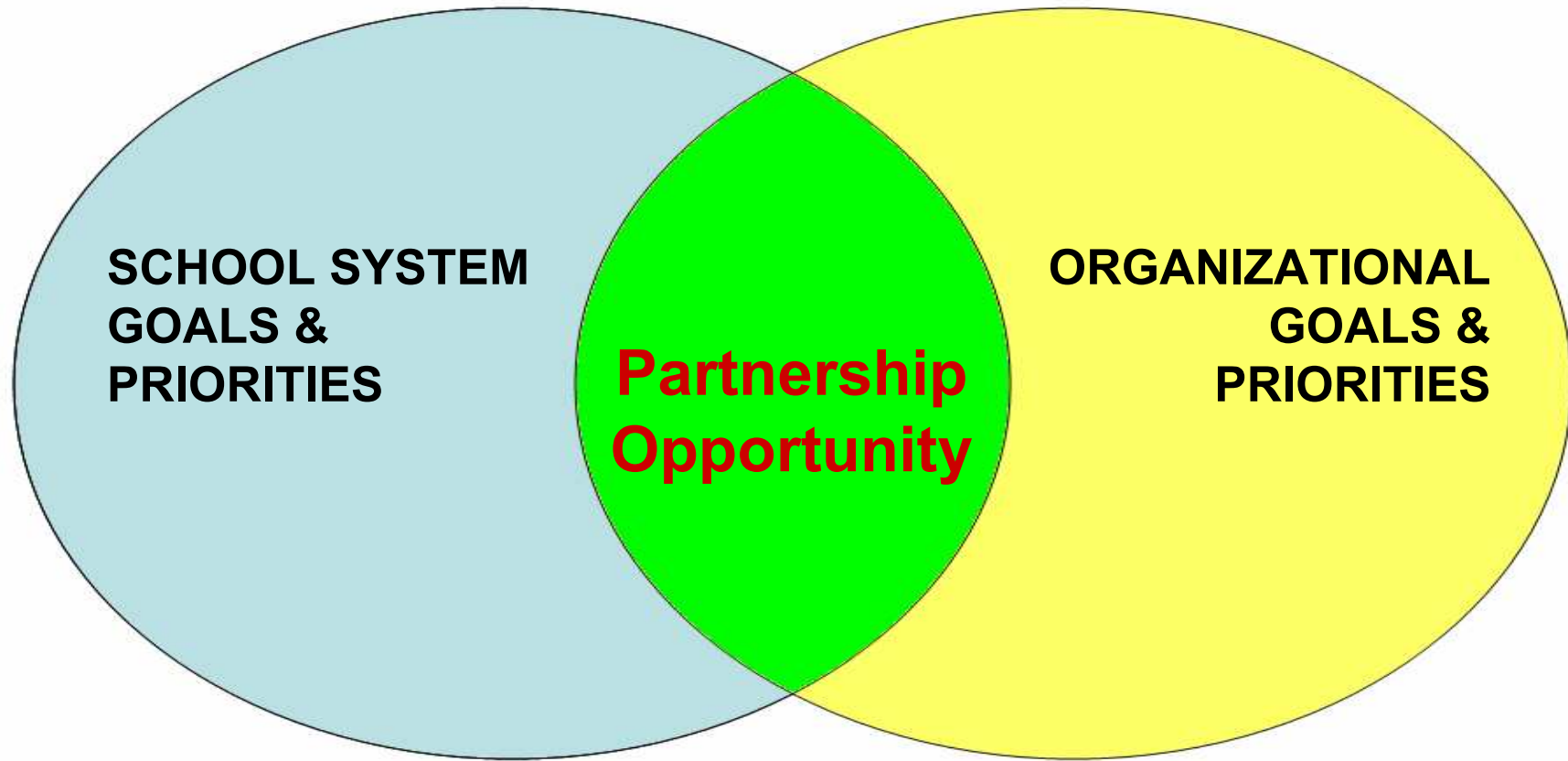
Business Tactics

- **Target identification**
- **Market research**
- **Strategic planning**
- **Effective “pitch”**
- **Contracts**
- **Public relations**
- **Client relations**

Partnership Success

- **Research and plan**
- **Choose partner**
- **Enlist partner**
- **Win-win relationship**
- **Partnership agreement**
- **Effective communications**
- **Build on success**

Where Effective Partnerships Happen



Target Prospective Partners

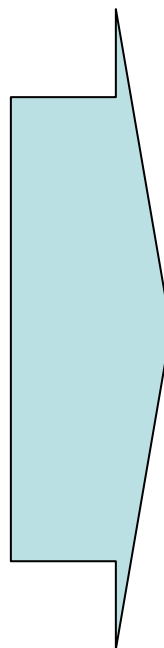
- **Set a Goal for the partnership**
- **Identify potential partners:**
 - **Businesses in field of interest**
 - **Active support for academics or community**
 - **Location**
 - **Personal connection**

Establish a “Marketing Mindset”

- **Understand the prospective partner’s:**
 - **Goals & priorities**
 - **Concerns**
 - **Industry trends**
 - **Community**
- **Brainstorm: How could a partnership help the organization achieve its goals?**
 - **Research examples**

Synergy

TYPICAL BUSINESS GOALS
<ul style="list-style-type: none">• Employee satisfaction (current)• Vibrant community• Rewarding careers• Skilled future workforce• Community visibility• Mindshare among potential customers



PARTNERSHIPS CAN HELP ACHIEVE GOALS
<ul style="list-style-type: none">• Work with students to share expertise; gain personal satisfaction• Build skills needed for future workforce• Identify/recruit talented future employees• Positive PR among families, local community, potential customers

Market Research Objectives

- **Learn as much as possible about the partner**
 - Business overview
 - Goals & objectives
 - Challenges
 - Organizational structure
 - Appropriate contact(s)
- **Identify strengths & weaknesses of your proposal**
- **Ideas – Success stories from other jurisdictions**

Market Research – Company Background

- **Company website**
- **Business databases**
 - Hoover's Online
 - Business Source Elite
 - Regional Business News
 - Standard & Poor's
- **Google search**
- **Local media**
- **Ask – informal meetings**

Market Research – Big Picture

- **Community priorities**
 - Chamber of Commerce
 - Local government statistics
 - Local business & general media
 - Advisory groups
- **Partnership resources & success stories**

Partnership resources & success stories

- School systems' websites
 - Broward County Public Schools www.browardpartners.com
- Business/Education Partnership Forum
www.biz4ed.org
- Daniels' Fund: School-Business Partnerships
www.danielsfund.org/sevenstrategies/Strategies/
- Partnership for 21st Century Skills
www.21stcenturyskills.org
- Council for Corporate & School Partnerships
www.corpschoolpartners.org

Prepare an effective “pitch”

- **Use your research to create a “purpose” statement for the meeting**
 - **Appeal to potential partner’s goals & objectives**
 - **Consider personnel and financial implications**
 - **Brainstorm potential obstacles**

Prepare an effective “pitch”

continued

- **Identify the correct person to contact in the organization**
 - **Ask for a brief meeting - 30 minutes or less**
 - **Be flexible as to the time and place**
 - **If possible, have someone known to you and your potential partner set up an introductory meeting**

Meeting Success Strategies

- **Be prompt; keep to schedule**
- **Ask open ended questions**
- **Listen!**
- **Respect time and expertise**
- **Know and stick to your objectives for the meeting**
- **Be flexible and willing to change plans**
- **Wrap up the meeting by outlining next steps**
- **Follow through promptly on commitments**

Strategic planning

- Structure a “win-win” partnership that meets the goals and objectives of both partners

HOWARD COUNTY PUBLIC SCHOOL SYSTEM Partnership Check List for Schools

Partnering Organization:	QUESTIONS TO ASK:
Key contact:	<ul style="list-style-type: none"> What does your organization do? What are your goals? What are your strengths? What are your weaknesses? What are your needs? What are your resources? What are your constraints? What are your opportunities? What are your risks? What are your challenges? What are your priorities? What are your values? What are your beliefs? What are your attitudes? What are your behaviors? What are your habits? What are your preferences? What are your interests? What are your passions? What are your dreams? What are your hopes? What are your wishes? What are your desires? What are your needs? What are your wants? What are your goals? What are your objectives? What are your outcomes? What are your results? What are your achievements? What are your successes? What are your failures? What are your lessons? What are your insights? What are your discoveries? What are your innovations? What are your breakthroughs? What are your milestones? What are your landmarks? What are your monuments? What are your memorials? What are your monuments? What are your monuments?
Phone/Fax:	
Meet with the partner to introduce, discuss and agree on what both sides (organization and school) will contribute to the partnership:	
Purpose of partnership: (mission, vision, focus) What do you hope to accomplish together? Describe the partnership goals, shared objectives, or common goals.	
List what the partnership agreement will allow:	
List what the school will offer:	
Identify how the objectives of the partnership will be measured/monitored/assessed:	
Send a Partnership Agreement using language and structure above. For review to the Partnership Office for review (contact: partnerships@hcpsd.net) within at least two weeks before projected signing date.	
HOWARD COUNTY PUBLIC SCHOOL SYSTEM	HOWARD COUNTY PUBLIC SCHOOL SYSTEM
<ul style="list-style-type: none"> Review and revise partnership agreement Obtain principal approval/signature Review and revise partnership agreement Obtain superintendent approval/signature Review and revise partnership agreement Obtain superintendent approval/signature 	<ul style="list-style-type: none"> Obtain superintendent approval/signature Obtain superintendent approval/signature Obtain superintendent approval/signature Obtain superintendent approval/signature Obtain superintendent approval/signature
Contact the HCPSS Partnerships Office at 410.313.6600 or partnerships@hcpsd.net	

HOWARD COUNTY PUBLIC SCHOOL SYSTEM

HOWARD COUNTY PUBLIC SCHOOL SYSTEM EDUCATIONAL PARTNERSHIP DECLARATION

Between
Organization
and
School/ or HCPSS office?

Vision
 The vision of the partnership between Organization and School is: [insert brief description of shared goals that the partnership will help accomplish, including but not limited to school improvement plans, common objectives, or shared goals.]

Mission
Organization and School will: [insert brief summary of how the partnership will achieve the shared mission.]

Objectives:

Organization will:

- [insert specific action here]
- Conduct quarterly school activities when appropriate
- Meet at least yearly to evaluate the partnership against measurable evaluation criteria and revise the agreement as warranted
- Provide all Howard County Board of Education policies and procedures

School will:

- [insert specific action here]
- Meet at least yearly to evaluate the partnership against measurable evaluation criteria and revise the agreement as warranted
- Recognize the Organization's presence in school activities, on the school website, and at various events and venues throughout the school year
- Issue a press release to announce the formation and signing of a partnership between Organization and School
- Invite Organization to participate in the Howard County Public School System Empowerment Program
- Invite Organization representatives to the Howard County Public School System Annual Partnership Colloquium

Partnership Agreement

- **Mission directly related to school system goals**
- **“SMART” objectives: Specific, Measurable, Attainable, Realistic, Timely**
- **Roles & responsibilities on both sides**
- **Time frames**
- **Alignment with school system / organizational policies**
- **Milestones for success**
- **Guidelines for amending and/or dissolving the partnership**

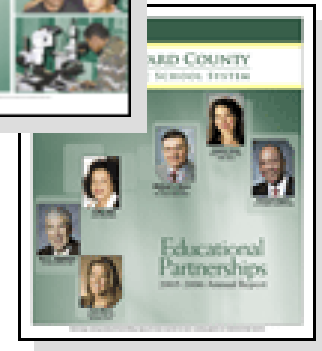
Public Relations

- **Attract positive publicity for the partnership and organization**
 - Press releases
 - Articles
 - Significant activities



Public Relations *continued*

- **Web site focused to partners/prospective partners**
 - Brief, to-the-point messages
 - Avoid jargon
- **Photos: “partnerships in action”**
- **Annual report**
- **Partner recognition (including logo) on web sites, in school programs, posters, etc.**



Nurture Existing Partners

- **The 80/20 Rule**
- **Start small; build on success**
- **Frequent, public thanks & recognition**
- **Show interest in their business**
- **Reach out**
 - **Keep them informed**
 - **Send items of interest**
 - **Prompt responses to calls & email**
- **Respect time & expertise**



Last, But Not Least...

- **Show them you really care – know the company's actual name, and spell it correctly!**