

HOME SWEET HOME:

THE BENEFITS AND CHALLENGES OF INSTITUTIONAL SUPPORT

[CLICK HERE TO WATCH THE WEBINAR RECORDING](#)

Rachael Bower, ATE Central

Nancy Maron, BlueSky to BluePrint

Ann Beheler, National Convergence Technology Center

February 28, 2017

TODAY'S PRESENTERS



Nancy L. Maron

Founder, BlueSky to BluePrint, LLC



Rachael Bower

University of Wisconsin-Madison
PI, ATE Central

TODAY'S GUEST SPEAKER



Dr. Ann Beheler

PI, National Convergence Technology Center
Executive Director of Emerging Technology Grants,
Collin College

POLL QUESTION #1

I would describe myself as:

- A. Affiliated with an ATE grant
- B. Affiliated with a TAACCCT grant
- C. Not currently funded, but writing an ATE grant
- D. Other

ATE: Advanced Technological Education

- NSF Funding – focus on technician education; professional development; community colleges
- Approximately 266 projects & centers currently funded
- Not just a funding program; a real community
- Variety of cross-cutting support for community members

Primary Purpose: Amplify the Impact of ATE

- Information Hub and Portal
- Resource Collection
- Services and Tools
- Outreach and Dissemination

SUSTAINABILITY SUPPORT

- ATE Central: community driven
- *ATE Community Needs Survey* (annual)
- Significant need: sustainability support
- Workshops + webinars

I T H A K A

ITHAKA is a not-for-profit organization that helps the academic community use digital technologies to preserve the scholarly record and to advance research and teaching in sustainable ways.



JSTOR is a not-for-profit digital library of academic journals, books, and primary sources.



Ithaka S+R is a not-for-profit research and consulting service that helps academic, cultural, and publishing communities thrive in the digital environment.



PORTICO

Portico is a not-for-profit preservation service for digital publications, including electronic journals, books, and historical collections.



- Strategy, consulting, research and training
- Applying strategy to innovative initiatives in academic and cultural organizations
- Case studies, reports and tools freely available on the Ithaka website and ours

[HTTP://BLUESKYTOBLUEPRINT.COM/](http://blueskytoblueprint.com/)

THINK LIKE AN ENTREPRENEUR:

SUSTAINABILITY STRATEGIES FOR ATE PROJECTS AND CENTERS

WEBINAR SERIES
JANUARY – MARCH 2017

This series of three live webinars offers participants a framework for thinking strategically about increasing the impact of their work. Each session will feature a leader of a current ATE Center, who will share both the “big picture” of how they approach their work, as well as the nuts-and bolts- of how they arrived at the tactics that work for them.

THINK LIKE AN ENTREPRENEUR:

SUSTAINABILITY STRATEGIES FOR ATE PROJECTS AND CENTERS

Recording @
ATE Central

JANUARY 24: Who is Our Audience? Structuring Successful Partnerships **GUEST SPEAKER: Kevin Cooper**

TODAY

FEBRUARY 28 Home Sweet Home: The benefits and challenges of Institutional support **GUEST SPEAKER: Ann Beheler**

MARCH 28 Show me the Money: Is revenue generation possible for ATE projects and centers? **GUEST SPEAKER: Casey O'Brien**

TODAY'S GUEST SPEAKER



Dr. Ann Beheler

PI, National Convergence Technology Center
Executive Director of Emerging Technology Grants,
Collin College

GOALS OF TODAY'S WEBINAR

- Introduce broad definition of "sustainability"
- Illustrate the critical role Institutional Support can play
- Offer the perspective of an experienced practitioner on best practices for securing host support

POLL QUESTION #2

To what extent does your host institution support your ATE project or center?

- A. Their help has been invaluable to us.
- B. They help us some, but we wish they helped more.
- C. Shh... They might not know we are here.
- D. Some of our greatest challenges are related to our host.
- E. Other

SUSTAINABILITY IS . . .

the ability to generate or gain access to the resources—financial or otherwise—needed to protect and increase the value of the content or service for those who use it.

A **sustainability plan** is an evidence-based strategy for identifying and securing these ongoing sources of support for your project or center, over time.

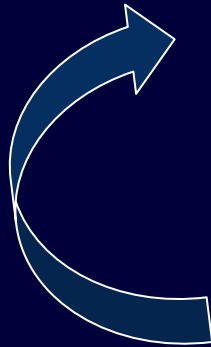


First, there is...



A reliable, recurring cycle of investment and value

EXTERNAL FACTORS

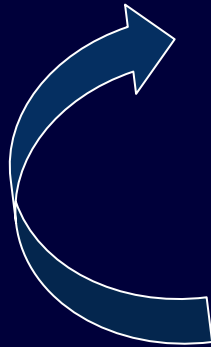


INTERNAL FACTORS



A reliable, recurring cycle of investment and value

EXTERNAL FACTORS



INTERNAL FACTORS



▶ WHAT
RESOURCES
DO YOU
NEED?

WHAT WILL YOU NEED TO SUSTAIN?

Content?

Technology?

Your team?

WHAT WILL YOU NEED TO SUSTAIN?

- **Content?**
 - Curriculum, books, guides, textbooks, etc...
- **Technology?**
 - Web interface, infrastructure, preservation, ...
- **Your team?**
 - Staff salaries and benefits, office space, professional development, ...

Resources Needed

Project Management

IT Development

Content Creation

Event Planning

Outreach and Promotion

Legal Guidance

Financial Guidance

Office/Classroom Space

Resources Needed
Project Management
IT Development
Content Creation
Event Planning
Outreach and Promotion
Legal Guidance
Financial Guidance
Office/Classroom Space

From...?		
Direct Payment	In-kind support	Volunteer Labor
X		
X		
		X
		X
		X
	X	
	X	
	X	

Resources Needed
Project Management
IT Development
Content Creation
Event Planning
Outreach and Promotion
Legal Guidance
Financial Guidance
Office/Classroom Space

From...?		
Direct Payment	In-kind support	Volunteer Labor
X		
X		
		X
		X
		X
	X	
	X	
	X	



Strategy to generate revenue



Focus on host, partners, stakeholders



Strategy to drive audience, incentivize volunteers

HOW CAN THE HOST HELP?

STAFF

OFFICE SPACE

FUNDRAISING

PUBLICITY/PROMOTION

CONTACTS WITH INDUSTRY

...WHAT ELSE?

Questions?

POLL QUESTION #3

My main challenge in securing host support is...

- A. Making a strong case
- B. Finding time to meet with the dean, provost, etc...
- C. Our administration just is not interested
- D. Other

GETTING TO "YES"

Your most important stakeholder?

It may be your own institution

WHAT SORT OF PARTNER?

Relationship	Description	Partners may be	What it offers	Considerations
Partnership of Equals	Institutions, often of similar type, decide to work together and contribute to a common goal	Other colleges, universities, associations	A supportive team of like-minded players	Requires clear governance structure to support decision-making and assure that each partner executes
Vendor-Client	Relationship involves a transaction: fee for content, tuition for training, or other service	Other colleges, universities, industry, individuals	Financial support, market validation	Requires high level of service and support
Sponsorship	Decision to underwrite activities by paying or contributing	Tends to be corporations	Financial support or other benefits such as tools, materials, in-kind contributions	Value must be evident for the sponsor
Host	Support in exchange for reputational affiliation, support of mission	Your host institution	Financial and/or non-financial support	Value, contribution to mission must be evident to the hosting institution
Strategic Alliance	Transaction for strategic ends: input from domain specialists in exchange for better-trained students	In this case, industry	Access to valuable assets or services	Clear understanding of terms of exchange

WHAT SORT OF PARTNER?

Relationship	Description	Partners may be	What it offers	Considerations
Partnership of Equals	Institutions, often of similar type, decide to work together and contribute to a common goal	Other colleges, universities, associations	A supportive team of like-minded players	Requires clear governance structure to support decision-making and assure that each partner executes
Vendor-Client	Relationship involves a transaction: fee for content, tuition for training, or other service	Other colleges, universities, industry, individuals	Financial support, market validation	Requires high level of service and support
Sponsorship	Decision to underwrite activities by paying or contributing	Tends to be corporations	Financial support or other benefits such as tools, materials, in-kind contributions	Value must be evident for the sponsor
Host	Support in exchange for reputational affiliation, support of mission	Your host institution	Financial and/or non-financial support	Value, contribution to mission must be evident to the hosting institution
Strategic Alliance	Transaction for strategic ends. input from domain specialists in exchange for better-trained students	In this case, industry	Access to valuable assets or services	Clear understanding of terms of exchange

What's a "Value Proposition" again?

What's a "Value Proposition" again?

[My Project or Center]...

Helps [**WHO?**]...

[**DO WHAT?**]...

By [**HOW?**].

What's a "Value Proposition" again?

[My Project or Center]...

helps [My Institution]

find jobs for its students

by training them well and
placing them with our
local industry partners.

One or Many?

“Value Propositions” on campus

President?

Dean?

Budget office?

Who else?

One or Many?

“Value Propositions” on campus

President? ... helps gain recognition on state/nat'l stage

Dean? ... offers students placement with great local businesses

Budget office? ... provides funding for new faculty at little cost to
the institution

Making Your Case

Or, how seeking institutional support is like sales.

Identify key value points for each audience

Ask yourself: How does my work help advance her/his agenda?

Data, data, data!

Relationship building

Questions?

Ann Beheler

National Convergence Technology Center



National Convergence Technology Center

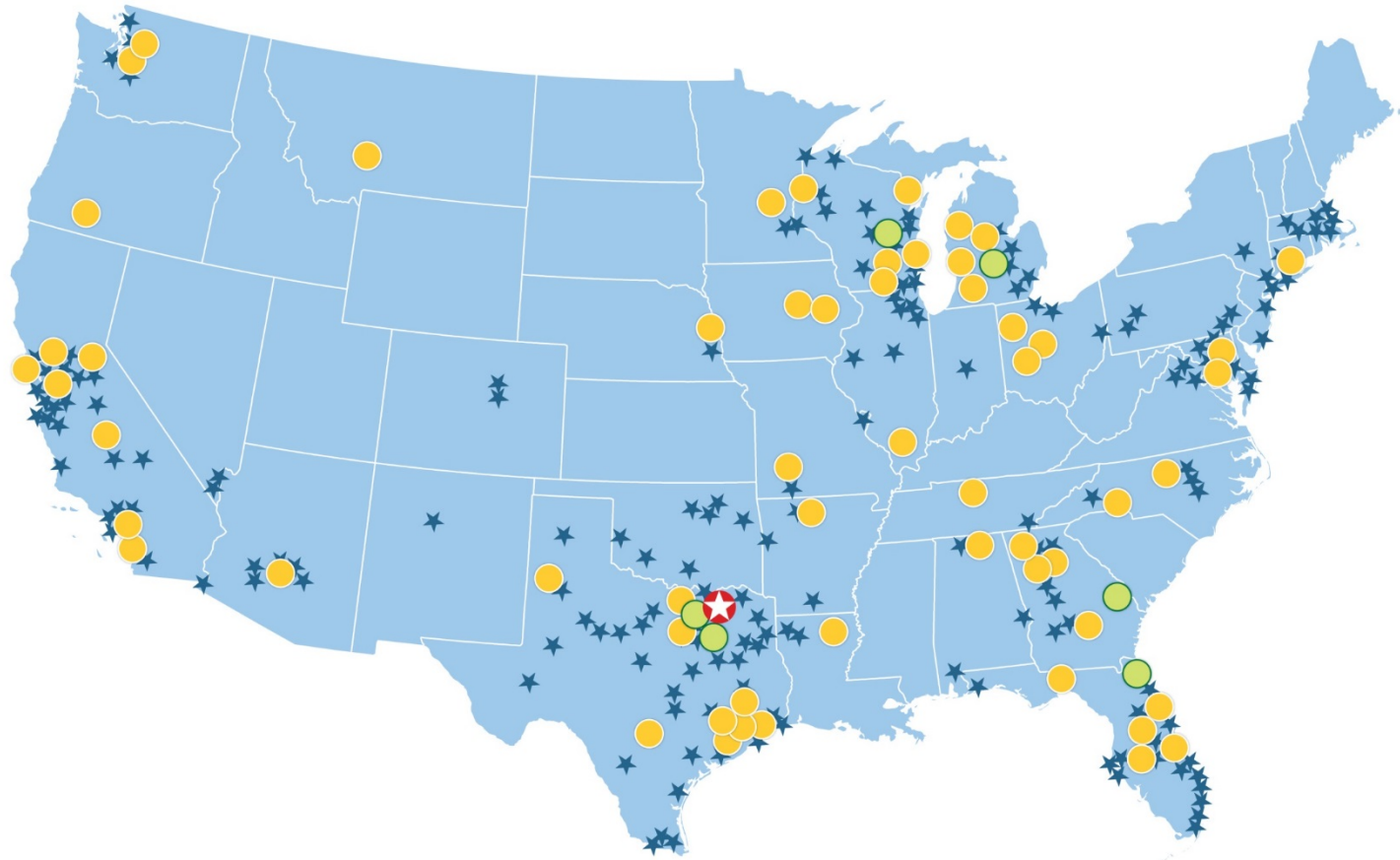
National Science Foundation (NSF) Advanced Technological Education (ATE) Center led by Collin College

- 2004 forward
- Consortium with 60+ college and university partners
- Primarily in the area of IT - networking infrastructure/mobility/data communications
- Developed to address the downturn in IT in the early 2000's
- Designed with lock-step cooperation with regional and now national business to ensure employment for graduates
- Basis for a ~\$20 million DOL TAACCCT grant (Round 1)



Major Goals

- **Goal #1: Program Improvement to meet workforce needs by incorporating** the Internet of Things, cloud architecture, Software Defined Networks, edge computing and other emerging technologies into curriculum to equip faculty to train students in emerging convergence technologies supporting end-to-end communications via secure mobile networks so that graduates are readily employable upon completion.
- **Goal #2: Increase the number of degree/certificate completers**
- **Goal 3: Invigorate and create new regional-hubs that adopt and adapt convergence programs to increase prepared faculty and employable IT graduates.**
- **Goal #4: Capacity Building/Dissemination through conferences, social media, newsletters, etc.**



 National Convergence Technology Center  CTC Partner Colleges  CCN Member Colleges  Colleges represented at Working Connections

Q+A with Ann Beheler

National Convergence Technology Center

YOUR NEXT STEPS

PITFALLS TO AVOID

An unclear "ask"

Evidence, what evidence?

FINDING COMMON GROUND

Research

Value Statement

Regular Meetings

WEBINAR SERIES 2017

Tuesday, March 28 at 1pm Eastern

Show Me the Money :

Is Revenue Generation Possible for ATE Projects And Centers?

Guest speaker: Casey O'Brien

Please visit

<https://atecentral.net/sustainability>

to sign up for the spring webinars!

PLEASE TAKE A MOMENT TO
COMPLETE OUR SURVEY...

THANK YOU

Nancy Maron nancy@blueskytoblueprint.com
Rachael Bower bower@scout.wisc.edu

[END]