



Partnership

***Building Partnerships
for Education***



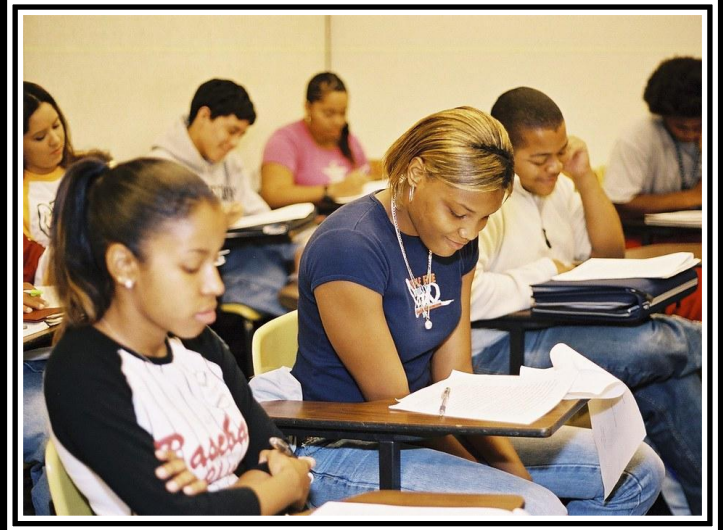
Making industry-education connections

- 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

Communication

The first and last thing to worry about!

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?

<https://w3.usa.siemens.com/buildingtechnologies/us/en/k-12/Pages/sustain-u.aspx>

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





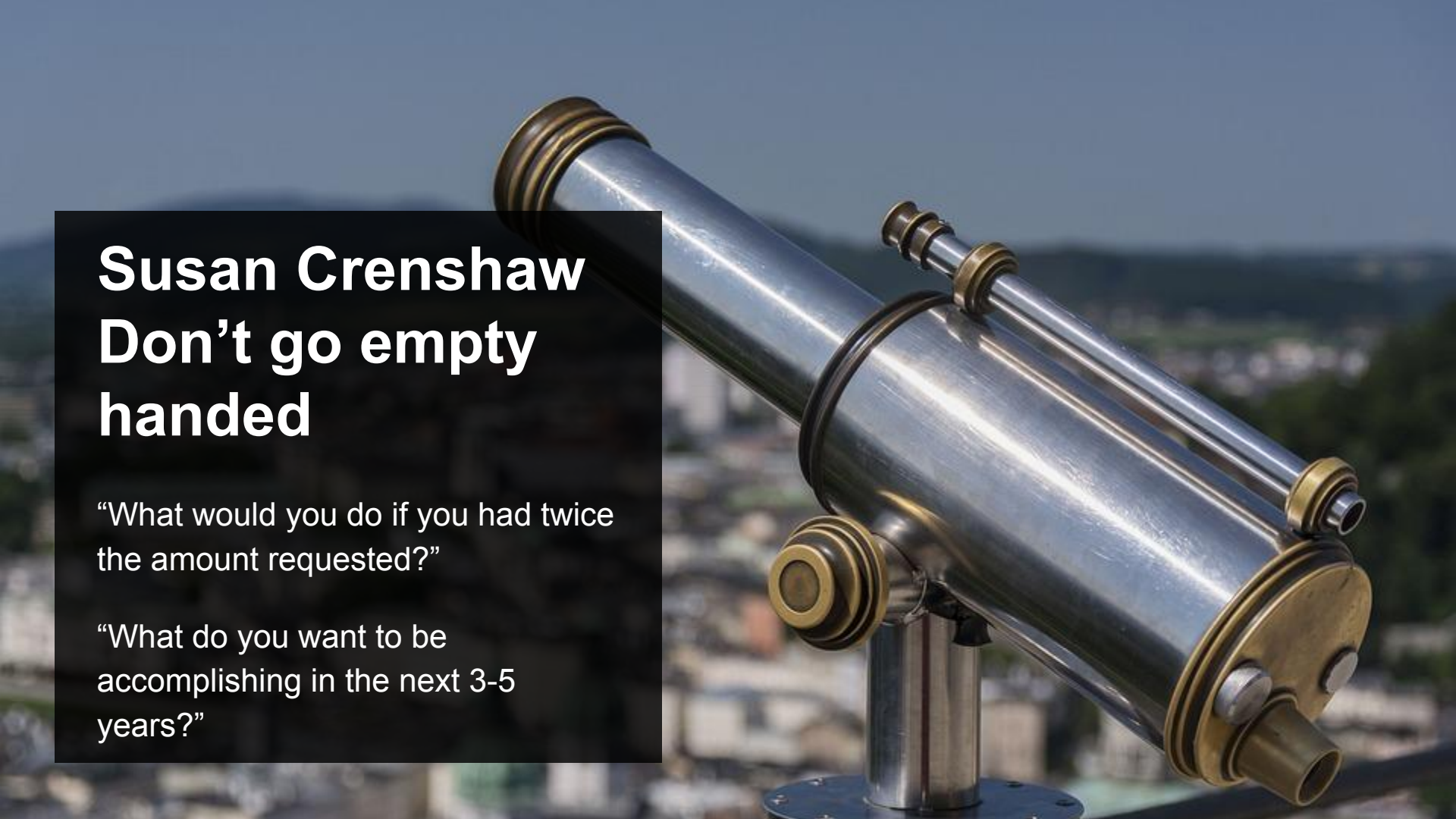
Yes!

Work toward saying yes!

Winston Churchill

“Never, never, never,
never give up!”



A large, polished metal telescope mounted on a stand, overlooking a cityscape. The telescope is the central focus, with its long barrel extending from the top left towards the bottom right. The background shows a blurred cityscape under a clear blue sky.

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?”

A golden crescent moon is positioned in the upper left corner. A constellation of golden stars, including several prominent five-pointed stars, is scattered across the black background, resembling the constellation of the Northern Cross.

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



Dr. Kathy Dodd

“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



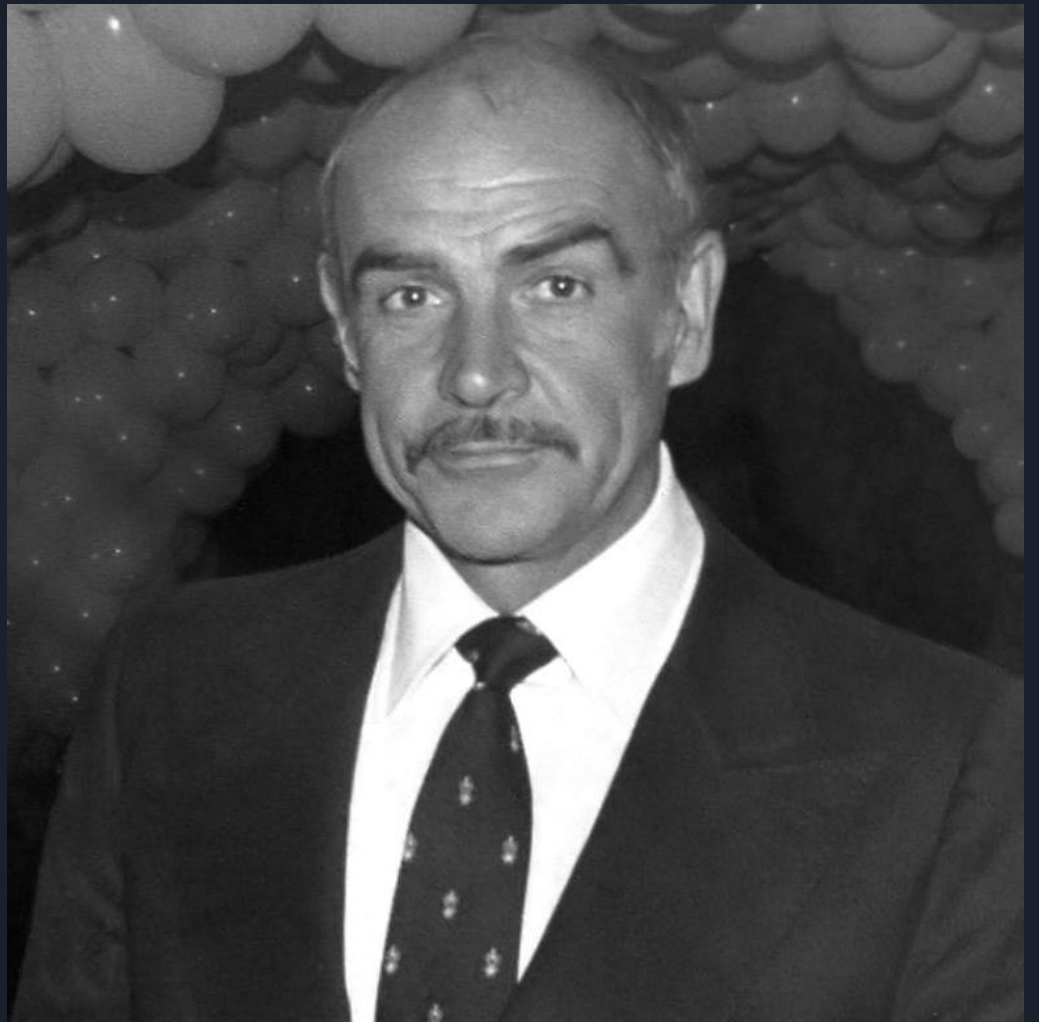
H Dennis Queen

“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.”





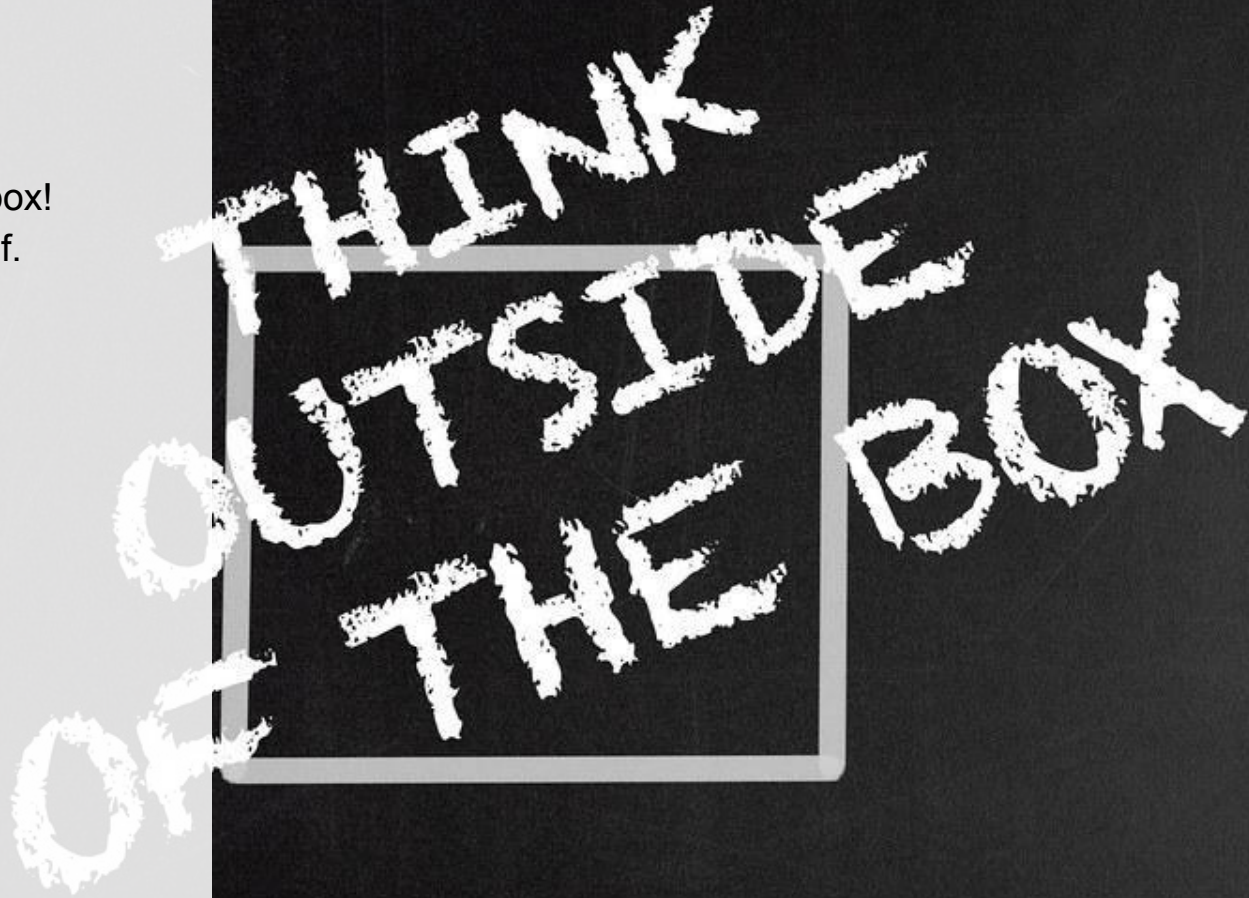
Network Building


“If you want to go fast, go alone. If
you want to go far, go together.”

African Proverb

The Ask(s)

Think outside the box!
Distinguish yourself.



A top-down view of a white ceramic bowl with a thin green rim, filled with golden-brown, ridged cereal chunks. A silver spoon is placed to the right of the bowl on a dark wood-grain surface. A semi-transparent dark grey rectangle is overlaid on the left side of the bowl, containing white text.

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

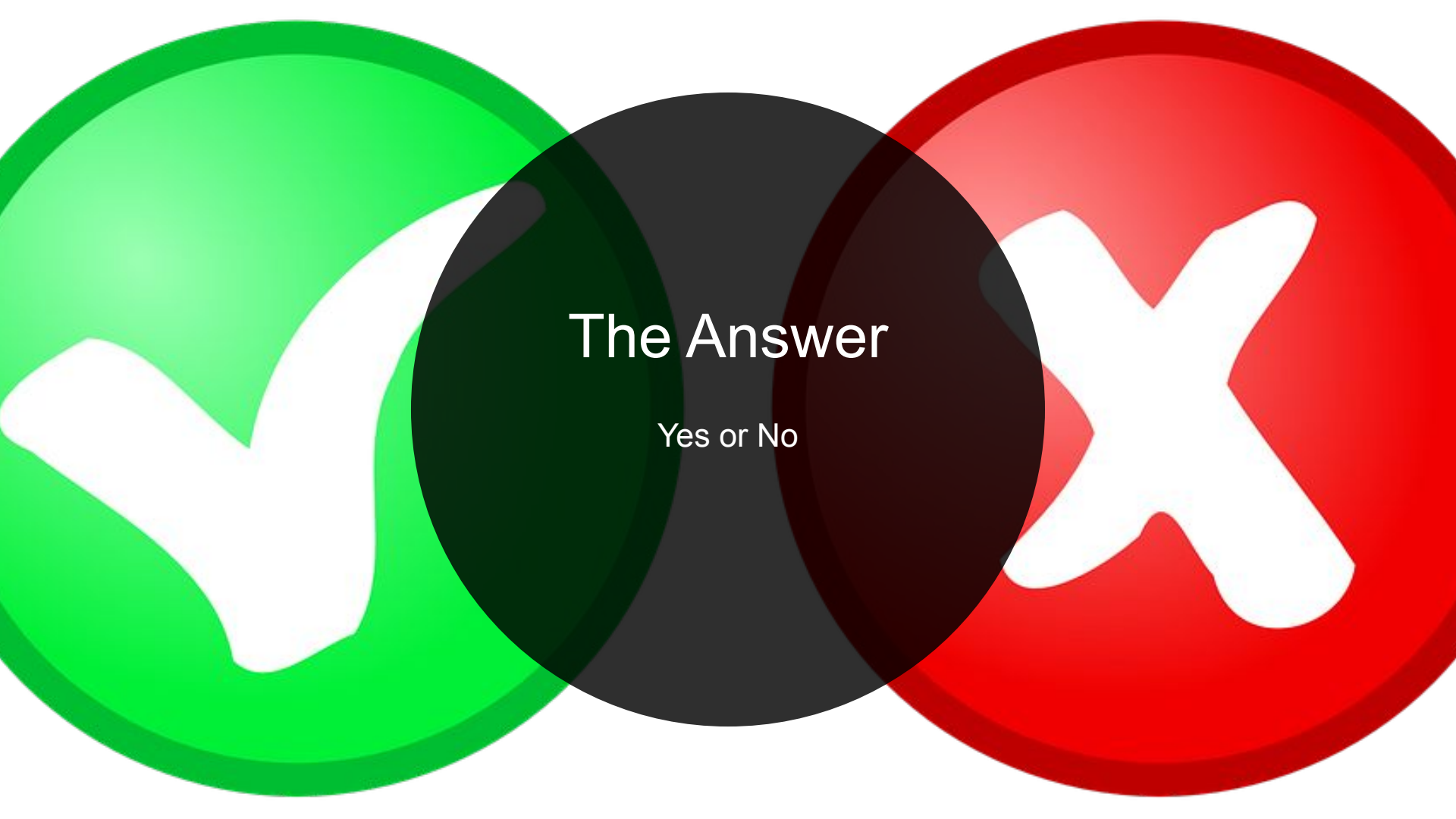
Timing of ask

Partners involved

Amount of ask



Assume Good Intentions



The Answer

Yes or No

If the answer is yes....





Celebrate

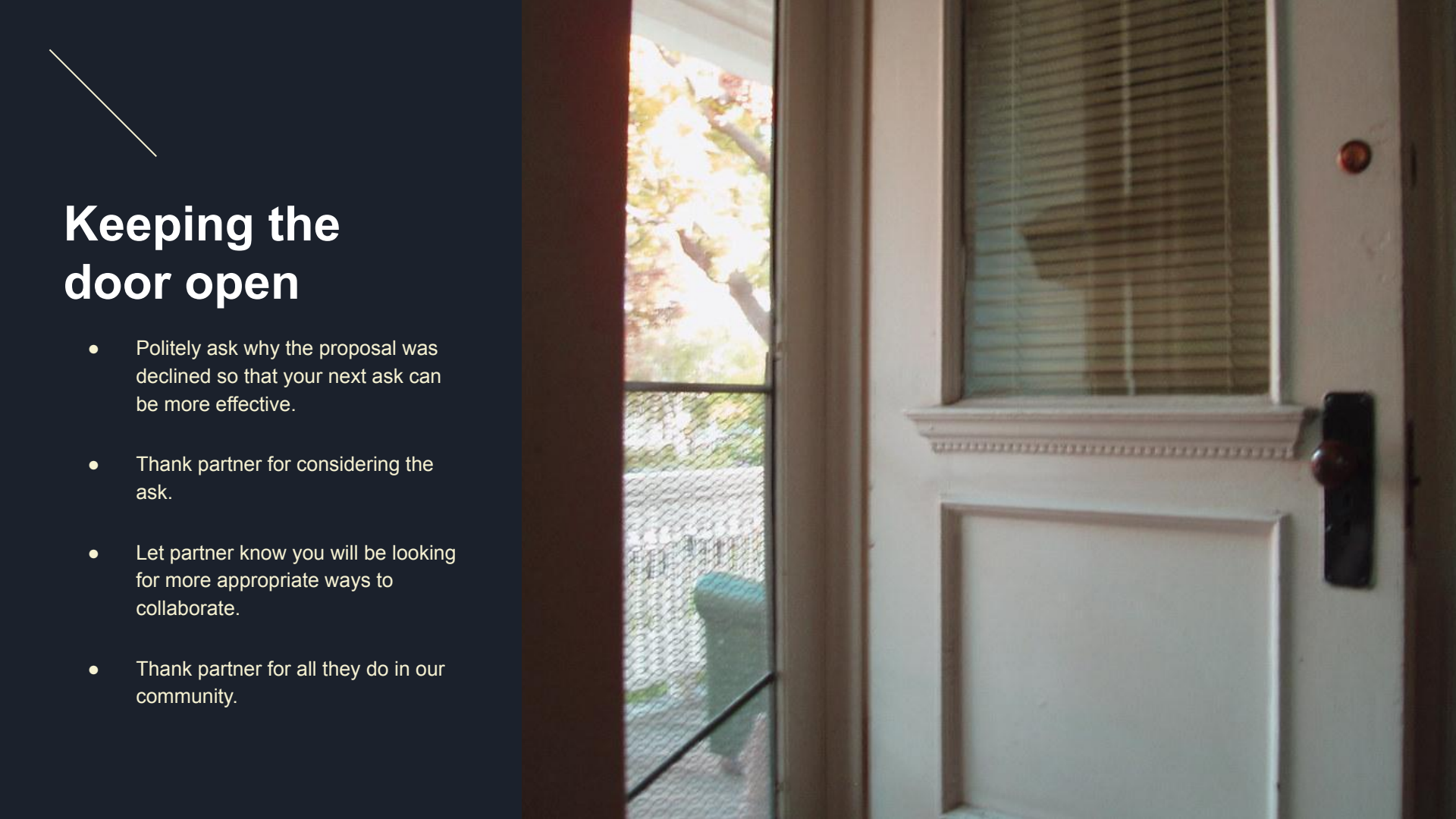
Celebrate the victories of partnerships and give the credit to your partners

- ❖ 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

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1Architecture	George Kaiser Family Foundation	Oklahoma State University Center for	The University of Tulsa
AAON	Girl Scouts of Eastern Oklahoma	Health Sciences	Tulsa Air and Space Museum &
AIA Eastern Oklahoma	Global Gardens	OneGas	Planetarium
Ambler Architects	Google	ONEOK	Tulsa Chamber of Commerce
American Airlines	The Greenheck Group	The Opportunity Project	Tulsa Children's Museum's Discovery
American Heart Association	Henryetta Public School	ORU IEEE	Lab
APSCO	India Association of Greater Tulsa	Osage County Interlocal Cooperative	Tulsa City-County Library
BA Sidewalk Astronomers	Jenks Public Schools	Osage Nation	Tulsa Community College
Baker Hughes	Junior Achievement of Oklahoma	Owasso Public Schools	Tulsa Community Foundation
BAMA Companies	Kuntos	Project Lead The Way	Tulsa Engineering Foundation
Barnsdall Public Schools	KIPP Tulsa	PSO	Tulsa Garden Center
Booker T. Washington High School	Matrix Service Company	Quick Trip	Tulsa Glassblowing School
Broken Arrow Public Schools	The MET	R.A.C.E. NSU	Tulsa Mayoral Office
Camp Fire Green Country	Metro Christian Academy	Ramsey System Services	Tulsa Opera
Cancer Treatment Center of America	MidAmerica Industrial Park	Riverfield Country Day School	Tulsa Public Schools
CAP Tulsa	Miss Helen's Private School	Route 66 Alliance	Tulsa Symphony
Charles & Lynn Schusterman Family	Muncie Power Products	Siemens Industry	Tulsa Tech
Foundation	Muscogee (Creek) Nation	Society of Exploration Geophysicists	Tulsa Term at Holland Hall
Cherokee Nation Business	Muscogee (Creek) Nation	Spirit AeroSystems	Tulsa Zoo
Collegiate Hall	Department of Education	Standard Testing and Engineering	Union Public Schools
Conquer Youth	Muskogee City-County Port Authority	Company	USNA STEM Center
Consumer Affairs	Muskogee FabLab	STARBASE Oklahoma	Video Gaming Technologies
Cox Media	Muskogee Public Schools	STEM Achievement Foundation (SAF)	Westside YMCA
Docummun	NORDAM	Sylvan Learning Center of Owasso	Williams
Engineers' Society Tulsa	OCAST	T.D. Williamson	YMCA of Greater Tulsa
Excellence Engineering	OETA	Tandy Supercomputing Center	Youth Philanthropy Initiative (YPI)
Explorer Pipeline	Oklahoma Aquarium	Tulsa Council of PTAs	
Flintco	Oklahoma State Department of	Teach For America	
Forest for the Trees	Education	Teaching Institute for Excellence in STEM	
Fox 23 - Cox Media Group	Oklahoma State University – Tulsa	(TIES)	



Oklahoma Impact of TRSA Collaboration

Reflection

- *Lessons learned from education partners*
- *The Ask(s)*
- *The Wait*
- *The Answer*



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