

# Managing private sector partnerships for e-Learning

- Introduction
- Narratives - Case studies
- Why seek partnerships?
- Managing the partnership

# Why seek partnerships?

- To mitigate risk and accrue benefits
  - Risks
    - Financial, political/organisational, technological
  - Benefits
    - Better service to stakeholders/students/clients
    - Access different or new market
    - More income
    - Acquire expertise – build internal capacity
    - More....

# Managing the partnership

- Understand your goals and your partners
- Monitor relative to changing environment
- Communication
- Maturity of relationship

# Why Partner with the Private Sector?

- Reasons
  - Cost
  - Technical
  - Access to skills
  - Strategy – Policy
  - Combination of above

# Why would one organisation pay another for something they will never own?

- Standards
- Reconnaissance
- Mutual benefits to the both parties
- Motivation is more than economic transaction

# Benefits

- All the things above, including...
  - Better service, new markets, more income, build expertise
- Can gain new learning
  - Providing
    - New directions
    - Seeing patterns
  - Provided!
    - Gain a mature view of partnership - including when to leave

# Partnership needs

- Constantly informs both partners, keeping relationship vital and mutually beneficial
- Need to learn – breadth of experience, capacity
- Partner already experienced in Marketing and Development
- What you give up – some (all?) processes to outsiders, flexibility, some capital cost
- What you gain – quick entry/start, learning, shift RISK
- Need to monitor – relationship, relative value of what we give up to what we gain

- Mutual benefits, risk spreading
  - Positive & negative benefits
  - Non-positive & non-negative benefits
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- Spotfire and Eli Lilley
  - Open Poly and NextEd