

Building Community Partnerships

Presented by:

Dr. Steven Snyder, Executive Director of the Reuben H. Fleet Science Center

Mr. Wayne Burdick, President of Beneteau Inc.

Mr. Spike Lobdell, Founder & President of New England Science and Sailing

Moderated by:

Jessica Servis, Reach Initiative Manager, US Sailing

Community Partnerships: Why Bother?

Steve Snyder, CEO
Reuben H. Fleet Science Center

Partnerships are...



Partnerships are...



Partnerships are...



Partnerships are...



Example – Philadelphia Science Festival

Created by Philadelphia's science, cultural and educational institutions and organized by The Franklin Institute.



THE ACADEMY
OF NATURAL SCIENCES
of Drexel University

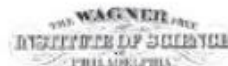


BIRTHPLACE OF AMERICAN MEDICINE™

Community
College
of Philadelphia



Penn Museum
UNIVERSITY OF PENNSYLVANIA MUSEUM
of ARCHAEOLOGY and ANTHROPOLOGY



Example – 52 Weeks of Science



Getting Started

- Look for a project, not a partner
- Get and maintain buy-in at ALL LEVELS
- Be ready to give up ownership
- Be explicit about roles and expectations
 - Consider an MOU
- Work at your relationship



REACH in Marion, SC

Wayne L. Burdick, Beneteau Inc.

WHY REACH in Marion, SC?





GROUPE BENETEAU

Sponsor a Class

Thanks Dr. Dan Strickland

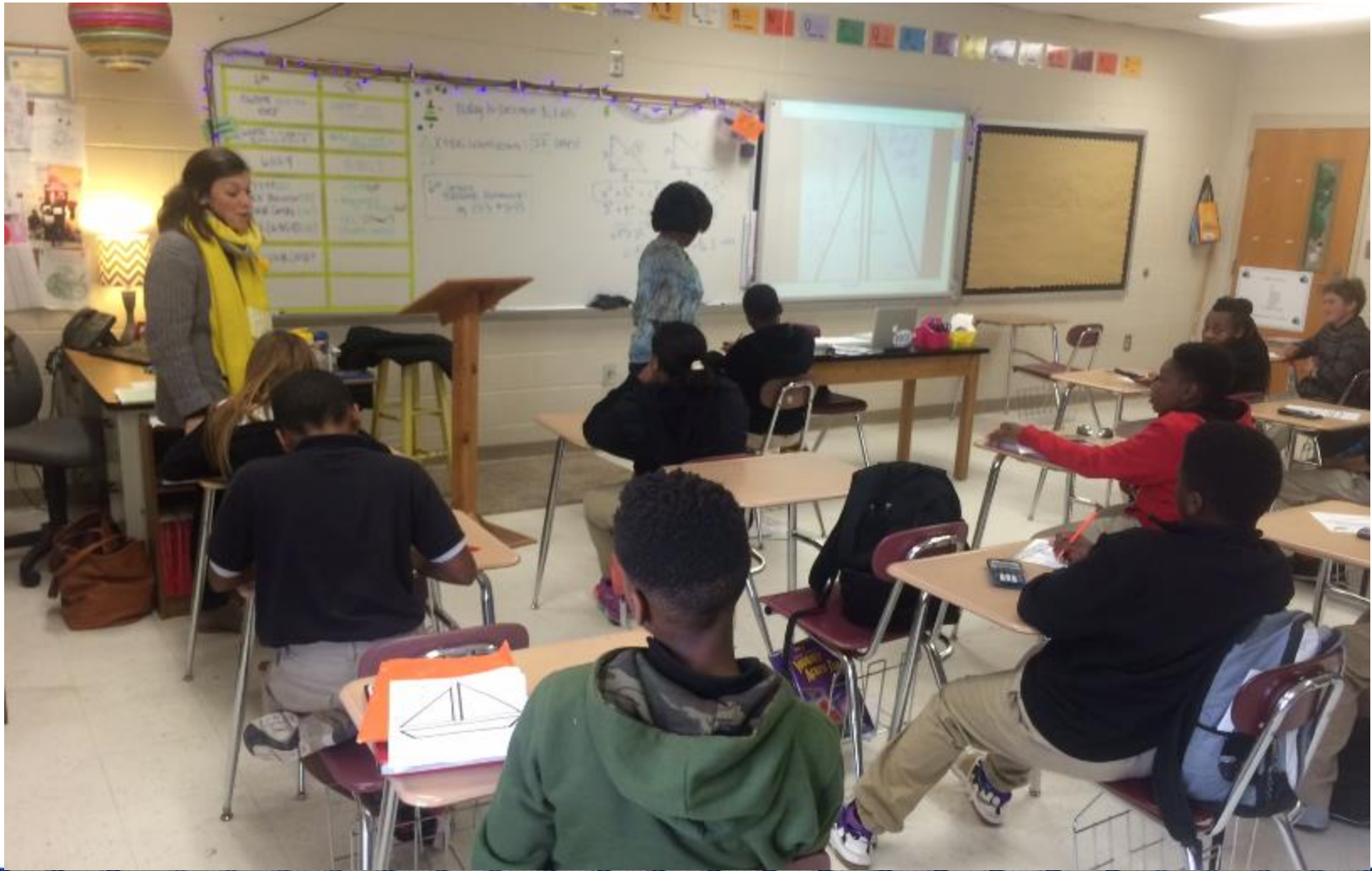


Ignite Their Interest in Class

Thanks Jessica Servis



Teachers Excite Them



GROUPE BENETEAU

Visit the Plant



GROUPE BENETEAU

See a Real Boat



Sailing is based on Science, Technology, Engineering, Math



Sailing & STEM = Fascinating DREAMS = *Letting Them REACH Their Potential*

Vestas Sail Rocket 2 65.45 Kn



Success for OUR Community = Education for OUR Youth



A Day of Sailing



COLLEGE of
CHARLESTON
SAILING



COLLEGE of CHARLESTON SAILING



GROUPE BENETEAU



SAILING IS #1



Thanks to Some Champions!

Greg Fisher, Nathan Indergaard, Jacob Raymond



Thanks to A HERO!

✉ JOIN OUR MAILING LIST



EST 1826 • WICK • SCOTLAND
**OLD
PULTENEY**
SINGLE MALT SCOTCH WHISKY

WHISKIES

VISIT PULTENEY DISTILLERY

WHISKY BLOG

MARITIME HEROES

WISH YOU WERE HERE



MARITIME HEROES AWARD

11TH JANUARY 2016

In partnership with US Sailing and consumers across the USA we are delighted to announce that we have chosen the recipients of the 2015 Maritime Heroes Award.

This year's winner, Nathan Indergaard, will receive the 2015 Old Pulteney Maritime Heroes Award, \$5,000, which is to be used to support the winning finalist's activities in the sailing community. This February, Nathan will also be honored at US Sailing's Sailing Leadership Forum in San Diego, California.



Next Steps & Goals For Marion

- **2016 Three Classes**
- **Test Score Data Confirmations**
- **2017 Business Community Support**
- **2017 Two More Schools**
- **2018 Other SC Counties**

How Do You Know It Works?





THANKS TO HELP YOUR
COMMUNITY AND SCHOOLS REACH!
Wayne Burdick, Beneteau Inc.

Building Effective Community Partnerships

Spike Lobdell

Founder & President

New England Science & Sailing Foundation

It Is Not About Arguing Over The Slice Of Pie...



...It's About Making The Whole Pie Bigger!



Building Effective Community Partnerships Is A Key Tool To Ensure Long Term Success

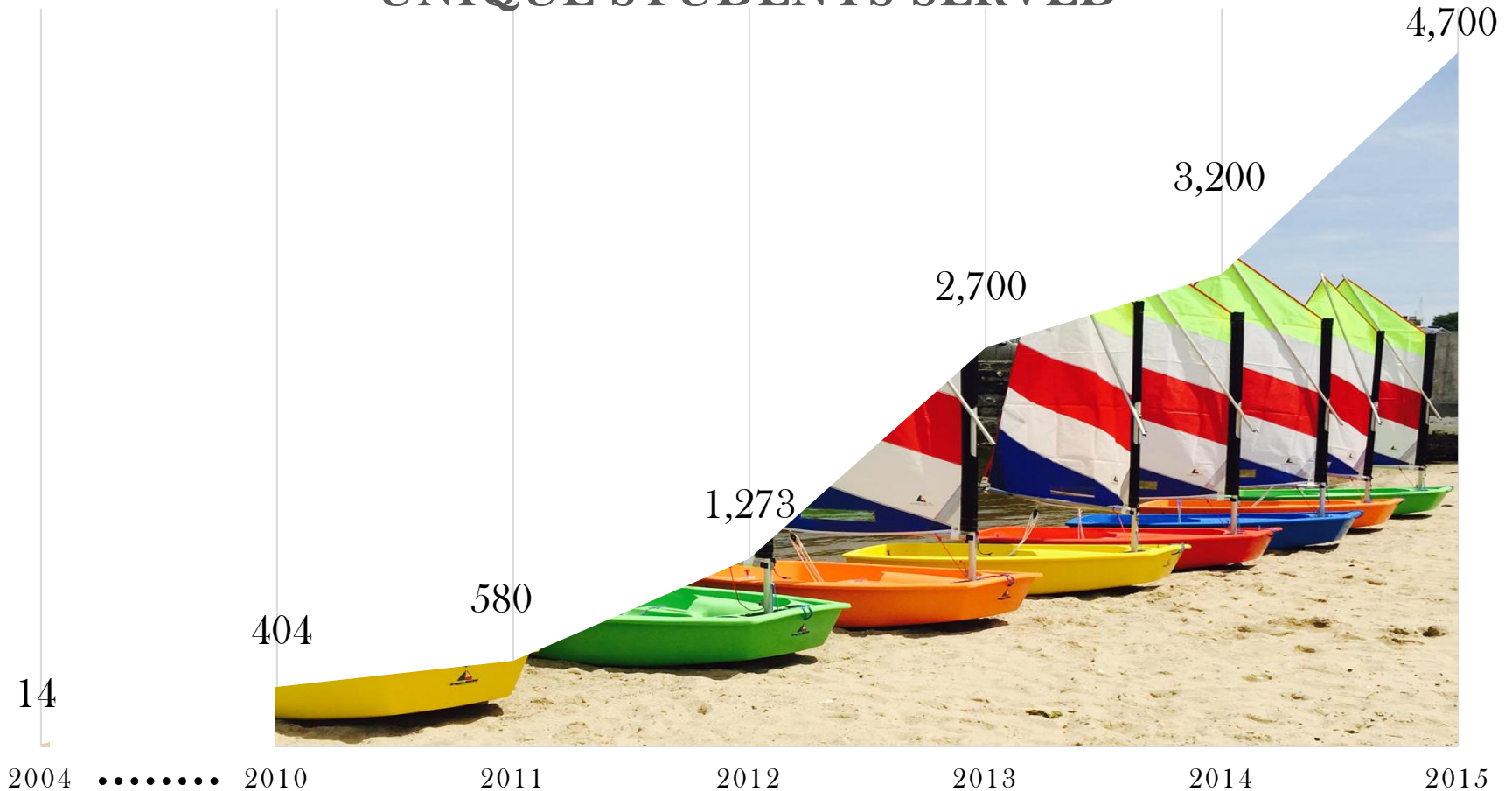
- NESS's growth has been fueled by partnerships
- Developing effective partnerships requires discipline
- NESS's emerging partnership with Mitchell College will be transformational

NESS Is A Non-Profit Ocean Adventure Education Program

- NESS engages students in experiential learning that builds confidence, teamwork, and leadership skills
- NESS's classroom without walls uses sailing, marine science, and adventure sports to teach STEM
- NESS operates year round in seven different locations in Connecticut and Rhode Island
- NESS started as a community sailing program in 2004 with 14 students...

Since Then, NESS's Growth Has Been Phenomenal

UNIQUE STUDENTS SERVED



NESS Has Remained True To Its Core Values Despite Growth



Effective Partnerships Are The Catalysts For NESS's Growth And Program Quality



Building Effective Community Partnerships Is A Key Tool To Ensure Long Term Success

- NESS's growth has been fueled by partnerships
- **Developing effective partnerships requires discipline**
- NESS's emerging partnership with Mitchell College will be transformational

There Are 7 Requirements To Build Successful Partnerships

1. Chose partners with shared vision and values
 - What you do best – where do you need help?
 - Understand their track record
 - Aim high on program quality
 - Always focus on your mission and core values

There Are 7 Requirements To Build Successful Partnerships

1. Chose partners with shared vision and values

2. Leadership matters

- Does partner share your values?
- Be clear on short and long term objectives
- Strong leadership creates *culture* of excitement
- All in same *boat* together
- Create a *safe* environment for partner to come to table
- Remember it is about growing the pie (not just your slice)

There Are 7 Requirements To Build Successful Partnerships

1. Chose partners with shared vision and values
2. Leadership matters
3. **Be prepared to be *creative* with donations and expenses**
 - In kind donations can be more valuable than cash
 - Shared grant writing
 - Be prepared to survive in atmosphere of scarcity
 - When slices come and go → the pie can surely grow

There Are 7 Requirements To Build Successful Partnerships

1. Chose partners with shared vision and values
2. Leadership matters
3. Be prepared to be *creative* with donations and expenses
4. **Get it in writing**
 - Who does what
 - Learning objectives, expectations on time, and funding commitments
 - Lack of formal structure can undermine mutual accountability
 - Push for MOU early
 - Complexity is the enemy → keep it simple

There Are 7 Requirements To Build Successful Partnerships

1. Chose partners with shared vision and values
2. Leadership matters
3. Be prepared to be *creative* with donations and expenses
4. Get it in writing
5. **Establish ongoing supervision and lines of communication**
 - Even a signed contract has no guarantee of smooth sailing
 - Set process for conflict resolution now
 - Planning is an important way to engage new stakeholders, especially donors
 - Communicate, communicate, communicate progress (+/- to stakeholders)

There Are 7 Requirements To Build Successful Partnerships

1. Chose partners with shared vision and values
2. Leadership matters
3. Be Prepared to be *creative* with donations and expenses
4. Get it in writing
5. Establish ongoing supervision and lines of communications
6. **Make commitment for long haul**
 - Set milestones to chart progress
 - Celebrate success often
 - Try new things, but be willing to admit failure
 - Seek out support by respected community leader
 - Ultimately people will change, but the partnership can endure

There Are 7 Requirements To Build Successful Partnerships

7. Be patient



Building Effective Community Partnerships Is A Key Tool To Ensure Long Term Success

- NESS's growth has been fueled by partnerships
- Developing effective partnerships requires discipline
- **NESS's emerging partnership with Mitchell College will be transformational**

Timing Could Not Have Been More Perfect To Form Partnership With Mitchell College



- Growing physical presence in New London
- Preferred partner of New London Public Schools
- Acquired New London Community Boating
- New President with big vision for College
- Underutilized waterfront
- Sailing team faltered
- Limited recreation program

Shared community vision



Our Partnership Started Simply

Phase I: Use Space

Pfizer Donation

- 8 FJs
- 1 powerboat

Formation of 1st New
London high school varsity
sailing team

Mitchell Donation

- Dock space

Once We Became Comfortable With Each Other, Collaboration Opportunities Became Clear

Phase II: MOU Executed

Needs

Mitchell:

- Expand waterfront programs
- Resurrect varsity sailing

NESS:

- Expand summer adult sailing
- Improve bench strength

Solution

Collaborate on 1 full time hire for NESS and contract to Mitchell in Fall & Spring

Outcomes

- Mitchell sailing is back!
- Full credit PE sailing courses
- NESS adult program expanded 5x

Mitchell has outsourced waterfront program management to NESS

Mitchell And NESS Are Partnering To Build A Science & Sailing Center On The Mitchell College Campus

Phase III: Define Long Term Strategy

- Leverages unique waterfront access that will be truly transformational
 1. Excellent location (no other organization in area can match)
 2. Extends curriculum (oceanology > meteorology > astronomy...waterfront operations)
 3. Year round access
- Sailing (waterfront access) can be a catalyst for building Mitchell's brand
 1. Recruiting
 2. Fundraising
 3. Reinforces commitment to community (they will rally around opportunity)
- Build leading varsity sport
- Touch entire extended community (place that people want to be: relax - events)

Partnerships Can Turn Dreams Into A Reality

Phase IV: Future Vision

- Top sailing team
- Host intercollegiate championships
- Consolidate all NESS New London operations
- Nationally recognized marine science program
- Focus point for revised campus configuration
- Create wonderful community asset where people want to spend time



Building Effective Community Partnerships Is A Key Tool To Ensure Long Term Success

- NESS's growth has been fueled by partnerships
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- NESS's emerging partnership with Mitchell College will be transformational

Open Question & Answer Period:

Please state your name, organization and question

Takeaways for Attendees:

1. The inspiration and motivation to build or expand your own community partnerships
2. Tools to build partnerships: conversation starters, examples of potential partners
3. Sample MOU
4. Steps to Building Community Partnerships – *Reach Resources*

Thank You

Your Opinion Matters

Please open the **Sailing Leadership Forum app** and complete the **session survey** found in the **menu bar**.

Thank you for attending the “Building Community Partnerships” session!