



Creating Effective Business and Education Partnerships

The Department of Public Affairs
Office of Community Involvement

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Creating Effective Business and Education Partnerships

Business and Education Partnerships

Business and Education Partnerships are mutually supportive arrangements between schools and community organizations. They are designed to help enrich the educational system and provide students with the knowledge they will need for the future. Partnerships can exist between schools, businesses, civic groups, nonprofit associations' academic institutions and government agencies.

Forming strong business and education partnerships can help alleviate some of the budget woes associated with cutbacks in public education. It allows the local business community to get involved and supply resources that help prepare students for the transition from school to work. As with any endeavor, the key elements are effective communication, planning and a sincere commitment to enhancing student achievement. Some key factors in creating effective partnerships are:

- Ensure student learning and achievement are the focus of every partnership.
- Develop a well-defined and well-managed program that supports school-based partnerships.
- Make strategic matches between schools and businesses that advance a school's improvement goals.

Community Benefit:

- Improved economic environment and ability of community to draw new business and provide for economic growth
- Lower dropout rates , lower crime rates, less unemployment and fewer welfare recipients

Partner Benefit:

- Enhanced community image
- Better prepared workforce
- Improved employee morale

Student Benefit:

- Conveys a unified message that the community cares about students' academic success
- Provides opportunities for greater career awareness
- Increased self-esteem



School Partner

Roles, Responsibilities and Steps to Follow

Principal

A principal who is strongly committed, enthusiastic and understands the importance of the business partnership program is a key to the success. Leadership from the principal gives the program increased credibility and influence with teachers, students, parents and the partner.

Responsibilities:

- Designate a competent and interested school coordinator who has the time to devote to the program
- Provide a school environment that contributes to the success of the program
- Work closely with the school coordinator in a co-leadership role
- Stay in touch with the progress of the program
- Confirm the school's commitment to the partnership

School Coordinator/Liaison

The school program coordinator must possess knowledge of the school staff and be a respected member of the school team. He/she should be committed to the partnership concept, have a good mind for detail and follow through, be counted on to do what is agreed upon and be accessible.

Responsibilities:

- Keep the principal informed about the program's progress
- Assist with orientation
- Promote the program among school community
- Serve as the official contact between the school and the partner
- Monitor and evaluate the progress of the partnership



Business Partner

Roles, Responsibilities and Steps to Follow

Chief Executive Officer or Organization Leader

The Chief Executive Officer must have a personal and corporate commitment to the School/Business Partnership Program. This commitment is evidenced by his/her approval and adherence to the guidelines of the program and the communication of this commitment to all levels of the organization.

Responsibilities:

- Appoint an enthusiastic, competent coordinator
- Motivate members of the organization to participate in the program
- Allow identified resources to be utilized
- Stay in touch with the progress of the program
- Confirm the organization's commitment to the program

Business/Organization Coordinator



This individual is the direct link between the school and the company. Experience indicates that this person is most successful if he/she is at high enough level to make decisions, be well informed and believe in the value of the program, have an interest in education and a commitment to young people.

Responsibilities:

- Become familiar with the school; work with the school program coordinator
- Develop the partnership plan along with the school coordinator
- Facilitate communication within the company as well as between the company and the school
- Attend periodic coordinators' meetings

Ways Schools Support Business

- Include partners on your mail/email list to let them know what's happening at school
- Provide visibility...include partnership information in newsletters, newspapers, and website
- Encourage partner to be an active member of your School Advisory Council
- Give partner a specific liaison at the school to coordinate activities
- Provide art work for display at partner's work site
- Improve public relations
- Investing in a quality workforce and better future citizens



Ways Business Support Schools

- Provide release time for employees to tutor, mentor, read to students, or be a classroom speaker
- Donate used equipment or surplus materials
- Sponsor school field trips
- Adopt -a-class
- Host meetings
- Support school-fundraising activities
- Provide access to technology
- Sponsor scholarships
- Provide recognition to teachers and staff



Six Steps to Effective Partnerships

Step 1: Assess Your Needs

- **Look at your school improvement plan**

How might a business partner help?

Are your needs strictly financial resource-oriented or human resource-oriented?

- **Assess your short-term and long-range objectives**

Where might a partner fit in to these objectives?

- **Survey staff, parents and students**

What needs do they see?

- **Once you determine your needs, prioritize them and make a list to keep handy for future reference**



Six Steps to Effective Partnerships

Step 2: Target the Right Partner

Brainstorm the solutions and resources that would be required to meet your needs. Consider not only your own needs but also the needs (as you perceive them) of the partners you're considering. Establish a list of outcomes for your partnership that will meet your objectives.

Questions to Ask Your School Team

- Are you looking for a short-term partnership
- Do you want a long-term relationship
- How will the school benefit
- How will the business benefit

Identifying Potential Partners

- Parents can serve as tutors, technology consultants, speakers and many other roles
- Businesses located in the school's neighborhood
- Civic organizations, such as Rotary and Kiwanis
- Staff members in the school
- The faith community



Six Steps to Effective Partnerships

Step 3: Make the Partner Contact

Schedule a Meeting

If you do not have someone inside the organization to set up a meeting or introduce you, send a letter of introduction and follow it up with a phone call or you can just start with a friendly phone call. In any case, the object is to set an appointment to meet face to face with someone who has decision making authority.

Present Your Idea

Be prepared, brief and professional. Organize your materials to be attractive and informative.

Include:

- School information: enrollment, grade levels, programs, map and calendar of events
- An outline of objectives, strategies and specific ways the business might help
- Allow the business to complete a partner resource assessment document

Reaching an Agreement

- Can you reach a philosophical agreement to work together
- Can you get a commitment for the partnership
- Be prepared to handle a “no” graciously
- Be flexible and listen to alternative suggestions
- Establish partnership agreement



Six Steps to Effective Partnerships



Step 4: Keeping the Partnership Alive & Well

Participate

- Tour each other's facilities, meet each other's staffs
- Invite each other to join in events and training opportunities
- Let the community know how the partner is participating... let other staff members know and encourage their participation

Communicate

- Communicate your needs and your expectations of each other
- Establish a clear vision
- Develop a plan of action...get those good ideas and intentions on paper with an agreement form
- Send each other your newsletters... share calendars
- Make sure everyone is aware of the partnership through communication within your school

Six Steps to Effective Partnerships



Step 5: Recognition & Retention

Recognition means Retention!

Retention is the art of keeping the partners involved by encouraging their annual reenlistment (and is key to maintaining a strong, effective partnership). The decision to remain in the partnership relates directly to the benefits received by all of the participants.

- Have pride in your partnership
- Be sure that you thank your business partners often... privately and publicly
- Invite your partners to school events

The more time business people spend in the schools, the more they're aware of the good things that are happening.

Six Steps to Effective Partnerships



Step 6: Evaluation

- Assess the partnership annually to determine if objectives were met
- Use evaluation results to plan future activities
- Let business partners know they are making a difference
- Celebrate successes

Partners should evaluate activities which were not successful, incorporate new strategies and try again. Don't be afraid to discontinue a program that does not meet expectations and do not hesitate to improve or change a partnership program. Each community's interests and needs are different, and these needs continually change.

Be sure that all parties involved have the opportunity to participate in any decision to alter your Business/Education Partnership.

Effective Partnerships:

Effective partnerships are committed to improving the quality of public education in order to prepare children to live and work in the 21st century.

Business Partnership Timelines

- August - November
- • Conduct a school/department Needs Assessment in cooperation with business partnership liaison person
- • Evaluate existing school/department resources
- • Meet with ongoing partners to review partner resources (Resources from partners can change from year to year)
- • Discuss outcomes from prior year's activities with business partners
- • Discuss partner and school/department satisfaction with prior year's activities
- • Plan new and on-going activities for the school year based on identified needs
- • Recruit new partners to help satisfy unfilled needs
- • Update partnership List. Delete partnerships that will not be renewed for the new year
- • Add new partners
- • Give your partners signed copies of their partnership document
- • Retain a signed copy for your records
- • Prepare Business Partnership Recognition Awards Nomination for previous school year
- **(Submit nomination form electronically on or before November 11, 2011)**
- Throughout the year
- Update partnership list as new partnerships start, liaisons or addresses change or new activities are added. Also delete partnerships that have had no activity.
- May/June
- • Evaluate how well the partnership is accomplishing the goals it set out to accomplish and how well it is benefiting the participants it set out to serve.
- • Use evaluation results to plan future activities
- • Meet with or phone partners to help estimate the value of In-kind donations

Special thanks to:

- Volusia Partners, Volusia County Schools.
- Partnerships and Alliances Linking Schools (PALS), Sarasota County Schools.
- Partners in Education, Seminole County Public Schools
- Community Involvement Office, Duval County Public Schools.
- Department of Community Involvement, Pinellas County Schools.
- Partnerships Department, Broward County Public County Schools
- Business & Education, National Association of Partners in Education, Inc.
- School-Business/Community Partnerships, San Francisco School Volunteers.

Home » PAO » index

- District Links
- Partners In Education
- Home
- PIE Directory
- Becoming a PIE Partner
- Partners in Action
- Events
- Contact



PARTNERS in EDUCATION

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Partners Corner
 List of links to PIE information and resources available to district employees

PIE Resources
Partners In Education Reference Manual
Building Successful Partnerships
Business Partnership Recognition Awards Nomination Form (1967)
Business Partnership Agreement Form (1570)
Business Partnership Resource Assessment
Evaluating Partnerships
Fingerprinting & Background Check Guidelines
PIE Recruitment Form
Business Partnership Timelines
Business Partnership Agreement Process
Fund-Raising Policy 2.16
Advertising Policy 2.13
Donations Policy 6.04
Business Partnership Recognition-Fence Screens Guidelines

WHY BECOME A PIE PARTNER?



Partners In Education (PIE) have become powerful ways to enhance the learning environment and strengthen the educational process. PIE Partnerships form collaborative arrangements between schools and organizations in the community to provide resources which dramatically boost the academic outcomes for all students.

As a partner in education with The School District of Palm Beach County, you can help prepare today's students to become tomorrow's responsible, accomplished, and self-confident leaders. Your participation will also help forge the type of employees your company desires and needs. Your commitment to each student's success provides a community minded model for our future adults.

BECOME A PARTNER

Contact the School District today to become a business partner and take an active role in the business of educating our students. You and your employees will feel the rewards of developing our youth and ensure a brighter economic future for students in Palm Beach County. **Click >> here to learn more.**



NEWS ANNOUNCEMENTS/NEWS

Congratulations and thank you to all our business and community partners for their dedicated services to students in Palm Beach County. Over 600 volunteers, community partners, school administrators and support staff attended the School District's 2010 Volunteer and Business Partners Awards Recognition breakfast. Sally Sevard with KOOL, 105.5's Mo & Sally Morning Show was the Mistress of Ceremonies for the event which celebrated school volunteers, business partners and community involvement in education. School Superintendent Dr. Art [...] **Click here to learn more...**

Fulton-Holland Educational Services Center 3300 Forest Hill Boulevard West Palm Beach, FL 33406 (561)434-8000 or (866)930-8402

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 Amazing Counters

Partnership Agreement Process

- 1. Sit down with your potential new partner and discuss your school/department unique resource needs. Once you have agreed to partner, access Liquid Office and sign in using your district username and password. (**See directions for accessing Liquid Office**) Liquid Office will allow you to electronically input your partnership information into form (PBSD1570). All partnership agreements must be processed through the Liquid Office system.
- 2. Review the partnership agreement form to ensure that the agreement retains the spirit of the partnership before input. Also, check the business project activity and school reciprocal activity for completion based on each partner's needs.
- 3. Complete the remainder of the online agreement including as much contact data as possible. Submit the online Partnership Agreement form and print a copy. Have the Business Partner and Principal/Department Head sign and date the agreement.
- 4. Retain the original copy of the online Partnership Agreement at the school/department and provide business partner with a copy.
- 5. Send a letter of welcome to the partner. (**See sample letter**)
- ***Note: A business partnership agreement form must be on file with the District Business Partnership Coordinator before you can submit a Business Partnership Recognition Award Nomination.***

Business Partnership Internet Resources

- *Partners In Education*
- <http://www.palmbeachschools.org/pao/BusinessPartners/index.asp>
- *Florida Association of Partners in Education*
- <http://www.flpie.net/>
- *U.S. Department of Education Publications (Type Educational Partnerships in the search field and click search to obtain partnership information)*
- <http://www2.ed.gov/about/pubs/intro/index.html>
- *National Network of Partnership Schools*
- <http://www.csos.jhu.edu/p2000/>
- *Fund-Raising Activities Policy 2.16*
- <http://www.schoolboardpolicies.com/p/2.16>
- *Advertising Policy 2.13*
- <http://www.schoolboardpolicies.com/p/2.13>
- *Donations Policy 6.04*
- <http://www.schoolboardpolicies.com/p/6.04>
- *Business Partnership Recognition-Fence Screens Policy 7.151 (Policy currently under revision)*