**Increasing Connections
Increasing Connections with PK-12 Institutions**

**Associated Vision Statement Elements**

[7] Our brand and identity will be authentic, clear, and understood by all our stakeholders. People will know who we are, what we contribute to the local, regional, and state communities, and what matters to us as a university. We will be known as trusted partners. We will leverage the strengths of our stakeholders, including community colleges, businesses and industries, K‐12 institutions, and government entities. These partnerships will enable us to provide a stellar learning experience for our students and contribute to the quality of life of everyone we touch.

**Strategy #1: Coordinate and share existing partnerships.**

Rationale: Colleges, academic units, faculty, athletics, and student affairs has a long history of partnerships with PK-12 institution. Collecting information about ongoing partnership, analyzing the nature of those partnerships, and reporting the categories of partnerships may allow the institution to celebrate/promote, to better focus critical messaging to future students, to better focus professional development and academic programs to meet the needs of practicing educators, and to offer more effective outreach to families and communities.

**Action Step #1: Develop and pilot a collection tool for existing connections and develop an analysis and reporting process for existing connections.**

Purpose: To an understanding of the scope of ongoing partnerships.

**Task #1: Develop a collection tool.**

Explanation: Each committee members needs a collection tool to record consistent information about partnership within their circle of connection.

Resources Needed: time

Immediate Targets: To be completed by February 2016.

Long-Range Targets: annual or biannual collection

Impacted Departments: all departments/academic units

**Task #2: Distribute collection tool in early November 2015.**

Explanation: Electronic copies of the collection tool must be made available to each committee member.

Resources Needed: Excel spreadsheet collection tool

Immediate Targets: Send email with attached collection tool in early November 2015; provide initial efforts at the November 17, 2015, meeting.

Long-Range Targets: N/A

Impacted Departments: N/A

**Task #3: Develop an analysis process.**

Explanation: As committee members submit their collection tools, a process for aggregating, analyzing, and disaggregating the information is required.

Resources Needed: time; student worker/administrative assistant

Immediate Targets: February 10, 2016, committee meeting

Long-Range Targets: annual or biannual analysis

Impacted Departments: N/A

**Task #4: Develop a reporting process/template.**

Explanation: Working with information collected, the report needs to showcase partnerships, provide summary data, and establish next steps.

Resources Needed: time; administrative assistant/public affairs; printing budget

Immediate Targets: July 2016, committee meeting

Long-Range Targets: annual or biannual analysis

Impacted Departments: N/A

**Action Step #2: Provide an annual report of PK-12 partnerships.**

Purpose: To share an understanding of the scope of ongoing partnerships and the value brought to SFA and to the PK-12 institutions

**Task #1: Develop a reporting template.**

Explanation: Based on the initial report, establish a reporting process and template will assist institutionalizing the process.

Resources Needed: time; public affairs personnel to assist with report production

Immediate Targets: To be completed by July 2017

Long-Range Targets: annual or biannual collection

Impacted Departments: Public Affairs, Printing Services

**Action Step #3: Identify partnerships to highlight through public affairs.**

Purpose: To showcase strong, productive partnerships that will advantage all partners

**Task #1: Review the annual report of PK-12 partnerships to select worthy partnerships.**

Explanation: Working with public affairs, noteworthy partnerships will be selected for additional showcasing or promotion.

Resources Needed: time; funding to support showcasing/promotional expense

Immediate Targets: To be completed by September 2017

Long-Range Targets: annual or biannual collection

Impacted Departments: public affairs, printing services, selected units/colleges

**Strategy #2: Gather input from existing and potential partnerships on ways to engage that will benefit public school students, educators, and families.**

Rationale: Public school students and educators must be given the opportunity to provide input on the value of our partnerships and to request additional ways of partnering.

**Action Step #1: Develop a survey to measure satisfaction and/or value added of partnerships.**

Purpose: To reach out to partner schools to collect feedback for improvement

**Task #1: Develop a satisfaction and/or value added tool.**

Explanation: Each partnership needs an opportunity to provide feedback for program/experience improvement

Resources Needed: time; Qualtrics

Immediate Targets: To be completed by May 2016

Long-Range Targets: end of program/experience collection

Impacted Departments: all departments/academic units

**Task #2: Launch satisfaction and/or value added tool in early summer 2016.**

Explanation: The satisfaction and/or value added tool must be provided each member group of each partnership.

Resources Needed: Qualtrics survey

Immediate Targets: Launch during summer 2016 to selected partnerships

Long-Range Targets: Launch at the end of each program/experience

Impacted Departments: participating units & partner groups

**Action Step #2: Develop a request system for inviting public schools to request specific programming or assistance.**

Purpose: To provide a mechanism for schools to reach out to SFA, especially if a school has no SFA contacts.

**Task #1: Develop an electronic request system.**

Explanation: An electronic request system may quickly connect the needs of a school with an appropriate partner on SFA campus

Resources Needed: time; Programmers

Immediate Targets: To be completed by May 2017

Long-Range Targets: N/A

Impacted Departments: ITS; all departments/academic units & potential school partners

**Task #2: Publicize the electronic request system.**

Explanation: Communicate with public schools the availability of requests system for partnership needs.

Resources Needed: Emails; websites; development & design staff

Immediate Targets: Launch during summer 2017 to selected partnerships

Long-Range Targets: annual promotion/reminders to public schools

Impacted Departments: public affairs; ITS; participating units & partner groups

**Task #3: Match requests to appropriate SFA units.**

Explanation: Monitor the requests to recommend matches to appropriate SFA units

Resources Needed: emails; request system data

Immediate Targets: monitor as regularly; perhaps weekly

Long-Range Targets: N/A

Impacted Departments: staff; participating units & partner groups