



enactus™

2023-2024 ENACTUS CANADA FACULTY ADVISOR HANDBOOK

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INTRODUCTION

WELCOME TO ENACTUS CANADA FAMILY!

Enactus Canada is an experiential learning platform that empowers and challenges young minds to become purpose-driven social entrepreneurs. Our goal is to nurture leadership, foster creativity, and instill a sense of purpose in our students. We believe the best approach is through social entrepreneurship, where teams create sustainable projects that address pressing social, economic and environmental issues.

As a Faculty Advisor, you are about to embark on an inspiring journey filled with endless possibilities and remarkable transformations. Your role in guiding and supporting your student team is more than just a title, it's an opportunity to be a catalyst for change, an enabler of dreams and a beacon of inspiration.

Throughout this handbook, we will equip you with the knowledge, tools and support needed to unleash the full potential of our aspiring social entrepreneurs. We recommend you also review the [Enactus Canada Team Manual](#) (found on the [Resource Library](#)) for detailed information on upcoming events & milestones.

Together, we will embark on a mission to create positive impacts, tackle real-world challenges and leave a lasting legacy of social change. Get ready to be amazed by the incredible ideas and passion our students bring to the table. Let's walk hand in hand, empowering our future leaders to shape a better, more sustainable world.

Thank you for joining this empowering journey with Enactus Canada!

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 Program Manager. 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, Allyson Hewitt, 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. For all events, funding opportunities, and training, please check out [this page](#).

THE ROLE

As a Faculty Advisor, your role is pivotal in supporting our mission and guiding students through their leadership development journey within Enactus Canada. You play a crucial part in empowering students as they embark on their social entrepreneurship projects, where they create positive change and tackle real-world challenges, fostering their growth as aspiring change-makers.

Your level of involvement can vary based on your preference; some Faculty Advisors are very hands-on, actively engaging in project planning and mentoring, while others prefer to provide guidance and support when solicited by the student team.

Regardless of your approach, this handbook will offer you best practices and suggestions to facilitate a positive and enriching experience for your students. We encourage you to collaborate closely with your students, allowing them to take leadership and determine what works best for their unique projects.

ELIGIBILITY:

- For one to qualify as a Faculty Advisor, the candidate must be employed by the academic institution they represent. 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 outlined in the [Enactus Team Affiliation Agreement](#)

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.

KEY RESPONSIBILITIES:

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

- Serve as the primary representative of the team within the Enactus Canada 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 from the institution's administration.
- Inform and excite the institution on Enactus objectives and programs.
- Help students prepare for competition and attend Enactus Regional and National Expositions, as well as other key events as deemed relevant.
- 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.

BENEFITS OF BEING A FACULTY ADVISOR

- Enhance their teaching experience by working with the team as they conduct outreach projects in the community.
- Network with other like-minded individuals and executives from Enactus sponsor companies and campuses at events like the Enactus Regional/National Expositions.
- Receive professional recognition and advancement as a result of the activities of the Enactus team.
- Play a key role in shaping the future of Canada's next generation of entrepreneurial leaders.

BEST PRACTICES

TEAM ORGANIZATION & GOAL SETTING

Team organization and goal setting are vital components in driving your Enactus chapter towards success. While each team may have its unique structure, we encourage you to familiarize yourself with the Enactus Team Fundamentals sections of the Enactus Team Manual. Collaborate with your team to establish clear goals and objectives for the year, and ensure they remain accountable to those targets. Collaborate with your team to establish clear goals and objectives for the year, and ensure they remain accountable to those targets.

To facilitate this process, Enactus Canada's Programs team has developed a helpful goal-setting tool called the Team Assessment, which you can utilize to initiate meaningful discussions with your team.

RECRUITMENT & TEAM SUSTAINABILITY

Recruitment and team sustainability play a pivotal role in ensuring the continuous success of your Enactus chapter. Student turnover can be significant, especially in institutions with two-year programs, making your continuity and guidance invaluable. We encourage you to collaborate with the team in devising an effective recruitment strategy and succession plan (refer to Enactus Team Manual under team recruitment, retention, and succession). By helping students think ahead and plan for long-term success, you ensure the ongoing impact of Enactus projects and foster a thriving, sustainable team for years to come.

ENGAGING ALUMNI

Engaging Enactus alumni is a powerful way to strengthen your team and foster a sense of community. We encourage your team to keep track of your alumni and maintain active communication. Many alumni are eager to give back and return to support their former teams with project development and presentation preparation. Their experience and insights can be invaluable in guiding current members and enhancing project success. Embrace the alumni network and create lasting connections, as they play a vital role in shaping the future of your Enactus chapter.

FUNDRAISING

Team fundraising is an integral part of Enactus Canada projects. While Enactus Canada provides some financial assistance through [Project Accelerators](#), teams are responsible for raising funds for project execution and competition travel. This hands-on experience offers students valuable learning opportunities, surpassing their initial expectations. Before fundraising, efforts begin, encourage your team to prepare a budget to plan expenses and set fundraising goals accordingly. As the Faculty Advisor, review the team's financials, promoting transparency and accountability in all financial dealings.

CONFLICT MANAGEMENT

Conflict management is an essential aspect of fostering a harmonious and productive team environment. While students are encouraged to resolve disputes on their own, your intervention may be necessary when needed. To prevent internal conflicts, consider creating a constitution or Code of Conduct that outlines the team's rules and expectations. Such documents, like the [sample constitution](#) in the Team Manual, help inform decisions and address key areas such as executive appointments, finances, and administrative structures, ensuring a smoother team operation in the future. This is our [Code of Conduct](#) that is linked in our [Team Affiliation Agreement](#) for your example.

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 is 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.

All these awards are listed in the [Awards Handbook](#) in the page.

FACULTY ADVISOR RESEARCH FUND

In an effort to continue supporting the hard work and dedication of Enactus Canada Faculty Advisors, we 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. Those who are chosen will present their findings during the Enactus Canada National Exposition.

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