Partnership Checklist: Things to Consider

- Be coldly objective. Don’t select a partner for emotional or friendship reasons.
- Don’t duplicate yourself. Share the vision, but bring distinctly different skills, resources to the table.
- Share resource commitment. Sharing commitment decreases the chance of a “lopsided” arrangement.
- Commit to a formal partnership agreement.
- Pick a partner you respect and who respects you.
- Require open communication.
- Determine the potential partner’s work ethics.
- Ask yourself: Does the potential partner have the ability to “stay in it” for the long run?
- What is the potential partner’s track record?
- How proactive is the partner?
- What is the partner’s existing network?

- What baggage does the partner bring along?
- Perform a background check and/or due diligence on the potential partner to determine their viability either financially or operationally or both.
- Make sure the other entity understands and will comply with District policies and procedures as well as the regulations we are subject to, to the extent it affects the partnership.
- Visa versa, make sure the district can comply with the other entity’s requirements, laws, etc. i.e. County or LA City require compliance with laws that we cannot or should not legally comply with (I can provide a long list from our attorney).
- Is there a potential negative public relations impact that could result from the partnership or activity engaged in?
Partnership Checklist: Things to Consider

- Shared goals or outcomes
- Well matched resources that compliment goal achievement – funding, good potential client database, marketing potential
- Access to resources (organizations, funding, people, networks, technology) we otherwise would not be able to access
- Access to future opportunities as a result of the partnership (positioning for the future)
- Timely responsiveness
- A positive corporate or educational culture within the partner’s organization
- Capacity to work with us and our systems, procedures, processes – ability to work within our educational parameters
- Our ability, capacity and willingness to work with the partner’s systems, procedures and processes
- Ethical foundation and professionalism/respectful working relationships
- Proven track record of completing projects/initiatives
- Say they will do what they do
- Similar artistic sensibilities (PAC)
- Accuracy of correspondence (absence of typos, clarity of language, etc.)
- Flexibility and openness to new ideas
- Benefits the students
- They have connections to groups, people etc. you don’t have
Partnership Checklist: Things to Consider

- Board members in community or of significant prominence
- Breadth of work if it is an artistic partnership (PAC)
- Clout in community
- Level of which they know community and have already made significant connections
- Clout in Industry
- Website for validity
- Mission is in alignment
- Prior working relationship
- Similar Board activities
- Degree to which there is mutual benefit
- Degree to which there is benefit for COC or its programs
- Degree to which there is recognition for the College
- Degree to which there is exposure to new audience, patrons, media outlets (PAC)
- Degree to which it raises COC/PAC visibility as a community partnering agency
- Degree to which the College/PAC is part of new festivals and at the level of other venues in So. Cal such as World Festival of Music, Festival of New American Musicals, Kennedy Center Partners in Education, Consortium with K-12 schools in the Santa Clarita Valley (PAC)
- Active participation in the field
- Reputation for innovation
- Reputation for integrity
- Responsiveness to requests and correspondence
- Familiarity with their own processes (i.e., does the academic staff know their own institution's fiscal processes)
- History of grant awards
Partnership Checklist: Things to Consider

- They have better resources to help complete plans or projects
- It hopefully cuts the work in half
- It makes you a stronger unit
- Geographically it can make you more efficient...north-south, CA.-Mex....etc.
- Sounds good in a political arena
- Common Interests or Populations make a good starting point for a positive partnership.
- Alignment of common missions between the College and the partner organization.
- The level of community involvement of the organization to assist us in serving our community.
What Makes a Great Partnership?

"The highs and the lows, the successes and the failures, the feeling of being with someone you know is smarter than you are, all the while confident they think the same way. Working together is much better than working alone."

- Michael D. Eisner,
  former Chairman and CEO of The Walt Disney Company
Explore how to access the right resources to help you achieve your goals by networking and developing relationships
What IS a partnership anyway?

- Technically defined, a partnership is “an arrangement where parties agree to cooperate to advance their mutual interests”
  - The parties have the same or similar visions and goals that can better be met by joining forces, networks and budgets

- Partnerships can take on many different forms and be both on and off campus, between people or entities

- Between people
  - Two or more people within a department
  - Two or more people across departments (for example: The Foundation and the Chancellor’s Department)

- Between entities
  - For example, COC and
    - The City of Santa Clarita (Worksource)
    - The Hart District (Academy of the Canyons)
    - K-6 School Districts
    - Valencia Industrial Association
  - Rock the Rhythm, Beat the Odds
  - Non-profit Council
  - Economic Development Corporation
"... The only way to make it in life is to get up, get out, and do it."
- Susana Bernacchi

The same is true with partnerships & resources