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Partnerships at an Inflection Point

Rethinking Coordination, Measurement, and Infrastructure in Higher Education

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Introductions

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Today's journey

- Campus Ecosystem
- Thesis 1: Complexity Has Outpaced Coordination
- Brands Approach
- Thesis 2: Coordination is a Strategic Capability
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- Tools
- Demo
- What we are doing

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Current Ecosystems...

and Pressures

- Enrollment pressures (⬇️ 500K by 2030)
- Funding challenges (~20% budget gaps)
- Athletics changes: NIL, revenue sharing, PE, etc
- ROI expectations
- Rapid growth in corporate engagement
- Ecosystem complexity
- Fatigue at all levels (transparency needed)
- Smaller colleges are closing or being absorbed

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Complex
Ecosystem
ATHLETICS
ADVANCEMENT
RESEARCH
LICENSING
AUXILIARIES
ENROLLMENT
COMMUNICATIONS
STUDENT AFFAIRS
ACADEMIC UNITS
PROCUREMENT
ALUMNI
CAREER SERVICES
CORPORATE RELATIONS

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Partnership Stack is…

Under Stress.

- Multiple entry points
- Limited institutional visibility
- Fragmented inventories
- Duplicate outreach
- Internal competition
- Inconsistent stewardship
- Missed opportunities
- Limited enterprise measurement

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BRANDS:

Complexity exists on both sides and has created an ecosystem that is often challenging to navigate.

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Future A: Extraction.

This is the most likely outcome if no action is taken. Every actor is rational, but the collective outcome is not.

- Colleges and departments will take whatever deal knocks.
- Athletics is associated with revenue, so they'll call the shots.
- Agencies consolidate spending where there's least friction.
- Outside capital extracts what it can before the clock runs out.

End State: Universities are strip-mined of assets, while simultaneously facing top-down pressure in a zero-sum game.

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Future B: Multiplication.

Requires more intentionality creating more value

- Colleges treat the full campus as the asset, not just athletics.
- Colleges innovate, and build offerings that meet the market.
- Marketers adopt a measurement framework beyond pure brand awareness.
- Higher ed finds a track to run on, and builds capability.

End State: Universities get a real revenue lever beyond tuition. Brands see value in building a college category. **Campus coordination becomes an accelerator, not a nuisance.**

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Are the partnership models we built for the last twenty years sufficient for the next twenty?

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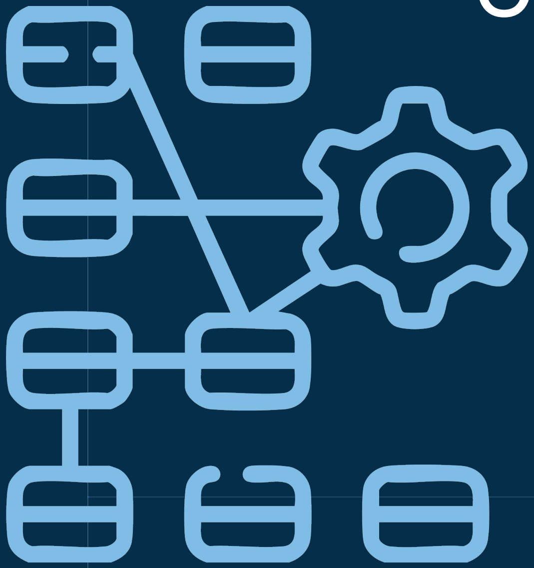
THESIS 1:

Complexity Has Outpaced Coordination



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Hidden Costs…

- Revenue leakage
- Fatigue in systems
- Sponsor and partner overexposure
- Loss of institutional control
- Conflicting outreach
- Activation gaps
- Missed strategic opportunities
- Relationship erosion

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THESIS 2:

Coordination is a Strategic Capability

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DISCUSSION:

If coordination is the gap, what infrastructure is missing?

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Over the last 14 years, Flytedesk has built technology that brings millions of brand dollars to campuses.

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Exploring Tools for…

Enterprise Coordination

- Emerging sponsorship, partnerships and commercialization models
- Commercial intelligence & decision support systems
- Mission-aligned measurement
- Shared asset visibility
- Uniform fulfillment infrastructure & expectations
- Internal & external communication systems
- Institutional transparency

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Universities already possess extraordinary value. The challenge is stewarding people, assets, and opportunities to work together in ways that strengthen the institution’s mission.

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Commercialization works best when it strengthens the mission rather than competing with it.

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EXECUTIVE SUMMARY

The Coordination Capability Framework is the foundation for all tools we are exploring

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A PEEK INTO THE MATRIX

A tool: Something we call MVAM

(Mission Value Alignment Matrix)

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Partnerships are at an inflection point.
The question is not whether change is coming.
The question is who will help shape it.

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Join Us in the Matrix

We Are Looking for Thought Partners… Not Customers.

Questions?