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CAMPAIGN FOR VCU

An EPIC Approach to Community Partnerships

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VCU

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

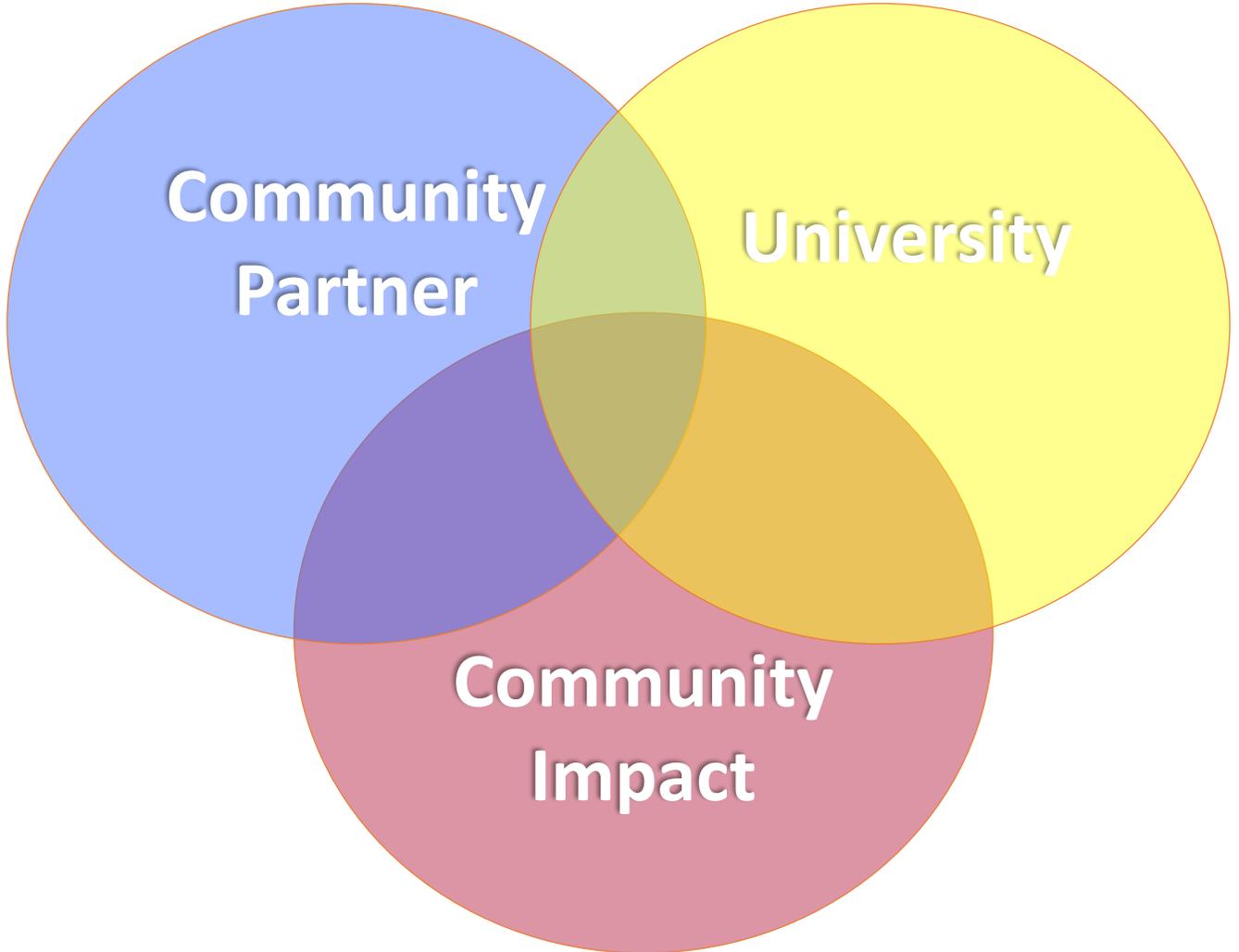
- Experiential learning
- Problem-solving curricula
- Impactful research
- Creative culture

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.”¹
- “[Partnerships are] relationships that provide opportunities for mutual benefit and results beyond what any single organization or sector could realize alone.”²

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.⁴



Levels of Engagement Activities

AWARENESS

- Career Fairs¹
- Interviews¹
- EDU Account²

INVOLVEMENT

- Industry Affiliates Advisory Program³
- Research Grants³
- Internship/Co-op
- Software Grants³

SUPPORT

- Student Consultant⁴
- Hardware Grants^{3,5}
- Curriculum Dev/ABET Support & Fundraising³
- Workshops/ Seminars⁴
- Support Contract³
- Student Organizations Sponsorships³
- Philanthropic Support⁶
- Speaking/Lectures⁴

SPONSORSHIP

- University Initiative Sponsorship³
- Undergraduate Research Program Support³
- Graduate Fellowships⁵
- Collaborative Research Program Report^{3,5}
- Outreach Programs⁶
- Support for Proposals for Education (NSF, NASA, etc.)^{3,5}
- BETA Program³

STRATEGIC PARTNER

- Executive Sponsorship^{3,5}
- Joint Partnership^{3,5,6}
- State Education Lobbying³
- Major Gifts^{3,5,6}
- Business Development^{2,5}

KEY

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

Phase One

Phase Two

Phase Three

Phase Four

Phase Five

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

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

² 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.

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

⁴ Australian Prime Minister's Community Business Partnerships. (n.d.). Retrieved from https://www.ourcommunity.com.au/business/view_help_sheet.jsp?articleId=891

