

# BEST PRACTICES FOR BUILDING PARTNERSHIPS

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In higher education, we understand that great ideas require great people—and lots of them! Planning events takes a great deal of passion, flexibility and creativity. Sometimes even the most creative people need a little help from their friends.

## BUILDING SUPPORT

The first step in partnership development is to build support from all levels of your organization. Here are a few tips to help you gather support from colleagues and partners.

### *PASSION PERSUADES*

If you believe in the value of your event, your passion will show when you speak to others. Don't be afraid to let people see how much you care and soon, they'll begin to believe, too.

### *FACTS SPEAK VOLUMES*

Passion doesn't automatically lead to results. Discussing how your event can make a difference in the lives of students, counselors and parents will require preparation, so plan your remarks ahead of time. Here are a few things you might need to share with the decision-makers at your institution to secure their support for your event:

- Describe some of your experiences that demonstrate why students and parents need the outreach your event can provide.
- Summarize the successful outcomes of similar events on your campus.
- Give examples of approaches used by other campuses or organizations, and explain how your event will be different and fresh.
- Outline the ways your event can support campus efforts to improve recruitment, retention, student engagement and other important initiatives.

### *FLEXIBILITY PAYS OFF*

Getting the funds you need, the location you want or the support you were expecting can be difficult. Remember to be flexible in your vision, since you'll need to accommodate a lot of people. Be creative in finding ways that meet everyone's needs without losing sight of your mission.

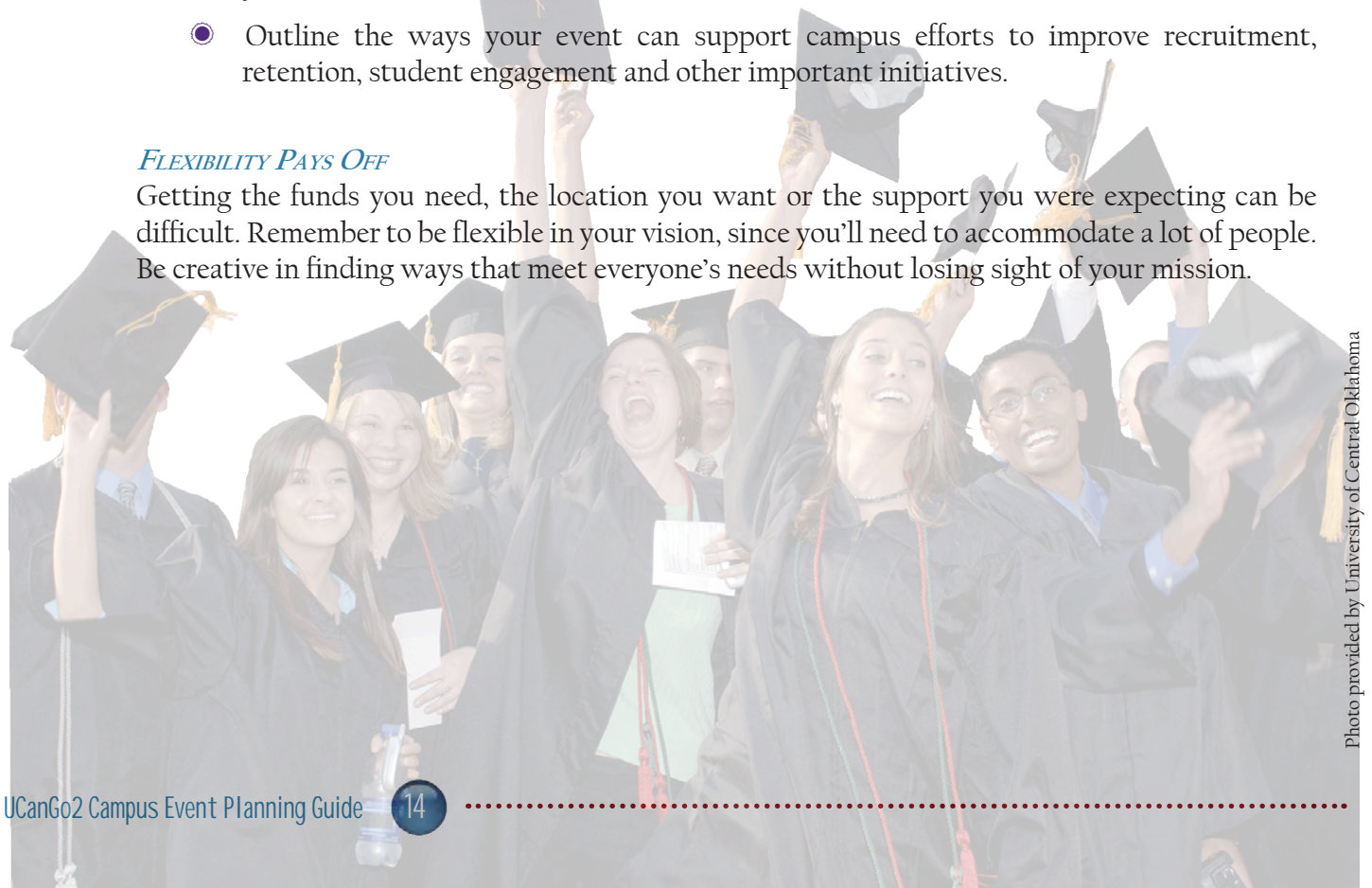


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## BUILDING BRIDGES

Collaboration with other departments or community organizations is a great way to maintain flexibility when planning an event, because partnership offers diverse resources and broader thinking. Building bridges can be challenging, but finding a partner with a similar mission can put your mutual goals within reach.

Co-sponsorships can bring personnel assistance, funding, venues, food and many other resources you need to the table. Many organizations and departments could be a perfect fit for your event; here's a list of potential campus- and community-based partners you may be able to work with to make your event a success.



## POSSIBLE COMMUNITY PARTNERS

### On Campus

- Admission and recruitment
- Student services
- Campus life
- Student organizations
- Enrollment and retention programs
- Leadership programs
- Financial aid office
- TRiO programs
- Service-learning and volunteer programs
- Community outreach/economic development offices

### In the Community

- High school counselors
- Lions Club
- Rotary Club
- Kiwanis
- Local churches
- United Way
- Community Action Agencies
- Workforce programs
- Service and development organizations, such as
  - YMCA/YWCA
  - Big Brothers Big Sisters