



# Enactus Canada Alumni Network Quick Guide

## Introduction

Enactus Canada (formerly ACE/SIFE) has been enabling progress through entrepreneurial action since its founding in 1987. Since that time, thousands of our members have gone on to graduate and enjoy successful careers as Canada's top business leaders and entrepreneurs. Enactus Canada formally introduced an Alumni Network at the 2014 Enactus Canada National Exposition.

## Purpose

The Alumni Network seeks to accomplish the following goals:

- Engage alumni in the **growth** of the program
- Facilitate **connections** amongst alumni
- Provide career and development **opportunities** for alumni

## Locations

There are currently three Enactus Alumni chapters located in Halifax, Toronto, and Calgary. Two new chapters are being planned for Montreal and Vancouver.

If you'd like to apply to start a chapter in another city, please reach out to Preston Aitken, Director, Programs at [preston@enactus.ca](mailto:preston@enactus.ca).

## Enactus Canada National Alumni Board

To grow the Enactus alumni network, we are creating an Enactus Canada National Alumni Board. This board will help provide oversight and strategy for the network. This alumni board will be made up of Enactus Alumni Chapter Chairs and select others by invite.

## Chapter Leadership

Each chapter should select one or two Chairs who will lead the team for the duration of at least one academic year. For a more detailed role description, please view the *Enactus Alumni Chair Role Description* document.

## Operating Your Enactus Alumni Chapter

Just like any Enactus team, each alumni group will be allowed to choose how to operate their own chapter. The following provides a little high level on some of the most important concepts to building a successful chapter.

## Structure

Each chapter will have the discretion to choose their own leadership structure. It is recommended that each chapter choose one or two people to be the direct report of all chapter activities to the National Office.

## Activities

Each chapter should seek to host and organize a variety of events that both add value to alumni and provide a platform to engage with current Enactus teams. Events and activities could include, but are not limited to:

- Alumni socials and dinners
- Conferences
- Community service events
- Training for local Enactus teams



- Local Enactus team showcases

Throughout the course of a full year, it is expected that a chapter should host a minimum of **three** events and/or activities. Having said that, it would be ideal for each alumni chapter to eventually involve into a much more active organization.

### **Building Your Membership**

It is the responsibility of each Alumni chapter to promote their events to the network and to track their active membership. Each team is provided with an active alumni roster document so that they can effectively track who volunteers with the group and who attends events.

Enactus Canada has lists of alumni who have attended previous events, and working with each chapter will send out updates to various list serves. However, it is the responsibility of the chapter to go out and identify Alumni to join their group. Working with local teams, LinkedIn searches and using other alumni as magnets can help build your chapter membership.

### **Connecting With Local Enactus Teams**

The Enactus alumni network is encouraged to reach out and support teams within their region. Engaging current alumni and connecting them to mentor teams and/or individuals on teams is yet another added benefit of being involved in the network. Each chapter will be provided with a contact list of local Enactus teams.

In addition, Enactus Canada is launching an online mentorship platform at the 2015 Enactus Canada National Exposition called Enactus Connects. Alumni chapters should be a champion of this new platform when it is available.

### **Marketing and Branding**

Each Enactus team will be provided with an “Enactus [City] Alumni” logo. In addition, alumni groups should feel free to make use of the marketing resources provided to Enactus teams at [www.enactus.org/teamresources](http://www.enactus.org/teamresources). Finally, we encourage all teams to create their own Facebook accounts with the following names:

<b>Chapter Name</b>	<b>Facebook</b>
Calgary	Enactus Calgary Alumni
Halifax	Enactus Halifax Alumni
Montreal	Enactus Montreal Alumni
Toronto	Enactus Toronto Alumni
Vancouver	Enactus Vancouver Alumni

Beyond social media, Enactus Canada is currently creating a new website that will have a unique page for the Enactus Canada Alumni Network. The website will allow for alumni to directly sign-up to chapters, it will allow for postings of upcoming events and it will profile the leadership group of each chapter and the Enactus Canada National Alumni Board.

### **Final Reporting**

To build and track data on each Alumni chapter, each group will be expected to report on their activity and their membership by April 17<sup>th</sup>, 2015. This will provide meaningful information that Enactus Canada will use to build out further iterations of the network.



**Enactus Alumni Chapter Activity Form – 2014-2015**

Event #1: Please describe this event.

Total Alumni Attendance:

Event #2: Please describe this event.

Total Alumni Attendance:

Event #3: Please describe this event.

Total Alumni Attendance:



Other: Please highlight any other initiatives that your chapter undertook this past year.