IUCRC Recruiting & Relationship Marketing: A Systems Perspective

1. **Awareness**
   - Recognition of CRC as feasible exchange partner
     - Networking
     - Advertising
     - Positioning

2. **Exploration**
   - Consideration of obligations, benefits, and burdens
     - Communications
     - Bargaining
     - Trial services
     - Forming expectations

3. **Expansion**
   - Increased risk taking and mutual dependence
     - Reciprocation
     - Trust-building
     - Norm development

4. **Commitment**
   - Explicit (or implicit) pledge of relational continuity
     - Contractual agreements
     - Resource inputs
     - Continued investments

5. **Dissolution**
   - Withdrawal or disengagement
     - Economic factors
     - ROI considerations
     - Changing strategies
     - Loss of trust

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**CENTER’S TECHNICAL CAPABILITIES & EMERGENT RESEARCH PORTFOLIO**


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IUCRC Evaluation Team