



enactus™

Institutional Support

Best Practice Guide

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Overview: Obtaining and Sustaining Institutional Support

Having the support of your institution is critical to the success and sustainability of your Enactus program. In most cases, the endorsement and support of your administrators will significantly enhance your on-campus and off-campus activities. However, we realize that not everyone at your institution may be familiar with or supportive of your Enactus team. The reasoning behind this varies. Some institutions have too many student organizations and not enough staff nor time to devote to fully supporting their initiatives, while other institutions tend to pick a few *favorite* organizations and dedicate their time and resources solely to their efforts. Regardless of which category your Enactus team falls under, it is very important for you to continually create opportunities for developing and enhancing solid relationships with your faculty and administration.

To help you in this task, we have put together this guide as a resource to be used in accurately introducing and presenting

Enactus to your administrators. It provides step-by-step instructions on how to nurture and sustain your existing relationship and/or take it to the next level. Please realize that most of this document's content is merely suggestion requiring your tweaking to suit your particular institution and the personalities of your administrative audiences. Sections are sorted strategically to provide a clear understand and guideline of the support-building process:

- Part 1: Faculty Involvement
- Part 2: Administrator Involvement
- Part 3: Meeting Preparation
- Part 4: Sustaining Institutional Support
- Part 5: Involving Others

It is recommended that you also review the Enactus Team Handbook to better equip yourself with the knowledge needed, most of which is presented as "best practices", to create a strong and successful Enactus team.

Part I: Faculty Involvement

Below, we have highlighted three key benefits that faculty supporters (i.e. those not in the official "faculty advisor" role) will have through their involvement with Enactus. Please note that this list is not exhaustive:

1. **Enhance their teaching experience by working with the team as they conduct outreach projects in the community.**
In Enactus, we build flexible relationships between faculty members

and students outside classroom. The role that a faculty member can play may be that of an official advisor for the team, a mentor/BAB member, or a supporter.

2. **Network with other like-minded individuals and executives from Enactus sponsor companies and universities at events like the Enactus Regional/National Competitions.**

Faculty members in different types of institutions have different requirements they must fulfill to remain on staff or advance in rank. Enactus provides an ideal place to meet colleagues from diversified universities, thereby, expanding scope and building connections with like-minded educational professionals. They will also have the chance to meet numerous practitioners, experts, and decision-makers from the private and public sectors.

3. Receive professional recognition and advancement as a result of the activities of the Enactus team.

Enactus teams are constantly being recognized in the local media and throughout the campus for the exceptional outreach projects they

conduct in the community. As a supporter, faculty will be able to add their Enactus involvement to their list of accomplishments.

While all of these points are important, it is also important to remember why most faculty members are teachers. It is not for the recognition and accolades, but for the students they get to inspire through Enactus. The most important thing for them is to know that they have played a key role in shaping the future of their students. What better ways to do that than to help Enactus students develop leadership, teamwork and communication skills that far exceed those of most students?

Part 2: Administrator Involvement

While having faculty support is very important, getting the support of the administration (i.e. top officers like department chair, dean, student affairs head, provost, vice chancellor or president) can be even more significant. Obtaining their support could prove to be the essential first step for successful implementation of your entrepreneurial outreach projects. Administrators can also be your greatest advocates to other faculty on campus, encouraging them to support your efforts as well as celebrate in your victories.

There are four key points to highlight when meeting with administrators.

1. Having an Enactus team on campus will provide them with the opportunity to receive positive community recognition as a result of the projects the Enactus team conducts.

For most administrators, one of their main responsibilities is finding funding

for their institution. Positive campus-wide achievements often times aid greatly in the attainment of funds from corporations, organizations, and alumni who have a keen interest in financially supporting the institution. Helping the administrators see the positive impact your team has on the community may help them realize what a significant role your Enactus team can have in projecting that positive image institutions wish to have at all times. Of course, your educational programs will also give them something additional to present and promote when they meet with existing and potential financial supporters.

2. Having an Enactus team on campus will provide them with the opportunity to network with local, national and corporate business leaders at Enactus events.

The Enactus worldwide network includes a great number of prestigious institutions, corporations, entrepreneurs, individuals, and foundations that actively support the organization both financially and with their time. This also includes the network of local, regional, and national organizations and companies that are highly supportive of your individual Enactus team and national organization. Each year, your Enactus team will meet lots of judges from Partner companies through Enactus competitions. Administrators may have the chance to expand their network and meet with the executives from these companies during the numerous breaks and networking events. Be sure to invite your top administrators to experience Enactus by attending an Enactus competition.

3. Having an Enactus team on campus will provide a valuable learning experience to the students.

Enactus students are able to take what they have learned in the classroom and actually apply that knowledge to inspire

and empower others in their community through Enactus programs. Students that participate in Enactus are also learning what teamwork and commitment mean.

4. Enactus helps students obtain jobs.

Each year, as university graduates embark upon their “first job” searches, they often struggle because they do not have real-world experience. However, Enactus students have this experience and are a part of a large network involving top companies in their country and region (sometimes, worldwide) that recognize and value their Enactus experience. Also, through the competitive events they can meet representatives from the national partner companies and potentially earn an internship or more long-term job opportunity. This, of course, makes yet another positive reflection of the institution they graduated from and gives administrators one more reason to support Enactus.

Part 3: Meeting Preparation

In setting up a meeting with institutional administrators, it is important to keep the following in mind:

1. Schedule a meeting in advance for best results.
2. Contact the administrator’s personal/administrative assistant/secretary to set up the meeting.
3. Have in mind a quick summary of what you want to meet about. The assistant may ask what is on your agenda so she can relay that to the administrator.

4. You may need to send in an official letter of request to this meeting. Having the support and signature of your faculty advisor is suggested.

Once you have the meeting set up, it is important to put together an agenda for what will be discussed that day. Remember to completely assess how much you may accomplish in the time that you have scheduled and what the most important things are to cover.

Preparing for a Meeting with Administrators

Once you have the date set, there are a few things that you should do to prepare yourself for the meeting.

- Arrange for any needed materials/equipment. (For example, if you are presenting any visuals you may need: Projector/Laptop/TV /DVD player, etc.)
- Ask the assistant if it is permissible to invite other faculty and staff members to join the meeting (if your team is ready to expand the audience).
- Know facts about Enactus—be ready to answer questions.
- Create an outline with what you want to accomplish during the meeting. Some key ideas include:
 - Informing the audience about Enactus
 - Asking each participant how they feel the Enactus team is beneficial to the institution
 - Asking for specific support and justifying the need
 - Leaving time for question and answer period
- Solicit advice from your Regional Program Manager.
- Invite your Regional Program Manager to the meeting and give a recap afterwards.
- Involve your faculty advisor.

Resources You Will Need

When meeting with administrators, a helpful tool for you to have is a packet of information about Enactus they can keep. Consider including the following:

- Some type of visual presentation (video)
- Enactus Fact Sheet

- Your previous year's annual report or list of projects you would like to implement in the upcoming year
- Team's financial report (If applicable)
- Team's Business Advisory Board list (If applicable)
- Active Team Sheet/Student roster
- Last year's Enactus Team Data Sheet (If applicable)

Challenges

Being able to plan for any challenges you may face helps you be prepared for a more successful meeting. The two main challenges you might be facing with institutional staff and/or administrators are:

- They may have never heard of Enactus and therefore question its level of impact.
- They may have a difficult time understanding what is expected of them because of Enactus' unique and flexible program model.
- They may have a difficult time differentiating Enactus from other social entrepreneurship or volunteer organizations on campus.

Objectives

In situations like this you should focus on the following:

- Describe Enactus' features and benefits to them and the national and international organization
- Ensure that the audience understands what Enactus is about and its long national and international track record of success (including the caliber of prominent global executives involved).
- Ensure that the audience understands what individual Enactus teams actually do.

You want to ensure that when you leave the meeting everyone has an understanding of Enactus and what it means to be involved.

Ten Ways to Describe Enactus

Given the short time frame one usually has in Enactus meetings with new potential supporters, one of the most effective ways to introduce the organization and program is by the following “10 points to understand Enactus”:

1. Enactus is a non-profit global partnership between business and higher education.
2. Enactus is financially supported worldwide by corporations, entrepreneurs, individuals, foundations and governments including ____ (*obtain number from your Regional Program Manager*) nationally.
3. We form teams of students at institutions of higher education which are led by a Faculty Advisor and the teams have full discretion/flexibility on how to structure themselves.
4. Membership is open to all students and no dues are charged by the Enactus organization to the university, faculty, or students.
5. The only membership requirements are that those participating in Enactus are registered students at the university in addition to being registered with the Enactus organization and have at least one Faculty Advisor officially acknowledged.
6. Enactus teams take what they are learning in the classroom and use that knowledge to empower people in need to improve their quality of live and standard of living.
7. Teams implement projects with the objective of creating economic opportunities for others and helping to empowering them to achieve a better quality of life and standard of living.
8. The only program requirement is that team projects respond to the judging criterion.
9. Each team decides how many projects they do, what types of projects they do and who they target.
10. Each year Enactus teams present their projects at competitions to showcase their impact and reach.

Part 4: Sustaining Institutional Support

After you have gained the support of the institutional staff, faculty members, and/or administrators, only half of the work is done. The next step is to ensure they will stay involved and engaged with the Enactus program at their institution and are willing to expand their involvement and activities.

Enactus Team Handbook

The Enactus Team Handbook contains a section focused on the Faculty Advisor's role and responsibility. This is a great tool in familiarizing advisors with their fundamental and some suggested roles as a member of the Enactus team.

Faculty Advisor Orientation

(applicable in cases of a Faculty Advisor turnover)

Creating a Faculty Advisor Orientation is a great way to educate and immediately involve your new/potential advisor with Enactus. You may even choose to invite a neighboring team's advisor to meet with your new mentor in an effort to motivate

and share experiences. [The Enactus Training Center](#) and Enactus Team Handbook is recommended to orient your new advisor.

Institutional Administrator and Staff Involvement

Keeping your members of administration involved through various opportunities will ensure they see the benefits Enactus is providing to students and the campus.

Examples of additional ways to involve them include:

- Attend an Enactus Team Meeting
- Serve on the Business Advisory Board (BAB)
 - Attend BAB Meetings
 - Attend Other BAB Events
- Participate in an Enactus Project
- Attend the Enactus National Competition
- Attend Enactus Team Training Events

Part 5: Involving Others

We already know that the key to building a quality and sustainable Enactus program is having the support of the faculty and administration on campus. Once you have started your team, it is important to branch out to others on campus to gain support.

Every Enactus team is a representative of not only their community, but also their individual campus. Involving the department heads of other colleges on campus can lead to creating a more diverse

member base and increase the sustainability of your program.

Below are some key points about how an Enactus team can work to gain the support of other colleges on campus.

- Set up a meeting with the faculty, dean and other key individuals in the college.

- Explain what Enactus is and how it can benefit every student on campus.
- Be ready to give specific examples of how other degree programs fit into Enactus and how the team can appeal to and benefit students with diverse degree programs.
- Show one of the Enactus brand videos – visuals always help!
- Offer a snapshot of your Enactus program and be prepared to answer questions about your team projects.
- Leave the team’s contact information with everyone at the meeting.
- Send thank you notes to all of the participants for their time and willingness to meet with you.
- Contact your Enactus Regional Program Manager—they may be able to come to your campus for the meeting.
- Talk with your dean or department chair about sending an email out to his/her colleagues about giving support to the Enactus team.
- Create a periodic newsletter to send to the faculty, deans and department heads of every division/department on campus to update them regularly on team activities that are taking place.
- Ask your Faculty Advisor to speak at faculty meetings about your Enactus team’s activities and achievements.

Remember these are just a few suggestions for you to try. The Enactus organization realizes that every team and every campus is unique. Find what works for you and your campus.