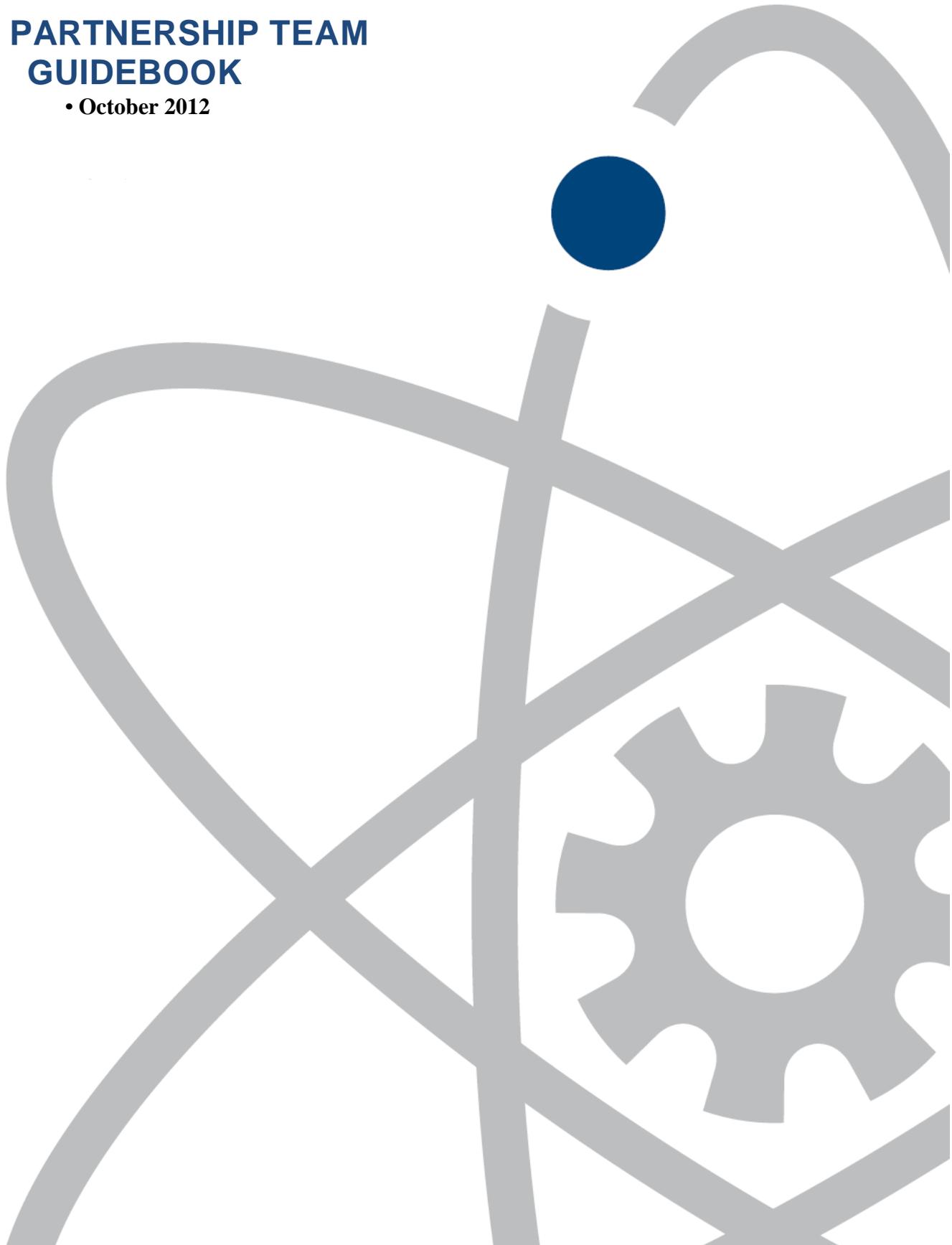




PLTW PARTNERSHIP TEAM GUIDEBOOK

• October 2012



CONTENTS

- Introduction3
- Establishing a Partnership Team.....3
 - Membership..... 4
 - Structure and Responsibilities..... 5
 - Chairperson..... 5
 - School Liaison 6
 - Executive Committee Members 6
 - General Members 7
- Running a Partnership Team.....7
 - Developing and Implementing a Strategic Plan 7
 - Setting Meetings and Events 8
 - Calendar of Events..... 8
 - Hosting Meetings and Events..... 8
- Resources9
 - General Resources..... 9

INTRODUCTION

Project Lead The Way (PLTW) is the leading provider of rigorous and innovative STEM (science, technology, engineering, and math) education curricular programs used in schools. As a 501(c)(3) charitable organization, PLTW exists to prepare students for the global economy through its world-class curriculum, high-quality professional development, and an engaged network of educators, students, university partners, and professionals.

PLTW's comprehensive curriculum has been collaboratively designed by PLTW teachers, university educators, engineering and biomedical professionals, and school administrators to promote critical thinking, creativity, innovation, and real-world problem solving skills in students. The hands-on, project-based program engages students on multiple levels, exposes them to areas of study that they typically do not pursue, and provides them with a foundation and proven path to college and career success. More than 4,700 schools in all 50 states and the District of Columbia are currently offering PLTW courses to their students.

A PLTW partnership team is the link that connects this innovative education program to the community, the local economy, and local industry needs. A partnership team is a group of collaborative stakeholders that provide leadership and actions required to support and enhance exceptional STEM student learning experiences. Partnership teams play a vital role in the sustainability and efficacy of the PLTW programs. A strong partnership team can make the difference between a program that affects a small number of students and an outstanding program that influences the entire school district.

The goal of the partnership team is to develop and implement a strategic plan that creates essential connections to the community, enhances the PLTW program through continuous improvement, and ensures student success in STEM educational opportunities and careers. Partnership teams provide advocacy for the program to the school administration, school board, local businesses, and the community. They provide resources for the classrooms, mentors and role models for students, and local relevance and guidance for teachers.

**JOIN US IN BUILDING THE STEM PIPELINE BY
PARTNERING WITH YOUR LOCAL PLTW PROGRAM.**

**TOGETHER WE CAN ENSURE THAT OUR
STUDENTS ARE PREPARED FOR THE GLOBAL
ECONOMY.**

ESTABLISHING A PARTNERSHIP TEAM

MEMBERSHIP

PLTW partnership teams include business and industry professionals, college and university representatives, district-level decision makers, school personnel, parents, students, and alumni. Typically, PLTW partnership teams have anywhere from seven to 15 members. Effective partnership teams tend to have more representation from businesses and industry than school personnel. Team composition should be reflective of the community in terms of gender and ethnicity.

There are several key steps in establishing a partnership team. First, define the terms of service and expectations of the members. Appointments to the partnership team should be for a set period with staggered terms to allow for seamless transitions. Terms of service are usually between one and three years.

Next, define the desired skills and resources of people needed for an effective partnership team. Considerations include:

- Experience in STEM-related careers and pathways
- Knowledge and experience with PLTW course concepts
- Knowledge of workforce needs in the community
- Leadership in the community
- Marketing experience
- Networking connections
- Fundraising experience
- Public relations and connections to local media
- Alignment of program with colleges and universities
- Technical experience with software and equipment used in courses

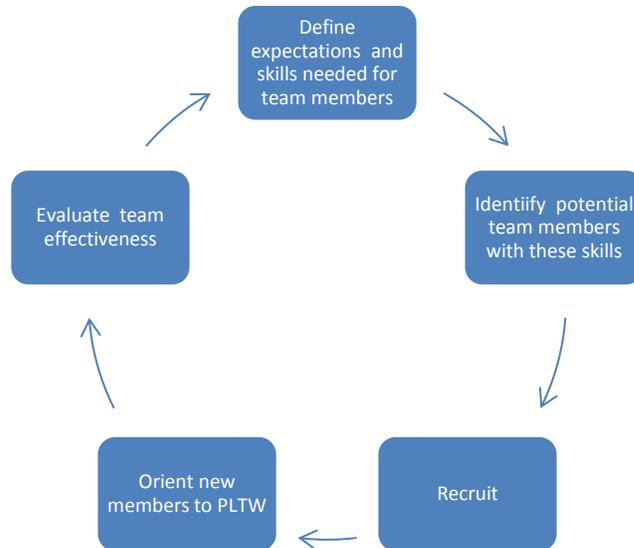
The next step is to determine how to recruit the targeted team members. Sources include:

- Businesses and industries within the community, especially those with structured outreach programs. Many large corporations include community volunteerism in employee expectations and welcome inquiries.
- Economic development and workforce development organizations and boards
- Rotary, Lions, and Kiwanis Clubs or other community organizations
- Local government agencies
- Chambers of Commerce
- College Dean's Office or Outreach Coordinators for staff and faculty support
- College Alumni Coordinators for connecting with local and relevant alumni
- Parents of students
- Students and former students (especially students pursuing a STEM-related degree)

A [sample invitation letter](#) is available for recruitment outreach. As the team evolves, continue recruiting potential members with the skills or resources needed. Create a recruiting process to

continuously define needed skills, identify potential team members with these skills, recruit new team members, orient the new team members, and evaluate team effectiveness.

Partnership Team Recruiting Process



STRUCTURE AND RESPONSIBILITIES

An effective partnership team has a defined membership structure, so participants understand their individual roles and responsibilities. Key roles include the chairperson (or co-chairs), school liaison, executive committee members, and general members. A key role for all PLTW partnership team members is advocacy. A PLTW partnership team is uniquely positioned to advocate for the advancement of STEM education, their PLTW programs, and most importantly their PLTW students. Outreach efforts should be dedicated to bringing information and resources to key stakeholders to help them better understand the importance of preparing students for rigorous STEM-related degrees and careers, as well as the urgency of addressing the impending critical shortage of qualified STEM professionals.

CHAIRPERSON

Effective leadership is critical to the success of a partnership team. The leadership of the partnership team sets the direction and tone for the group. The chairperson should be a business or industry professional who will champion the benefits of the school's PLTW program to the community. The chairperson works closely with the school liaison and is elected annually. Electing a chairperson provides a democratic process to guide the work and direction of the team. It is necessary to develop a succession plan for leadership roles, such as chair, chair-elect, and past-chair. The responsibilities of the chairperson include the following:

- Assisting the school liaison with the development of [agendas](#) and planning meetings
- Chairing all partnership team meetings
- Leading the development and implementation of the strategic plan
- Leading the development of the program evaluation
- Creating subcommittees, as needed

- Evaluating the effectiveness of the PLTW partnership team to support and enhance exceptional STEM learning experiences for students
- Serving as a spokesperson for the partnership team
- Strategically inviting individuals to become team members who fulfill program needs

SCHOOL LIAISON

Successful partnerships require strong coordination between the PLTW program and the partnership team. The school liaison provides that connection. The school liaison is a school staff member and is typically an administrator or PLTW teacher. This role includes both coordination and facilitation skills. As a coordinator, the school liaison helps organize and develop the partnership team. As a facilitator, the school liaison supports the team members in carrying out their responsibilities. The responsibilities of the school liaison include:

- Arranging partnership team meetings
- Collaboration with other PLTW teachers to establish program needs
- Informing partnership team members of program needs
- Assisting the chairperson in developing a strategic plan
- Compiling and updating a [PLTW partnership team membership roster](#)
- Establishing and maintaining communication with partnership team members
- Familiarizing new team members with their roles and responsibilities
- Orienting new team members to the PLTW program
- Inviting students to join the partnership team or attend partnership team meetings
- Preparing and submitting [agendas](#), minutes, and reports
- Inviting partnership team members to attend events such as student presentations, competitions, award ceremonies, and open houses
- Utilizing the partnership team's input
- Providing feedback on program improvements resulting from team efforts
- Utilizing local and social media to communicate program events and successes
- Recognizing partnership team members for their support
- Recommending new partnership team members
- Serving as a temporary chairperson until a business or community member can be elected as chair

EXECUTIVE COMMITTEE MEMBERS

The leadership of the partnership team, including the chairperson, the school liaison, the past-chair, and the chair-elect, constitute the executive committee. The executive committee's responsibilities include:

- Leading the development and implementation of the strategic plan
- Leading the development of a plan for the evaluation of the PLTW program
- Recommending and recruiting new team members
- Organizing [community volunteers](#)
- Recognizing and thanking partnership team members for their work
- Assisting the chairperson and school liaison with other initiatives and duties, as needed
- Leading the development of a plan for the evaluation of the partnership team

GENERAL MEMBERS

Each member of the partnership team provides a vital link between the community and the PLTW program. The responsibilities of all partnership team members include:

- Serving as an advocate for the PLTW program with parents, school board members, school administration, and the community, including:
 - Ongoing communication with (elected and school district level) officials concerning the importance of the PLTW STEM programs and the necessity to continue support for existing programs as well as future expansion
 - Providing information to local stakeholders (industry, economic development, workforce development, government officials) about the PLTW STEM programs in the area
 - Creating connections between PLTW students, the PLTW program, and the community
 - Understanding and supporting the PLTW programs and helping other community members understand and support the programs
- Providing input in the development and implementation of the strategic plan
- Providing input in the evaluation and continuous improvement of the program
- Providing input in the evaluation of the effectiveness and continuous improvement of the partnership team
- Attendance and active participation in all meetings
- Creating [college-level recognition opportunities](#) for PLTW students from local colleges and universities
 - Options can include course credit, scholarships, admission preference for STEM program majors, and adjusted admission requirements.
- Providing support for PLTW instructors as they continue to build their knowledge base and expertise
- Encouraging the importance of STEM-related courses and options in interactions with students
- Assisting with efforts in [student outreach and recruitment](#)
- Supporting PLTW students through mentoring and feedback on their innovative work and projects

RUNNING A PARTNERSHIP TEAM

DEVELOPING AND IMPLEMENTING A STRATEGIC PLAN

An effective partnership team develops and implements a strategic plan by setting goals and action items needed to meet the goals. Suggested topics to guide strategic planning include:

- Marketing and advocacy
- Student recruitment, enrollment, mentoring, persistence, and placement
- Nontraditional student recruitment, enrollment, mentoring, and persistence

- Alignment of PLTW program with employment trends and skills needed for local workforce
- Transitioning students to college and careers
- Establishing scholarships and awards for students
- Recognizing and celebrating student achievement and success
- Creating, promoting, and organizing opportunities for community involvement
- Creating opportunities for career development and work-based learning for students
- Creating a budget for program resource needs and locating needed resources
- Ongoing professional development for teachers and counselors
- Program evaluation

SETTING MEETINGS AND EVENTS

Effective partnership teams meet regularly in a formal setting. The strategic plan and related goals drive the meeting schedule. When setting meetings, be sure to:

- Have goals and outcomes for each meeting.
- Schedule meetings at times that work best for the partnership team members.
- Schedule meeting dates well in advance and do not change them.
- Send “Save the Date” notices at least 90 days in advance of the meetings.
- Send reminders of meetings at least two weeks in advance.
- Send the meeting [agenda](#) and minutes from the last meeting at least two days in advance.
 - Create a streamlined agenda that makes efficient use of participants’ time.
 - Align agenda to annual goals and action plans.
 - Include committee report-outs.
 - Ensure time is allocated for discussion and decision-making of agenda items.
 - Schedule time for open discussion related to the PLTW program at the school, including what is thriving as well as needed improvements.

CALENDAR OF EVENTS

Establish a perpetual annual [calendar](#) that extends at least two years forward. Keep the [calendar](#) current and maintain at least a 24-month outlook. Calendars should contain the following:

- Regularly scheduled meetings
- Events related to goals and action plans such as career fairs, internships, student capstone presentations, open houses, or community meetings where PLTW is on the agenda
- Deadlines related to goals and action plans
- PLTW-related [professional development](#) such as Core Training or statewide teacher conferences
- Targeted school board meetings
- Key student presentations or competitions

HOSTING MEETINGS AND EVENTS

Partnership team meetings should be held in a productive and comfortable setting, with adequate space for all participants. Be sure the participants are familiar with the PLTW program and have had a chance to visit the classroom and talk with students.

Streamline formal face-to-face meetings by providing review materials in advance. In addition, be sure to:

- Begin and end at the scheduled times.
- Keep meeting minutes to document the discussion and to eliminate repetition of efforts.
 - Minutes have a basic format that includes: discussion, decision, assignment, and recommendation for each topic or item on the agenda.
- Determine action items; list these items in the meeting minutes, and follow-up on the items at the next meeting.
- Limit diversions from the topic at hand. If necessary, table a discussion and schedule time at a future meeting or assign to a committee.
- Ensure meetings are productive and interactive, not just presentations of what is being done.
- Highlight progress toward the annual goals and action plans.
- Assign tasks for each team member to complete based on that member's skills and resources. Make sure every member leaves each meeting with an assignment and clear idea of what needs to be accomplished prior to the next meeting.

RESOURCES

GENERAL RESOURCES

- [Grow Your Own Program](#)
- [PLTW Marketing Materials](#)
- [PLTW Partnership Team Roster](#)
- [PLTW Videos](#)
- [Robert's Rules of Order](#)
- [Sample Activities for Partnership Team and Community Members](#)
- [Sample Agenda](#)
- [Sample Agenda Template](#)
- [Sample Calendar of Events](#)
- [Sample Calendar Template](#)
- [Sample Invitation Letter](#)