



FACULTY ADVISOR MANUAL

***“Enactus gives me the opportunity to see what I am teaching in the classroom working in the business world”
-Enactus Faculty Advisor***

Preparing for Your Role as a Faculty Advisor

Welcome to Enactus! Without question, the driving force behind a Enactus team is the Faculty Advisor, who may be a professor or a staff person at an academic institution. Much more than a teacher, the Faculty Advisor wears the titles of coach, mentor, career advisor and friend, with duties ranging from motivating their teams to helping students write résumés.

Faculty Advisors serve as trusted sources of advice as their students sort through various career opportunities and make the transition from school to the work force. Most Enactus students will tell you that the friendships they've developed with their advisors last well beyond their university years, and they count their advisors among the most impactful people in their lives.

You'll find tremendous satisfaction watching your students extend their learning beyond the four walls of a classroom to hands-on, real-world situations. As your students implement their Enactus educational programs, they develop teamwork, leadership and communication skills. But most importantly, as Enactus students become teachers, they discover a whole new passion for learning.

Requirements for Faculty Advisors

For one to qualify as a Faculty Advisor, a candidate must be employed by the academic institution he/she represents. No restrictions are made as to the specific nature of the advisor's role at the institution they represent.

Each individual institution may have only one Enactus team, but there is no limit on the number of advisors. One of them, however, must accept the title of Primary Faculty Advisor. Those accepted as Faculty Advisors must have a thorough understanding of the free enterprise system, and the ability to work with students, community groups and local businesses. In some countries prospective Faculty Advisors must apply to the Enactus country office for the position, in such cases it is important that you comply with those instructions. As the advisor of a Enactus team, you must be willing and able to guide students in the establishment of a Enactus program on your campus and the implementation of quality outreach projects.

Your role as the Faculty Advisor is to assist in the activities of the team through **encouragement, advice, and guidance**. The advisor is discouraged from micro-managing the team, though he/she is indeed the official head coach. The Faculty Advisor should, however, facilitate interactions between the team and the institution's administration and may also assist with managing the activities of the team's Business Advisory Board (BAB).

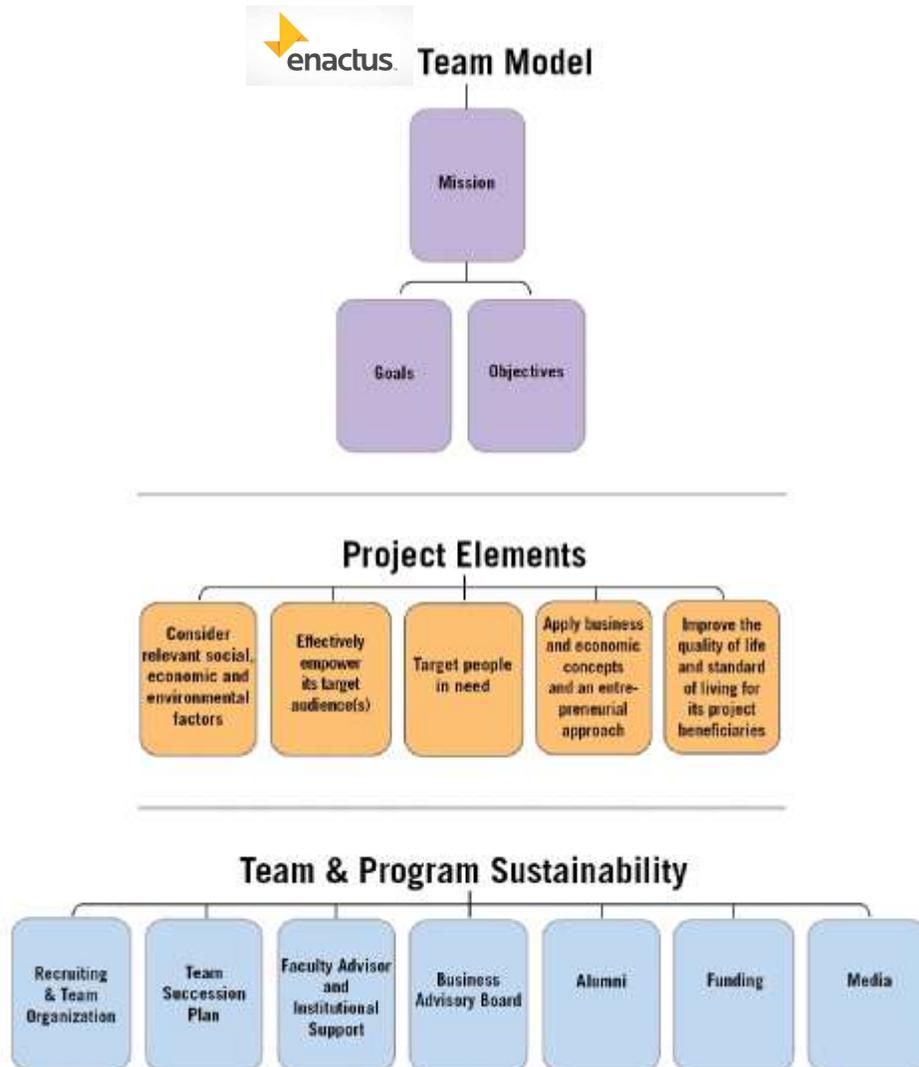
Responsibilities

The responsibilities of a Faculty Advisor are:

- Provide mentorship to Enactus members by coaching your team members on pertinent issues concerning projects, business and entrepreneurship.
- Regularly attend Enactus meetings, fundraising activities, and outreach programs
- Provide guidance to the Enactus team and evaluate competition presentations
- Prepare Enactus students for competitions
- Serve as an advocate for the Enactus organization on and off campus
- Ascertain that the Enactus team has met all requirements, and
- Serve as the primary representative of the team with Enactus Worldwide

Organizing a Enactus Team

As the Faculty advisor your team will look up to you for leadership and guidance. It is thus important that you have a full understanding of how to effectively assist your students establish a sustainable team. The Enactus Team Model below gives a diagrammatic description of how to effectively establish a strong and viable Enactus Team.



You are encouraged to help your team brainstorm on its mission, goals and objectives for the year. These targets will allow the team to navigate through the Enactus year successfully and to allow it to be able to measure its performance against these targets.

We fully understand that as a senior staff person of your institution you are busy and can not be involved in the day to day administration of your team. Your greatest duty is to ensure the sustainability of your team which means the lower section of the above diagram (Team & Program Sustainability) should be your main focus.

Recruiting Students

As Enactus students graduate yearly the team must have an efficient system of recruiting new members annually who are motivated properly. It is advised that you assist the team design an efficient succession plan and that you involve the business advisory board in the recruitment & succession process in order to keep them active. Keep in mind that Enactus does not have a stipulated method of recruitment and succession as we believe each institution has unique circumstances that should guide its decisions. However, it is advisable for your team to have some measure of control as to who you want as part of your team by using a screening process. The first factor to look out for is the academic level of your new members so as to create a membership base that will give life to your team into the future. If most of your members are in their final year then that is a sign that your team is not sustainable and there is the need to recruit first and second year students.

Many Enactus teams make announcements on fliers and posters on campus about the Enactus program as a way of attracting new recruits. Some teams go a step further by having prospective Enactus students apply to join the team and go through an interview process in order to be considered a team member. This rigorous recruitment process is aimed at instilling value for the program among the new members so as to ensure their active participation during the Enactus year. Have in mind that one of your greatest challenges will be how to inspire sustainable enthusiasm in the team, especially among the team executives. Although it would be prudent for you to have a good relationship with all your team members your tight schedule might not permit it. Thus it is imperative that you are able to work well with the team's executives through whom you can influence the active participation of the rest of the team members. In order to have this influence you will have to be updated on the progress the team is making by being in touch with the executives on a sustainable basis. You are free to decide which reporting method works best for you; whether you would like to meet with them face to face periodically or be sent periodic updates via email or telephone.

Administrative Support

Your input is also needed to garner administrative support for the team. As a faculty advisor you will serve as the primary link between the team and the administration. It is important that you sell Enactus to the administration so as to get their buy- in and support for your events and activities. The facts show that teams who have administrative support tend to be more motivated and perform better than teams that lack such support. You are encouraged to establish a working relationship with the dean of

students or any senior administrative person with authority to make relevant decisions on your team's behalf. You can attract the support of your administration by making a courtesy call to a senior administrator and informing him/her about the Enactus program and the projects your team plans on implementing for the year, you may also inform him/her about your past achievements as a team. Furthermore once a relationship is established with the administration it is important that the team gives regular updates to the administration about your activities and projects so as to keep them interested. Many teams complain about lack of financial support from their administration, although money will go a long way in assisting your team perform its activities it is not the only way the administration can assist your team. Throughout the year your team will require meeting space, transportation, letters of support/introduction, business services such as sending a fax or making photocopies, internet access etc so you could request support in those areas too.

Engaging Enactus Alumni

One source of passion and a rich pool of experience can be found in your Enactus alumni. Make sure that your team executives keep proper records of current and past Enactus students as it will come in handy in the near future. Many of the alumni go back and help teams in their projects and presentation efforts through best practice sharing. It is even likely that a few alumni might assist the team in fundraising for projects and other related costs.

Fundraising

Unfortunately Enactus does not provide teams with funds to implement their projects. This means that teams are responsible to fundraise in order to execute their projects. Although this puts an added responsibility on the shoulders of the team it will ultimately teach teams an invaluable lesson in life; there is no such thing as a free lunch. The process of fundraising will instill into the students qualities needed to be successful entrepreneurs and leaders. There will be failures and successes in this regards but the team that learns from these experiences will walk away winning so much more than it bargained for. Many Enactus students will tell you that they learned the most in Enactus while fundraising for their teams. There are various ways your team can raise money for its projects some of these ways are spelt out in the Enactus Team Handbook. Whatever monies are raised by the team must be deposited in a bank account to which you are the primary signatory. If the bank offers internet banking be sure to have your email address added to list of recipients for electronic transaction details otherwise have the bank send you the bank statements via post. In order to learn accountability the team should present to you their budget for the year and their income and expenses for the previous year. Kindly let them know that transparency and accountability breeds trust and trust will allow the team to perform its duties in peace.

Engaging the Enactus Country Office

As you embark on your duty as Faculty Advisor you will come into contact with the Enactus country office for various reasons. The country office is there to assist you perform your duties so you are encouraged to keep them updated with the progress of your team.

The country office is headed by a Country Leader who governs the day-to-day administration of the Enactus operations in the country while the Program Manager is more focused on the growth and sustainability of the Enactus teams at the program level.

Apart from the submission of team reports it is advisable that the country office is engaged on matters that your team needs more clarity on such as judging criterion, recruitment methods, fundraising tips etc. Teams that have a good working relationship with the country office gain valuable insight from the office compared to teams that shy away from consulting the country office. The country office should not be seen as a separate entity from your team but as one organization with separate functions yet interdependent on each other.

You can engage the Program Manager or Country Leader in your country via telephone or email when you have challenges that require their intervention. Furthermore, you should inform them of projects and initiatives that your team might be embarking upon during the year so as to benefit from their input.

Conflict Management

Invariably conflicts and tension will arise within the team during the course of the year, in those instances you will be relied upon to serve as an honest and objective peace broker for the team. Be sure to listen to all sides to the conflict before making your decisions on the matter. One way of enhancing your objectivity in the eyes of the team is to have a written down constitution that is known by all the members. The constitution will help deal with matters such as appointment of executives, financial matters and administrative structures. A sample constitution can be found in this Faculty Advisor toolkit for your reference.

Based on experience there are two specific events that usually stir up conflicts within the team on a scale capable of causing major damage to the team's morale; these two events are the national competition and the Enactus World Cup events. As Faculty Advisor you are advised to be involved in preparing the team for national and international competitions so as to minimize these potential conflicts.