



How to Start an Enactus Team

Thank you for your interest in joining Enactus! The following document highlights briefly the steps required in establishing an Enactus team at your institution. In addition to this document, please work closely with your Enactus Program Manager who has been assigned to help assist you every step along the way. So – let's get started!

A) Understanding Enactus

Enactus is an international non-profit organization that brings together student, academic and business leaders who are committed to using the power of entrepreneurial action to improve the quality of life and standard of living for people in need.

Guided by academic advisors and business experts, the student leaders of Enactus create and implement community empowerment projects around the globe. The experience not only transforms lives, it helps students develop the kind of talent and perspective that are essential to leadership in an ever-more complicated and challenging world.

We are proud to say that Enactus today has grown to be present in 36 countries around the world, with a membership of over 66,500 students on 1,600 university and college campuses.

Enactus Canada is one of the 36 countries operating in this global network, and last year alone our teams were able to:

- Engage 2,743 students and 131 faculty advisors on 64 campuses
- Implement 280 community development projects
- Employ 1100 people through skill development and business creation
- Directly Impact over 33,700 people

B) Why Enactus at Your School?

Before getting started, it is important to take a look at the multitude of reasons that your institution should consider getting involved with the Enactus program. We have broken the benefits down into benefits for institutional administrators, Faculty Advisors and students.

Institutional Administrators

- The opportunity for positive local, national, and international recognition of their institution as a result of the Enactus team's community outreach efforts and participation in Enactus events.
- The opportunity to network and expose their institution to national and global corporations through participation in Enactus competitions.
- The value of the learning experience that student participants receive.
- The career placement opportunities available to their students through the Enactus network.

Faculty Advisors

- The opportunity to enhance their teaching activities and to provide their students with a more meaningful learning experience.

- The opportunity to network and collaborate with other like-minded educators as well as local, national and global business leaders.
- The opportunity for professional recognition and advancement.

Students

- The opportunity to make a difference.
- The opportunity to participate in meaningful, real-world oriented learning experiences.
- The opportunity for improved career opportunities as a result of the skills they developed through participation in Enactus.
- The opportunity to be part of a team and compete for a world championship.

C) Steps to Starting an Enactus Team

There are three steps that are required prior to starting your Enactus team. Once these three steps have been completed, your team will be formally announced as a member institution. The steps are as follows:

1. *Obtain School Support*
2. *Build Your Team*
3. *Start a Project*

1. Obtaining School Support

Having the support of your institution and administration is crucial to the success of your team. Administrators control university resources and determine how they are specifically allocated.

Obtaining institutional and administration support can increase your team's likelihood of receiving resources. Remember that funding is not the only support your institution and administration can provide. There are many opportunities for your institution and administration to support your team by allocating resources such as:

- Personal time
- Printing and material resources
- Access to university and community networks
- Funding for projects, travel and/or team activities
- Office space for the team
- Course releases for faculty to serve as advisors
- Course credit

In order to become an Enactus team, you will have to meet with your Dean and/or other important academic administrators and gain their support in some of the above areas. Starting in 2014-2015, there will also be a requirement that both the team, faculty advisor, an administrator and the Enactus Canada National Office sign a Partnership Agreement. This agreement highlights the commitment required from all parties in ensuring a successful Enactus program.

2. Building Your Team

Once you have achieved buy-in from the school to start Enactus, you must start building out your team. For ideas on how to structure your Enactus team, we recommend reading pages 21 – 42 of the Enactus Team Handbook which discusses “How to Build an Effective Team”.

In addition to the handbook, Enactus has launched a global campaign that you can implement on your campus to aid in the promotion and recruitment of team members. Visit www.enactus.org/seeopportunity to learn more about the campaign and download recruitment materials and resources.

3. Starting a Project

Enactus is all about action. Hence, the final step in becoming a recognized Enactus team is to actually begin work on your first project. The specific challenges that your team decides to address through its projects are completely up to you – we simply ask that it fulfills the Enactus criterion. The Enactus Criterion reads, “Which Enactus team most effectively used entrepreneurial action to empower people to improve their livelihoods in an economically, socially and environmentally sustainable way?”

For information on how to start and run a quality project, please reference pages 43 – 56 of the Enactus Team Handbook. For examples of projects that other teams have done, please reference either the #SeeOpportunity campaign at www.enactus.org/seeopportunity or read some Canadian project examples at <http://www.enactus.ca/what-we-do/projects/>.

D) Resources at Your Disposal

While starting an Enactus team can be a challenging task, you are most definitely not alone! While this guide serves more as an introduction to getting a team started, we recommend utilizing the various other resources that will aid you in building a successful Enactus team.

These resources include:

- The 2015-2016 Enactus Team Handbook
- Shared Resources Library
- The #SeeOpportunity Marketing Campaign (www.enactus.org/seeopportunity)
- Your Program Manager

E) Competitions and Events

Enactus Canada competitions serve as a platform for students to present the results of their community empowerment projects and business ventures to panels of business leaders serving as judges. Through rounds of live presentation based competition, the process creates a “best-practice” sharing environment, fosters innovation, encourages results and rewards excellence.

Each Enactus team competes in both Regional and National Competitions. For information on this year’s events, please visit: <http://www.enactus.ca/enactus-events/>.

To be inspired and to understand what these events look like, please watch the 2013 Enactus World Cup Flashback video: <https://www.youtube.com/watch?v=sSoX9l6ZkBA>.

F) Frequently Asked Questions

Q: Who is responsible for financing an Enactus team’s projects and operations?

A: Ultimately, that is the responsibility of the team itself to fundraise for their projects, operations and of course travel to competitions. Teams typically draw from a number of funding sources, such as corporate

donations, school support and team fundraisers. In addition, Enactus Canada provides around \$500,000 in funding through various programmatic initiatives. Teams can apply for funding when these opportunities become available.

Q: What is the role of a Faculty Advisor and do we need one to be a recognized team?

A: Yes, all teams are required to have a Faculty Advisor in order to be a recognized Enactus team. The responsibilities of a Faculty Advisor include, but are not limited to:

- Provide mentorship to Enactus members
- Regularly attend meetings, fundraising activities and outreach programs
- Provide guidance to the team and evaluate competition presentations
- Prepare Enactus students for competitions
- Serve as an advocate for Enactus on and off campus
- Ascertain that the team has met all requirements, and
- Serve as the primary representative of the team with the Enactus office.

Q: Are teams required to compete?

A: Yes. Teams must compete at both the Regional and National Exposition. These events allow teams to showcase their initiatives to the rest of the country allowing for a platform of best-practice sharing and learning. In addition, these are the opportunities for companies and organizations that support Enactus to learn about the great work that is being done on the ground by each Enactus team.

Q: Is Enactus only for business students?

A: Absolutely not! In fact, our experience has shown us that the teams that have been successfully able to build multi-disciplinary teams have been the most effective in building innovative projects that meet the needs of the community. We recommend to all teams to recruit from other faculties such as engineering, arts, sciences, medicine, etc. as this will bring a variety of skillsets to your projects. Likewise, Enactus is also open to having non-business faculty advisors.

Q: How many Faculty Advisors is our team allowed to have?

A: As many as you'd like! Faculty play a key role in supporting an Enactus team, and as a team grows it definitely helps to have multiple Faculty Advisors. Having said that, each team will be required to have one designated Primary Faculty Advisor who serves as the main contact point at the Enactus Canada National Office.

Q: Are there any special awards for recognizing new teams?

A: Yes! A team in their first year may not have achieved the impact of some of the more established teams, however we still want to recognize rookie teams for their incredible hard work in their first year. As such, there is an award for "National Rookie Champion", which gets awarded to the team that finishes furthest in the overall Enactus Canada Competition.

Q: If our team doesn't win any awards at Regionals, does that mean that we do not present at Nationals?

A: No. The Regional Competitions are based on specific topic areas – financial education, entrepreneurship and environmental sustainability. Even if your team doesn't place in any of these areas, ALL Enactus teams attend and present at the National Competition in the overall category.

Q: What is the recommended size of a productive Enactus team?

A: This is a tough question to answer as it will vary on the size and scope of the initiatives that the team decides to take on. Normally, we recommend a healthy number of around 50 to start. As the team becomes established, this number will continue to grow.

Q: What is the time commitment expected of students and faculty in the program?

A: Another difficult question, as really it depends. There are some students on some teams that invest significant portions of their time into Enactus (say, 40 hours a week) while on other teams this number can be much lower (5 hours or less). As most things in life, the more you put into something the more you will get out of it. As for the Faculty Advisor, we generally recommend meeting with the team at least once a week (1 hour), though the involvement can also be much more.

Q: Can Enactus be recognized as a course credit or must it be extra-curricular?

A: This is completely up to your team and your institution. While the vast majority of teams operate Enactus as completely extra-curricular, there are some teams that have embedded project work within the curriculum of their existing programs. If your team is interested in this approach, contact your Program Manager to obtain sample course outlines.

Q: Is this program only for undergraduate students?

A: No. Any student at the institution is welcomed to join their Enactus team.

Q: What is Enactus Careers and how can my team avail of its services?

A: Enactus Careers supports Enactus students and alumni with reaching their career goals and accessing meaningful career opportunities. Our National Office has employed a full-time Manager, Enactus Careers to assist students with their career aspirations. In addition, we have a talent community where donors are able to post job opportunities exclusively available for Enactus students.

Do you have more questions? Please see below:

2016-2017 Enactus Canada Programs Team

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