

# WHO IS OUR AUDIENCE?

STRUCTURING SUCCESSFUL PARTNERSHIPS

Nancy Maron, BlueSky to BluePrint

Rachael Bower, ATE Central

Kevin Cooper, RCNET

January 31, 2017



**CLICK HERE TO VIEW THE  
WEBINAR RECORDING**

# TODAY'S PRESENTERS



**Nancy L. Maron**

Founder, BlueSky to BluePrint, LLC



**Rachael Bower**

University of Wisconsin-Madison

PI, ATE Central

# 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 (2011)*
- 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

**TODAY:** Who is Our Audience? Structuring Successful Partnerships

**GUEST SPEAKER:** Kevin Cooper

**FEBRUARY 28** Home Sweet Home: The benefits and challenges of Institutional support **GUEST SPEAKER:** (to come)

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

# TODAY'S GUEST SPEAKER



**Kevin Cooper**

Regional Center for Nuclear Education and  
Training (RCNET)

Dean, Advanced Technology Division  
Indian River State College

# GOALS OF TODAY'S WEBINAR

- Introduce broad definition of “sustainability”
- Illustrate the role of partnerships in a strong sustainability plan
- Offer a good - and provocative! - example of a partnership strategy at work.



## POLL QUESTION #2

How much does the success of your project/center rely on partnerships?

- A. They are central to our mission
- B. They are important, but not critical
- C. They are not necessary for us

# OVERALL DEFINITION OF SUSTAINABILITY

- EARLY (now!)
- Better to sketch out ideas very early and change them later
- An on-going process (grant proposal will be outdated fast!)

# 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.

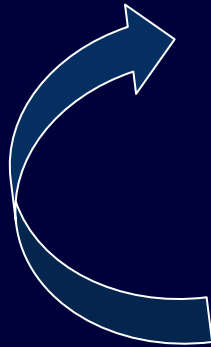


**First, there is...**



# A reliable, recurring cycle of investment and value

## EXTERNAL FACTORS



## INTERNAL FACTORS



# CAN YOU DO IT ALL?

CREATING CONTENT

CURRICULUM

FUNDING MODEL

BUILDING AUDIENCE

INCREASING IMPACT – REACH OF YOUR EFFORTS

OBTAINING EQUIPMENT, TECHNOLOGY

ETC...

# CAN YOU DO IT ALL?



## Sustainability Planning Framework



This template can help you to articulate the goals and activities you will want your ATE project or center to engage in for the future. The categories below are suggestions. If you and your team have different needs than those articulated in the framework below, feel free to write them in.

### IMPACT GOAL:

	Content & Curriculum	Events	Audience	Technical & Access Needs	Staffing of Enterprise	Your category
<b><i>Set Sustainability Goals</i></b> To achieve desired impact, what must be sustained? What is needed to achieve goals in the long term?						
<b><i>Identify Activities</i></b> What ongoing activities will be needed to accomplish the goals above?						

# IF NOT, PARTNERS CAN HELP

BRING IN EXPERTISE FROM OUTSIDE THE ORGANIZATION

ADD CAPACITY

INCREASE THE REACH OF YOUR EFFORTS

PROVIDE SOURCES OF DIRECT FUNDING AND IN-KIND CONTRIBUTIONS



# BRING IN EXPERTISE, INCREASE CAPACITY

## ***SpaceTEC:***

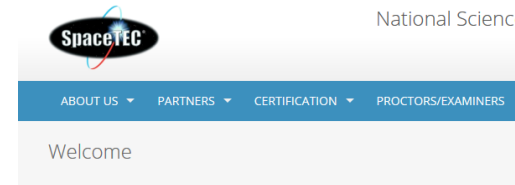
*Industry partners help identify new areas for certification and ensure that curriculum is aligned with industry needs.*

## ***NSDL MSP2 Portal:***

*Partners each added something important to the mix: curriculum, evaluation, and outreach. Different skill sets, all were important.*

## ***Digizeitschriften:***

*A digital content project, where partners – each of them academic libraries – each contributed local expertise in subject areas.*



# INCREASE REACH & IMPACT

## ***MATE:***

*Educational partners take on curriculum and contests created by MATE. MATE sees this as a way to more quickly spread the good work they are doing, without barriers.*

## ***VESTA:***

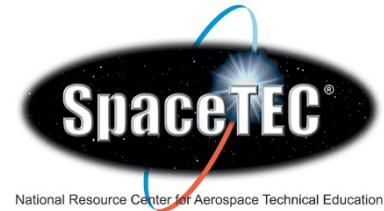
*Expansion of curriculum to partner institutions.*

## ***SpaceTEC:***

*Training is delivered through an array of industry and educational partners, 18 colleges each manage part of the curriculum.*



**MATE**  
MARINE  
ADVANCED  
TECHNOLOGY  
EDUCATION  
CENTER



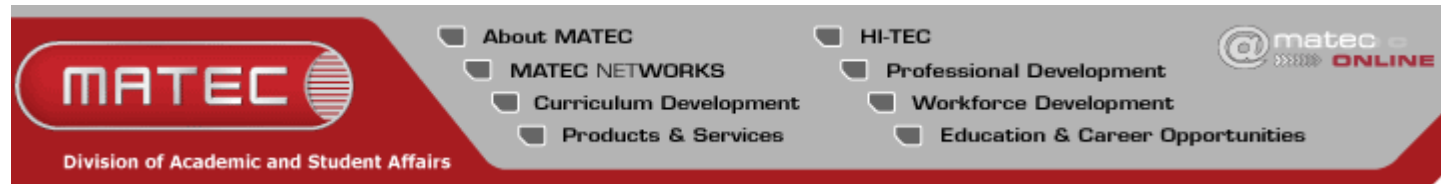
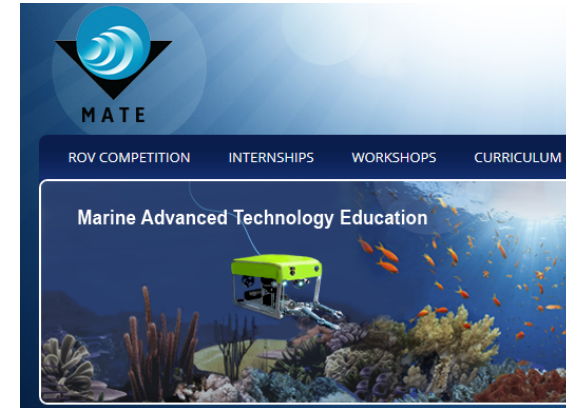
# PROVIDE FUNDING SOURCES

## ***MATE:***

*Corporate sponsors help to underwrite costs of the ROV competition. The contributions are not enormous, but there are many of them.*

## ***MATEC:***

*Successes in having host institution support certain budget lines, in this case 2 FTE.*



SO, IN SHORT...

EXPERTISE  
REACH  
FUNDING

*Questions?*

## POLL QUESTION #3

My main partnership challenge is...

- A. Finding the right partner
- B. Finding the time to nurture the relationship
- C. Legal considerations concerning our partners
- D. Other

# THE MANY FLAVORS OF PARTNERSHIP

# PARTNERSHIP OF EQUALS

ORGANIZATIONS MAY HAVE THE SAME AIMS

THEY MAY CONTRIBUTE DIFFERENT STRENGTHS

eg. MSP2 (an NSF-funded STEM education project).  
Partners contributed different skills to support creating the resource, including curriculum development and outreach



# VENDOR-CLIENT

THOUGH OFTEN CALLED A PARTNERSHIP, SOME MAY BE MORE LIKE  
A VENDOR-CLIENT RELATIONSHIP

eg. one institution licenses content from another

# SPONSORSHIP

SUPPORT FROM COMMERCIAL ENTERPRISES, FINANCIAL OR NON-FINANCIAL, IN EXCHANGE FOR ACCESS TO USER BASE (students, instructors)

eg. Corporate sponsors pay to support robotics competition, in exchange for acknowledgement of the contribution

# HOST INSTITUTION

YOUR HOST INSTITUTION IS A NATURAL ALLY.

SUPPORT CAN TAKE THE FORM OF IN-KIND CONTRIBUTIONS OR  
DIRECT SUPPORT

eg. Your university offers you free rent, development support, staffing, or other in-kind benefits, in recognition of contribution to mission

# STRATEGIC ALLIANCE

CLOSE TIES BETWEEN YOUR PROGRAM/CENTER AND INDUSTRY...  
IN A WAY THAT IS MUTUALLY BENEFICIAL.

eg. Internships for students; use of un-needed equipment;  
domain-specific guidance on workforce needs

# WHAT SORT OF PARTNER?

Relationship	Description	Partners may be	What it offers	Considerations
<b>Partnership of Equals</b>	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
<b>Vendor-Client</b>	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
<b>Sponsorship</b>	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
<b>Host</b>	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
<b>Strategic Alliance</b>	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

# YOUR AUDIENCE AND KEY STAKEHOLDERS

- ▶ Direct beneficiaries
- ▶ Indirect beneficiaries

# YOUR AUDIENCE AND KEY STAKEHOLDERS

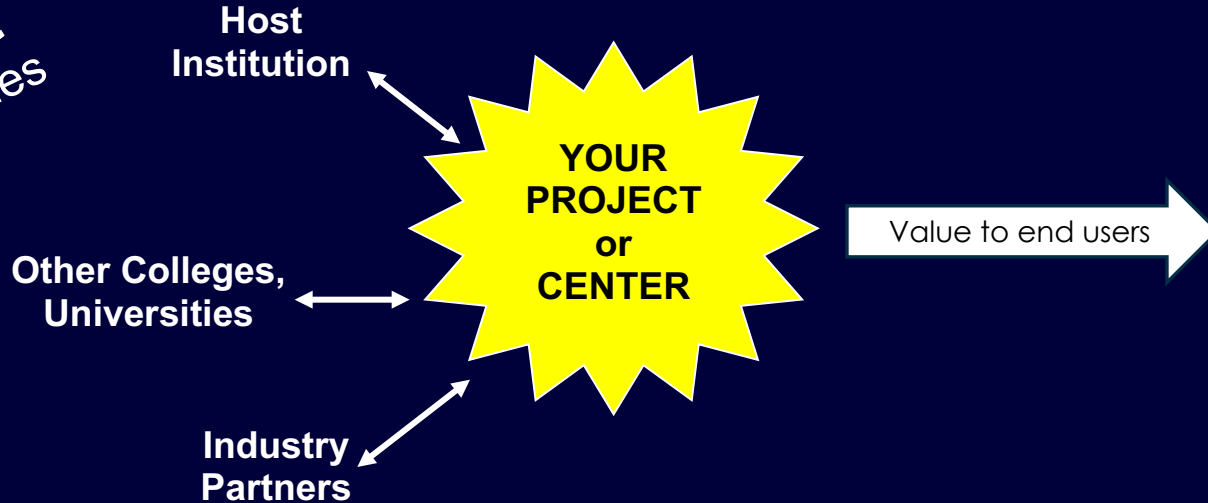


## **Direct Beneficiaries**

Students,  
Instructors,  
Other  
institutions  
who need  
your  
curriculum

# YOUR AUDIENCE AND KEY STAKEHOLDERS

**Indirect**  
Beneficiaries



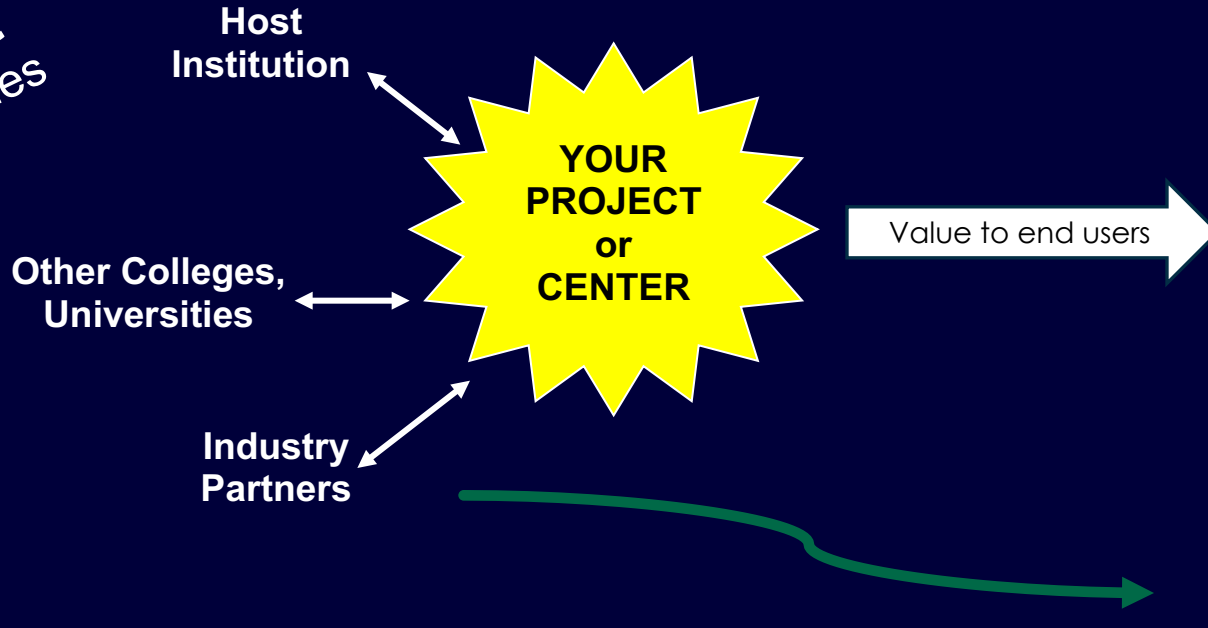
**Direct**  
Beneficiaries

Students,  
Instructors,  
Other  
institutions  
who need  
your  
curriculum



# YOUR AUDIENCE AND KEY STAKEHOLDERS

**Indirect**  
Beneficiaries



**Direct**  
Beneficiaries

Students,  
Instructors,  
Other  
institutions  
who need  
your  
curriculum

**Industry  
Partners**

# YOUR AUDIENCE AND KEY STAKEHOLDERS

- ▶ Direct beneficiaries
- ▶ Indirect beneficiaries

## WHY AUDIENCE MATTERS...

- ▶ *What is so valuable that people will **advocate for it**?*
- ▶ *What is so valuable that people will... **pay for it**?*
- ▶ *What is so valuable that people will **donate their time and effort** to making it a success?*

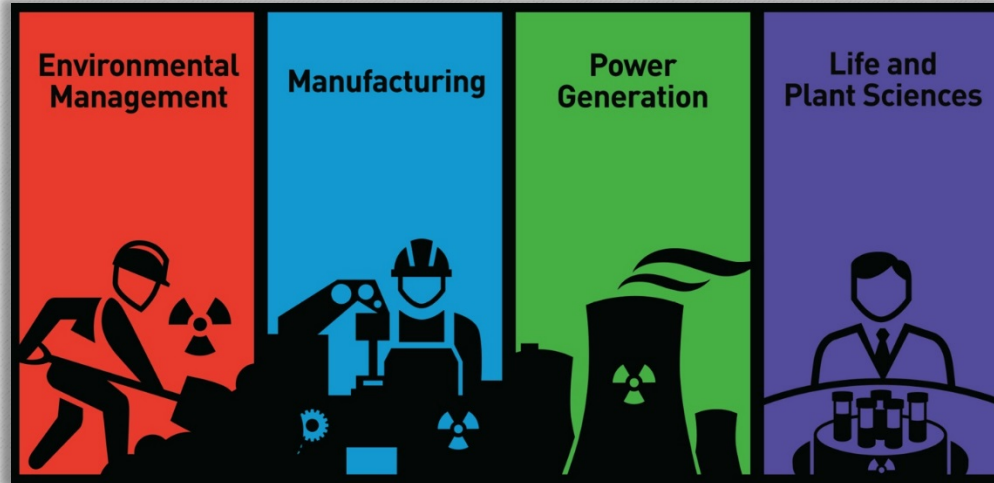
QUESTIONS?

**KEVIN COOPER**

**RCNET**

# REGIONAL CENTER FOR NUCLEAR EDUCATION & TRAINING

## 2016 UPDATE



[www.GoNuke.org](http://www.GoNuke.org)

# RCNET's MISSION & GOALS

## Mission

To make sure the demand for skilled nuclear technicians is met in a standardized and systematic way for the nuclear fields of energy, environmental management, and life sciences.

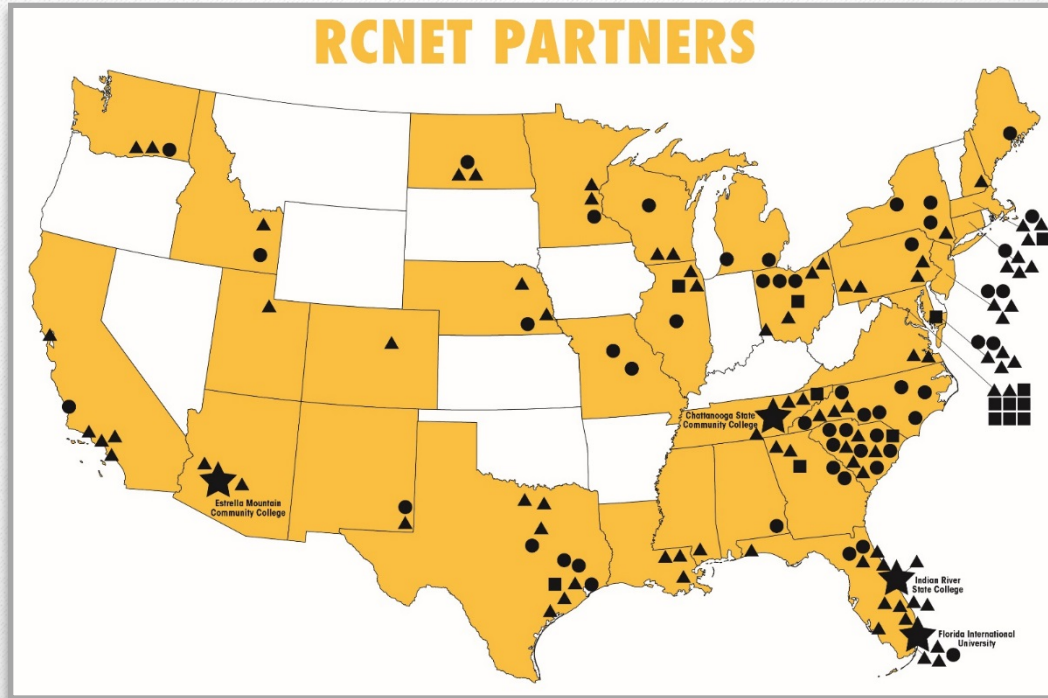
## Goals

1. Provide standardized nuclear curriculum packages.
2. Develop, categorize, and maintain a learning repository for nuclear curriculum.
3. Provide professional development for educators.
4. Embed unique training systems and 21<sup>st</sup> century technologies into the classroom.
5. Provide career and academic pathways.
6. Provide career assistance.
7. Provide materials and assistance in secondary outreach and diversity recruitment.
8. Promote nuclear careers.





# RCNET Partners



RCNET is headquartered at **Indian River State College** in Fort Pierce, FL and is a consortium of of **100 industry, 55 academic, and 15 agency** partnerships across the **United States and 7 countries.**

# NATIONAL IMPACT

- **Developed and standardized over 1,200 lectures, 16 classes, 1 biographical textbook, and 8 advanced technology modules.**
- **Graduated 2,229 students with 95% placement at over 100 industry partners.**
- **Helped 12 colleges launch or expand their nuclear program.**
- **Developed and launched 4 standardized articulation agreements with Excelsior College, FIU, UF, and Bismarck State College. Over 40 graduates continue on to a 4 year degree every year!**





# NATIONAL IMPACT

- Developed partnership with United States Navy standardizing credit for veterans at partner colleges.
- Developed partnership and funding mechanism with NRC and United Negro College Fund to increase minority ranks in nuclear programs.
- Yearly host over 40 outreach events that directly reached over 2,000 students and 470 educators at 231 schools.
- Yearly host 10 professional development seminars attended by 20+ colleges and 40+ industry partners to share best practices in nuclear training.



# LOCAL IMPACT

- **95% Graduation and 95% Placement Rates**
- **\$55,000 Average Annual Starting Salary for graduates**
- **4 industry recognized certificates (OSHA, MSSC, NanTEL, and NUCP)**
- **Degree articulates to FIU, UF, and Excelsior College.**
- **200 graduates since 2008 (128 FPL, 36 Bartlett, + 36 Other)**
- **\$100,000 = Reported Earnings after Outages**
- **IRSC graduates received jobs at Savannah River Nuclear Labs, Oak Ridge National Labs, GE, Westinghouse, FPL, and Southern Company**





# LOCAL ECONOMIC IMPACT

- 200 jobs at \$55,000/year = \$11,000,000/year
- EDA Multiplier of 2 = \$22,000,000 /year
- Total Ten Years = \$220,000,000
- 900 additional support jobs.
- >\$9.8M in grants (\$6.5M NSF; \$2.3M DOE; \$1M NRC)



# IRSC ACCOLADES AND SUPPORT

YEAR	AWARD
2007	League for Innovation in the Community College: Exemplary Program for Workforce Development
2008	FLDOE SUCCESS Grant
2009	Workforce Florida BEST Grant
2009 - 2011	Workforce Florida Banner Center for Energy Grant
2009 - 2012	NRC Curriculum Development Grant
2010	NRC Scholarship Grant
2011 - 2021	NSF ATE Center Grant: Regional Center for Nuclear Education & Training (RCNET)
2012	Florida Chancellor's Best Practice Award Workforce Partnerships
2013	American Association of Community Colleges Top Five Award
2014	John & Suanne Roueche Excellence Awards
2015	2 IRSC Graduates, Alysia Bilbo and Johann Garcia, were selected Siemens Technical Scholars
2015 - 2017	NRC Curriculum Development Grant
2015	NSF Industry Partner of the Year Award

# Q+A with Kevin Cooper

## RCNET

**YOUR NEXT STEPS**

# FINDING THE RIGHT PARTNER

OTHER INSTITUTIONS

ASSOCIATIONS

LOCAL BUSINESSES

NATIONAL BUSINESSES OR ORGANIZATIONS

# PITFALLS TO AVOID

UNCLEAR ROLES AND RESPONSIBILITIES

PLANNING FOR THE WORST: WHEN A PARTNER DOESN'T COME

THROUGH



# CONSIDERATIONS

MISSION ALIGNMENT

ORGANIZATIONAL HEALTH/STABILITY

WHO IS YOUR CHAMPION

WILL THEY INVEST THE NEEDED EFFORT INTO THE PARTNERSHIP?

# WEBINARS 2017

**Tuesday, February 28 at 1pm Eastern**

Home Sweet Home:

The Benefits And Challenges of Institutional Support

Guest speaker: (to come)

**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](mailto:nancy@blueskytoblueprint.com)  
Rachael Bower     [bower@scout.wisc.edu](mailto:bower@scout.wisc.edu)

**[END]**