

# Appendix A – IHE Self-Assessment Worksheet

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One of the most important first steps in establishing effective partnerships with employers is understanding your institution—its reputation in the marketplace, and what you can bring to the relationship that aligns with your institutional goals.

Use this worksheet to self-assess your institution and refer to it when evaluating prospective partners.

## 1. Institutional Reputation

What is the general perception of your institution in the region you wish to serve?	
What do they know about you?	
How much credibility do you have?	
What are you best known for?	

## 2. Institutional Alignment

What are your institutions core values?	
How do your goals align with your strategic plan or institutional priorities?	
Summarize the strengths, weaknesses, opportunities and threats (SWOT) for your department or institution	
Is there a commitment from your leaders to long-term partnerships?	

## 3. Institutional Assessment

What type of business could realistically benefit from a partnership with you and why?	
Which jobs/industries does your institution best understand?	
What data or research supports your understanding of the needs of those jobs/industries?	
In your research of national or regional workforce trends, which needs best align with the strengths of your institution?	

#### 4. Institutional Offerings

What programs or expertise do you currently offer that align with national workforce trends?	
What programs/learning do you currently offer that meet the needs of local corporate partners?	
What else does your institution have to offer that would benefit a potential employer partner?	
What training/professional development opportunities do you have available to resource your team to support partnerships?	

#### 5. Institutional Experience

What prior experience has your institution had with corporate partnerships?	
What was learned from those previous partnerships?	
What have you learned from researching other institutions' partnerships?	

#### 6. Institutional Goals

What are your goals for corporate partnership?	
What institutional outcomes do you expect to see?	
What student outcomes do you expect to see?	