

# P3•EDU Fellowship

Executive Education Program • 12 Participant Cohort • **By Invitation Only**

## How to Explore, Negotiate, and Lead Partnerships for Innovation and Impact

### Background

As colleges and universities in the United States adapt to new financial and competitive challenges, partnerships with the private sector are playing an expanding role. A 2023 survey of college and university presidents, provosts, and CFOs by *The Chronicle of Higher Education* and P3•EDU found that 75 percent of respondents said partnerships between their institutions and private companies have increased (with just 2 percent of the respondents citing a decrease in such relationships).

Partnerships come with new opportunities but also new challenges and risks. While the upside of these partnerships may be great – unique capabilities, new capital, speed to market – considerable financial and reputational stakes

are at play. And, despite their interest in partnerships, most colleges and universities do not have the dedicated and skilled resources to consider these transactions properly.

The invitation-only P3•EDU event was established in 2017 to provide executive university leadership (presidents, provosts, CFOs) the opportunity to network and share best practices around public-private partnerships in higher education. Building off the success of this annual gathering, the P3•EDU Fellowship was created to serve day-to-day partnership leaders by providing a targeted curriculum that develops the requisite skills and network to responsibly and effectively lead partnership initiatives on their campus.

## The 2024 P3•EDU Fellowship will focus on **INNOVATION AND PARTNERSHIPS FOR ENROLLMENT GROWTH**

### Acquire Skills

At its core, the Fellowship gives participants a set of transactional skills to effectively explore and lead public-private partnerships on their campus. These skills include:

- Strategic procurement
- Financial and operational due diligence
- Pro-forma modeling
- Contract review and negotiation
- Post-transactional program implementation
- Vendor accountability and partner management

### Build Peer Network

The program is composed of a small cohort representing a range of titles, institutional types, and geographies. With two in-person meetings and small synchronous virtual meetings, the P3•EDU Fellows are meant to learn from each other and serve as resources as they work on partnerships upon graduation.

### Meet Experts

P3•EDU Fellows will have direct access (live and via Zoom) to the leading executives, advisors, and thought leaders in the field of public-private partnerships in higher education. The program is designed to embed these experts into the program, with visiting faculty from other universities, partnership companies, strategic and legal advisory firms, foundations, government, accreditors, and media.

### Gain Exposure to Partnership Opportunities

The 2024 P3•EDU Fellowship will focus on innovation and partnership for enrollment growth including areas such as:

- Market research
- Marketing and lead generation
- Student recruiting, including International
- Employer relationships

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### Fellow Profile

The P3•EDU Fellowship is designed for individuals leading, or aspiring to lead, partnerships on their campus.

Applicants must currently hold a supervisory administrative or academic role.

P3•EDU Fellows will be selected from public and non-profit institutions, with a wide range of institution types and geographies represented.

### Program Requirements

- Four 2-hour sessions via Zoom – 1 per month in March, April, May, and June
- 3-hour in-person meeting in Phoenix, AZ, on February 5 (before commencement of New Start Summit)
- 3-hour in-person meeting in Denver, CO, in September (before commencement of P3•EDU event)
- Attendance and recognition at P3•EDU annual event (Denver, CO)

### Cost

Total program cost: \$9,750  
*Financial aid available.*

Included in Program Cost

- All course materials and instruction
- All meals and event space for in-person residencies (participants responsible for own travel costs, including hotel)
- Admission to New Start Summit in Phoenix, AZ
- Admission to P3•EDU event hosted by University of Colorado Denver



## How to Apply

Participation in the P3•EDU Fellowship is by invitation only. For more information please email **Karen Markel, Program Director**, at [karen@p3edu.com](mailto:karen@p3edu.com) or visit [www.p3edu.com/#fellowship](http://www.p3edu.com/#fellowship)  
**Applications for the 2024 P3•EDU Fellowship are due by December 15, 2023.**