

# Business Partnerships Needs Assessment

A Business Partnership Needs Assessment assists in establishing expectations and limitations between the business partner and the school. These suggested steps may be useful guidelines to help create your business partnership.

## **Define the Partnership**

What do I expect from this relationship?  
What is my primary goal or objective?

## **Secure Commitment at the Individual Level**

Am I truly committed to these efforts?  
What amount of time can I realistically give each month, and is it aligned with my expectations for the partnership?

## **Identify the Players**

Who is the school contact? Back up contact?  
Who is the business contact? Back up contact?  
A back-up contact on both sides of the partnership is essential since staff changes occur in both the world of business and education.

## **Identify the Needs**

Needs: What does our school/business most need? Consider school improvement goals, company mission statements, restructuring requirements, Board of Director goals, etc.  
Resources: What do we have to offer as a partner? Think of areas of staff expertise, facilities, equipment for loan, etc.  
Limitations: Where do we have to draw the line? Make these tangible and be sure those involved understand them.

## **Applying the Results**

Compare your assessment with your partner. Look for similarities.  
What common ground do you share?  
Once you've identified common ground, begin to brainstorm activities.

## **Organizing for Action**

After developing a list of potential activities, review your options.  
Select just two or three things you would like to do and describe the duties involved, identify the people responsible, and select a timeline. As you complete a project and see the results in the classroom and the business, you'll be inspired to try additional things. If the activity is not successful, learn from your mistakes and try a different approach.