

Regional Hubs Handbook

Introduction

Thank you so much for your interest in helping lead one of our regional hubs! This brief handbook will give you an overview of the vision for the regional hubs, steps to establishing and recruiting members for your hub, event ideas and guidelines, and how you will interact with the national office.

The regional hubs are intended to provide in-person, local engagement opportunities for Enactus Alumni, led by a committee of local alumni. These local hubs will supplement the national programming and engagement opportunities that Enactus Canada is working to develop, which will be focused on our events and online engagement. These local engagement opportunities could include networking socials, speakers series, and other fun and educational events.

The first step in establishing the regional hubs will be selecting regional leaders and champions that are excited to take a leadership role within the hubs. Our first four hubs will be Halifax, Toronto, Calgary and Vancouver. These leaders will be responsible for organizing and promoting the regional events within the regional hub network. This guide is put together to give you a better idea of your role and commitment in leading a regional hub of Enactus Alumni!

Hub Structure

The regional hubs will have a leadership team of 3 people. The hub can decide how and if it wants to dedicate specific roles to each team member, such as President, Treasurer, and Member Coordinator, or add additional alumni to a leadership council or structure. 3 leaders from each hub will be invited to sit on our Alumni Advisory Council to share their ideas, visions, and feedback and to collaborate on nation-wide alumni initiatives.

It is encouraged that the leadership team be comprised of individuals representative of the chapter, from age to background, industry and interests. The leadership team would then be able to have a deeper understanding of what the regional chapters would want in terms of programming and events.

The hubs will have meetings at minimum of once each quarter. In this handbook you'll find a series of ideas that can help you in your planning process for your events.

Hub Events

The regional hubs will kick off with launch events that will introduce alumni to the aspects of the alumni program, to the regional leaders, and to each other. These launch events will be hosted by October 31st, 2019. The event can be a mix of a networking social and other planned activities like a panel or speeches done by the regional hub leaders.

Going into the fall and over the next year, there is great flexibility on the types of events you can host with your hub. You will work together with Nika to map out a plan of the year ahead with the type of events and activities that would be a good fit for your hub. Here are some examples of potential event ideas:

Enactus World Cup Watch Parties: Many parts of the Enactus World Cup will be live streamed from San Jose, California. Enactus Worldwide encourages watch parties, bringing together individuals to watch the festivities virtually.

Community Service and Social Enterprise events: hubs are encouraged to take part and organize events that continue to advocate for and highlight social entrepreneurship. Hubs are also encouraged to work with schools in their region to highlight their projects to the public and to potential partners and investors through their events. In addition to supporting Enactus teams through these events, hubs can also attend social enterprise conferences and events in their region as an alumni delegation, or even volunteer at or speak at these events. Nika will work with you to identify and highlight potential synergistic events in this area.

Enactus TED Talks: as an annual event, Enactus TED Talks can bring together the alumni community to showcase alumni members and their stories of social impact in the community. This annual event can be held in conjunction with regionals to allow students visiting the region to connect with that alumni hub.

Luncheon with short program: monthly or bi-monthly lunch & learn events can be organized to bring professionals together over an educational session. This can be organized at a local restaurant within a suitable distance to where Enactus alumni are working. Ideas for topics can be sourced from your group, based on their industry and personal interests, such as marketing, sales, non-profits, and social enterprise.

Early morning breakfast meeting: Enactus alumni professionals can meet over breakfast to network and connect before heading to their work. This would be a great way to squeeze in time to reconnect with Enactus without rearranging their evening plans. This can either be a casual networking breakfast, or have an educational component added as a talk or panel.

After-work casual reception with short program: these can include speaker panels, speed networking, and other facilitated programming. Hosting monthly weeknight events can be a great way to bring alumni together and to provide value through speaker panels and facilitating business connections for alumni.

Weekend family-friendly brunches: allowing alumni events to be family-friendly would allow for older alumni to be able to connect with younger alumni. This could be a particularly great idea over the spring and summer months, and you could find a beautiful venue to host alumni and their families. Allowing alumni's families to meet provides another opportunity for connections and allows alumni to feel that the Enactus experience is something worth sharing!

Outdoor BBQ with sports: another great summer meeting idea is to host an outdoor event at a gorgeous park in the region. Alumni can bring their families and connect over food and activities in the sun. This would be a casual way to connect as friends rather than in a professional networking context.

Hub Marketing & Recruitment

As a new regional hub, one of your first priorities would be to recruit alumni members! There are a variety of ways to go about this process. First, you can work with our national office to email the lists of graduated students from the schools in your region. As they have recently graduated, these students would be the most involved. Make sure to ask them to invite their friends who they know have graduated as well.

Finding and identifying older alumni can be slightly more challenging. You can use LinkedIn to identify alumni who have listed Enactus, SIFE, and ACE on their profiles. Though a slow process, leveraging these relationships through LinkedIn and inviting them to a regional event may be the most effective way to identify the older alumni. Make sure your conversations are personal and that you're treating them like a valuable member of the community! Also ensure you ask them who they are still in touch with that is an Enactus alumni – and get them to come to events!

You would also work with the national team to email all current and past Enactus students to direct alumni in the region to your hub or post events to our Facebook page. Enactus Canada is working to develop an online platform to help with these communications as well.

Hub Finances

Your regional hub will receive an annual budget to support your activities, however you are encouraged to work with local schools and partners to identify free locations for events and identify local sponsors to offset the costs of your programming. This could look like partnering with local restaurants for lunch meetings, getting sponsorships for BBQs and brunches, and even collaborating with social enterprise organizations in the region. For the inaugural year, the budget will be \$2,500 per hub.