



## SUSTAINING INDUSTRY PARTNERSHIPS

### Top strategies from the ATE community

#### #1: Communicate regularly

- ◆ Provide regular updates on your program. Be sure to communicate opportunities and challenges as well as successes.
- ◆ Keep communicating by whatever means necessary. Fit your approach to your partner's preference.

#### #2: Provide a variety of opportunities for participation

- ◆ Engage partners via job shadows, tours, curriculum development, teaching opportunities, guest lecture opportunities, etc.
- ◆ Determine your partners' interest and involve them accordingly.

#### #3: Convene regularly occurring meetings

- ◆ Schedule and hold standing meetings. It sets the pace and structure for working together.
- ◆ Alternate between in-person and web-based meetings; this makes meeting viable for all.
- ◆ If the agenda is light, bring in student speakers; industry loves to hear from students.

#### #4: Solicit input and demonstrate that it is being acted upon

- ◆ Ask you industry people for their opinion a LOT. They want to help and it makes them feel valued.
- ◆ Ensure industry knows their voices have been heard. Regularly report on actions and impacts tied to recommendations.

#### #5: Provide right-skilled interns and work-ready graduates

- ◆ Send industry well-prepared interns and graduates that fit their employment needs.
- ◆ Match the right students with the right organization or business. Take time with placement to ensure satisfaction for all involved.

Continued on reverse...

The Working Partners Research Project seeks to discover, document, and disseminate the key factors and core practices associated with industry/college partnerships within the ATE community.



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### Top strategies from the ATE community

#### #6: Be considerate and appreciative

- ◆ Be responsive to any communications in a timely manner, and always be visibly respectful of their valuable time.
- ◆ Demonstrate appreciation both in words and actions; find ways to acknowledge their contributions publicly.
- ◆ Filter institutional details so that industry partners can stay focused on sharing their knowledge and resources and on making an impact.

#### #7: Ensure that the relationship is mutually beneficial

- ◆ Learn what motivates your industry partner to be involved, and be very aware of what they bring to the table.
- ◆ Routinely check in with your partners to ensure they are still benefiting from the relationship. Adjust their role(s) as needed to match their interests.

#### #8: Participate in industry gatherings

- ◆ Actively participate in industry conferences, workshops, trade shows, and professional organizations to build connections and demonstrate program relevance.
- ◆ Attend and co-present at industry meetings with your industry partners to reinforce and broadcast the importance and impact of your shared work.

#### #9: Routinely bring your partners to campus

- ◆ Hold meetings, dinners or other events on campus and include tours of your labs. Industry loves to see what you are up to, first-hand.
- ◆ Connect your partners directly to your students through lectures, demonstrations, competitions, mentoring or other activities to help them understand their impact.



*The Working Partners team includes Rachael Bower, Edward Almasy, Corey Halpin (Internet Scout Research Group, UW-Madison) and Mary Slowinski (Bellevue College, WA) with support from an advisory committee made up of education, industry, and professional association experts. The project is funded by the National Science Foundation's Advanced Technological Education program, under DUE 1501176.*

To learn more about the Working Partners Research Project and get access to our online Toolkit which features case studies, research data, and much more, visit <http://workingpartnersproject.org>