Collaborating with WIL stakeholders: Success factors for sustainable relationships

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WIL RELATIONSHIPS

• WIL experiences rely heavily on the development of relationships between the university and industry or the community.

• As participation in WIL is increasing, scalability and sustainability become paramount.

• Successful engagement is context dependent and relies on leadership to ensure accessibility and flexibility.
PROJECT AIM

To develop a framework of critical success factors for sustainable WIL relationships

What are the critical success factors of industry engagement in WIL?

Are there any existing engagement models/frameworks that could be applicable?

Develop a model/ framework for sustainability that represents the complexity of contemporary contexts of WIL.
ACTION RESEARCH

Reflect & review
Design the framework
Evaluate
PHASE 1: REFLECT AND REVIEW

Document analysis
Practices and resources currently available

Literature review
Identify good practice models of university-community/industry engagement

Discussion Forums
WIL practitioners in NZ and Australia
Reflect on what they considered were the critical success factors for WIL relationships
LITERATURE REVIEW & DOCUMENT ANALYSIS

Community - University engagement
- Garlick & Langworthy, 2008
- McCabe, Keast & Brown, 2006
- Mulvihill et al., 2011
- Arden, McLachlan & Cooper, 2009

Industry - University partnerships
- Barnes, Pashby & Gibbons, 2006
- Ankrah & Omar, 2015

Industry- Industry partnerships
- Mohr & Speckmen, 1994
- Monczka, et al., 1998
DISCUSSION FORUMS – Key themes

- Preparation
- Expectations
- Commitment
- Communication
- Recognition
- Promotion
- Flexibility
- Mentoring
- Relationship management
PHASE 2: DEVELOP FRAMEWORK

Compatibility
- Learning
- Vision
- Recognition
- Resources

Commitment
- Reciprocity
- Expectations
- Reputation
- Coordination
- Trust
- Communication
DISCUSSION

Compatibility

- *Reciprocity* creates a win-win relationship
- Variations in purpose, but a shared *vision*
- *Learning* is seen as core of the experience, knowledge is shared
- *Reputation* is acknowledged, developed and protected
- *Expectations* are identified and understood
DISCUSSION

Commitment

• Mutual trust is developed
• Partners establish or build on a reputation
• Recognition of the value of the partnership and the contributions of each
• Develops through ongoing coordination
• Attention to what is learned through continuous improvement process
• Appropriate resources (human and facilities)
Communication

• Critical as a foundation
• Essential part of coordination
• Leads to understanding expectations
• Fosters learning from each other
• Important in recognising contributions
• Ensures reciprocity
• Develops trust and understanding
PHASE 3- EVALUATION

1. Survey – Academics/WIL practitioners
   • All factors rated as “important”
   • No new factors identified
     “It captures the essence of successful relationships/partnerships”

2. Survey – Industry/community
   • In process
THANK YOU – QUESTIONS?

Diagram:

- Compatibility
  - Learning
  - Vision
  - Recognition
  - Resources
- Commitment
  - Reciprocity
  - Expectations
  - Reputation
  - Coordination
  - Trust
- Communication