



# The Evolution of the Partnership Program within the College of Social and Behavioral Sciences

Recruit, Promote, & Engage

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# Overview

- Partnerships – Purposeful, substantiable, and constantly evolving.
- Mutually beneficial, reciprocal
- Goal - employment, externships, enrollments
- Stages – 1) Recruit; 2) Promote; 3) Engage



# Learning Outcomes

- Participants will be exposed to evidence-based research on the benefits and challenges of developing university – community organization partnerships.
- Participants will develop an awareness of how university – community organizations can benefit students, departments, the university, as well as the community organization and its employees.
- Participants will learn about the three phases involved in developing healthy university – community organization partnerships – recruitment, promotion, and engagement.





# Recruit, Promote, & Engage - Partnerships

## Purposeful

Research indicates that community organization and university partnerships must be “purposeful.”

## Reciprocal

They must be mutually beneficial both the organization and the university and demonstrate a genuinely reciprocal relationship.



# Recruit, Promote, & Engage - Partnerships

## Employment, Externship, Enrollment

With Purdue University Global's diverse population of students, a call has gone out for the development of a diverse selection of partnerships with the goals of meeting student needs for employment, externships, and to increase student enrollments.

## Recruit, Promote, Engage

Discussed today -

- Evidence-based research on building community/university partnerships.
- The steps and strategies to pursue, recruit, promote, and engage community/university partnerships.



# Recruit, Promote, & Engage - Partnerships

A key element of partnering is that a benefit comes from creating a collaboration based on the idea that the individual partners cannot accomplish their goals on their own.

The partnership creates the ultimate win-win situation.

1

Will result in mutual transformation for all parties.

2

The whole is greater than the sum of the parts.

3

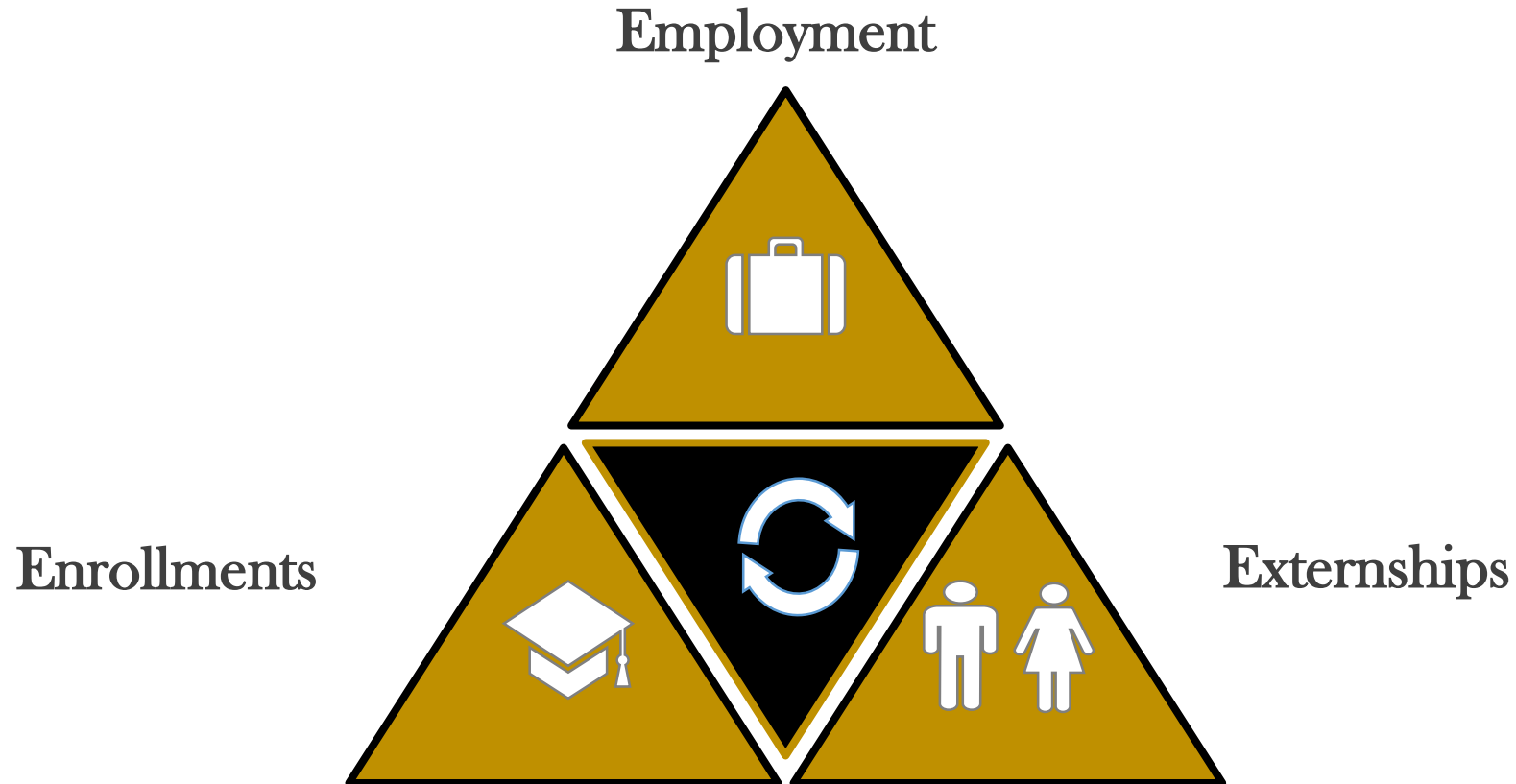
Will create a sense of shared purpose and work toward a common good.

4

Must be a collaborative and dynamic relationship.



# Partnerships – Reciprocal Relationships





# Recruiting Partnerships

When recruiting prospective partners, it is this reciprocal relationship that is sought.

Recruitment is a first step in developing a community organization/university partnership.

Developing a systematic plan is required to begin recruitment for these partnerships.

1

Sharing – organizational history, traditions, missions, “who we are” – mutually evaluate if our missions are aligned.

2

Discussion – Common intentions, motivations, goals and desired outcomes

3

Establish criteria and goals for the partnerships. Negotiation and modification – one size does not fit all

4

Solidify the partnership.





# Recruiting Partnerships





# Promoting Partnerships

Building the relationship becomes a key focus in developing the partnership.

Through the construction of relationships, the community organization and the University will come together to work toward promoting the partnerships and a shared goal(s).

From these tasks comes the development of strategies and plans that lead toward achievement the common goals.

1

Develop a “tight” partnership team – make introductions, build relationships.

2

Introduce and promote the partnership to students.

3

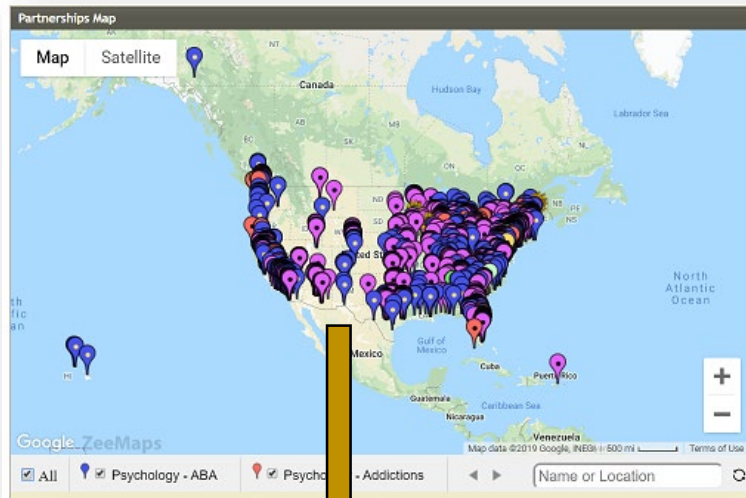
Introduce and promote programs to the partnership’s employees.

4

Discuss ways to share resources to strengthen the partnerships. Begin to build a true collaborative partnership.



# Promoting Partnerships



## Partner Organization

Name, Address, Phone Number  
Website Address  
Point of Contact

- Student Websites
- Employee Webinars
- Employer Spotlights
- Course Announcements
- Career Network
- Brown Bags
- Student Success Stories
- Faculty Presentation/Training
- Partner Recruitment
- Hiring Partner Employees - Adjunct Faculty
- Partner - Advisory Board Members



# Engage Partnerships

In the engage phase, a primary task is to work to sustain the energy of the organization and university partnership.

Through the development of genuine respect and recognition, a reciprocal and mutually transformative partnership relationship forms.

1

Continue building relationship – power sharing, trust, respect, open communication.

2

Discuss indicators of progress and incremental successes – Share outcome data and feedback.

3

Reflect on outcomes – What is working? What is not working? Develop strategies to address challenges and obstacles.

4

Implement strategies and continue to support the relationship.



# Engage Partnerships

- . Healthy, enduring partnerships share a common worldview, goals, trust, and mutual respect.
- . Partnerships that persist will benefit from a reciprocal relationship.
- . Partnerships with good leadership and support teams will work to achieve goals and participate in ongoing evaluation.

# Summary

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Thoughts, Comments,  
Questions?

Thank You!