

Collaboration & Brainstorming

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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/cause or a number of events with similar goals
- Leads to more people hearing about programs because the each group's members are hearing and sharing information about the partnership



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

Sponsor

- 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



Steps For Successful Collaboration

- Decide who to work with
- Meet and discuss organization goals/mission
- Brainstorm
- Develop event objectives
- Distribute responsibilities
- Divide financial responsibilities
- Develop a collaboration agreement
- Plan
- Market the event
- Host the event
- Meet to discuss and evaluate the event



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 between the organizations at your table – what are some similar activities or behaviors you share?
- What is a creative and innovative way you could collaborate on a new idea with one other organization at your table?
- 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.