



How to Make a University Collaboration a Win-Win Situation

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Purpose of This Session

- ◆ University perspective
 - ◆ "Peek behind the curtain, Dorothy"
- ◆ What a university seeks from collaborative partners
- ◆ Pros and cons



Disclaimers

- ◆ Based upon personal observations & experiences
- ◆ Not intended to present an "official" policy or position statement



"Views and opinions expressed here do not reflect ..."

HE - A Big Industry

- ◆ Higher Ed institutions comes in all shapes & sizes
 - ◆ 2 year & 4 year
 - ◆ Public & private
 - ◆ Land grant
 - ◆ Historically black
 - ◆ etc.



Follow the Money

- ◆ Funding Sources
 - ◆ Endowments
 - ◆ State general funding
 - ◆ Tuition
 - ◆ Federal grants / program underwriting
 - ◆ Private grants
 - ◆ Fees for service



Organization

- ◆ Academic business
 - ◆ Degrees
 - ◆ Conduct research
- ◆ Public service
 - ◆ Community service
 - ◆ Industry service
- ◆ Administration
 - ◆ Finance
 - ◆ University services



What Does a University Want?

- ◆ Academic side
 - ◆ FTE's
 - ◆ Research \$
 - ◆ Good PR
- ◆ Public service side
 - ◆ Cost recovery / underwriting
 - ◆ Continuity
 - ◆ Good PR

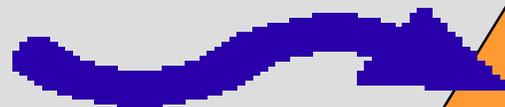


"University politics are vicious precisely because the stakes are so small."

- Henry Kissinger (1923-)

Define Roles

◆ Visionary



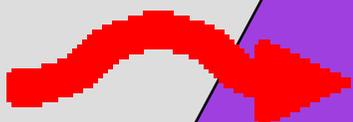
Vision

◆ Architect



Strategy

◆ Producers

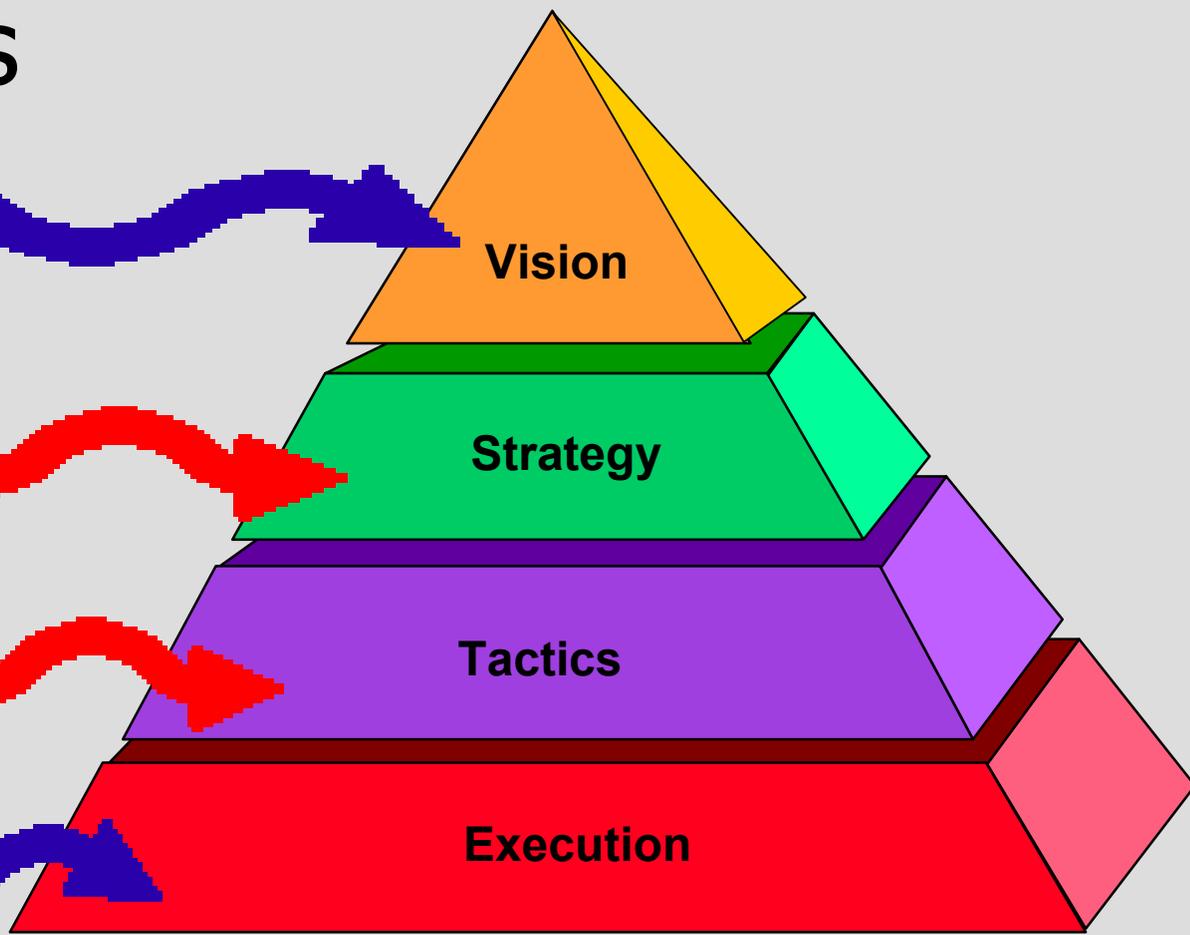


Tactics

◆ Grunts



Execution



Source: Performance Technology Group, Nashville TN

Weigh Your Options

◆ Pros

- ◆ Noble intentions
- ◆ Talent
- ◆ Event management
- ◆ Cost-effective

◆ Cons

- ◆ Ivory tower reputation
- ◆ Responsiveness
- ◆ Conflicting goals
- ◆ Self-imposed constraints



Suggestions

- ◆ Define Your Needs
- ◆ Be specific
 - ◆ Resources / extra hands
 - ◆ Expert advice
 - ◆ etc.
- ◆ Be patient
- ◆ Shop around



Thanks!

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