Assessing & Evaluating Industry Partnerships
Who, What, How?

Welcome!

Working Partners Project & Workshops

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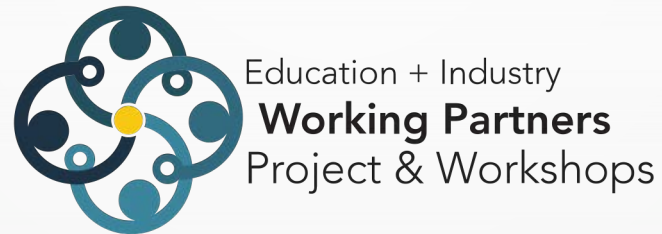
Session Focus – Partnership Assessment

Planning and routinely conducting assessments of our education-industry partnerships allows us to:

- gauge the health of these critical relationships

- ensure they continue to be mutually satisfying and productive

- constructively communicate and discuss partner involvement with partners

Session Agenda

- Introduction to Working Partners

- Partnership evaluation process

- Activity: Defining Optimal Involvement

- Discussion: Using evaluation as a communication tool

- Q&A, resources

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Working Partners Overview

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Origins
- Began as an NSF-ATE Targeted Research Project

Research Goals
- Identify, analyze, and disseminate successful industry-education partnership practices across the ATE community

Research Methodology
- Mixed methods: surveys, interviews, focus groups, mini-case studies

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Outcomes: Eight Industry Partnership Models

Advisory Board

Curricular Dev & Review

Faculty Prof Dev

Incubation / Entrepreneurship

Instructional Support

Program Support

Sponsored Research

Workplace-Based Learning

Advisory Board

Definition: Industry professional serves as board member and provides expertise, information and guidance to develop, sustain, and improve educational program.

Examples: Advisory committee, advisory council, business-industry leadership team.

Faculty Professional Development

Definition: Industry partner provides educators with occupational and industry experience and training.

Examples: Job shadows, externships, mentoring, equipment access, process or equipment demonstrations, training.

Program Support

Definition: Industry partner provides support/resources for program sustainability or enhancement.

Examples: Financial contributions; donations of equipment, supplies; facilities support; marketing or recruitment assistance; representing program.

Workplace-Based Learning

Definition: Industry partner provides on-site opportunity for student applied learning, paid or unpaid, frequently with employment potential, often integrated with coursework.

Examples: Internships, apprenticeships, co-op learning, job shadows.

Collected, analyzed and summarized challenges, impacts & implementation strategies for each partnership model

Developed a Partnership Dashboard in collaboration with The Rucks Group in response to the lack of tools available to assess and quantify educator's work with external partners.

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Additional key finding

- 78% of PIs reported receiving no training or guidance regarding industry partnerships

- less than 2% had had formal professional dev

- none mentioned guided development or an action plan

Working Partners Workshops were developed to meet this need
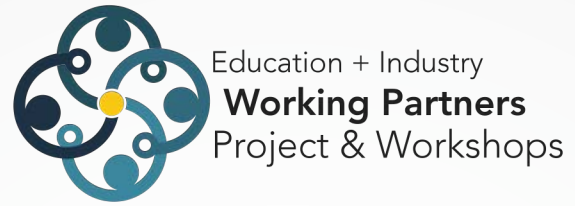
Defining & Measuring Partner Involvement

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Our Partner Involvement Terminology

Optimal Involvement

Agreed Upon Involvement

Actual Involvement

Optimal Involvement describes the ideal

- As comprehensive as possible
- A master list of specific supports that a perfect partner (or partners) in a perfect world would provide to advance your goals
- Useful for planning, presentation of needs, and partner recruitment.

Agreed Upon Involvement
captures the activities to which a partner commits

- Negotiated and established, preferably explicitly, and the basis for partnership evaluation and assessment.

- Useful for discussing, reviewing, and clarifying expectations.

Actual Involvement
is what the partner actually does or contributes

- usually assessed following a set period of time

- can be tabulated internally or with partner involvement

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Summary

1. **Optimal** involvement criteria (activities) are established

2. **Agreed upon** involvement (a subset of optimal involvement) is negotiated with a given partner

3. **Actual** partnership activity is captured and evaluated

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Defining Optimal Involvement

Defining Optimal Involvement

- We start with project, center or program goals and ensure they are specific, measurable and time-based

- Then we use goal-model pairs to determine the type of partners who can help us with each goal

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Partnership Models

Advisory Board

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Example:

Our Goals + Models: What Type of Partnerships Do We Need? (Needs Analysis, Part I)

		Models							
		Advisory Board	Curricular Development / Review	Faculty Professional Development	Incubator/ Entrepreneur	Instructional Support	Program Support	Sponsored Research	Workplace-based Learning
GOALS									
		..							
						..			

Now we are ready to define Optimal Involvement for each goal/partner model pair, so we ask:

What actions do we need from *[insert model type]* partners to help us towards this goal?

An illustration:

Partnership Model	ADVISORY BOARD	
Goal		
Add 5 new members to the biotech advisory board by Fall, with a focus on increasing industry/research sector representation and diversity...*[more]*		

An illustration:

Partnership Model	WORKPLACE-BASED LEARNING	
Goal		
Add 5 new members to the biotech advisory board by Fall, with a focus on increasing industry/research sector representation and diversity...*[more]*		

Another illustration:

Partnership Model	ADVISORY BOARD
Goal	
Add at least 3 new WBL partners by end of summer by meeting with… *[more]*	

Another illustration:

Partnership Model	WORKPLACE-BASED LEARNING	
Goal		
Add at least 3 new WBL partners by end of summer by meeting with… *[more]*		

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Finally, ALL actions/activities are brought together to define Optimal Involvement for a specific partner type.

OPTIMAL PARTNER INVOLVEMENT (by goal-model)

Partnership Model	ADVISORY BOARD	
	Goal	**What actions do we need from** *[insert MODEL]* **partners to help us towards this goal?**
Increase student awareness of employment opportunities by 50% by end of school year		• host students on-site at least once per year • participate with 1-2 employment panels or job fairs per year
Secure donation of 3D printer by January		• participate in one-time brainstorm of potential donors • make donation request of one potential donor
Research, develop and vet curriculum for incumbent workers to ready for Fall launch		• assist with the identification of needed skills, KPI • review course outcomes
Increase diversity of advisory board representation in advance of Spring meeting		• recruit 1-3 new board candidates to increase board diversity • assist with the development of on-boarding strategies to welcome and acclimate new members

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Let's try this…

Goal-Model Pairs:
What Does Optimal Partner Involvement look like?
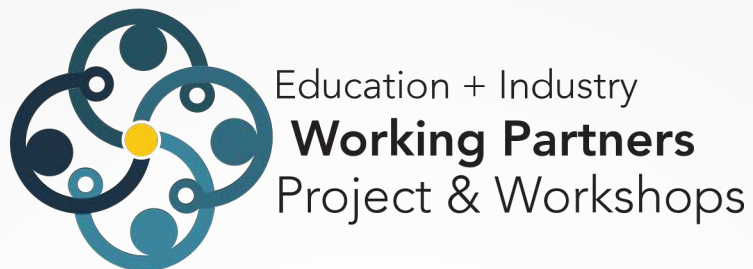
Instructions

- Each table has been assigned a goal and specific partner type

- As a group, brainstorm actions or activities that this type of partner could take to support this goal

- Jot down 3 -5 to share with the room when we come back together

Applying Optimal Involvement

Partner Records

Recording Partner Involvement
Utilizing Partner Records to capture individual involvement

Optimal Involvement
to
Agreed Upon Involvement
to
Actual Involvement
to
Rating for Dashboard

Partner: CEUTICAL LABS			Year/Dates: 2013 - present	
Model	Optimal Involvement	Agreed Upon involvement	Actual involvement	Rating
Advisory Board				
Workplace-Based Learning				

The Partnership Dashboard

- Developed in response to a lack of partnership evaluation tools by The Rucks Group and Working Partners Project

- Provides a means to record activity, successes and challenges both across partnerships and with specific partners

- Allows for the comparison of data over time, and reveals trends, issues, needs.

- Supports partnership planning efforts and facilitates sharing and reporting of partnership activity.

The Partnership Dashboard

- Extremely flexible and easy to use (Excel spreadsheet!)

- Tested and refined with input from ATE community, and we want to keep hearing from you!

- Utilizes distinct, mutually exclusive partnerships models from WP research to categorize partner activity and involvement

The Dashboard

Industry Partner Involvement Assessment Rubric/Dashboard

Legend

	Color	Points
Not Applicable		N/A
Far below Agreed Upon involvment		0
Below Agreed Upon involvement		1
At or above Agreed Upon involvement		2

YEAR 3

Industry Partner	Partnership Models								Partner Scores
	Advisory Board	Curricular Development/ Review	Faculty Professional Development	Incubation / Entrepreneur-ship	Instructional Support	Program Support	Sponsored Research	Workplace-based Learning	
Partner A									75%
Partner B									
Partner C									
Partner D									
Partner E									
Score per model	100%							50%	75% Global score

partner, model scores = sum of points / possible points | **global score** = partner score / number of partners
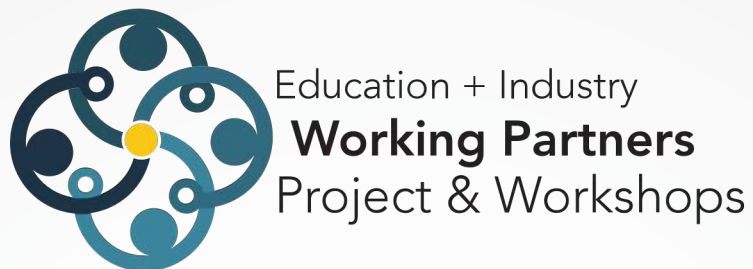
Using Evaluation as a Communication Tool

What might be the benefit of sharing a partner record with a partner?

What might be the benefit of sharing Partnership Dashboard results with a partner?

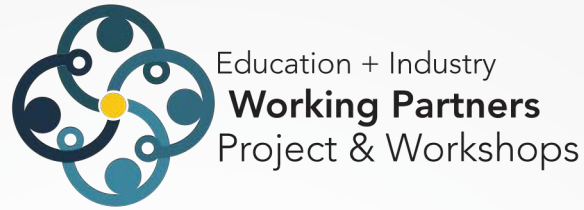Questions?

Comments?

Concerns?

Contact us for more information

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https://workingpartnersproject.org

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Now enrolling for January workshop! Point your phone at this QR code or visit www.workingpartnersproject.org/information--registration.html for more info.