



enactus™

# 2024-2025 ENACTUS CANADA FACULTY ADVISOR MANUAL

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# INTRODUCTION

## WELCOME TO ENACTUS CANADA

### ABOUT ENACTUS CANADA

Enactus Canada is more than just an experiential learning platform; it is a launchpad for social entrepreneurs who are eager to make a difference. Our mission is to cultivate leadership, spark creativity and ignite a sense of purpose in our students. Through social entrepreneurship, Enactus teams tackle pressing social, economic and environmental challenges with innovative and sustainable solutions.

As part of a global network spanning 33 countries, we are a vibrant community of students, academics and business leaders, tackling today's challenges with entrepreneurial action, transforming lives and paving the way for a sustainable world.

Last year alone, over 2,100 Canadian post-secondary students championed 150+ community empowerment projects, directly impacting the lives of over 29,000 individuals. This is the power of Enactus: turning ideas into impactful realities that ripple through communities and beyond.

### YOUR ROLE AS A FACULTY ADVISOR

As a Faculty Advisor, you are stepping into a role filled with potential and purpose. This journey is not just about guiding students, it is about being a catalyst for change, empowering dreams and inspiring future leaders. Your influence helps transform ideas into impactful ventures and guides students through their growth and development.



# ABOUT THE HANDBOOK

This handbook will guide you through your journey as a Faculty Advisor, providing you with:

- **Enactus Canada's Vision and Your Role:** Get familiar with our mission and your key responsibilities as a Faculty Advisor.
- **Effective Mentorship:** Discover best practices for guiding and supporting your student team to ensure their success.
- **Communication Tips:** Learn how to communicate effectively with your students and Enactus staff for smooth collaboration.
- **Events and Initiatives:** Overview of key Enactus events and training opportunities to maximize your involvement.
- **Resources and Tools:** Access essential resources, including the Team Manual, Resource Library and online platforms, to support your role.
- **Support Contacts:** Know how to reach your Program Manager and other key contacts for assistance.

Beyond this handbook, discover a wealth of resources on our website designed to amplify your team's development and project impact

## ENACTUS CANADA NATIONAL OFFICE

Our National Office is here to support you. Led by our President & CEO, Catherine Fowler, who oversees the daily operations of Enactus Canada. We are guided by an experienced Board of Directors, which sets the strategic direction for our organization. To learn more about our National Office Staff, [click here](#). To get acquainted with our Board of Directors, [click here](#).

Your main point of contact is your Program Manager. They will reach out regularly to keep you informed about upcoming initiatives and ensure everything is running smoothly. They have valuable insights and experience from working with multiple teams, so do not hesitate to reach out for advice or share updates on your team's progress.

For information on events, funding opportunities, and training, please visit our [Team Resources](#) page.

Thank you for being a part of Enactus Canada, where together, we are not just imaging change — we are making it happen!

# THE ROLE

As a Faculty Advisor, you play a crucial role in supporting Enactus Canada's mission and guiding students through their leadership journey. Your involvement helps empower students as they embark on social entrepreneurship projects that create positive change and tackle real-world challenges, fostering their growth as aspiring change-makers.

Your level of engagement can vary based on your preference. Some Faculty Advisors are hands-on, actively participating in project planning and mentoring, while others provide guidance and support as needed.

This handbook provides best practices and suggestions to ensure a rewarding experience for both you and your students. We encourage you to collaborate closely with your team, allowing them to lead and tailor their projects to their strengths and needs.

## ELIGIBILITY

- Must be employed by the academic institution they represent.
- There are no specific role restrictions within the institution.
- Each campus can have only one (1) Enactus team, but multiple advisors are encouraged. It is beneficial to include colleagues from different faculties to enhance the team's diversity of thought.
- One advisor must be designated as the Primary Faculty Advisor.

## IDEAL CANDIDATES

- Align with Enactus Canada's mission and purpose.
- Have an interest in entrepreneurship and experiential learning.
- Possess skills 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 execution of impactful initiatives.

## POSITION SUMMARY

- Oversee, coach and guide the Enactus team to not only meet but exceed the Enactus Canada program's Minimum Quality Standards as outlined in the Enactus [Team Affiliation Agreement](#).
- Foster an environment of excellence, encouraging the team to push boundaries and achieve outstanding results.
- Inspire and support the team in setting ambitious goals and delivering impactful initiatives that make a meaningful difference.

# 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 and student leaders.
- Ensure the team develops and implements quality projects that meet the [Enactus Judging Criterion](#).
- Advocate for Enactus on and off campus, with special emphasis on building and maintaining institutional support.
- Promote Enactus objectives and programs within the institution.
- Assist students in preparing for competitions and attend key events, including Regional and National Expositions.
- Attend meetings, provide input, support and contribute as needed.
- Assist with the team's recruitment efforts.
- Keep track of [important dates and deadlines](#) and remind the team accordingly.
- Share best practices with other Faculty Advisors in the network.
- Ensure timely and accurate submission of key reports, including but not limited to; team contacts, volunteer hours and final project reporting on the [Enactus Registration & Reporting \(R&R\) platform](#), all while adhering to the national and global reporting standards.

# BENEFITS OF BEING A FACULTY ADVISOR

- **Empower Teaching Excellence:** Elevate your teaching experience by actively engaging with the team on impactful projects and initiatives.
- **Expand Your Network:** Connect with like-minded individuals and industry leaders from Enactus sponsor companies and campuses at prestigious events such as the Enactus Regional/National Expositions.
- **Gain Professional Recognition:** Receive recognition and career advancement opportunities from your contributions to the Enactus team's activities.
- **Shape Future Leaders:** Play a pivotal role in shaping the next generation of entrepreneurial leaders in Canada.
- **Enhance Your Skills:** Develop and refine your mentorship, leadership and project management skills through hands-on involvement with innovative student projects.
- **Foster Collaboration:** Build meaningful relationships with fellow advisors, students and community partners, creating a collaborative network of support and inspiration.
- **Experience Personal Fulfillment:** Find personal satisfaction in seeing students grow, succeed and make a tangible impact on their communities and around the world.

Being a Faculty Advisor is not just a role – it is an opportunity to inspire and make a significant difference in the community and the lives of students.

# BEST PRACTICES

To make the most of your role as a Faculty Advisor, implementing best practices can significantly enhance your effectiveness and ensure a successful year. These strategies are designed to help you foster a thriving team environment, address common challenges and maximize the impact of your team's projects. By following these practices, you will support your team in reaching their full potential and achieving remarkable results.

## TEAM ORGANIZATION & GOAL SETTING

Establishing a solid foundation for your team is crucial for driving success. Effective organization and clear goal-setting will help your team stay focused and motivated throughout the year. Here's how you can set your team up for success:

- **Set Clear Objectives:** Work collaboratively with your team to define clear, achievable goals for the year. Break these down into manageable milestones.
- **Regular Check-Ins:** Schedule regular meetings to review progress, address challenges, and adjust goals as needed.
- **Define Roles and Responsibilities:** Ensure that every team member understands their role and responsibilities, and how they contribute to the team's overall objectives.
- **Encourage Ownership:** Empower students to take ownership of their goals and initiatives, fostering a sense of responsibility and commitment.

## RECRUITMENT & TEAM SUSTAINABILITY

Building a strong and sustainable team is key to the ongoing success of your Enactus team. Consider the following strategies to keep your team thriving:

- **Develop a Recruitment Plan:** Create a strategy to attract new members and retain existing ones, focusing on the unique strengths of your team.
- **Create a Succession Plan:** Plan for future leadership by identifying and mentoring potential leaders within your team.
- **Foster Team Culture:** Build a supportive and inclusive team culture to enhance engagement and retention.
- **Leverage Campus Resources:** Partner with other campus organizations and departments to expand your recruitment efforts and increase visibility.
- **Monitor Turnover:** Track and address student turnover to maintain continuity and team stability.

For further assistance, please refer to the Team Manual on our [Team Resources](#) page



## ENGAGING ALUMNI

Engaging with Enactus alumni can provide valuable support and strengthen your team's network. Alumni offer a wealth of experience and are often eager to contribute to the growth and success of their former teams. Here's how to make the most of this valuable resource:

- **Build Relationships:** Develop strong connections with alumni who can provide guidance, support, and inspiration for your current team.
- **Create Engagement Opportunities:** Invite alumni to events, workshops and meetings to share their experiences and insights.
- **Maintain Regular Communication:** Keep alumni informed about team activities and encourage their involvement in current projects.
- **Recognize Contributions:** Acknowledge and celebrate the contributions of alumni to strengthen their connection with the team.

## FUNDRAISING

Effective fundraising is crucial for executing your Enactus projects and covering competition costs. A well thought out fundraising strategy will provide your team with the resources needed to make a significant impact. Here's how to approach fundraising with confidence:

- **Develop a Fundraising Strategy:** Plan your fundraising activities, including setting clear goals, identifying potential donors and organizing events.
- **Create a Budget:** Prepare a detailed budget for your projects and fundraising efforts to ensure financial clarity and accountability.
- **Promote Transparency:** Regularly review and share financial information with your team to maintain transparency and build trust.
- **Explore Diverse Funding Sources:** While Enactus Canada provides some financial assistance through [Project Accelerators](#). Look for various funding opportunities, including grants, sponsorships and community partnerships.
- **Track and Evaluate:** Monitor fundraising progress and evaluate the effectiveness of different strategies to continuously improve.



# CONFLICT MANAGEMENT

Maintaining a harmonious and productive team environment requires effective conflict management. By proactively addressing conflicts and fostering open communication, you can create a positive atmosphere where all team members feel valued and heard. Here is how to manage conflicts effectively:

- **Establish Guidelines:** Develop a [constitution](#) or [Code of Conduct](#) that outlines team rules, expectations and conflict resolution procedures.
- **Encourage Open Communication:** Foster an environment where team members feel comfortable discussing issues and resolving conflicts constructively.
- **Intervene When Necessary:** Be prepared to step in and mediate conflicts if they escalate or remain unresolved.
- **Promote Team Cohesion:** Use team-building activities and workshops to strengthen relationships and prevent conflicts.

# CONNECT WITH OTHER FACULTY ADVISORS

Connecting with fellow Faculty Advisors offers valuable opportunities for collaboration and support. By sharing experiences and best practices, you can enhance your effectiveness and contribute to the collective success of the Enactus network. Here is how to engage with your peers:

- **Join the Network:** Connect with fellow Faculty Advisors through the [LinkedIn Group](#) to share experiences, advice and best practices.
- **Participate in Forums at Nationals:** Engage in discussions and forums to learn from others and contribute your insights.



# RECOGNITION FOR FACULTY ADVISORS

Your dedication and hard work as a Faculty Advisor are invaluable to Enactus Canada. We are pleased to offer several forms of recognition to celebrate your contributions and commitment:

## JOHN DOBSON ENACTUS FELLOWSHIP

The John Dobson Foundation honours your exceptional mentorship through the John Dobson Enactus Fellowship. To become a John Dobson Enactus Fellow, you must:

- Actively mentor your Enactus team, guiding them on project development and coaching presentation teams.
- Attend the Enactus National Exposition with a team competing in the National Enactus Competition.

Eligible Faculty Advisors will be inducted into the Fellowship at the Enactus Canada National Exposition.

## TRAVEL STIPEND

To support your attendance at the Enactus Canada National Exposition, we offer a \$1,000 travel stipend for one Faculty Advisor per competing team.

Please note:

- The stipend is available only if your Enactus team competes (not for observing teams).
- Faculty Advisor must be present to receive the stipend.
- Only one stipend per team, even if multiple Faculty Advisors attend.

## INDIVIDUAL AWARDS

Enactus Canada is proud to recognize outstanding contributions with individual awards for Faculty Advisors:

- **John Dobson Enactus Fellow of the Year:** Awarded to the Faculty Advisor who has made the most significant impact as a mentor and coach. All John Dobson Enactus Fellows are eligible.
- **Rookie Faculty Advisor of the Year:** Awarded to the new Faculty Advisor (started in the current academic year) who has shown exceptional dedication and support. Only new Faculty Advisors are eligible.

For a list of all awards and nominations form please visit our [Give Recognition](#) page.

## FACULTY ADVISOR RESEARCH FUND

In support of ongoing excellence, we offer the Faculty Advisor Research Fund, proudly presented by the John Dobson Foundation. Annually, \$20,000 is available to support research projects that align with Enactus Canada's mission. Topics may include:

- Experiential learning
- Youth entrepreneurship
- The role of academic institutions in the community
- Social enterprise
- Corporate social responsibility

Selected researchers will present their findings at the Enactus Canada National Exposition.

For more details check out our [Resources](#) page.

Thank you for your unwavering support and commitment. Your role is crucial in shaping the future of our students and their impactful projects.

