

Checklist for a Successful School / Business Partnership

These steps were adapted from "A How-To Guide for School-Business Partnerships" published by the Council for Corporate & School Partnerships.

1) Preliminary Planning Steps

Determine how a partnership experience could enhance the education experience

Identify unmet / underfunded needs of students and schools

Identify potential partners

- Research local businesses or schools; look for a good fit
- Reach out to parents for ideas and connections
- Empower employees to look for partnership opportunities

Understand your core values and those of your potential partner

Draft a partnership proposal

- Submit your proposal to potential partner
- Coordinate a follow-up meeting or call

2) Laying the Foundation

Have a frank discussion about values, goals, and needs

- Develop understanding of each partner's desired level of involvement
- Make certain you understand your partner's goals for the partnership

Assess the impact of the partnership on students

- Ensure that students and members of the community are engaged.

Define quantifiable goals

- Determine duration of partnership
- Determine quantifiable goals

Collaborate with partner to identify partnership activities

Align activities with education goals and needs of school/district

3) Implementation Steps

Ensure activities are integrated into the school and business culture

Ensure that activities provide an opportunity for students, teachers, and business employees to interact with each other and the community

Establish a formal, written management structure with designated contact people for each partner

- As personnel changes occur, make sure to establish relationships with new employees
- Consider having more than one contact person to provide continuity in case there are personnel changes

Provide training for all involved parties where necessary

- Business partners may need cultural proficiency training to be more successful in their interactions with students

4) Sustaining the Partnership Over Time

Secure explicit support and concurrence for the partnership at all levels of the school and business

- Ensure top management is on board
- Ensure staff are informed and involved

Provide the school community (including parents and students) with an opportunity to review and contribute

Construct communications plans

- Communicate regularly about intended and actual outcomes

Ensure both partners are publicly and privately recognized

5) Evaluation

Conduct regular evaluations and monitoring

If the partnership is ending, have a debrief session to determine satisfaction and effectiveness

For more information about School / Business Partnerships, contact Teresa Milio Birge, Senior Policy Analyst and Special Assistant: teresab@gbc.org or 410-727-2820 ext. 19.



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