

# Building an Enactus Team

The strength of every Enactus team comes from its members. Long-term success depends on sustainable growth, smooth succession planning, and effective management of turnover. In this document, there are clear, actionable strategies to recruit, develop, retain, and transition team members so the team thrives year after year.

## Creating a Foundation

Before recruiting new members, it is important to establish a strong foundation for the team. This ensures that future members have a clear understanding of their roles and the impact they can create. With thoughtful planning, the team can grow into a capable group that remains aligned with its goals and mission.

### Key Considerations:

- What is the ultimate goal of your team?
  - How do your team members contribute to this vision?
- What are the key roles your team needs to fill?
  - Why are these roles important?
- What qualities do you value most in potential team members?
- How do you see your team growing over the next year?
  - What roles will be crucial to achieving this growth?

### Key Steps in Starting an Enactus Team:

- **Develop Team Structure:** Develop an [organizational chart](#) (Canva resource) to identify and visualize essential roles. This clarity helps in targeted recruitment and ensures everyone knows where they fit.
- **Define Roles:** Consider the skills, faculties and levels of engagement required. This will guide your search for the right candidates.
- **Create Job Descriptions:** Craft clear, detailed job descriptions that outline expectations, responsibilities and time commitments. These will serve as valuable tools during recruitment. Use resources like the [Sample Job Description](#) to guide you.
- **Create Value Proposition:** Identify what unique experiences and opportunities your projects or team can offer. Think about what makes joining your team a worthwhile investment for students.

# Recruitment

The best way to reach students is by engaging them in person. The following are a few suggestions to get you started!

## **Set up a Booth on Campus**

- Get involved in campus orientation week. It's a great opportunity to get in front of a large number of peers in a short amount of time, especially first-year students who are often looking for ways to get involved and enhance their post-secondary experience.
- Use this opportunity to inform students about the team, skills development, funding opportunities for new projects, bursaries, awards and so much more!

## **In-Class Sessions**

- Ask a faculty advisor or other teaching staff to make an announcement in their classes about Enactus, or offer to give a short presentation at the beginning or end of a lecture.
- Don't forget to include a sign-up sheet so you can follow up with interested students individually.
- Resources like the [Join an Enactus Team](#) presentation can be customized to share your team's success with prospects

## **Leveraging the Campus Network**

- Get to know the school's marketing and/or communications team. Let them know about the team's projects and recruitment efforts
- Tag your school's social media accounts - especially if sharing good news or team project success
- The TV screens on campus are often controlled by the school's marketing or communications department, find out how you can share your activities on the screens
- Contact the campus student union and ask to include the team in any list of clubs they maintain.
- Reach out to campus radio stations and newspapers to share your projects

## **Collaborate With Other Student Organizations**

- Seek out student organizations on campus that align with team goals and partner with them on specific projects. Collaborate with the engineering club to design a product for an environmental initiative, or team up with the student union to run a fundraiser for a shared cause, etc.

## Hosting a Team Event on Campus

- Host an open house or information session at the beginning of each semester in a central location on campus.
- Take part in campus open house events for incoming students, this is a great way to do some early recruitment for your team.

## Recruiting in Local High Schools

- Many high schools have career development or entrepreneurship classes filled with senior-level students that have a desire to make a difference.
- Reach out to teachers and administration at these local high schools to inquire about hosting an information session during one of their classes. Show off team projects and benefits.
- Use your community outreach to get in front of future team members



# Onboarding

Attracting new members is just the start; smooth onboarding ensures they feel welcome and sets the stage for long-term success.

## Key Considerations:

- What message should be conveyed during onboarding?
  - What can make new members immediately feel part of the team?
- What can be done to help new members understand and embrace team culture?

## Examples of Onboarding activities

- **Conduct Interviews:** Match new members with roles that fit their skills and interests.
- **Welcome Package & Orientation:** Provide materials and host an orientation to introduce them to your team's culture, expectations, and goals.
- **Training & Inclusion:** Offer comprehensive training to equip new members with the skills and knowledge they need. Include them in all communications and meetings to foster a sense of belonging.
- **Initial Action Items:** Encourage leaders to assign tasks early to help new members get involved and feel engaged from the start.
- **Office Hours:** Set aside designated times for new members to seek support, whether in person or online.

# Retention

Keeping your team motivated and engaged is crucial for long-term success. Focus on creating a positive and inclusive environment where members feel valued and connected.

## Key Considerations

- How can you help members discover their passion within the team?
- What activities can you implement to strengthen team relationships?

## Retention Strategies:

- **Support and Passion:** Encourage members to explore their passions within the team, beyond their assigned roles. This fosters deeper engagement and commitment.
- **Work Hard, Have Fun:** Balance work with fun activities to build strong team relationships and keep morale high.
- **Celebrate Success:** Regularly recognize and celebrate achievements, big and small, to maintain motivation and positive team spirit.
- **Set and Review Actionable Goals:** Work with members to set achievable goals and regularly review progress. This keeps everyone aligned and focused.

# Succession Planning

A Team Succession Plan is essential to ensure impact continues & transitions are smooth and effective.

## Key Considerations:

- What impact do you want to leave on your team?
  - How can you ensure your team continues to succeed after your tenure?
- How can you identify and nurture emerging leaders within your team?
- What critical roles must be filled to maintain your team's operations and projects?
- How can you ensure that valuable knowledge and experience are passed on?

## Succession Strategies:

- **Ensure Project Involvement:** Make sure your executive team is actively involved in projects. Leadership in Enactus is about entrepreneurial action, and effective leaders lead by example.
- **Identify Emerging Leaders:** Spot potential leaders early and discuss their future roles within the team. Offer growth opportunities and help them develop the necessary skills for leadership.
- **Early Leadership Training:** Select new executive team members by the Regional Expositions to allow time for predecessor shadowing. This preparation eases the transition when they take over at the end of the year.
- **Ensure Key Positions are Filled:** Prior to departure, fill key operational positions with individuals who fit well within roles.
- **Document Processes:** Thoroughly document essential processes, including how projects are managed and executed. This documentation will be invaluable for future team members.

By setting up this plan, you create a solid foundation for your team's success and ensure the impact of your work continues long into the future!