

Partnership Planning Group
Final Report
22 April 2022

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I. Preface

The Partnership Planning Group met monthly from November 2021 to April 2022, where we considered the following key questions:

- x What goals can partnerships help us accomplish?
- x Who are our current partners, and should we expand any of these relationships?
- x How do we identify, prioritize, and develop future partnerships?
- x What makes a partnership successful and how do we ensure its success?
- x How do we effectively maintain and keep track of our partnerships?

Based on these conversations, our interim report in February 2022 identified three important goals:

1. Identifying (and defining) key external partnership opportunities for the College and developing strategies to pursue and enhance them.
2. Improving campus communication and collaboration surrounding campus and partnerships as well as developing systems to ensure there is "shared institutional knowledge"
3. Developing systems of accountability for partnership relationship management, campus communication, and stewardship.

Throughout our work, it has become clear that external partnerships are great resources for the College that can accomplish many goals (e.g., academic, enrollment, philanthropic, and workforce) and help us fulfill the College's mission. If tapped more fully, these partnerships could further enhance the reputation of the College and differentiate us in the marketplace well as enrich our offerings in novel, efficient ways.

Further, there is tremendous excitement and energy around partnerships, as well as a collaborative community spirit that will serve the College well in development efforts now and in the future. Despite this enthusiasm, there are challenges to overcome as a first instance with



An audit of existing Memoranda of Understanding (MOUs) was also conducted [linked here](#) for reference.

3. What makes a partnership successful and how do we ensure its success?

The next important step for our committee was to consider what makes a partnership successful. A good partnership must be mutually beneficial to partners, and it might include a combination of other ingredients, such as: mission alignment, the presence of alumni (especially alumni decisionmakers), proximity/locality, variety of opportunities, and connections to other partners. As a helpful exercise, we developed a brief case study of our existing (and growing) partnership with Horizon Therapeutics [linked here](#). This exercise not only helped us to better define the keys to a successful relationship, but it helped us evaluate current partnerships and prioritize future opportunities.

4. How do we effectively maintain and keep track of our partnerships?

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1. Expand Partnerships both In the Forest and In the Loop.

Goal:

The College should strategically enhance the College's footprint through further development, expansion, and marketing of key partnerships in Lake Forest, in Chicago, and in our nearby communities. We need to take better advantage of our proximity to organizations and companies that ar

enrollment/hiring pipelines etc.) that focus on the growing healthcare industry to support this growing population of students.

Potential Avenues:

- x Ensure we meet their academic needs and interests (e.g., MD, DO, dental, veterinary, pharmacy optometry), and expand the array of possible professions in the health industry

- x Seek opportunities from partners to fund student internships at profit institutions (which typically cannot pay for interns themselves).
- x Expand our Federal Work Study program with partners (e.g. North Chicago Community Partners where students are paid to be reading tutors to younger children in the community).
- x Leverage our corporate partners' community service connections.

Sample Partners

- o North Chicago Community Partners
- o Lake County Partners
- o Waukegan to College
- o Horizon Therapeutics
- o Schuler Scholars
- o Chicago Botanic Garden
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5. Hire a Full-Time Staff Member to Lead Partnership Initiatives

Goal: If we are to truly make progress on key College wide partnerships, we must hire a dedicated fulltime staffmember who will assume campus leadership and communication for partnerships by

- x Promoting partnerships with business and industry to help identify and develop programs in existing and emerging career areas.
- x Providing guidance and support to faculty and staff on how they can contribute to partnerships.
- x Serving as a campus resource for opportunities identified in which a specific partner or type of partner would help reach the desired outcome.
- x Working collaboratively with our partners to develop shared goals and strategic objectives and invest in partnership activities for mission success.
- x Marketing key partnerships on our website ensure external and internal audiences are aware of the College's current strategic partners
- x Maintaining the partnership database and update pertinent interactions and changes to the relationship and adding new campus partners when needed.
- x Identifying relationship managers for the partners in the Slate system and informing these individuals of their responsibilities.
- x Reviewing current partnership briefs housed in Slate for future opportunities.
- x Facilitating meeting with key members of the College community to determine what is necessary to advance a partnership target providing support to make these opportunities a reality.
- x Providing stewardship to our partners in ways meaningful to them, (e.g., recruitment, mentorship, etc.).

In addition, the College will need a team comprised of faculty and staffs campus that have defined responsibility for communication, recruiting, and stewardship of key external campus partnerships if we are to truly make them key College wide partnerships.

It would be ideal to have every key strategic partnership to have a sector manager. As an example:

VI. Conclusion

The Partnership Planning Group is pleased by the progress our committee has made in establishing the foundation for partnership development and expansion, but most excited about the potential that lies ahead. We look forward to continued collaboration ~~on~~ **in** ~~the~~ **priority** recommendations. We are thankful to all who provided feedback and are inspired by the energy and passion within our community. Our ability to be strategic, nimble, and rally around the needs of our students will continue to be an important ~~to~~ **mark** of the College, and one we are confident that our partners will appreciate.