

# NAVIGATING THE RAPIDS... TO COLLABORATION

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## DEFINITIONS

**Collaboration:** to work jointly with others or together especially in an intellectual endeavor. To work closely with an agency or instrumentality in which one is not closely connected. (Merriam-Webster.com)

**Co-Sponsorship:** a person or an organization that pays for or plans and carries out a project or activity; *especially* : one that pays the cost of a radio or television program usually in return for advertising time during its course (Co-Sponsorship usually means a contribution through financial resources) (Merriam-Webster.com)

**Target Marketing:** choosing a market and developing a product for that market.  
(www.allbusiness.com)

Type of Market Segment	Shared Group Characteristics
Demographic Segment	Measurable statistics such as age, income, occupation, etc.
Psychographic Segment	Lifestyle preferences such as music lovers, city or urban dwellers, etc.
Use-based Segment	Frequency of usage such as recreational drinking, traveling, etc.
Benefit Segment	Desire to obtain the same product benefits such as luxury, thriftiness, comfort from food, etc.
Geographic Segment	Location such as home address, business address, etc.

\*Adapted from U.S. Small Business Administration [www.sba.gov](http://www.sba.gov)

# THE COLLABORATION PROCESS

## 1. Who do you want to collaborate with?

- a. Identify a target market.
- b. Who do you have a relationship with already?
- c. Who have you not worked with yet?

## 2. Meet and discuss organization goals/mission.

- a. Bring your organization's goals/mission.
- b. Ask the other organization/group to do the same.
- c. What common goals do you have?
- d. What kind of event can reach both of your organizations' goals?

## 3. Brainstorm.

- a. No idea is a bad idea!

## 4. Develop event objectives.

- a. Make sure the event meets the goals of both organizations.
- b. What do you want your audience to get out of this event?
- c. What do you want to get out of this event?

## 5. Distribute responsibilities.

- a. Go through all the normal planning steps and decide who will do each thing.

## 6. Divide financial responsibilities.

- a. Who is going to pay for what?
- b. Financial obligations do not need to be a 50/50 split.

## 7. Develop a collaboration agreement.

- a. Have both organization representatives sign off on this so you can hold one another accountable.

## 8. Plan!

## 9. Market the event!

- a. Make posters, flyers, facebook events, etc.
- b. Identify other target markets that might be interested and/or benefit from your event.

## 10. Host the event.

## 11. Meet to discuss and evaluate the event.

- a. This is often the most overlooked step, but one of the most important. Talk about what went well, what could have gone better, and how this relationship could improve in the future.