



MACQUARIE
University



UNIVERSITY OF
WATERLOO

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

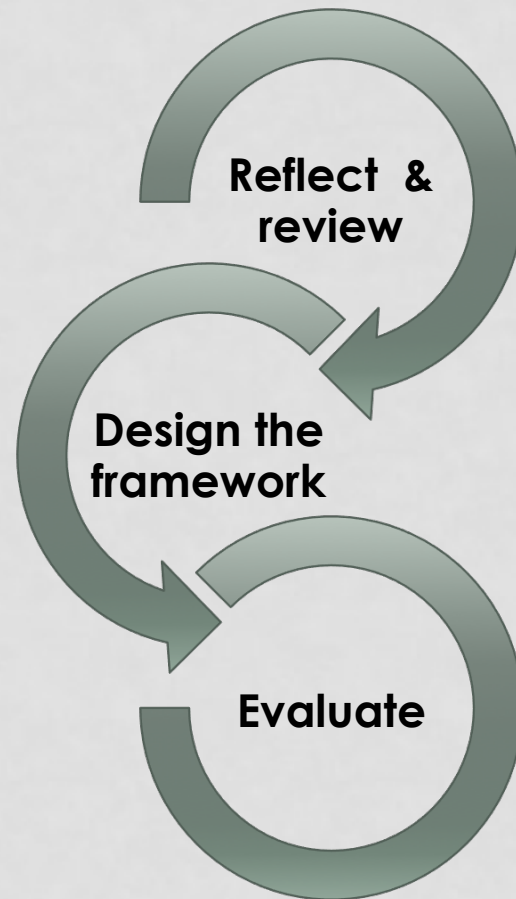
What are the critical success factors of industry engagement in WIL?



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



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



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)

DISCUSSION

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?

