Thank you for your interest in working with the Utah Women & Leadership Project (UWLP) hosted by the Jon M. Huntsman School of Business at Utah State University. We have two primary models for engaging with organizations in Utah:

**Partners:** The UWLP partners with a select number of community organizations (e.g., education, government, nonprofit, business) with whom we share a significant overlap in purpose, mission, and goals. This relationship is a higher-level commitment, and includes sharing resources, co-sponsoring events, advising and mentoring, and working together on research or other initiatives. Our partnership model (see page 2 of this document) goes into greater detail on various ways we can work with our partners. In addition to the value that comes from combining forces toward a common cause, UWLP partnership benefits include listing select events/announcements on our UWLP listserv newsletter (circulation 18,000), as well as mentions on social media. We look for a strong commitment and reciprocity from all partners, in order to magnify the ability to achieve our shared vision of empowering and advancing Utah women and girls in all aspects of their lives. We send quarterly updates to all UWLP partners. Please contact Dr. Susan Madsen (susan.madsen@usu.edu) to discuss a potential partnership.

**Collaborators:** We collaborate with many organizations whose work aligns with our core mission to strengthen the impact of Utah girls and women. Some, but not all, of our collaborators have a primary focus on girls and women, while others have specific initiatives or programs relevant to girls and women within a larger organizational mission. The collaborator relationship involves a modest commitment: Our collaborators are listed on our website, and where relevant to our audience, we also share their events, news, or other information on our social media channels. We put all events for girls and women in the state on our community calendar, too. We ask for reciprocity in all these activities, where practical. Further, we invite our collaborators to explore our website, where we have numerous resources including our research briefs and snapshots, other published reports, videos, toolkits, and much more. All our materials are free, and we encourage our collaborators to share our offerings with their members and followers. The collaborator relationship is primarily managed through email; the UWLP sends out three major updates to all participating organizations each year. Please contact Dr. Susan Madsen (susan.madsen@usu.edu) if you are interested in becoming a collaborator.

*Note about For-Profit Companies:* We are frequently asked by for-profit businesses about partnerships, especially by those who are engaged in work related to the UWLP mission. While we applaud their efforts and wish great success to these companies, it has not been our practice to create a traditional partnership (as described above) with for-profit businesses. However, we do occasionally work with businesses on specific events or initiatives; this usually happens when a company becomes a UWLP sponsor. Please contact Dr. Susan Madsen (susan.madsen@usu.edu) for more information about sponsorships.
1. ADVISING ROLE
   - A. Board Membership
   - B. Committee Membership
   - C. Consulting Advisor
   - D. Other

2. STRATEGIC NETWORKING

3. PUBLIC PRESENCE
   - A. Speaking
   - B. Listserv
   - C. Social Media
   - D. Mainstream Media
   - E. Blogs
   - F. Logos
   - G. Distributing Materials
   - H. Website Presence

4. COLLABORATION
   - A. Events
   - B. Research
   - C. Initiatives
   - D. Other

5. RESOURCE SHARING
   - A. Research Sharing
   - B. Resources (Online, Etc.)
   - C. Referrals to Events and Services

6. Other

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INITIAL QUESTION:
Do Our Missions Align?

1. ADVISING ROLE
   - A. Board Membership
   - B. Committee Membership
   - C. Consulting Advisor
   - D. Other

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6. Other

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QUESTIONS:
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