

# Intentional Collaboration

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STUDENT INVOLVEMENT  
GALLAGHER STUDENT CENTER  
COMMUTER SERVICES

# Types of Collaboration



Coordination



Co-Sponsorship



Sponsorship

# Coordination

- Work together to bring attention to an idea or cause
- Joining together a number of events with similar goals
- More likely to have to have a bigger impact and/or more people hearing about programs because the each group's members are hearing and sharing information about the partnership



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# Co-Sponsorship

- Groups working together to create an event where each group shares in the ownership and success
- Different ways to 'co-sponsor'



Cooperation



Direct Partnership



Collaboration

# Sponsorship

- Organizations, departments, or businesses that contribute to the program, but do not engage in the planning or execution of event



# Who Will Collaborate With Us?

- University Departments
- University Centers
- Local Businesses
- Other Student Organizations



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# Steps For Successful Collaboration

- Decide who to work with
  - Explore the club list, academic departments, university offices and centers
- Meet and discuss organization goals/mission
- Brainstorm opportunities
- Develop event objectives
- Distribute responsibilities
- Divide financial responsibilities
- Develop a collaboration agreement
  - Get specific about who will do what
- Plan the event or experience
- Market the event
- Host the event
- Meet to discuss and evaluate

# Brainstorming Collaboration

- What organization are you representing?
- What is your most successful activity or program?
- What makes that program a success?
- What are some commonalities (activities or behaviors) you share with other organizations?
- What is a creative and innovative way you could collaborate on a new idea with one other organization?
- Using the steps for successful collaboration, plot how a collaboration could work on a new idea or activity.





# Thank you for attending!

Take everything with you and check your schedule to  
decide where you want to go next.

