INSTITUTIONAL SUPPORT

Having the support of your institution and administration is crucial to the success of your team. Administrators control university resources and determine how they are specifically allocated. Obtaining institutional and administration support can increase your team's likelihood of receiving resources.

Remember that funding is not the only support your institution and administration can provide. There are many opportunities for your institution and administration to support your team by allocating resources such as:

- Personal time
- Printing and material resources
- Access to university and community networks
- Funding for projects, travel and/or team activities
- Office space for the team
- Course releases for faculty to serve as advisors
- Course credit

Keep in mind that resources are limited for every university. Never assume the above resources are available for your team. The only way to truly know is to ask.

Obtaining Support

Institutional support is most easily obtained by building personal relationships with administrators. It is important to identify the influential individuals at your institution who have the ability to allocate resources to your team.

Developing a pitch specifically for administrators is vital to gaining their support. First, find out what your team can do for the institution and administration. Pitch your team as a solution to a problem they are facing and clearly state what is in it for them. Identify current or future activities that parallel the administration's objectives.

Be proactive in developing a relationship by getting them actively engaged. For example, ask your administrators to:

- Serve on your Business Advisory Board
- Attend team meetings
- Participate in projects
- Critique your team's presentation prior to competition
- Attend official Enactus events, such as team training conferences and competitions

Administrators who are actively engaged with your team are much more likely to see the benefits your team brings to the institution.

Reminder: It is a requirement that all competing teams have their Annual Reports reviewed by an institutional administrator and obtain his/her signature on the Project Verification Form as acknowledgement and endorsement of the institution's Enactus program.

Key Ideas

- Determine how your team can benefit your institution and administration
- Create a pitch that clearly explains what's in it for them
- Keep administrators informed about what's important to them
- Engage administrators in team meetings, projects and events
- Remember an administrator must sign your team's Project Verification Form
- Utilize the Institutional Support Best Practices Guide