***Making Collaboration Part of Your Program Planning Process***

***Student Organization Training - September 27, 2014***

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**Q: What are reasons that motivate student organizations to collaborate?**

**Reasons for collaboration:**

• Encouragement and support

• Public relations/exposure/visibility

• Shared ownership for programs

• Building an audience for your mission/single events

• Funding

• Increases division of labor

• Similarity of goals

• Builds the campus community

• For recognition from higher-ups

• Promotion of group image

• Shared expertise

• Co-sponsor is your target audience for outreach

• Recruitment of members

• Build diversity

• Increase quality of events

**Q: Why can collaborating can be challenging?:**

• Previous bad experience

• Conflict in group/leadership styles/personalities

• Un-FUN, rushed, unplanned meetings

• Poor communication, delegation, follow up

• Planning timelines

• Imbalance of skills/expertise/power

• Loss of control over event ownership

• Unfavorable division of labor and resources

***Sometimes Collaborating Involves Self-Reflection***

1. Why do we want to collaborate on this particular project?

2. What are our mutual and reasonable goals for working together?

3. What is our membership capacity to help?

4. What is our planning time line?

5. How will this event make an impact on the campus community?

6. How will we get members to cooperate and work together?

7. How will we delegate tasks?

8. Who will be the designated coordinator?

9. What will this cost?

10. Who is our target audience?

11. Can we get additional endorsements?

12. Do we want additional endorsements?

**TIPS ON BUILDING GOOD COLLABORATIVE RELATIONSHIPS**

• Do your homework on potential co-sponsor group

• Make an appointment with the group's president/advisor

• Be intentional about the details

• Make the offer inviting

• Accentuate the positive

• Evaluate and appreciate

**Keep in mind that collaboration is only meaningful when the project is shared from start to finish.** That means the co-sponsors should together:

• discuss why collaboration makes sense

• set goals

• brainstorm

• create a vision

• mutually make decisions

• set realistic deadlines

• delegate tasks

• market and publicize the event

• share work loads before, during , and after the event

• jointly take credit/blame

• celebrate success and EVALUATE

**What types of groups are good to collaborate with on campus?**

• other student organizations

• student life offices

• student engagement and leadership

• residence life

• diversity and inclusion

• student athletes

• athletics/recreational sports

• dean of students

• student government association

• academic honoraries

• campus police

• wellness services

• dining services

• bookstore

• facilities/buildings & grounds

• human resources/personnel

• admissions

• alumni & development

• faculty

• college president

*\*Remember that how you build collaboration (the process) is equally important to the product you get as an end result!*

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**Student Government Association Collaboration Model**

• Club Rep Meetings

• SGA Senator Outreach to Clubs

• Service Committee SGA

• Engaging Commuters

• School Spirit at Athletic Events

• Homecoming/Alumni Weekend

• Collaborate on Common Challenges Not Just Programs - Identifying When to Host Event

**Events to Collaborate On**

• Orientation Events • Holiday Campaigns

• Speakers Series • Pre-Graduation Activities

• Leadership Training Any event, get the idea?

• Athletic Events

• Homecoming/Alumni Weekend

• Parent/Family Weekend

• Health and Safety Awareness Weeks

• Safe Spring Break

• Campus Surveys

Look for the high profile visible events on campus. Look for co-sponsors who have an established reputation. Know exactly what is involved both organizationally and financially. Be prepared to have a celebration/evaluation meeting.

**What types of groups are good to collaborate with OFF campus?**

• community service/nonprofit agencies

• hospitals

• health clubs

• local restaurants

• pizza/sub delivery shops

• high visibility community events (Cancer Walk, local parades and festivals)

Other Collaboration Ideas From the Group: