

# **ENACTUS CANADA FACULTY ADVISOR HANDBOOK**

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Welcome to Enactus! This handbook is designed to introduce you to your role of Faculty Advisor. It is strongly recommended that you also skim through the Enactus Canada Team Manual (found on the [Resource Library](#)) for detailed information on upcoming events & milestones.

## OVERVIEW

[Enactus Canada](#) is a student leadership development organization. Our mission is to shape generations of entrepreneurial leaders who are passionate about advancing the economic, social, and environmental health of Canada. We rally the energy, ideas and passion of Canada's best and brightest students who see business as a way to address social issues.

What we are most concerned about is the **development of our students**, and the way we do that is by incentivizing them to run community empowerment projects through a competitive platform. The social, economic and environmental impact generated by these projects is significant, but we see it as a "byproduct" of the organization. For instance, a team of students working to tackle a major societal issue in their community fails to meet the ambitious goals they set out to achieve, but they learn a ton along the way; we consider this a success, as the students grew and developed new skills throughout the process, despite it not resulting in social impact.

## THE ROLE

As a Faculty Advisor, you are in an excellent position to help support our mission in guiding students through their leadership development. It is entirely up to you to decide what kind of relationship you want to establish with your Enactus team. Some of our Faculty Advisors are very hands-on, whereas others prefer to be removed and only provide guidance when solicited. The following sections of the handbook will provide you with best practices and suggestions, but we encourage you to work with your students to determine what works best for you.

### ELIGIBILITY:

- For one to qualify as a Faculty Advisor, the candidate must be employed by the academic institution he/she represents, as prescribed by the Enactus Worldwide organization. No restrictions exist as to the specific nature of the advisor's role at their institution.
- Each individual institution may only have one (1) Enactus team, but there is no limit on the number of advisors. In fact, it is encouraged to recruit colleagues from different faculties, to support the development of your team and increase its diversity of thought. One of the advisors, however, must accept the title of Primary Faculty Advisor.

### POSITION SUMMARY:

- To oversee, coach and guide the Enactus team within the academic institution, ensuring that the team meets the Enactus Canada program's [Minimum Quality Standards](#)

### IDEAL CANDIDATES:

- Have an affinity with Enactus and its core mission and purpose
- Are interested in entrepreneurship and experiential learning
- Are able to coach and mentor students in their professional development
- Are willing and able to guide students in the establishment of an Enactus program and the implementation of quality outreach projects.
- Are able to travel occasionally to attend Enactus Regional and National Expositions, and other key events as deemed relevant

### KEY RESPONSIBILITIES

Sample responsibilities of Faculty Advisors include, but are not limited to:

- Serve as the primary representative of the team within the national Enactus network, communicating frequently with your Program Manager and other staff members as needed
- Provide mentorship and guidance to team members
- Ensure the team develops and implements quality projects that are in line with the [Enactus Judging Criterion](#)
- Provide mentorship and guidance to the team's student leaders
- Serve as an advocate for Enactus on and off campus, with special emphasis on building and maintaining support for Enactus within his/her academic institution.
- Inform and excite the institution on Enactus objectives and programs

- Help students prepare for competition
- Regularly attend meetings and provide input and support where required
- Assist with the team's recruitment efforts
- Be aware of [upcoming dates and deadlines](#) and remind the team as necessary
- Share best practices with other Faculty Advisors in the Enactus network when applicable
- Ensure that the team adheres to the national and worldwide reporting standards: timely and accurate submission of key reports, including but not limited to their team contacts, volunteer hours, and final project reporting on [team.enactus.ca](http://team.enactus.ca) and their [Project Verification Form](#).

## BEST PRACTICES

### TEAM ORGANIZATION & GOAL-SETTING

Although every Enactus team is set up slightly differently, we do encourage Faculty Advisors to familiarize themselves with the [Components of an Effective Team](#). It is also encouraged to work with the team to establish goals and objectives for the year, and to hold them accountable to those targets. The Enactus Canada Programs team developed a goal-setting tool, the [Team Assessment](#), which Faculty Advisors can leverage to launch the discussion with their team.

### RECRUITMENT & TEAM SUSTAINABILITY

Turnover in students can be quite high, particularly for institutions with two-year programs. The Faculty Advisor role ensures continuity year over year, which is why you can be particularly valuable when it comes with recruitment and team sustainability. We encourage you to assist the team in devising a successful [recruitment strategy](#), along with a [succession plan](#), ensuring that students are thinking ahead and planning for long-term success.

### BUILDING ADMINISTRATIVE SUPPORT

As an employee of your academic institution, you have access to knowledge and resources that students may not. As such, you are well-positioned to act as a link between the team and the institution's administration. Below are examples of ways that previous Faculty Advisors have leveraged their connections at the school to elevate their Enactus team:

- Book space on campus for meetings
- Help team find an office space on campus
- Printing of materials
- Invite Senior Academic Leadership to key events & activities (particularly Competition Showcases)
- Connect team with existing initiatives on campus for funding or expertise
- Advocate value of experiential learning provided by Enactus program to Senior Academic Leadership
- Travel assistance to Regional & National Expositions

### ENGAGING ALUMNI

We encourage teams to keep track of their alumni, as they can be a rich pool of expertise for the team moving forward. Many alumni come back and help their former teams with project development and presentation preparation.

### FUNDRAISING

Although Enactus Canada does provide some financial assistance to teams through the [Project Accelerator](#) program, Enactus teams are responsible to raise their own funds for project execution and travel to competitions. This is an outstanding learning opportunity for students, and they often walk away with much more than they initially expected.

Before teams start fundraising, we encourage them to [prepare a budget](#). This allows them to plan ahead and think about the expenses they are planning on incurring, setting their fundraising goals accordingly. As the Faculty Advisor, we encourage you to review the team's financials and uphold transparency and accountability in all financial dealings.

## **CONFLICT MANAGEMENT**

Conflicts and tension may arise within the team during the course of the year. Though it is preferable for students to attempt to resolve these disputes on their own, we do encourage you to step in if you feel it is needed. A good way to avoid internal conflicts altogether is to create a Constitution or a Code of Conduct, and ensure all members agree to abide by those rules. A sample constitution can be found in the [Team Sustainability Handbook](#). These documents can inform decisions in the future, and address items such as appointment of executives, financial matters, and administrative structures.

## **CONNECT WITH OTHER FACULTY ADVISORS**

We encourage you to connect with your peers via the [Faculty Advisor LinkedIn Group](#).

## RECOGNITION FOR FACULTY ADVISORS

### JOHN DOBSON ENACTUS FELLOWSHIP

The John Dobson Foundation specifically recognizes your contributions through a program called the John Dobson Enactus Fellowship. In order to be named a John Dobson Enactus Fellow, Faculty Advisors must actively mentor their Enactus team, by advising them on project development, coaching presentation teams, and attending the Enactus National Exposition with a team that competes in the National Enactus Competition. Eligible individuals will be inducted into the Fellowship at the Enactus Canada National Exposition.

### TRAVEL STIPEND

Enactus teams that compete and have a Faculty Advisor in attendance at the Enactus Canada National Exposition will receive a \$1,000 stipend to help cover the travel costs of one Faculty Advisor.

Notes:

- Enactus team must compete to receive the stipend (does not apply to observing teams)
- Faculty Advisor must be present to receive the stipend
- Only one stipend is granted per team, even if they have multiple Faculty Advisors in attendance

### INDIVIDUAL AWARDS

Each successful Enactus team can count a long list of individuals who have contributed time, energy, and creativity to their cause. To recognize this, Enactus Canada has established individual awards to provide teams the opportunity to recognize their strongest supporters and active members. Two of those awards are specifically dedicated to Faculty Advisors:

- 1) John Dobson Enactus Fellow of the Year, designed to recognize the Faculty Advisor who has made the most outstanding contribution to his/her Enactus team as a mentor and a coach. All John Dobson Enactus Fellows are eligible for this award.
- 2) Rookie Faculty Advisor of the Year, designed to recognize the new Faculty Advisor who has made the most outstanding contribution to his/her Enactus team as a mentor and a coach. Only NEW Faculty Advisors (i.e. having started in the current academic year) are eligible for this award.

### FACULTY ADVISOR RESEARCH FUND

In an effort to continue supporting the hard work and dedication of Enactus Canada Faculty Advisors, In 2018 Enactus Canada launched a Faculty Advisor Research Fund, graciously supported by the John Dobson Foundation. A pool of \$20,000 will be available annually to support research projects that align with Enactus Canada's mission. Topics include, but are not limited to: experiential learning, youth entrepreneurship, the role of academic institutions in the community, social enterprise, corporate social responsibility, etc.

For more information, please read the [Overview](#) and download the [Application Form](#).



## ENACTUS CANADA NATIONAL OFFICE

As previously stated, Enactus Canada's mission is to shape the next generation of entrepreneurial leaders. [Our staff](#) is there to assist you along the way, so please do not hesitate to reach out should you need any additional help. Your main point of contact is your assigned Manager of Program Development (also known as Program Managers). They will reach out to you periodically to inform you of upcoming initiatives, and check-in to make sure things are running smoothly. We encourage you to keep them updated on the progress of your team. Program Managers oversee multiple teams, and therefore possess organizational knowledge that might benefit your team greatly. A solution that worked for another team might also work for you, so again, please do not hesitate to reach out to your Program Manager when faced with such issues.

The national office is headed by our President, Nicole Almond, who runs the day-to-day administration of the Enactus operations in Canada. As a national charity, we are also governed by a [Board of Directors](#) who oversees the strategic direction of the organization.

We are responsible for a number of initiatives, all meant to benefit the network and its constituents. These initiatives include, but are not limited to:

### **Training:**

Regional Collaboration Summits

Leadership Summit

One-on-one sessions as needed

[Resource Library](#)

### **Events:**

[Enactus Canada Regional Expositions](#)

[Enactus Canada National Exposition](#)

### **Fundraising to support programmatic initiatives:**

[Project Accelerators](#)

[Student Entrepreneur National Competition](#)

[Enactus Careers](#)

[Individual Awards & Bursaries](#)