

What sort of partner?

Relationship	Description	Partners may be	What it offers	Considerations
Partnership of Equals	Institutions, often of similar type, decide to work together and contribute to a common goal	Other colleges, universities, associations	A supportive team of like-minded players	Requires clear governance structure to support decision-making and assure that each partner executes
Vendor-Client	Relationship involves a transaction: fee for content, tuition for training, or other service	Other colleges, universities, industry, individuals	Financial support, market validation	Requires high level of service and support
Sponsorship	Decision to underwrite activities by paying or contributing	Tends to be corporations	Financial support or other benefits such as tools, materials, in-kind contributions	Value must be evident for the sponsor
Host	Support in exchange for reputational affiliation, support of mission	Your host institution	Financial and/or non-financial support	Value, contribution to mission must be evident to the hosting institution
Strategic Alliance	Transaction for strategic ends: input from domain specialists in exchange for better-trained students	In this case, industry	Access to valuable assets or services	Clear understanding of terms of exchange