Building Partnerships for Education
Making industry-education connections

- Science education has changed over the years
- No longer are science educators restricted to resources within the four walls of their classrooms
- Students’ thinking has to be more three-dimensional and global
- We know that means building a host of partnerships.
Industry-Education Connections

- Lessons learned from education partners
- The Ask(s)
- The Wait
- The Answer
Lessons Learned From Education Partners

❖ Communication
❖ Shared Goals
❖ Relationship Building
The first and last thing to worry about!
Alison Anthony

BLUF

Don’t bury the lead

Be concise
Who’s the point of contact?
Garrison Hanning

Navigate your partner’s communication infrastructure.
Mandy Leemhuis
Give me the details!

Try to have all the details in the first e-mail.

Work to help partner not have to ask more questions in a follow-up e-mail.
Speak Clearly

Avoid Eduspeak

Eliminate acronyms where possible
Shared Goals

“It’s easier to find money for a good idea than a good idea for money.” Rochelle Klein
Invite Partners Into Building Process

Schedule Brainstorming Time

Block out dedicated time to brainstorm, engage and do business together. Best to set a regular time, a time limit and an agenda for what you want to accomplish in it. Leave some time unexpected discussion.
What are our shared goals? "Be a student of your audience.”
Bruce Wilkinson, 7 Laws of the Learner

What are their interests?
How much time do they have?
What level of partnership are they interested in?
Sharing our love for 21st Century skills.
STEAM programs help today’s students advance their critical thinking and creativity through Science, Technology, Engineering, Arts/Design, and Mathematics—all areas that will prove to be vitally important to our world in the years to come.

That’s why Siemens supports educators like you with programs and challenges for both STEAM and sustainability topics. With SustainU, we work with you to inspire the next generation of leaders to think big, explore the world, and learn to solve problems with critical thinking, collaboration, and more.

What are our shared goals? “Be a student of your audience.” Bruce Wilkinson, 7 Laws of the Learner
Moving the Needle

Meredith Siegfried
LeeAnne Jimenez
“Don’t bring me any other shiny things.”

Relentless pursuit of shared goals
Yes!

Work toward saying yes!
Winston Churchill

“Never, never, never, never give up!”
Susan Crenshaw
Don’t go empty handed

“What would you do if you had twice the amount requested?”

“What do you want to be accomplishing in the next 3-5 years?”
Lucia Carballo Oberle

“Ask for the moon and the stars!”
Building Relationship

Be Authentic

This is pretty simple. Find people and companies you feel a natural connection and ease of communication with and things you both have in common.
Stand up for your partners

“This thing moves at the speed of trust”.

Mayor Kathy Taylor
“The ONLY thing we have is relationship.”
Jan Morrison

“Mind the interfaces. Pay attention to everyone’s enlightened self-interest.”
“Do what you say you will do.”

Taylor Hill Taylor
H Dennis Queen

“Take care of the relationships and the money will take care of itself.”
“An unexpected gift at an unexpected time.”

Sean Connery
Chris Pautler

“When you fail, fail quickly.”
Network Building

“If you want to go fast, go alone. If you want to go far, go together.”
African Proverb
Think outside the box!
Distinguish yourself.
Bite Size Chunks

When possible make it easy for your partner to say yes!
Offer Something Before Asking for Something

- In 2010, Trendwatching.com came out with a trend brief that highlighted “serving is the new selling”.
- When we educate, help and inspire others with our experience and expertise, we are building the foundation for trust that underlies relationships that endure.
- When we get more serious and engaged on LinkedIn, Facebook, Twitter and other social media where community gathers and exchanges ideas, we are serving and helping.
- Serving and helping builds trust like nothing else.
Enlightened Self-Interests

Let Go of Expectations

Always go into relationships with an open mind, realistic expectations and never assume.

People are only who we think they are based on what our interactions have been with them.
Who else?

Funders
Informal Ed
Community Organizations
Districts
Teachers
The Wait....
The Wait

Circle back gently…often enough to keep it top of the mind…

but not fatal attraction often.
Updates

- Timing of ask
- Partners involved
- Amount of ask
Assume Good Intentions
If the answer is yes....
Celebrate

Celebrate the victories of partnerships and give the credit to your partners

❖ Call
❖ Social media
❖ Report
❖ Photos
❖ Metrics
❖ Quotes
❖ Research impact
❖ Invite media
❖ DoS Evaluation
If the answer is no...
Keeping the door open

- Politely ask why the proposal was declined so that your next ask can be more effective.
- Thank partner for considering the ask.
- Let partner know you will be looking for more appropriate ways to collaborate.
- Thank partner for all they do in our community.
TRSA

Advisory Council Members
Advisory Council Members

1Architecture
AAON
AIA Eastern Oklahoma
Ambler Architects
American Airlines
American Heart Association
APSCO
BA Sidewalk Astronomers
Baker Hughes
BAMA Companies
Barndall Public Schools
Booker T. Washington High School
Broken Arrow Public Schools
Camp Fire Green Country
Cancer Treatment Center of America
CAP Tulsa
Charles & Lynn Schusterman Family Foundation
Cherokee Nation Business
Collegiate Hall
Conquer Youth
Consumer Affairs
Cox Media
Docummun
Engineers’ Society Tulsa
Excellence Engineering
Explorer Pipeline
Flintco
Forest for the Trees
Fox 23 - Cox Media Group

George Kaiser Family Foundation
Girl Scouts of Eastern Oklahoma
Global Gardens
Google
The Greenheck Group
Henryetta Public School
India Association of Greater Tulsa
Jenks Public Schools
Junior Achievement of Oklahoma
Juntos
KIPP Tulsa
Matrix Service Company
The MET
Metro Christian Academy
MidAmerica Industrial Park
Miss Helen’s Private School
Muncie Power Products
Muscoyee (Creek) Nation
Muscoyee (Creek) Nation
Department of Education
Muscoyee City-County Port Authority
Muscoyee FabLab
Muscoyee Public Schools
NORDAM
OCAST
OETA
Oklahoma Aquarium
Oklahoma State Department of Education
Oklahoma State University – Tulsa
Oklahoma State University Center for Health Sciences
OneGas
ONEOK
The Opportunity Project
ORU IEEE
Osage County Interlocal Cooperative
Osage Nation
Owasso Public Schools
Project Lead The Way
PSO
Quick Trip
R.A.C.E. NSU
Ramsey System Services
Riverfield Country Day School
Route 66 Alliance
Siemens Industry
Society of Exploration Geophysicists
Spirit AeroSystems
Standard Testing and Engineering Company
STARBASE Oklahoma
STEM Achievement Foundation (SAF)
Sylvan Learning Center of Owasso
T.D. Williamson
Tandy Supercomputing Center
Tulsa Council of PTAs
Teach For America
Teaching Institute for Excellence in STEM (TIES)

The University of Tulsa
Tulsa Air and Space Museum & Planetarium
Tulsa Chamber of Commerce
Tulsa Children’s Museum’s Discovery Lab
Tulsa City-County Library
Tulsa Community College
Tulsa Community Foundation
Tulsa Engineering Foundation
Tulsa Garden Center
Tulsa Glassblowing School
Tulsa Mayoral Office
Tulsa Opera
Tulsa Public Schools
Tulsa Symphony
Tulsa Tech
Tulsa Term at Holland Hall
Tulsa Zoo
Union Public Schools
USNA STEM Center
Video Gaming Technologies
Westside YMCA
Williams
YMCA of Greater Tulsa
Youth Philanthropy Initiative (YPI)
Oklahoma Impact of TRSA Collaboration
Reflection

- Lessons learned from education partners
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