

Appendix B – Partner Fit Worksheet

One of the most important first steps in establishing effective partnerships with employers is understanding how your institution—its reputation in the marketplace, and what you can bring to the relationship—aligns with the prospective partner’s needs. Before investing significant time and resources into pursuing a partnership, use this worksheet, or variation on it, to help you assess the fit between the two organizations. It will help you identify the scope of work and level of resources needed to establish and support a partnership with the target organization. Whatever you decide to do, go in with eyes wide open!

1. Partner Information

Organization Name	
Type of business/industry	
Targeted positions for training/ education	
Needs your institution could address through partnership	
Individuals in partner organization who have validated those needs	
Type of partnership being explored (<i>refer to Toolkit Partnership Types</i>)	<input type="checkbox"/> Strategic Career Pathway <input type="checkbox"/> Scholarship Agreement <input type="checkbox"/> Proprietary Cohort <input type="checkbox"/> Credit for External Credentials <input type="checkbox"/> Custom Training – Non-Credit <input type="checkbox"/> Custom Training – Credit <input type="checkbox"/> Custom Program <input type="checkbox"/> Strategic Partner <input type="checkbox"/> Other (specify:
Proposed timeline	

2. Reputation

How does the prospective partner perceive your institution?	
What do they know about you and how did they learn it?	
How much credibility do you have and how do you know?	
How is the prospective partner perceived in the marketplace?	

3. Prior Experience

Has the organization partnered with a IHE before? If yes, who, when, and for what?	
Was it a positive or negative experience? Why?	
Does the prospective partner have other partnerships in mind they wish to emulate or avoid?	

4. Organizational Goals and Strengths

What are the core values, goals and strengths of the prospective partner?	
How do their values and goals align with your institution's?	
Which of your institutional strengths best meet their needs?	
Which of your weaknesses could threaten the relationship?	
Is there evidence of commitment from their leaders to long-term partnerships?	

5. Partnership Goals

What are the partner's goals for partnership?	
What organizational outcomes do they expect to see?	
What learner outcomes do they expect to see?	
What would be the mission statement for this partnership?	

6. Program Alignment

What programs do you offer that align with the partner's current and future needs?	
What else does your institution offer that could benefit this partner?	

7. Support Resources

Which internal resources will you rely on to establish, support and maintain this partnership?	
Do you have the internal leadership support or endorsement needed to establish this partnership?	
Who in the partner organization will establish, support and maintain the partnership?	
What leadership support or endorsement is needed in the partner organization to establish this partnership?	