



ATECENTERS

Developing Stakeholder Partnerships Internally and Externally for Successful Grants

March 29, 2018

Webinar will begin at 3pm ET



Webinar Details

- For this webinar you will be in listen only mode using your computer or phone
- Please ask questions via the question window
- This webinar is being recorded – you will be sent a recording link

Brought To You By:

CCTA | CENTERS COLLABORATIVE FOR TECHNICAL ASSISTANCE

With Additional Support by the ATE Collaborative Impact Project

ATECENTERS

Disclaimer: This material is based upon work supported by the National Science Foundation under Grants # 1205077 and # 1261893. Any opinions, findings and conclusions or recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.

The CCTA is led by



- **National Center for Convergence Technology (CTC)** at Collin College in Frisco, TX (lead)
- **South Carolina ATE National Resource Center (SCATE)** at Florence Darlington Technical College in Florence, SC
- **Florida ATE Center (FLATE)** at Hillsborough Community College in Tampa, FL
- **Bio-Link Next Generation National ATE Center for Biotechnology and Life Sciences (Bio-Link)** at City College of San Francisco in San Francisco, CA

CCTA Purpose

- Respond to a request from the Department of Labor (DOL) to the NSF to have ATE Centers provide technical assistance services to DOL TAACCCT grantees
- Activities relevant for DOL grants, NSF grants and workforce-oriented programs of all kinds
- Deliverables
 - Topical webinars on existing and new solutions
 - Live/recorded with attendee Q&A
 - Identify and document best practices
 - Host convenings

Poll #1: Your Affiliation

- A. I am involved with an NSF grant
- B. I am involved with a TAACCCT grant
- C. Both
- D. Neither

Poll: How many people are listening with you?

- A. None
- B. 1
- C. 2
- D. 3 or more

Poll #3: Viewing History

- A. I was here last year for the webinar *Developing Stakeholder Partnerships Internally and Externally for Successful Grants*, and/or I viewed the recorded webinar before attending today's webinar.
- B. I have attended other CCTA webinars, but not this one.
- C. I have not attended or watched the recorded webinar on today's topic.

TODAY'S PRESENTERS



Elaine Johnson

Presenter
PI and Executive Director;
Bio-Link



Ann Beheler

Presenter
PI and Executive Director;
National Convergence
Technology Center (CTC)



Marilyn Barger

Presenter
PI and Executive Director;
Florida Advanced
Technological Education
Center (FLATE)



Bio-Link National Center Celebrates 20 Years

- Bio-Link is a National ATE Center for Biotechnology and Related Life Sciences
- The value added by building partnerships has been documented by Bio-Link and NSF
- The ATE solicitation specifically has an expectation of partnerships
- Partners contribute to sustainability
- Partners provide balance & mutual benefits

Key Elements of Partnerships

- Alignment in mission
- Common values
- Like minded goals
- Attention to outcomes
- Benefit for every partner
- Capacity to deliver
- Commitment



Who Are Good Community & Technical College ATE Program Partners?

- Industry interested in hiring skilled technicians
- Trade Organizations
- K-12 and University Educators
- Other ATE or TAACCCT Projects
- Scientific Organizations
- Non-profits
- Educational Organizations
- Government Agencies
- Certification Boards
- Foundations



Partnership Characteristics

- Engage in candid communication
- Listen intently to each other
- Make adjustments
- Appreciate each others motivation and culture
- Cultivate strong personal connections since great partnerships are highly personal
- Value and acknowledge the relationship
- Contribute to measureable outcomes

Partners Contribute to Sustainability



Bio-Link Depot

Donating Science Supplies to Schools



National Convergence Technology Center

- Began as Regional NSF Center in IT and Communications in 2004
- Employer-led
- 8 main partners, 64 in CoP
- Strong Administrative support from Collin College



Relationships and “WIIFM”

Strong partners must be able to help with the work AND able to benefit from the work

Use the “WIIFM” principle for all, but don’t expect partners to share the same “WIIFM”.

(What’s In It For Me?)

Re-assess each partner’s WIIFM regularly - at least annually.

Obtaining Partner Commitment High-Touch

- You as lead must have a clear strategic vision
 - Why the work matters
 - What you want each partner to do
 - What benefits each partner will likely receive
- Selling your vision
- Requires seeing the project from others' points of view
- Initial contact – face to face or on live phone call, not email!

Partners to Target

- Your own administration – how will the program benefit the college
 - Recognition
 - How the college will save money as a result of the project, etc.
- Others colleges as partners
 - Similar to selling one's own college on the benefit as well as characterizing the amount of work
- Employers of the graduates the project will produce
 - Business & Industry Leadership Team – important to get their commitment so graduates have the skills they need



Business & Industry Leadership Team



- Employers co-lead the work
- Structured process that strongly engages employers
 - To identify the knowledge, skills, and abilities employers anticipate needing 12-36 months into the future
 - Other opportunities for involvement such as internships, externships, speaking to classes and meetings, etc.
- 4 meetings per year – 1 f2f, 3 virtual

Business/Industry Involvement

- Must validate that their needs align with the project initiative
- Must document their commitment to help with the work via letter in proposal

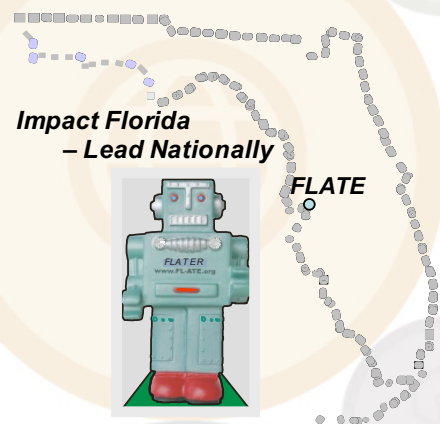


FLATE Partnerships & Collaborations



FLATE's Vision

FLATE, an NSF-ATE Regional Center for Advanced Technological Education, is the go-to organization for manufacturing and advanced technical education, best practices, and resources supporting the high performance skilled workforce for Florida's manufacturing sectors.

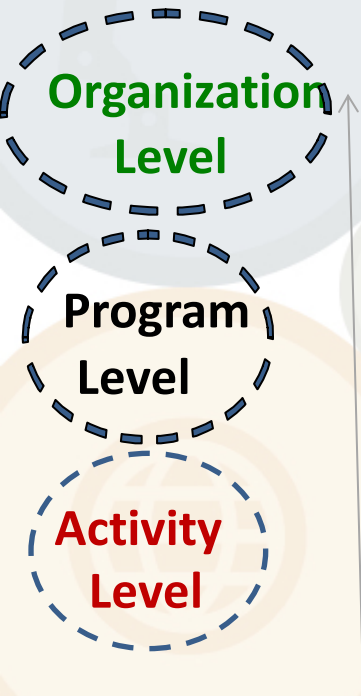


Curriculum Outreach Professional Development Partnerships

IMPORTANT: Measurable Outcomes



Center Goals



- What objective/goal does the partnership activity support?
- What will be measured?
- How will it be measured?
- Does the activity support the partners' goals/mission?
- Can there be measurable impact?

Target Objectives
Effectiveness Measures
Guiding Principles

Before you engage the new..



Can the potential partnership:



produce desired impact?

Have measurable outcomes?

lead to mutual efficiency?

strengthen all partners?

foster innovations?

lead to collaborations?

Approaching New Partners



- Have a concise/clear rationale.
- Provide something tangible.
- Listen & Learn: interests, concern, goals (WIFM)
- Communicate with them (don't just talk to them).
- Suggest possible positive outcomes for all.
- Be prepared with some alternatives.
- Follow up your conversations and maintain contact.



Education Partners



- Florida Department of Education
- Industry Credentialing Agencies
- Florida College, University and High School Programs
- Engineering Technology Forum
- Industry Subject Matter Experts
- Mechatronics Community Exchange (MCE)
- Manufacturers
- Equipment Vendors



Multi-Layered Structure Example



Goal: *Increase awareness of career pathways in manufacturing.*

- Statewide partners to celebrate annual MFG DAY
- Hundreds of events (state, regional, and local)
- Many partners and partner levels

Students	Schools
Manufacturers	Districts
Educators	Companies
Parents	Museums
Individuals	economic development organizations
Parents	Government agencies
	Professional organizations
	After school programs




Multi-Layered Structure Example



Measureable Outcomes:

Statewide coordinator role (FLATE)

- Define regions, goals, responsibilities & activities
- Identify specific regional contacts
- Facilitate school-company matching
- Organize student tours, headcounts
- Communicate regularly & clearly
- **Distribute/collect event surveys**
- **Compile and disseminate results**
- Coordinate dissemination/media
- Provide statewide resources

  2013-2017 Florida MFG Day Industry Tours Data 			
	2013	2015	2017
Counties	23	50	32
Students	2,307	4,770	5,070 (include virtual tours)
Teachers	110	318	359
Parents/chaperon	66	318	120
Student Tours	72	159	165 (include virtual tours)
Student Surveys	1,286	2,076	2,202
<u>Manuf</u> Employees	225	636	515
In-kind & cash	>\$30K	>\$145K	>\$800K

Partners to Collaborators



Don't do it Alone!

Partners:

- a more formal relationship with agreed outcomes
- Temporary/ mutually beneficial arrangement.

Collaborators:

- a superset of partners
- partner sets that are tightly connected
- cooperatively engage in creating & implementing solutions to mutually defined problems
- do not always expect reciprocity

You need BOTH for success.



Questions?

Join Us – All Webinars 3 pm Eastern

Thursday, April 19, 2018

Final Tips for a Competitive Proposal (Updated)

Due to the latest NSF ATE Solicitation released in 2017, this webinar will act as an addendum and focus on specifics that have changed on this topic. A live Q&A will occur the last 30 to 45 minutes of the webinar.

We highly encourage that you watch the original webinar recording prior to attending this one. The original webinar was held on April 20, 2017 which covered the following information.

Best practices for finalizing and refining your proposal to get it ready for submission. This session will provide specific examples of common mistakes and pitfalls and ways to avoid them. A proposal checklist will be highlighted by several experienced Principal Investigators.

Presenters:

Dr. Celeste Carter

Lead Program Officer, NSF

Ann Beheler

PI and Executive Director, National CTC

William A. Alter III, Ph.D.

Special Projects Coordinator, VESTA

For Other Upcoming Webinars See: <http://www.atecenters.org/ccta>

Join us in Miami!



July 23-26, 2018



www.highimpact-tec.org

Register for HI-TEC and DOL and NSF Workforce Convening

HI-TEC Conference July 23-26 in Miami, FL

www.highimpact-tec.org

Free follow-up **DOL and NSF Workforce convening** for all TAACCCT grantees, NSF grantees and others who can benefit on **Friday, July 27.**

Contacts

- Elaine Johnson – ejohnson@biolink.ucsf.edu
- Marilyn Barger- mbarger@hccfl.edu
- Ann Beheler- abeheler@collin.edu

<http://www.atecenters.org/ccta>

WEBINAR SURVEY

Please take a moment to help us become better...