

Strategic Partner Moves Management

Short-term engagement and long-term partnerships are not mutually exclusive. While short-term interactions help to serve the mission and objectives, the underlying goal is to enhance a long-term relationship that accelerates collaboration. The value of a long-term relationship can be greater than the sum of individual interactions and more important than the results of one isolated project.

Organizations should analyze their engagement metrics periodically to identify new potential strategic partnerships. Equally important, engagement metrics may identify fragile partnerships that can be bolstered with additional engagement or involvement.

Example:

| Define Levels of Engagement for the Organization | | | | |
|---|----------------------|-------------------|------------------------------|--------------------------|
| Awareness | Involvement | Support | Sponsorship | Strategic Partner |
| Career fairs | On-campus interviews | Guest speakers | Conference sponsor | Trustee |
| Industry conferences | Hiring | Student mentoring | Project work | Major gift |
| | | Advisory boards | Student organization support | Grant partners |

Example:

| Analysis of Potential Partners by Engagement Activity | | | | | |
|--|--|---------------|--------------------------|--|--------------------------|
| Organization | Career Fair or conference participant | Hiring | Student mentoring | Project or conference sponsorship | Strategic Partner |
| Altria | X | X | X | X | x |
| Capital One | x | | | x | |
| CarMax | x | x | x | | |

Strategic Partners Moves Management Worksheet

Define Levels of Engagement for your own organization. How would you tier involvement?

| Define Levels of Engagement for the Organization | | | | |
|--|-------------|---------|-------------|-------------------|
| Awareness | Involvement | Support | Sponsorship | Strategic Partner |
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Who are potential partners at the awareness and involvement level?

Who are sponsors and strategic partners who could be either expanded or retained by further involvement? Who needs a firmer foundation?

| Analysis of Potential Partners by Engagement Activity | | | | | |
|---|-----------|-------------|-------------------|-----------------------------------|-------------------|
| Organization | Awareness | Involvement | Student mentoring | Project or conference sponsorship | Strategic Partner |
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