THE NEXT 18 MONTHS
UNIVERSITY PARTNERSHIPS STEERING COMMITTEE

Objective: Coordinate and streamline university partnership activity and engagement among the CU Denver schools, colleges and relevant university business units in order to position ourselves for new growth opportunities in new markets, new channels, new programs and new partnerships.

INVENTORY
Capture Inventory of university partnerships, workplace academic programs, university expertise, and our external-facing university staff and faculty engaged with our partners.

- Identify all corporate, community, civic, and industry partners and the associated deals for the past five years (since January 2014)
- Identify all of the different ways organizations have partnered with the university for the past five years
- Determine the value of each partnership deal for the past five years
- Identify all the university staff persons who have engaged with the corporate partners for the past five years
- Identify all of the corporate academic programs that have been delivered for the past five years
- Determine the value of each academic programming deal for the past five years
- Determine the number of learners served in these academic programs during the past five years
- Identify the current inventory of corporate/workplace-facing academic programs available today
- Identify all the faculty and university expertise that may enhance our partners’ operations
- Review completed inventory to determine our success outcomes

PROCESSES
Create simplified processes to facilitate regular and ongoing information sharing across approved internal stakeholders.

- Determine what permission and access protocols should be implemented
- Establish rules and norms for engaging partners
- Create sustainable processes for entering information into CRM
- Map engagement processes with university partners
- Identify which information should be captured when engaging partners
- Outline the training and support necessary for success
- Map ongoing internal communication processes
- Establish data sharing policies
- Change management; prepare university staff and faculty to receive the CRM tool

INFRASTRUCTURE
Implement CRM technology to aid in tracking university partner interactions, engagement, activity, relationship history and internal communications. Work with OIT to:

- Build business case for CRM
- Advocate for adoption of CRM
- Provide subject matter experts to OIT’s business analysis team
- Identify end users and key stakeholders
- Identify the individuals or groups whose acceptance is essential to the success of CRM
- Identify the potential benefits and rewards of CRM
- Test software before it goes live
- Identify the basic job-aids for our end users (step-by-step instructions on how to perform a certain task within a business process)
- Source funding for CRM