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CAMPAIGN FOR VCU

# An EPIC Approach to Community Partnerships

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# Agenda

- Background on VCU School of Business and its strategic plan
- Elements of a successful community partnership
- Tactical approaches for developing strategic partners
- Perspectives from a VCU community partner

# The EPIC Strategic Plan

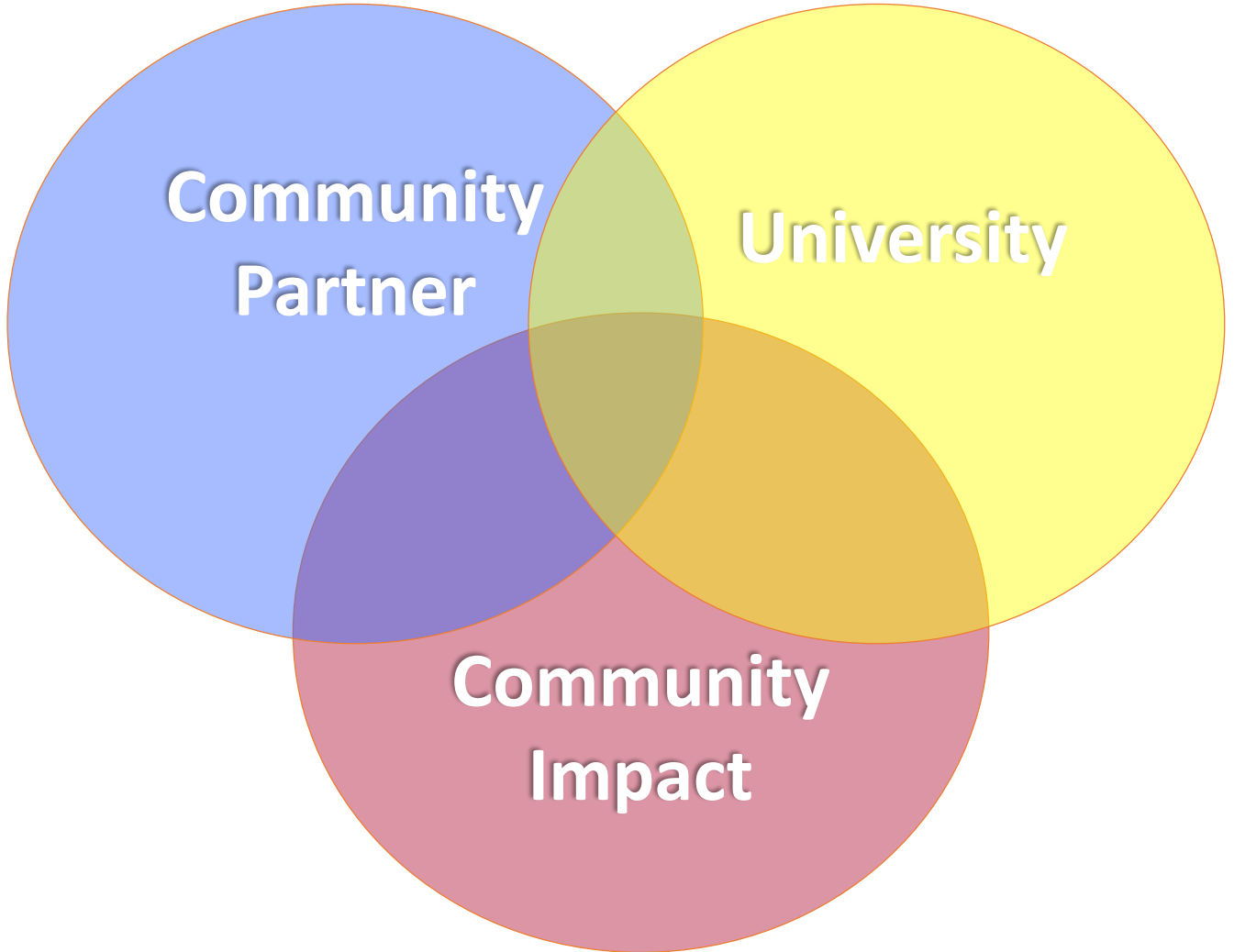
- Experiential learning
- Problem-solving curricula
- Impactful research
- Creative culture

# Defining Community Partnerships

- “The goal of university-industry collaborations should be to create this public good while simultaneously satisfying the mission and objectives of each partner.”<sup>1</sup>
- “[Partnerships are] relationships that provide opportunities for mutual benefit and results beyond what any single organization or sector could realize alone.”<sup>2</sup>

## A successful community partnership should be grounded in:

- Solid planning
  - Mutual respect
  - Shared values
  - Clear expectations
  - A willingness to listen to each other and change if need be, and
  - A desire to help the community
- Partnerships are not solely just giving money or increasing the notion of charity, it is about increasing the capacity of both groups and the community in which they operate.<sup>4</sup>



# Levels of Engagement Activities

## AWARENESS

- Career Fairs<sup>1</sup>
- Interviews<sup>1</sup>
- EDU Account<sup>2</sup>

Phase One

## INVOLVEMENT

- Industry Affiliates Advisory Program<sup>3</sup>
- Research Grants<sup>3</sup>
- Internship/Co-op
- Software Grants<sup>3</sup>

Phase Two

## SUPPORT

- Student Consultant<sup>4</sup>
- Hardware Grants<sup>3,5</sup>
- Curriculum Dev/ABET Support & Fundraising<sup>3</sup>
- Workshops/ Seminars<sup>4</sup>
- Support Contract<sup>3</sup>
- Student Organizations Sponsorships<sup>3</sup>
- Philanthropic Support<sup>6</sup>
- Speaking/Lectures<sup>4</sup>

Phase Three

## SPONSORSHIP

- University Initiative Sponsorship<sup>3</sup>
- Undergraduate Research Program Support<sup>3</sup>
- Graduate Fellowships<sup>5</sup>
- Collaborative Research Program Report<sup>3,5</sup>
- Outreach Programs<sup>6</sup>
- Support for Proposals for Education (NSF, NASA, etc.)<sup>3,5</sup>
- BETA Program<sup>3</sup>

Phase Four

## STRATEGIC PARTNER

- Executive Sponsorship<sup>3,5</sup>
- Joint Partnership<sup>3,5,6</sup>
- State Education Lobbying<sup>3</sup>
- Major Gifts<sup>3,5,6</sup>
- Business Development<sup>2,5</sup>

Phase Five

## KEY

1. Recruiting
2. Education Sales
3. UR Account Managers
4. UR Programs
5. UR Research
6. Other (Philanthropy, Alumni, Executive)

TRADITIONAL ENGAGEMENT

HOLISTIC ENGAGEMENT

Figure 1  
HP Relationship Continuum

Source:  
Johnson, W. (2003)

# Moves Management

## Awareness

Career Fairs

Participation in  
conferences

Corporate  
education

Alumni societies  
and affinity  
groups

## Involvement

On-campus  
Interviewing

Internships

Full-time hires

## Support

Guest speaking

Student  
mentoring

Advisory Councils  
Investors Circle

## Sponsorship

Industry  
conferences

Research or  
applied projects

Events and  
programs

Student  
organizations and  
competitions

## Strategic Partner

Trustee

Major gifts

Research and  
foundation grants



# Cultivation

- Know about the prospect- How can your organization help bring solutions to their problems/needs? Who are the key stakeholders?
- What is the value proposition for working with your organization? What is the return on their investment? What are the philanthropic goals for their organization?

# Solicitation

- The donor may have multiple relationships with the nonprofit.
- The donor may have multiple philanthropic goals.
- Clearly and concisely outline options for support in a comprehensive proposal.
- Timing is critical.

# Stewardship

- Press Releases and public announcements
- Impact stories
- Outcome reports/updates
- Recognitions societies and events

# Questions and Discussion



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# References

<sup>1</sup> National Council of University Research Administrators. (2006). Guiding Principles for University-Industry Endeavors.

<sup>2</sup> Peter F. Drucker Foundation for Nonprofit Management. (2002). Meeting the collaboration challenge: workbook: developing strategic alliances between nonprofit organizations and businesses (Vol. 68). Jossey-Bass.

<sup>3</sup> Johnson, W. C. (2003). University relations: The HP model. *Industry and Higher Education*, 17(6), 391-395.

<sup>4</sup> Australian Prime Minister's Community Business Partnerships. (n.d.). Retrieved from [https://www.ourcommunity.com.au/business/view\\_help\\_sheet.jsp?articleId=891](https://www.ourcommunity.com.au/business/view_help_sheet.jsp?articleId=891)

