

**2010 SOS Submission: Lincoln Chapter
“Partnership Plus”
Successful Collaboration between ASTD-Lincoln
and Southeast Community College**



Submission Date:

Chapter Name: Lincoln

Chapter ID: 06106

Chapter Location: Lincoln NE

Chapter Membership Size: 100

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Chapter Title: Past President

Chapter Website URL: astdlincoln.org

Description of Effort: ASTD-Lincoln and Southeast Community College (SCC) -Continuing Education Division have established a very successful community partnership which includes:

- Shared advertising of educational events provided by both the college and our professional organization
 - Community College Catalog is used to advertise ASTD-Lincoln big event in 2009 and ASTD National Certification Training events
 - E-mail blasts by both parties for upcoming select educational events, using each others databases
 - Upcoming select educational events are advertised on website calendar by both parties
 - Mass Mailings for select events
 - Community College website link and logo on ASTD-Lincoln website and visa versa
- Venue for monthly programs – free
- Providing a venue for ASTD National Certification events with a 50/50 split of the event profits
- Partnership for large community event held every other year
- Use of meeting room for board meetings
- ASTD-Lincoln member resource library is housed at the college

Need Addressed: Collaboration with local educational institution for programs and special events.

Does this effort align with your chapter mission? Yes - this collaborative effort provides for exceptional learning and performance opportunities for workplace learning professionals in our community and region through;

- Fostering professional growth
- Allows us to provide valuable training and development to our members organizations and the community
- Encourages educational institutions to provide programs for the preparation and growth of training, development and lifelong learning
- Creates and maintains collaborative relationships with an organization with a similar mission

Does this effort align with ASTD's mission? Yes – our local mission is the same as the national mission.

Target Audience: Members of our chapter, community members, students and regional professionals.

Costs/Resource Use:

- Special costs associated with advertising have been shared between the two organizations; however, for National Certification programs hosted at SCC, the college has advertised these programs in their catalogs and hasn't charged the Lincoln chapter for this cost.
- Marketing reaches a much larger geographical region than would be possible to achieve if ASTD-Lincoln used their database only.
- ASTD-Lincoln has realized reduced costs for program meetings because there is no fee associated with use of rooms at Southeast Community College.
- ASTD-Lincoln uses SCC for all of its board meetings which provides continuity and saves the cost of securing a meeting venue
- Several SCC employees have served on the ASTD-Lincoln board over the years
- SCC has gained additional faculty resources from ASTD members
- SCC catering services are used often which benefits the college
- SCC has special arrangement with a hotel that is one half block from the college. This hotel provides a discount to national certificate program faculty and attendees

- **How did you implement?** Our partnership efforts grew in stages. We started utilizing rooms at SCC in 2007 for our monthly programs. In most instances, we paid for the catering services from SCC. In 2008 we partnered with SCC on two national certificate program offerings. We shared 50/50 in the profits of these certificate programs (yes we have a profit to share) and continued the shared offering in 2009. In 2009 we also partnered with SCC on our Big Event with Ed Cohen. Again we agreed to share 50/50 in the profit/loss of this event. Unfortunately the economy hit hard and we realized a loss on the event but SCC is ready to partner with us on our next event in 2011 or 2012. In 2010 we are partnering on four national certificate program offerings and continuing to use SCC space for our monthly programs and workshops. The next stage will be to collaborate in our efforts to bring national presenters to the community so that we can share in the expenses/income by contracting for a workshop at SCC and a monthly program for ASTD-Lincoln and visa versa.

What were the Outcomes?

- Our members are satisfied with having the same location for the majority of our programs and workshops.
- Our monthly programs are now realizing a profit because we don't pay for the venue.
- Because of this partnership, we were able to begin offering the national certificate programs which have increased our revenue stream.
- We also enjoy the increased advertising of our programs to a broader and more diverse audience.
- We have gained several new SCC employees as members and they are some of our most loyal program attendees.
- The benefit of sharing presenters of a higher caliber are being realized by both organizations.
- From SCC's perspective, they have gained several new adjunct faculty from among ASTD-Lincoln members for their Continuing Education Services.
- This has allowed us to showcase SCC's services to our members as well.
- We have both realized successes in our joint advertising efforts.

Lessons Learned:

- Establishing the partnership in stages is a plus because it allowed us to get comfortable working with one another.

- We have only created a written agreement for the big event but plan to develop a written agreement that is all encompassing.
- Several SCC employees have served on our board over the years so they have a good knowledge of our association which was beneficial when we established the partnership.

Please list the specific ASTD chapter resources that helped guide you in the process of completing this best practice:

Board members have attended ALC for many years and have gleaned ideas from networking with others. We have also used the Chapter Leaders website several times, especially in determining national certification programs that we might want to offer.

Please email completed forms to CORE@astd.org along with any supporting documents.