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Associations & Industry Relations Guide



Advisory Services



What Are School Partnerships and Relations?



Strong connections or affiliations between two or more schools, or between schools and organizations, are referred to as school partnerships.

These collaborations, which may be official or informal, benefit all educational settings by allowing them to share resources, expertise, and information in order to improve student learning outcomes.

Data collected over time has indicated that collaborating with universities, independent institutions, and state-funded elementary and secondary schools often offers a significant positive impact.

The notion of school partnerships is not a new one. Schools from kindergarten through university level and trade schools have long

recognized the benefits of partnering with other educational facilities or organizations. Examples can be found of both kinds of partnerships. For example, some schools are known as “feeder schools,” where the graduating class is automatically accepted into a partner school if those students wish to attend.

Other instances where school partnerships exist or have either officially or unofficially been in place are those between certain law schools and certain law firms, where the law firm selects associates from a pool of graduates before looking elsewhere.

Benefits of School Alliances

Partnerships—or alliances—between schools and between schools and organizations such as businesses can be mutually beneficial for all stakeholders.

Academic alliances with business organizations foster interactions among students, teachers, education stakeholders, and businesses that are mutually beneficial. These partnerships encourage research and commercialization activities, provide inventive career options, broaden the school's branding footprint and pique student interest in industry. The best collaborations provide talent that is tailored to a company's present and future demands while also fostering a strong local economy.

Academic alliances with other academic institutions provide both educational facilities with access to shared resources, a wider educational reach for students, and numerous opportunities for educational, research and social engagement among students, faculty and staff and both educational facilities.

It is the first duty of an educational facility to enrich the students' academic life in all possible ways while they are attending the school. It is also implied that a school should support students' career goals as much as possible, leading up to and upon graduation. School alliances and partnerships allow schools to take on these responsibilities more efficiently and easily.

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Variations on Partnerships

There are two basic types of partnerships that a school can undertake: 1) those between a school and another school and, 2) those between a school and a non-academic entity. Both of these types of partnerships are worth pursuing, because they both offer tremendous mutual benefits to all stakeholders.

Note that the two different types of partnerships are not mutually exclusive. That is, a school may have a partnership with another school and have a partnership with a non-academic institution. One does not preclude the other. Educational facilities may use a variety of collaborations to improve the lives of their students both on and off campus, throughout their academic careers.



Partnerships Between Schools

Students, faculty and staff have access to a myriad of new possibilities thanks to partnerships with other institutions and educational networks. Collaboration between schools promotes teaching and learning, fosters creativity, and raises the quality of research.

There are many ways in which schools can connect with other educational facilities. Bear in mind that the two schools do not need to be “even.” One can be smaller and the other larger, one can be located domestically and the other internationally, one can be a high school and one can be a trade school for high school graduates, and so on.

The gap can be even greater, too. For instance, one school could be a grade school and the other school a hospitality school. Grade school students can visit and learn how professionals learn their trade, and the hospitality students can practice their service skills on the grade

school students. This is just one example of how a school-to-school partnership could work, but there are many other examples.

Learning more about your community, available resources, and prospective partners would be the first step in deciding which educational facility your school might be a good match with. An excellent way to start might be by participating in educational events, interacting with chamber and economic development organizations, serving on local school boards or attending local school meetings.





Dual and Joint Degrees Collaborations

One exciting way that schools can partner with other academic institutions is by offering dual and/or joint degree collaborations. This particular kind of school-to-school partnership enriches the students' academic experience on a global scale when the partnership is with an international school, such as the case with the EHL Master's degree program that offers three semesters on three different continents. Not only does this bring a new and interesting perspective to the student, but it also allows school faculty, staff and students at the partner school abroad a rare opportunity to meet and collaborate with students in the same field but from a different culture. This is the kind of program that can really make a school stand out among its competitors.

International Exchange Programs

In an exchange program, the students go overseas and are hosted by a partner university, which is a mutually beneficial school-to-school arrangement. The school will, in turn, host the other school's students either simultaneously or at a later time.

Travel among students has a well-known social influence. This explains why it is such a popular strategy for educating students and increasing their intellectual interest. The major objective is to push them above their comfort zones so that they may improve both personally and academically.

Students that take part in student exchange programs not only get to travel to different countries, but they also show greater levels of knowledge, acceptance of cultural variety, and an increase in their cultural awareness.

Visiting Student Programs

Students don't need to travel abroad to gain enrichment from an exchange program. Students attending classes at one educational establishment may attend classes at another educational establishment for a certain amount of time. The exchange could happen within a community, or across states within the same country, or from county to country. It's up to the two schools in partnership to decide how a visiting student program would best benefit each school and its students.

This could be a great way to increase cultural awareness within the boundaries of a community, where there may be social challenges. Or it could simply be a way for students at one school to share in the resources at another school that the student would not otherwise have access to.

Summer Experience

Sometimes a student may not have the financial resources or the impetus to participate in a student exchange program during the school year. Studying in a foreign country throughout the summer is an excellent option for doing it during the regular school term. A student may spend the summer traveling to a new location, enhancing their education while doing so, and then return to university with a wealth of experiences to draw upon. In addition, the majority of study abroad programs that take place over the summer are shorter and less taxing on the wallet than their semester-long counterparts.

Certificate Programs

Another creative kind of partnership between schools is certificate programs. These would consist of academic credits that count toward some kind of certificate. Each school could either offer an existing certificate or design a unique certificate.

The certificate would be relevant to the experience. For example, a student who spent three days a week at a partner school would receive a certificate for the work skills they acquired during that time. It would be a certificate that is not available at the school where they attend full-time.

Certificate programs have a lot of built-in design flexibility, so an academic institution can create one that suits their needs and the needs of the partner school.

Micro-Credentials

Academic credits within a school may collaborate with other organizations or institutions to provide more targeted, smaller “chunks” of ancillary education for students. These chunks of education are intended to fill a skills or knowledge gap that has been identified in the desired field of study. Micro-credentials could be able to be stacked, and they might incorporate learning modalities like experiential or work-based education.

For example, a student studying botany might want to learn more about a particular plant. They could use the greenhouse at a partner school to run an experiment on that certain plant, and write a report on their findings; all supplemental work in addition to their regular schoolwork. At the end, they could be awarded a micro-credential for that project. The partner school could do something similar for their students, using a resource that they don't have, but which the partner school can offer.





Research Partnerships

School partnerships don't always have to focus directly on student benefits. By increasing the resources that faculty can share, the entire school benefits. A research partnership is one way to accomplish this.

In higher learning, being published is not only an accolade, but expected. Intense research on certain subjects often requires specialists in varying fields to put their heads together. Research partnerships between schools have existed for a long time now, and for good reason. They provide a way for faculty members to collaborate on shared research topics with other specialists at a different academic institution. If success is found, then a shared credit would appear in the published findings report, which would also benefit both schools.

Shared Events or Conferences

Events and conferences can be made much more valuable for attendees when they are shared between educational institutions. The contributions that one school brings to the event can be doubled with the addition of a partner school.

All manner of joint events can be arranged; from sporting events to rallies to academic conferences and more. This is a great opportunity to really shine among the community and for both schools to make names for themselves.

Another benefit to this kind of partnership is shared cost. It can be cost-prohibitive to host large events and conferences, but the expenses can be at least halved when two or more schools decide to go in on it together.



Certification Programs

Work with higher education institutions to build certification programs. Many of your workers will already have a bachelor's degree, so they will not want to return to school full time if it is not required or would cost them a lot of money.

However, they will be more interested in programs that renew their abilities or make them more marketable for a promotion or new position. With certification programs, a company will be able to upskill its staff more effectively, while universities will be able to attract more applications and provide potential students with more competitive certification programs.

Idea Labs and Workshops Partnerships

With this kind of idea labs partnership system, it is possible for a university to create locations and organize events at which workers, university officials, faculty members, and students may get together to think about and talk about various possibilities and difficulties that are present in the sector of their choice.

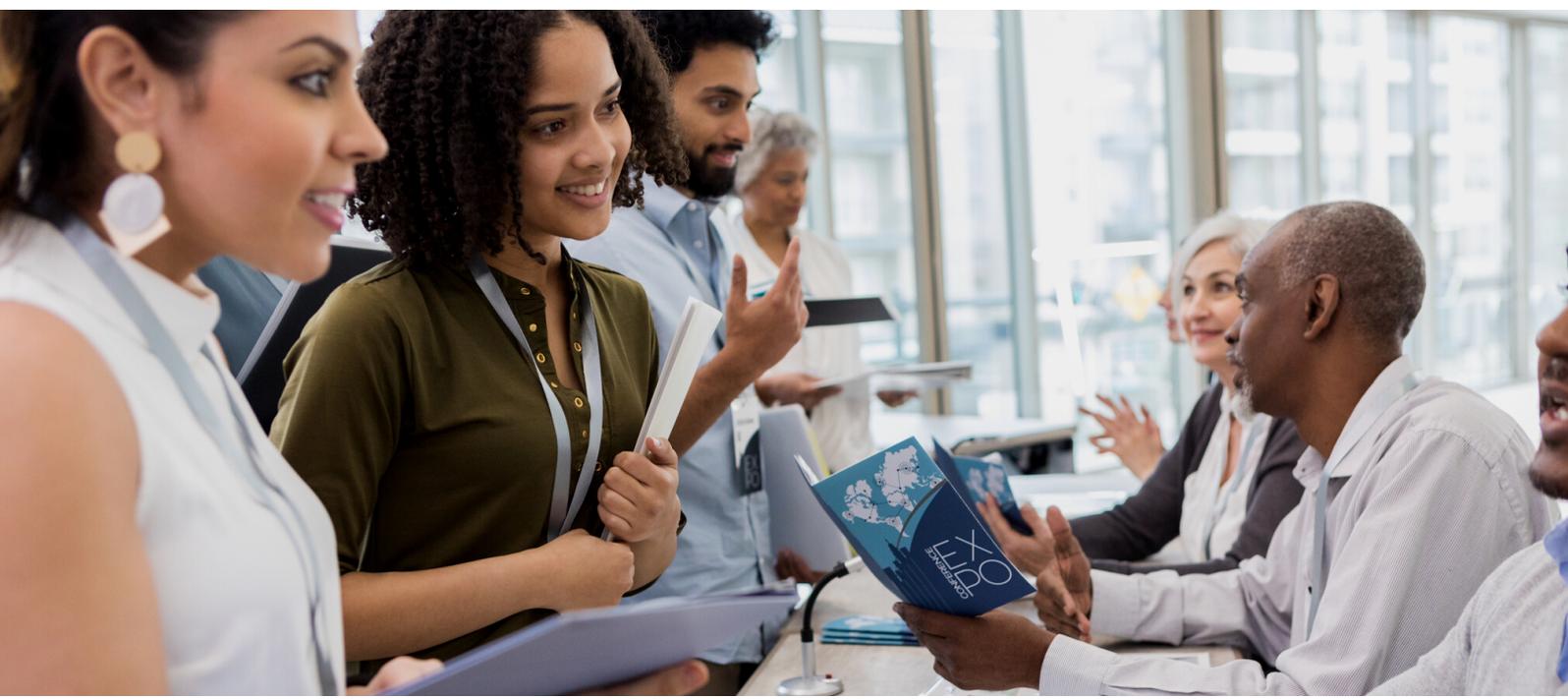
For instance, students attending business school at a university might gain something from attending a meeting with employees from across the company who have customer or procedural roles (and vice versa). During these meetings, everyone can talk about current trends, projections, and best practices, among other topics.

Student Business Projects

Students get the chance to work on real-life business challenges as a practical application of the information they have received in the classroom. This helps to bridge the gap between the academic world and the professional world.

For business students, the opportunity to work on actual business projects presents a unique chance to be seen, be heard and to test their own mettle in a real business environment.

For the non-academic institution, there's a chance to be a mentor to an eager student, to gain a new perspective from a student who is thinking outside the box, and the chance to spot new talent at an early age.





Business Incubator Partnerships

Business incubator partnerships help to nurture creativity in students who want to go on to careers in the business sector. Partnerships like these allow students to really flourish and grow, while making use of resources and equipment that they might not have available at their school.

Students have the opportunity to develop and test new business models based on their entrepreneurialism and innovation while finishing their studies in a secure environment where they still benefit from the support of the academic community. This opportunity is afforded to them while they are still able to receive assistance from the academic community.

Internship Programs

Students benefit from participating in internship programs since it enhances their educational experience and moves them closer to their professional goals.

It is possible for a non-academic group to organize internship programs in collaboration with educational institutions of higher learning. While they are in school, students have the opportunity to get experience both in the real world and via hands-on training. This helps universities and colleges seem to be more competitive.

Because many interns will wish to seek out full-time employment possibilities with your organization after they have finished their studies, your company will be able to build a consistent stream of highly qualified job candidates. This will help your company become more competitive.

A Guide to Building Effective Partnerships

Before you partner with an external organization, it is important to review your current financial and academic situation to ensure that a partnership is right for you. If you believe that your school would benefit from an external partnership, you can begin creating the partnership by following the next several steps.

Building a Relationship Team

Whether you want to pursue a partnership with another school or with a non-academic organization such as a business, you will first need to build a relationship team. This team will work closely with your faculty and staff in order to implement the next few steps. It's helpful to think of this team as a liaison between your school and your partner entity.



1. Define Your Goals

Setting objectives is the first stage in creating an external collaboration. What do you hope to gain by working with this outside party? Is this agreement intended to improve your institution's reputation, provide your students with the technical skills they need to succeed in their chosen careers, or draw new students to your program or school? Determining your SMART goals—Specific, Measurable, Attainable, Relevant, and Time-bound—is a wonderful place to start.

SMART Objectives for College Education

Specific: How does this program fit within your academic program? How would the collaboration advance your academic or organizational goals?

Measurable: What are your financial objectives or obstacles? What is the projected cost or revenue of this partnership? How many potential students do you think this initiative will draw?

Attainable: Make sure your objectives are genuinely doable. Though it may be tempting to indulge in wishful thinking, bear in mind that it is crucial to maintain your objectives grounded in reality.

Relevant: Which academic field of students would this collaboration affect? Which students will be asked to participate in a collaboration, for instance, if your university teams up with a medical technology company? Another department, such as engineering, biotechnology, or nursing?

Time-Bound: How much time will this collaboration continue? Do you expect it to last for many decades or just only a few days? Are you forming a long-term collaboration or a partnership for a certain event?

Ultimately, the aims and skills of your institution, as well as your budget, will determine which organizations you work with.





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2. Define Partner Benefits

Keep in mind that relationships are reciprocal. Make sure it is crystal apparent to both you and your prospective partners how this relationship will benefit them as well. If the collaboration is research-focused, the firm may profit from your pool of creative students working on different research projects especially connected to the company's product line to help it address challenging challenges. Recruiting students from your school after direct cooperation may significantly cut training expenses and eliminate the unpredictability of hiring from the general public if the firm is seeking to hire interns or entry-level workers.

3. Seek Out Local Businesses First

Checking to discover which companies are operational in your neighborhood is a terrific approach to collaborating with local businesses. See if there is a local start-up that would be interested in helping ambitious and motivated students. Do you have any alumni in important positions working in the region whom you can contact? Utilizing your network and contacting local companies is a fantastic approach to begin the formation of partnerships for your institution or university.

4. Define Roles And Responsibilities

Make sure that you and your partner are on the same page on the contributions that each of you will be making, that the responsibilities are clear on both ends. In order to prevent problems further down the road, it is essential to verify that your objectives are congruent with one another and that you have articulated your expectations in a way that is understandable to both parties.

Bringing Your School to the Next Level With Partnerships

Partnerships with other schools or businesses can take your school to the next level with regard to the rich educational experience you can offer your students. At the end of the day, it's all about enriching the academic and professional lives of the students who have put themselves into your care. By developing mutually beneficial partnerships with local and maybe even international entities, your school can rise above the competition and be seen as an educational institution that offers opportunities that few others can.



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