



enactus™

# Faculty Advisor

## Best Practice Guide

# Table of Contents

Preparing for Your Role as a Faculty Advisor .....	2
Requirements for Faculty Advisors .....	2
Responsibilities.....	2
Organizing an Enactus Team.....	3
Recruiting Students .....	4
Administrative Support.....	4
Engaging Enactus Alumni.....	4
Fundraising .....	5
Engaging the Enactus Country Office .....	5
Conflict Management .....	5

# Preparing for Your Role as a Faculty Advisor

**Welcome to Enactus! Without question, the driving force behind an Enactus team is the Faculty Advisor.**

You'll find tremendous satisfaction watching your students extend their learning beyond the four walls of a classroom to hands-on, real-world situations. As your students implement their Enactus community outreach programs, they develop teamwork, leadership and communication skills. But most importantly, as Enactus students become teachers, they discover a whole new passion for learning.

## Requirements for Faculty Advisors

For one to qualify as a Faculty Advisor, a candidate must be employed by the academic institution he/she represents. No restrictions are made as to the specific nature of the advisor's role at the institution they represent.

Each individual institution may have only one Enactus team, but there is no limit on the number of advisors. One of them, however, must accept the title of Primary Faculty Advisor. They must have a thorough understanding of entrepreneurship, and the ability to work with students, community groups and local businesses.

In some countries prospective Faculty Advisors must apply to the Enactus country office for the position, in such cases it is important that you comply with those instructions.

As the advisor of an Enactus team, you must be willing and able to guide students in the establishment of an Enactus program and the implementation of quality outreach projects. Your role as the Faculty Advisor is to assist in the activities of the team through **encouragement, advice, and guidance**. The advisor is discouraged from micro-managing the team, and they should facilitate interactions between the team and the institution's administration and may also assist with managing the activities of the team's Business Advisory Board (BAB).

## Responsibilities

**The responsibilities of a Faculty Advisor are:**

- Provide mentorship by coaching your team members on pertinent issues concerning projects, business and entrepreneurship
- Regularly attend meetings, fundraising activities, and outreach programs
- Provide guidance to the team and evaluate competition presentations
- Prepare students for competitions
- Serve as an advocate for the Enactus organization on- and off-campus
- Ascertain that the team has met all requirements, and serve as the primary representative of the team with Enactus Worldwide

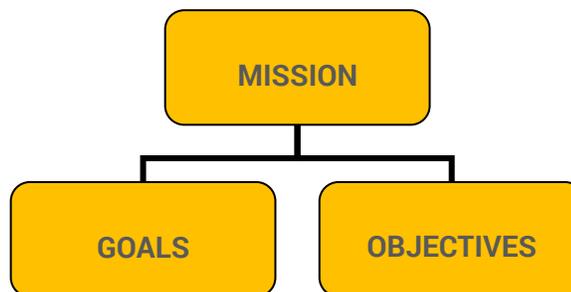
# Organizing an Enactus Team

As the Faculty advisor your team will look up to you for leadership and guidance, so it is important that you have a full understanding of how to effectively assist your students in establishing a sustainable team. The Enactus Team Model below helps you better understand how to establish a sustainable team.

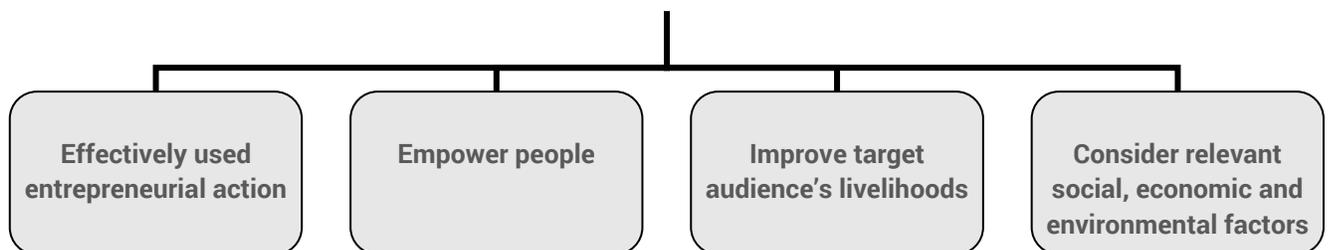
We fully understand that you are busy and cannot be involved in the day to day administration of your team. Your greatest duty is to ensure the sustainability of your team which means the lower section of the above diagram (Team & Program Sustainability) should be your main focus.

You are encouraged to help your team brainstorm on its mission, goals and objectives for the year. These targets will allow the team to navigate through the year successfully and to allow it to be able to measure its performance against these targets.

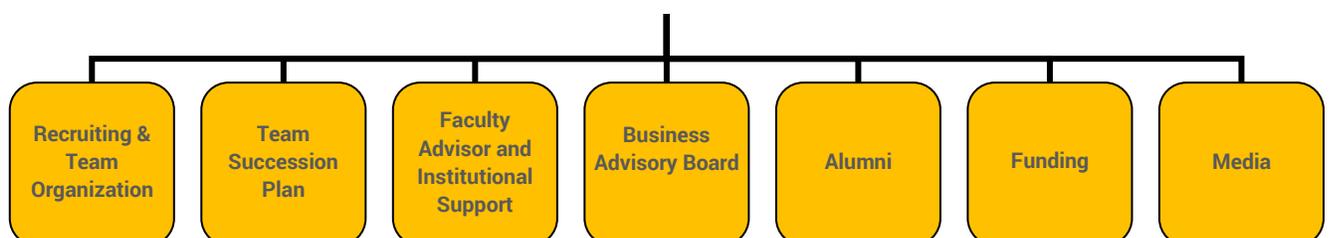
## Enactus Team Model



## Project Elements



## Team & Program Sustainability



## **Recruiting Students**

As students graduate the team must recruit new members annually. It is advised that you assist the team in designing an efficient succession plan and that you involve the business advisory board in the recruitment and succession process in order to keep them active. Keep in mind that Enactus does not have a stipulated method of recruitment and succession. It is advisable for your team to use a screening process to guarantee the quality of students. In order to build a sustainable team, we advise you to recruit more first- and second-year students.

Many teams use program flyers and posters on campus to attract new recruits. Some teams go a step further by having prospective Enactus students apply to join the team and go through an interview process in order to be considered a team member. This rigorous recruitment process is aimed at instilling value for the program among the new members so as to ensure their active participation during the year. Keep in mind that one of your greatest challenges will be how to inspire sustainable enthusiasm in the team, especially among the team executives. Because your time is limited, it may be difficult for you to build relationships with each team member; therefore, we strongly encourage you to build an effective communication mechanism with the team's executives.

## **Administrative Support**

Your input is also needed to garner administrative support for the team. As a faculty advisor you will serve as the primary link between the team and the administration. It is important that you sell Enactus to the administration so as to get their buy-in and support for your events and activities. Teams who have administrative support tend to be

more motivated and perform better than teams that lack such support. It is important to establish a working relationship with the dean of students or any senior administrative person with authority to make relevant decisions on your team's behalf.

You can attract the support of your administration by making a courtesy call to a senior administrator and informing him/her about the Enactus program and the projects your team plans on implementing for the year, you may also inform him/her about your past achievements as a team.

Furthermore, once a relationship is established with the administration, it is important that the team gives regular updates to the administration about your activities and projects. This is an effective way to get financial support from the administration. Although money will go a long way in assisting your team to perform its activities, it is not the only way the administration can assist your team. Throughout the year your team will require meeting space, transportation, letters of support/introduction, and business services such as sending a fax or making photocopies, internet access, etc. so you could request support in those areas too.

## **Engaging Enactus Alumni**

One source of passion and a rich pool of experience can be found in your Enactus alumni. Make sure that your team executives keep proper records of current and past Enactus students as it will come in handy in the near future. Many of the alumni go back and help teams in their projects and presentation efforts through best practices sharing. It is even likely that a few alumni might assist the team in fundraising for projects and other related costs.

# Fundraising

Enactus does not provide teams with funds to implement their projects. This means that teams are responsible to fundraise in order to execute their projects. Although this puts an added responsibility on the shoulders of the team it will ultimately teach teams an invaluable lesson in life; there is no such thing as a free lunch. The team that learns from these experiences will walk away winning so much more than it bargained for.

Many Enactus students will tell you that they learned the most in Enactus while fundraising for their teams. There are various ways your team can raise money for its projects some of these ways are spelled out in the Enactus Team Handbook. Whatever monies are raised by the team must be deposited in a bank account to which you are the primary signatory and you need get the bank statements via internet or post to know the details. The team should submit their budget for the year and their income and expenses for the previous year. Kindly let them know that transparency and accountability breeds trust and trust will allow the team to perform its duties in peace.

## Engaging the Enactus Country Office

As you embark on your duty as Faculty Advisor you will come into contact with the Enactus country office for various reasons. The country office is there to assist you perform your duties, so it is crucial to keep them updated with the progress of your team.

The country office is headed by a Country Leader who governs the day-to-day administration of the Enactus operations in the country while the Regional Program Manager is more focused on the growth and sustainability of the Enactus teams.

Apart from the submission of team reports, it is advisable that the country office is engaged on matters that your team needs more clarity on such as judging criterion, recruitment methods and fundraising tips. Teams that have a good working relationship with the country office gain valuable insight compared to teams that shy away from consulting the country office. The country office should not be seen as a separate entity from your team, but as one organization with separate functions.

You can engage the Regional Program Manager or Country Leader in your country via telephone or email when you have challenges that require their intervention. Furthermore, you should inform them of projects and initiatives that your team might be embarking upon during the year so as to benefit from their input.

## Conflict Management

Invariably conflicts and tension will arise within the team during the course of the year, in those instances you will be relied upon to serve as an honest and objective peace broker for the team. Be sure to listen to all sides of the conflict before making your decisions on the matter. One way of enhancing your objectivity in the eyes of the team is to have a written down constitution that is known by all the members. The constitution will help deal with matters such as appointment of executives, financial matters and administrative structures.

Based on experience, there are two specific events that usually create conflicts within the team on a scale capable of causing major damage to the team's morale; these two events are the national competition and the Enactus World Cup events. As Faculty Advisor you are advised to be involved in preparing the team for national and international competitions so as to minimize these potential conflicts.