Symbiosis: Effective Partnership with Higher Education Institutions

Ashley Bushell & Lynn Thompson

Jumpstart
Children first.
Agenda

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Establishing the Partnership

Leveraging your Resources (and reciprocating)

Communication

Building the Continuum

In Action: Testimonials

Q&A
Objectives

• Better understand the levers for a successful partnership with higher education institution
• Use a toolkit of strategies to drive campus integration efforts as a service program
• View partnership as a continuum anchored in shared outcomes and goal alignment
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Supporting young children in underserved communities through direct service programs.
Advocating for policies that promote equitable early education for all.
Developing a high-quality early education workforce.

Giving every child the opportunity to succeed in kindergarten and beyond.

15 States
660 Classrooms
79 University & Community Partners
3,894 Corps Members
341 Preschool Partners
13,000 Children
Higher Education Partners

ARKANSAS
University of Arizona - Fort Smith

ARIZONA
Jumpstart Arizona

CALIFORNIA
California State University, Dominguez Hills
California State University, Fresno
California State University, Fullerton
California State University, Los Angeles
California State University, Northridge
Los Angeles Community College
Los Angeles Summer
Pepperdine University
Pitzer College
San Francisco State University
St. Mary’s College
University of California, Berkeley
University of California, Irvine
University of California, Los Angeles
University of Southern California

CONNECTICUT
Central Connecticut State University
Eastern Connecticut State University
Jumpstart at Hartford
Southern Connecticut State University
University of Connecticut

DISTRICT OF COLUMBIA
Catholic University of America
Georgetown University
Howard University
The George Washington University
Washington, DC Summer

GEORGIA
Atlanta Community College
Atlanta University Center
Georgia Institute of Technology
Georgia State University

ILLINOIS
DePaul University
Dominican University
Northwestern University
Roosevelt University
University of Chicago

MASSACHUSETTS
Boston Summer
Boston University
Bridgewater State University
Emerson College
Mount Holyoke College
Middlesex/Northern Essex Community College
Northeastern University
Berklee Community College / Burdett College
Community College
Simmons University
Suffolk University
Tufts University
University of Massachusetts Boston
University of Massachusetts Lowell
Worcester State University

MISSOURI
University of Missouri - Columbia
University of Missouri - Kansas City

MISSISSIPPI
University of Mississippi

NEW JERSEY
University of Missouri - Columbia
University of Missouri - Kansas City

NEW YORK
Brooklyn College
Fordham University
Jumpstart Harlem
Lehman College
Long Island University
Montclair State University
New York Extended Day
New York University
NYC SHRM
 Pace University
St. John’s University
York College

PENNSYLVANIA
Temple University
University of Pittsburgh

RHODE ISLAND
University of Rhode Island

WASHINGTON
Seattle University
University of Washington
2017-2018

• 67% identify as people of color
• 49% are first-generation college students
• 13% male
• 31% change their major/minor because of their Jumpstart experience
• 73% are interested in pursuing a graduate degree or future occupation related to their Jumpstart service
• 33% are interested in a career in early childhood education
• 19% are interested in teaching in early childhood education
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Good Moves Management...

Keeps constituents moving along the relationship continuum:

Stage 1: Identify
Stage 2: Qualify
Stage 3: Cultivate
Stage 4: Solicit
Stage 5: Process
Stage 6: Steward

Repeat Stages 1-3
Qualifying a Partner

- Partnership Types (Steps 1-3)
  - Corporate Partner
  - Affiliate Partner
  - Feeder
  - Step-down
- Site Application and Award Processes (Step 4)
- Cooperative Agreements/Corporate Award Letters (Step 5)
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Leveraging Resources

• **Human Resources**
  - Campus Champions, Principal Investigators, payroll staff
  - Advocacy Network

• **Fiscal Resources**
  - Member incentives (FWS, Service-Learning, PLAP, space, technology, staff time)

• **Training & Technical Assistance**
  - Granting access to intellectual property, Jumpstart staff time and expertise, systems and structures
Roles & Responsibilities

Campus Champion Overview
Corporate Sites

Campus Champions play a critical role in a site’s success by serving as a Jumpstart representative, a connector, and an advocate for the program. Below, you can find some of the key ways campus champions support the Jumpstart campus program.

<table>
<thead>
<tr>
<th>Type of Support</th>
<th>Description</th>
<th>Example Activities</th>
<th>Key Times of Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Advocacy</td>
<td>Campus champions support Jumpstart by demonstrating knowledge of the program design, by representing Jumpstart’s interests internally, and by advocating for space, resources, and connections across campus.</td>
<td>Secure a Jumpstart office and/or consistent work space and materials closet on campus</td>
<td>Upon start of partnership and on an ongoing basis (as needed)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Share information about Jumpstart’s contributions to the campus with institution leadership</td>
<td>Quarterly</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Secure federal work study funds for Jumpstart</td>
<td>Annually</td>
</tr>
<tr>
<td>Knowledge Sharing &amp; Access</td>
<td>Campus champions offer insight into key players on campus who can support Jumpstart’s work in a</td>
<td>Secure tables at student orientations, activities, and other events</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Invite Jumpstart site staff to faculty meetings to</td>
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Q&A
How do we use communication to increase alignment and to advance engagement in order to achieve shared goals?
Up, Down, Across

Network-wide
(twice annual network wide partnership calls, process rollout calls, technical support calls)

Geographically Targeted
(quarterly newsletters)

Personalized Check-ins
(2-3x annual in-person or phone conversations with campus champions)

Monthly Nuts & Bolts Meetings
(At least monthly campus champion/field staff meetings)
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Examples:
- Site Engagement Plans
- Site Application Strategic Alignment section
**COLLABORATIVE RELATIONSHIPS**

Partnerships are built on collaborative relationships that involve the input and participation of all parties as a means for success. Collaborative planning and shared investment in the partnership is continuous and includes stakeholder involvement beyond the partners.

<table>
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<tr>
<th>PLANNING &amp; SHARED INVESTMENT</th>
<th>STAKEHOLDER INVOLVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>emerging partnership</strong></td>
<td><strong>Stakeholders (participants, community partners, funders, advocates, champions) are not fully identified or engaged in partnership development.</strong></td>
</tr>
<tr>
<td>Planning is inconsistent and one-sided; does not allow for full partner involvement.</td>
<td>• Alignment with partnering institutions’ missions, visions, and priorities is not established.</td>
</tr>
<tr>
<td>Partners have begun to discuss the needs (partner, community, and/or issue-based) that will be addressed through the partnership.</td>
<td></td>
</tr>
<tr>
<td>Partners understand the foundation for the partnership, but a Shared Agreement of the “three Rs” (roles, responsibilities, resources) does not exist.</td>
<td></td>
</tr>
<tr>
<td><strong>developing partnership</strong></td>
<td><strong>Identified stakeholders begin to participate in the planning and implementation of partnership activities.</strong></td>
</tr>
<tr>
<td>Planning of partnership activities involves collaboration among partners.</td>
<td>• Alignment with partnering institutions’ missions, visions, and priorities is identified; partners work to gain institutional support and to communicate institutional benefits of partnership publicly.</td>
</tr>
<tr>
<td>Partners have identified the needs that will be addressed through the partnership.</td>
<td></td>
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<tr>
<td>A Shared Agreement is in development, but not all pieces are clearly defined.</td>
<td></td>
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<tr>
<td><strong>transformation partnership</strong></td>
<td><strong>Opportunities are intentionally created to support ongoing stakeholder engagement.</strong></td>
</tr>
<tr>
<td>Planning takes place well in advance of project launch with full involvement of partners.</td>
<td>• Alignment with partnering institutions’ missions, visions, and priorities is established; partnership has champions within lead institutions and receives support, prioritization, and dedicated resources.</td>
</tr>
<tr>
<td>Partners meet on a regular basis to maintain the relationship, determine outcomes, and to create plans to address identified needs.</td>
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<td>A Shared Agreement document exists; indicating mutual understanding and commitment to the three Rs.</td>
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Q&A
Partnership in Action

- Where we’ve seen our approach work
- Where we’ve fallen short and how we got back on track
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Questions?