

New York Partnership Summits: A Planning Guide

I. Introduction

In February and March of 2014, the Technical Assistance Center of New York (TAC) convened four half-day summits on building business/education partnerships. These workshops, designed and led by the National Center for College and Career Transitions (NC3T), were held according to the following schedule:

February 24, 2014	Middletown, NY
February 27, 2014	Fairport, NY (Rochester area)
March 17, 2014	Canton, NY
March 18, 2014	Watertown, NY

As part of its work for TAC, NC3T agreed to write a process guide that can share with sites across the state interested in convening their own workshops. Details on planning and hosting such workshops are provided below. While the complete presentation (including PowerPoint slides and worksheets) used during these summits is not attached to this guide, it has been made available to TAC, and can be resubmitted upon request.

II. Audience

The original plan for these summits was to entertain teams of existing partners, including top district leadership (including the superintendent and director of CTE) along with a handful of their top business and postsecondary partners. These teams would then be able to work through the provided exercises together, gaining insight into the partnership process and finding new ways of working together.

In reality, it was difficult to attract integrated teams, partly because those relationships had not yet been established. In communities where a strong business organization had already demonstrated an interest in education and was actively engaged in discussions about the event (such as in Middletown and in Rochester), business attendance at the workshop was strong, representing 50% or more of the attendees; however, few came with an existing education partner. In markets where such an organization did not exist, the room was filled almost entirely with educators.

Even without existing teams, the workshops were still useful and well-received: The content was applicable to both educators and community partners, and where partners were not present, participants could work through the exercises in groups and reasonably project the interests and capabilities of likely partners.

Going forward, summit hosts should not expect attendees to come in teams, but should still make a concerted effort to invite both business and education leaders to discuss partnering, and offer encouragement to both to go make those connections themselves.

III. Promotion

(Note: Marketing materials used to promote the first four events are found at the end of this guide.)

For the four events held in spring 2014, TAC took the lead on outreach, identifying one or two host organizations in each market (either a BOCES or a business organization), and leveraging their local connections to distribute invitations. In addition, the organization partnered with a statewide education association, the New York State Council of School Superintendents, to lend additional credibility to the events and to leverage their communication efforts to school superintendents. NC3T developed a short “Save the Date” announcement as well as a complete invitation for distribution; a press release was also written and made available to local media outlets prior to each event.

Marketing strategy for future events will depend on the available budget; ideally the host would invest in a direct mail and/or telemarketing campaign to promote attendance among administrators and business representatives. However, a strong effort can be made with a very low investment, based on the experiences from the first series of summits.

IV. Content and Format

(Note: A complete set of presentation materials, including slides and handouts, is available on the TAC website at <http://www.nyctecenter.org/spn/page/136>).

The content of these summits focuses on the “why” and “how” of business/education partnerships, explaining why partnerships are needed; the benefits they provide to students, businesses, and teachers and schools; how to identify the assets that can fuel partnership programs; the types of partnership models that participants can consider; and methods for measuring and evaluating the impact of partners’ efforts, not only in terms of student outcomes but also outcomes for businesses and schools.

While some content must be presented to inform participants, these events are intended to be interactive, workshop-style events, and participants are provided with a series of handouts to help them identify partnership goals, return on investment, assets, partnership models and evaluation methods. At the end of these events, participants are expected to develop a partnership concept and present it to the group.

This approach worked well in the four summits held to date, and should be considered for future events.

V. Planning Schedule

NC3T suggests a minimum of two months for planning and coordination to host a partnership summit; interested parties can consider the following schedule as they plan for their own events:

Time Window	Action to be completed by that date
Two months prior	Primary local education partner confirmed to host event and take the lead in identifying prospective attendees
Six weeks prior	Location for event confirmed, under contract; should be a known local location and/or easily accessible from major roads

	List of prospective attendees, including business and education targets, has been identified
	Point of contact for RSVPs (either local contact or TAC) has been identified, contact information has been provided
Five weeks prior	Invitations sent out by mail and/or email; other opportunities to promote the summit (such as announcements at a chamber meeting, information distributed through teacher meetings) welcome
Four weeks prior	Presenter completes interviews with two local contacts, including the primary local education partner and a representative of the business community (either head of an advisory board or a chamber rep) to prepare for summit
	Catering details are confirmed with a supplier; number of attendees still TBD
Three weeks prior	Reminders go out to the list of prospective attendees by email
	Travel plans by presenter and TAC staff (flights, rooms, etc.) are confirmed
One week prior	Host or TAC provides caterer with an estimated count of attendees
	Presenter sends copies of materials to printer
	Host or TAC prepares name tags
One day prior	Presenter arrives, reviews summit room and technical capabilities

Creating Partnerships that Boost College-Career Preparedness

February 24, 2014

9AM to 1PM
Holiday Inn
68 Crystal Run Rd.
Middletown, NY

February 27, 2014

9AM-1PM
Woodcliff Hotel & Spa
199 Woodcliff Drive.
Fairport, NY

March 17, 2014

9AM to 1PM
St. Lawrence-Lewis
BOCES
40 West Main St.
Canton, NY

March 18, 2014

9AM-1PM
Hilton Garden Inn
1290 Arsenal St.
Watertown, NY

The New York State Council of School Superintendents and the CTE Technical Assistance Center of New York, along with local sponsors will host a half-day workshop (9AM-1PM) for educators and their workforce and postsecondary partners on building strong and sustainable business-education partnerships.

This hands-on event will focus on the "why" and the "how" of partnerships, helping attendees* build a better understanding of their partners; explore the partnership models available to them; and consider the methods they can use to strengthen local relationships and outcomes.

**We encourage teams, led by school superintendents of up to 4-8 members. Teams should include current or prospective business and postsecondary education partners along with district/school administrators charged with improving student achievement and systematic leadership.*

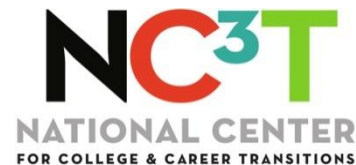
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NC3T.org



In partnership with:
(NYSCOSS LOGO)
(N3CT LOGO)
(FAME LOGO or ORANGE COUNTY CHAMBER LOGO)

Creating Partnerships that Boost College-Career Preparedness

March X, 2014 • 9am–12pm • Location

Light lunch will be provided

Purpose

This event is intended for district leaders, employers from any industry sector, and postsecondary partners, whether or not they are actively working together.

The purpose of this event is to bring together education, workforce, and community partners with the goals of better understanding each other and working together to support one another.

This half-day workshop will focus on the “why” and the “how” of partnerships, helping attendees build a better understanding of their partners, the opportunities available to them, and the methods they can use to strengthen local relationships and outcomes.

Participants should come together as a team, including some or all of the following:

- K-12 administrators (e.g. Superintendent, Deputy/Asst. Superintendent, Principals, Directors)
- Postsecondary education representatives (i.e. President, Provost, Dean, Faculty)
- Local workforce/industry leaders (e.g. President, Human Resources Director, Foreperson)
- Civic and labor partners (i.e. Workforce Investment Boards, Unions, Chambers of Commerce)
- Community organizations (i.e. Partners in Education, Public Education Initiatives,)

Event Details

Representatives of the National Center for College and Career Transitions (NC3T), in partnership with the CTE Technical Assistance Center of New York, will work with attendees through group and breakout sessions to address the following:

- **What’s in it for me:** How educators, employers, community organizations, and students all benefit from a strong network of employer/education partnerships. NC3T will provide a general overview of community and partner benefits and give groups time to identify local workforce priorities as well as partners’ specific interests. They will also encourage groups to discuss concrete goals for their work.
- **The nine types of partnerships:** Most will be familiar with some models, such as advisory boards, site visits, internships and the like. But there are others, and each community should create their own mix based on assets and objectives. NC3T will highlight the many options available and give participating groups opportunities to explore them.
- **Local planning:** With partner needs and goals in mind, participating groups will work together to discuss the mix of partnership models that can best help them leverage their resources to create the greatest impact within their communities.

To RSVP

Seating is limited: Please RSVP for this October XX event by September XX. Contact NAME HERE at PHONE or EMAIL to let them know who in your group will be attending.

Media Contact:

NAME, COMPANY

CELL PHONE NUMBER (cell)

EMAIL ADDRESS

BUSINESS AND EDUCATION LEADERS TO COLLABORATE ON COLLEGE/CAREER PREPAREDNESS

Half-day workshop on building effective partnerships to be held DATE

CITY, NY (February 11, 2014) – Helping students become prepared for college and the workplace is a top priority for school and business leaders across New York; on DATE, representatives from schools and businesses in CITY/COUNTY will meet to discuss how they can improve student preparedness by forging strong and sustainable business/education partnerships.

Over the course of a half-day workshop led by the National Center for College and Career Transitions (NC3T), participants will explore the “why” and the “how” of partnerships. Attendees will build a better understanding of their partners, the opportunities available to them, and the methods they can use to strengthen local relationships and outcomes.

According to Tim Ott, head of The Career and Technical Education Technical Assistance Center (CTE TAC) which is sponsoring these workshops, “Partnerships are an important tool in building a strong workforce pipeline, and all parties involved – educators, employers, community organizations, and students – can benefit greatly from their participation. We look forward to supporting educators and business leaders in CITY/COUNTY through this event.”

These workshops are also sponsored by the New York Council of State Superintendents; Kelly Masline, Senior Associate Director of NYCROSS, notes that “Our members understand the critical role the business community plays in supporting our schools and preparing students for the future. We are excited to give superintendents and other education leaders an opportunity to build stronger connections to their local partners.”

NAME, TITLE of ORGANIZATION and local host of this workshop, concurred on the importance of these community/school connections in CITY/COUNTY. “The kinds of partnerships we’ll be exploring through these workshops will benefit everyone: Our business community will see a more capable workforce, while our schools will be able to provide a stronger and more vibrant educational experience. The biggest winners through this process, of course, will be our kids.”

Education and business leaders in CITY/COUNTY are invited to attend, and encouraged to come to the event together as teams. For more information, visit <http://nyctecenter.org/spn/>.

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About Us: The Career and Technical Education Technical Assistance Center (CTE TAC) operates as a State Contract to assist New York State Education Department (NYSED) in carrying out its mission of improving the quality, access, and delivery of CTE through research-based methods and strategies resulting in broader Career and Technical Education (CTE) opportunities for all students. For more information, visit <http://nyctecenter.org/>.