This tool can help grantees in Smart investing@your library® measure and compare the effectiveness of existing and potential partnerships.

The tool is available for use only by Smart investing@your library® grantees as part of their project management activities and analysis.
During program implementation, you will be seeking partners with which you have complementary goals and capabilities.

Any effective partnership entails a value exchange, in which each partner offers something of value to the other.
Begin by listing your goals or needs. You will be searching for partners that can help you meet these goals. The slide above contains a few examples of possible goals and needs.
Your goals are the criteria you will use for identifying new, and quantifying the value of existing partnerships.

Begin by weighting each goal based on its relative importance to your project. The total value of all weights should equal 100.

Then rate each partner according to its ability to meet each goal. Multiply the weight by the rating, and total the column for each partner. This is the value OF the strategic partner to the library.

<table>
<thead>
<tr>
<th>Criteria (your goals)</th>
<th>Weight (1-100)</th>
<th>Rating (1-10)</th>
<th>Rating x Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Targeting new audiences</td>
<td>20</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Reducing project overhead</td>
<td>10</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Garnering expertise</td>
<td>30</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>Obtaining scale</td>
<td>30</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Increasing diversity</td>
<td>10</td>
<td>1</td>
<td>9</td>
</tr>
</tbody>
</table>

Total=100

Score: 690 320

Rate extent to which each SP will meet your goals: 1=not at all; 10=very well.

Source: Professor Punam Anand Keller
This slide contains a blank template for you to complete as you determine the value OF partners to the library.
Selecting the Right Strategic Partners

Value TO the Strategic Partner

The degree to which your organization/project can meet the needs of the strategic partner. Examples of partner needs might include:

- Enhancing reputation/improving public relations
- Giving back to the community
- Achieving the organizational mission
- Enhancing credibility
- Testing new ideas

Source: Professor Punam Anand Keller

Next identify the needs and priorities of your potential strategic partner. You will no doubt wish to consult with, and analyze, the partner to determine this list.
Weight the importance of each goal or priority the strategic partner might have. The total of all the weights should equal 100.

Rate the library’s ability to meet each goal for the strategic partner. Multiply the weight by the rating, and total the column. This is the value the library brings TO the strategic partner.
### Selecting the Right Strategic Partners

**Value TO the Strategic Partner (SP = Strategic Partner)**

<table>
<thead>
<tr>
<th>Criteria (SP’s Goals)</th>
<th>Library Weight (1-100)</th>
<th>Library Rating (1-10)</th>
<th>Other Potential Partner Weight (1-100)</th>
<th>Other Potential Partner Rating (1-10)</th>
<th>Rating x Weight SP1</th>
<th>Rating x Weight SP2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total=100</td>
<td>Total=100</td>
<td>Score:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Rate extent to which each SP thinks you will meet its goals: 1 = not at all, 10 = very well.  

**Source:** Professor Punam Anand Keller

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This slide contains a blank template for you to complete as you determine the value the library brings TO the strategic partner, and to assess how the library compares to another potential partner.
Plot the “exchange of value” on this matrix. You should seek partnerships that fall into sector 3 and avoid partnerships that fall into sector 7.
This slide contains a blank template for you to complete as you plot the “exchange of value.” You should seek partnerships that fall into sector 3 and avoid partnerships that fall into sector 7.