Opportunities in Partnerships

- A community perspective on partnerships
- The why of partnership
- Foundation of partnerships
- Strategies in developing collaborative and mutually beneficial partnerships
- Lessons learned, a case study
- Emerging opportunities
What do partnerships look like in your county/region?
The what and why of partnership

Partnerships are intended to solve community issues through resource exchange, cooperation, coordination and coalition building. The relationship among partners can be short-term or permanent depending on nature of relationship, project or initiative.
Engagement with partners
Engage with partners to empower the community to identify and solve challenges. Community members, in partnership with Extension programs actively problem solve for community solutions.
Types of partnerships

**Networks** - The relationships among partners within networks lean toward informal. Most networks exist to exchange information.

**Coordination** - Relationship is more closely linked through specific tasks which require resources (for representation, management, fulfillment of specific tasks) beyond an information share.

**Collaboration** - Relations are strong with functional more broad ranging areas and set agendas defined for joint activities.
Partnership Foundations
The Foundation

- Overcoming the interpersonal mush
- Conversations and meetings with key stakeholders to identify and prioritize issues
- Engagement with learners
- Honor and represent diversity
- Leadership to champion
- Transparent communication critical to all
- Partners as 'eyes and ears' of community
- Assess what to invest in, with what, and where if anything
Principles of partnership

• Trust
• Mutual respect and understanding
• Solidarity
• Accountability
Characteristics of a strong foundational partnership include:

A) Reciprocity and shared relationship in meeting organization’s goals.

B) Leverage strengths to co-create solutions on a local, national or global level.

C) Engages others in high level communication and ultimate action/impact.

D) Serves individual interests alongside organizational interests.

E) Enables individuals in an organization to do their job well in serving the community.
Strategies of partnership
• Overcoming the interpersonal mush
• Create space, set table
• Listen, talk and ensure communication and expectations is clear
• Need something to be actively engaged in with partners
• Mutually reinforcing activities
• Allow for experimentation
• Be up for the process and inclusion of others
• Maximize assets of each other
• Recognize partners for their contributions
Strategies of partnership

- Active, collaborative and meaningful relationship
- Partners have equal decision making abilities, stand on same footing
- At times, must be strategic and go alone
- Have structure, yet be flexible (MOUs and IGAs)
- Active and continuous communication
- Hold each other responsible, level of accountability
- Use the word “partnership” judiciously. Use only for “fellow travelers”
- Co-branding=healthy partnerships
- University itself is actively engaged and supports
Strategies of partnership questions

• Do we (together) have the capacity for success?
• Does public good emerge?
• Is partnership consistent with organizational agenda?
• Is there a common agenda?
Advancing partnership opportunities requires the following:

A) Must be open to transparent communication
B) Ensure expectations are clear in partnership
C) Every partnership requires structure (MOU, MOA, IGAs)
D) Leverage resources of each organization
E) Must always have equal footing in the partnership
F) Reach out to partners only when you need something
G) Be accountable to each other through M&E
H) Provide allowances for experimentation
Partnerships are relationships with people!
Partnership support and appreciation

• Strengthen, enhance, leverage existing partnerships
• Identify new and creative partnerships
• Two ways to develop partnerships, but no two are the same
Lessons learned, a case study
Diversity represented
Lessons learned

• Acknowledge programs are more complex in scope; collaboration and partnerships
• Expect multiple areas of expertise to collaborate on projects
• Decisions are made by informed active participation of partners and stakeholders
• Partners are critical: all levels of government, non-profit’s, private sector, other universities
• Effective leadership = strategic, facilitative, participatory and inclusive roles
Lessons learned

• County boundaries and pride are important, but leveraging resources is critical. Demonstrate it through partnerships

• Diverse source of sustainable funds, i.e. foundations, fee for services, contracts

• Programs integrate into the community and have become their ‘bricks and mortar’, leverage this

• Greater visibility for programs and upticks of support with funding and collaboration
Lessons learned

• Invoke SWOT to your advantage
• Learning and discovery, are central to addressing challenges and opportunities
• Strengthens the economic, environmental, and social well-being of residents and their communities.
• Increases opportunities to inform public policy
Emerging opportunities
Emerging opportunities

• Service district formation in numerous counties
• Formation of alliances, new partnerships of magnitude
• Strategic thinking and an engaged faculty
• University relations marketing plan and strategy that utilizes Extension Niche markets, food systems, citizen involvement
• Convener, catalyst, capacity builder, advocate and champion
Thank You

patrick.proden@oregonstate.edu