



enactus™

# UNITED STATES FALL COLLABORATION SUMMIT



# Breakfast & Pre-Survey

- Find your seat and grab some breakfast
- Take our Pre-Survey before we begin session work
  - <https://www.surveymonkey.com/r/FCSpretest>
- We will kick off at 8:30am



Pre-Test

# **WELCOME**

**Sierra Peterson**

**Regional Program Manager, Enactus United States**

**Britt Livingston**

**Regional Program Manager, Enactus United States**

**Jodee Ledford**

**Career Connections Manager, Enactus United States**

# POLARIS STAFF

# Welcome from Polaris



**John Hein**

**Sr. Manager Strategic Sourcing & Supplier Development PG&A**

# Enactus US Opportunities

## Virtual Enactus Entrepreneurial Exchange- Oct. 17

- This 6-week program will be an entrepreneurial immersion that will take students through project ideation, implementation, and impact phases. Students will focus on one of the United Nations Sustainable Development Goals and join others that are passionate about the same goal. They will collaborate and engage with Enactus Morocco students and together drive a team project pitch to create impact. It begins late-October and runs into early December.
- Important Information
- Register by Friday, Oct. 14, 2022
  - Mandatory kick-off meeting - Monday, October 17, 2022
- Prize Money
  - 1st Place Winner: \$1,250
  - 2nd Place Winner: \$750
  - 3rd Place Winner: \$500

[enactusunitedstates.org/Enactus\\_Entrepreneurial\\_Exchange](https://enactusunitedstates.org/Enactus_Entrepreneurial_Exchange)

# Enactus US Opportunities

## BNY Fellows Program

- The BNY Mellon Enactus Student Fellows Program is designed to help top Enactus students strengthen their capacity to create and deploy higher quality projects that have sustainable impact and to better prepare students for successful careers.
- The 2022-2023 program is focused on four competency areas:
  - Entrepreneurship
  - Leadership
  - Career readiness
  - Project management
- Program Eligibility Requirements:
  - Be a current student on a Enactus United States Team registered on Enactus +
  - Commitment to complete the entire program by April 1st 2023

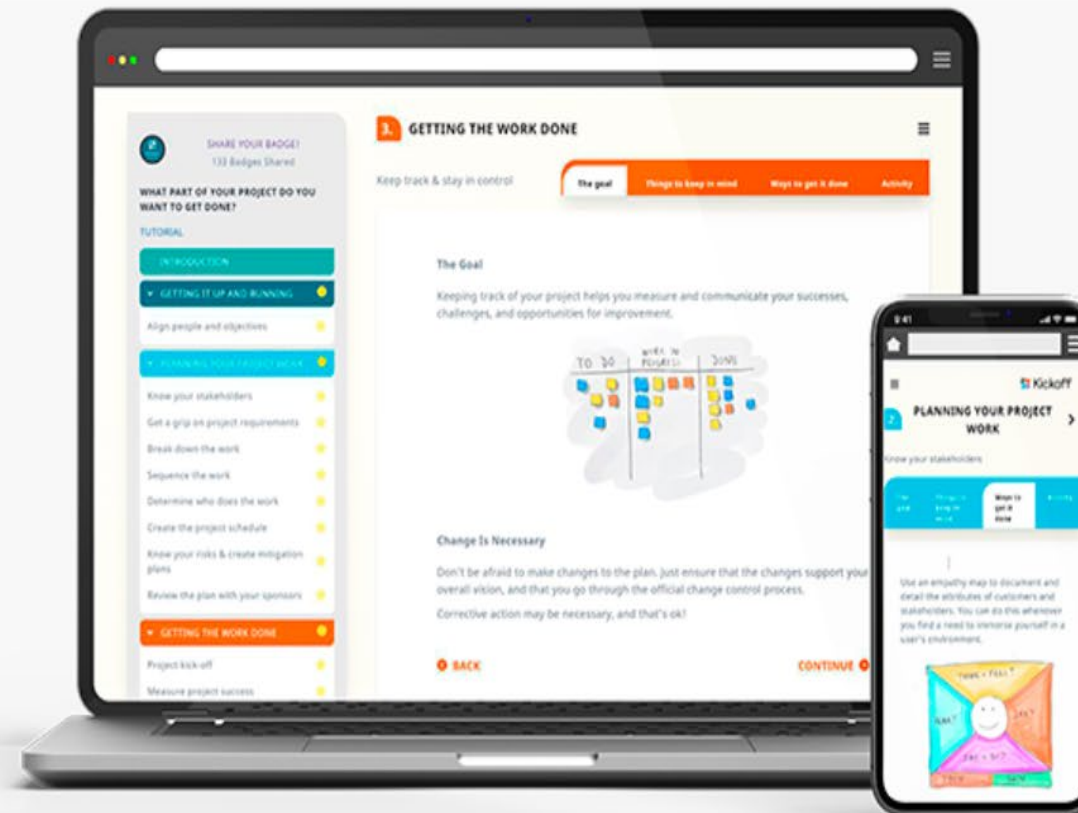
[training.enactus.org/bny-mellon-fellows](https://training.enactus.org/bny-mellon-fellows)

# Enactus US Opportunities

## Project Management Institute (PMI)

The fastest way to learn the basics of project management

KICKOFF™ is a free, interactive 45-minute project management course and digital toolkit from PMI. Use it to get up to speed on the basics of project management (PM). Then once complete, share a badge that shows you know how to manage your project(s) from start to finish.



# Enactus US Opportunities

## Standard Charter Foundation – Futuremakers Program

- The Futuremakers Program will teach teams to develop disadvantaged groups in employability, career readiness, and entrepreneurship. Each college/university that joins receives funding support to assist them with starting an Enactus team and will be provided additional funding through Enactus corporate partners.
- The Enactus/Futuremakers Program by Standard Charter aims to:
  - Tackle inequality and increase economic inclusion for young people across its markets.
  - Work with disadvantaged groups to gain new skills and expertise to improve their chances of getting a job or starting their own business.
  - Develop entrepreneurial skills and create jobs in order to realize positive impact on individuals and communities.
- If you are interested in learning more or joining this initiative with Enactus, please have your advisor or team lead reach out to Imani K. Gilliam, Senior Program Manager at [igilliam@enactus.org](mailto:igilliam@enactus.org) for more information and to answer any questions you may have.

[enactusunitedstates.org/futuremakers\\_program](https://enactusunitedstates.org/futuremakers_program)

# Enactus US Opportunities

## 1 Race 4 Oceans – US edition

- Win up to \$10,000 to scale your project!
- Project Focus Areas
  - Sustainable Marine Aquaculture
  - Sustainable Marine Fisheries
  - Coastal & Marine Habitats
  - Ocean Climate Resiliency
  - Direct Ocean Pollution



On Enactus + look up 1R4O

# Enactus World Cup



**SAVE THE DATE**  
**Oct. 30 – Nov. 2**  
**[Enactus.org/WorldCup](https://enactus.org/WorldCup)**

# **Project Design and Ideation**

# Needs Assessment

## What

- A technique used to determine what steps need to be taken in order for a target to move from its current state to its desired future state

## Why

- Understand factors at play
- Lay the foundation for your projects long-term sustainability by addressing relevant needs towards your desired goal
- Build buy-in early which increases long-term sustainability and community support

# Needs Assessment

## Find your scope

- Determine purpose and objectives
- Define location and audience
- Chose a core issue

## Complete Assessment

- Identify gap between reality and vision, and what steps you'll need to take to bridge that gap
- Network with current contacts to locate key stakeholders
- Engage key stakeholders

# Needs Assessment Strategies

- **Understanding pain point – What is the problem?**
- **Interviews**
  - Use open-ended questions. Avoid yes or no answers
  - Ask “Why?”
  - Look for patterns and themes
- **Additional research**
  - Understand the context of the problem

# Problem Statements

1. Define the stakeholder/beneficiaries
2. What is the current reality vs. desired outcome?
3. What is the root cause?

## Example:

I am a : \_\_\_\_\_(narrow description of stakeholder)\_\_\_\_\_

I am trying to: \_\_\_ (desired outcome)\_\_\_\_\_

But: \_\_\_\_\_(Barrier)\_\_\_\_\_

Because: \_\_\_\_\_(Root cause)\_\_\_\_\_

# Activity: Case Studies

- Discuss this with your group
- Read through the case study and discuss a quick needs assessment
- Develop a Problem Statement
- Be ready to share with the large group

# Desired Impact

- What would be your beneficiaries "perfect world"
  - Use problem statement as a guide
- Write down as many solutions or ideal states you can think of
  - Think as big or as little as possible
- What would be the biggest benefits if those solutions were implemented?

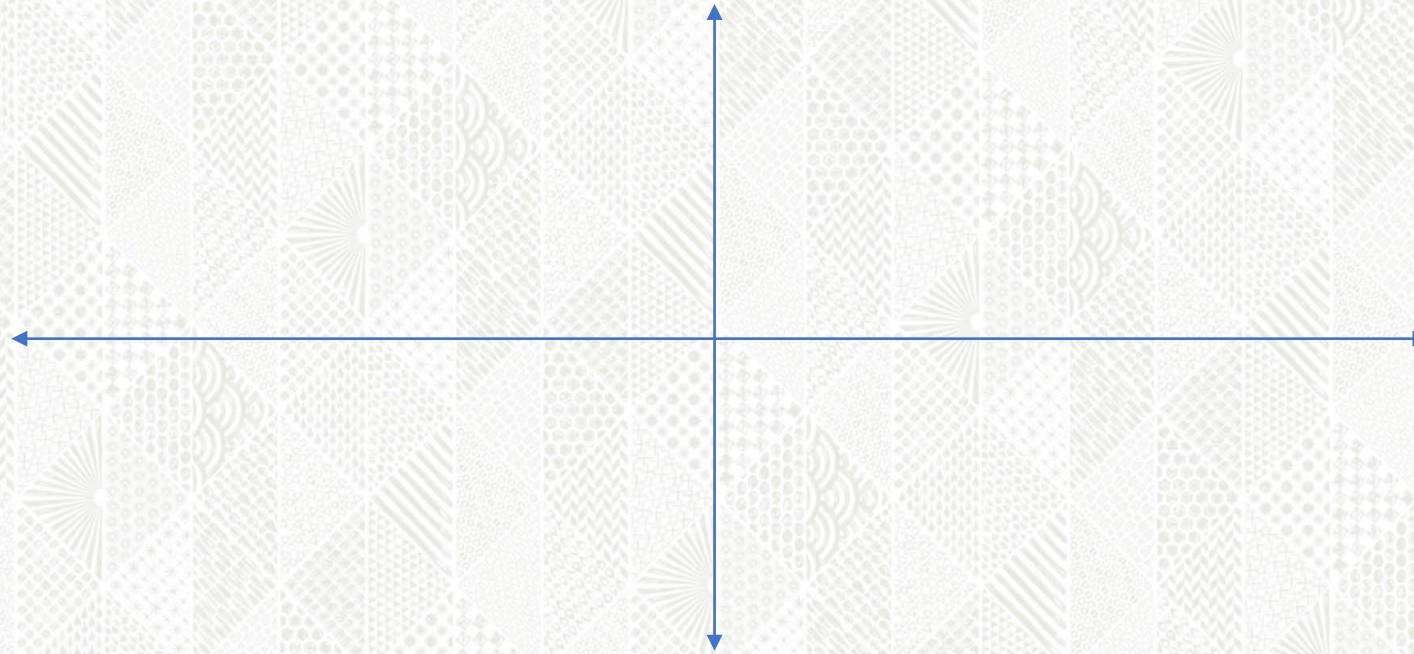
# Proposed Empathetic Solution

Important Problem

Does not solve the  
problem

Solves the  
Problem Well

Not an Important  
Problem



# Communicating Your Solution

## Pitching Your Project

When networking and pitching your project, many people focus completely on themselves, but don't forget to show the other person that your project can bring value to them as well.

- What is the most vital and relevant information about **my project**?
- What is the most important thing to know about **my project**?
- What value can **my project** bring to you or your company?
- **How can our project connect to you and your company?**

# Connecting to Your Enactus Project

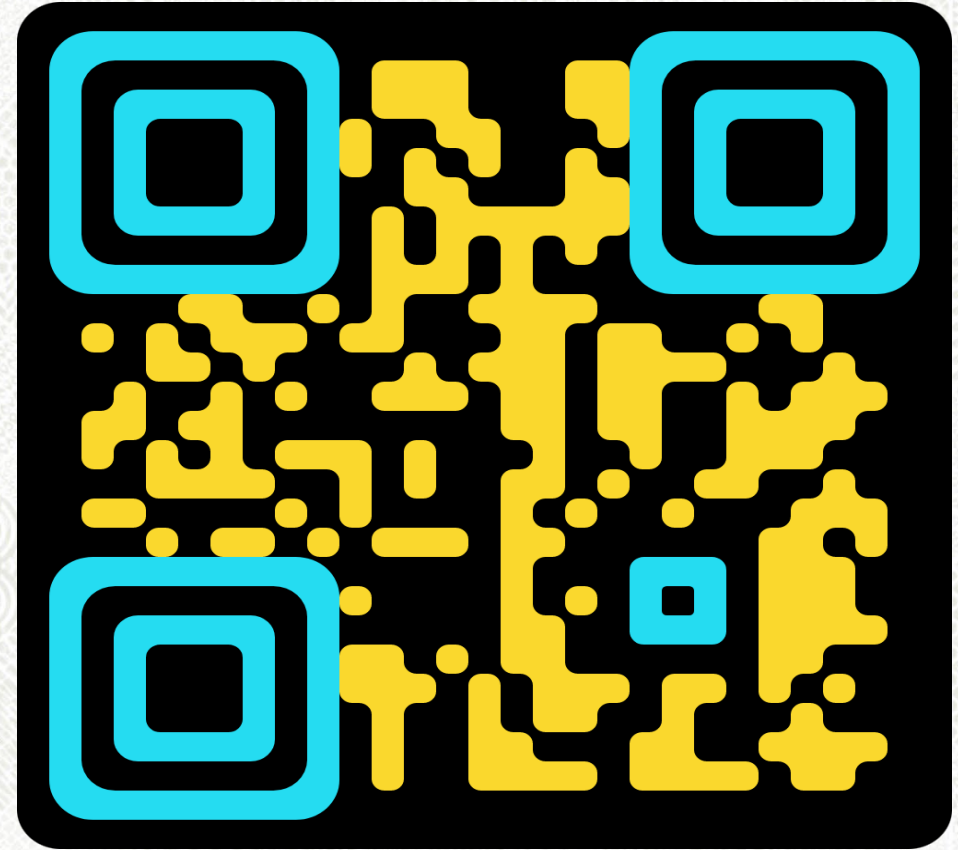
- How can you use these strategies to develop strong Enactus projects at your school?
  - What problems will you address?
  - What is your desired impact?
  - How does your solution address the problem?

**BREAK**



# Enactus Career Advantage Program

- Need a Job? Want an Internship? Get Connected.
- Scan to Join the Enactus Career Advantage Program.





# Career Panel



**Jodee Ledford**  
Career Connections  
Manager  
*Enactus United States*



**Rebekah Davis**  
**Enactus Alumnus**  
Connected & Display  
Project Leader  
*Polaris*



**Ashley Laffen**  
Talent Acquisition  
Specialist  
*Enterprise Holdings*



**Jenn Picone**  
Early Talent Program  
Manager  
*Polaris*



# NETWORKING LUNCH

ENTERPRISE HOLDINGS™



# **Enactus Team Implementation**

# **PROJECT CATEGORIES – CHARITABLE PROJECT**

## **Charitable Project**

- **Meets felt need through relief**
- **Does not meet the Enactus Criterion**
- **Food & clothing drives, fundraiser for a third party, or volunteering for a local organization**

# **PROJECT CATEGORIES – STRATEGIC INITIATIVE**

- **Strategic Initiatives**
- **May not meet Enactus criterion**
- **Serve ulterior relevant purpose**
  - **Fundraising**
  - **Engagement (campus networking events, guest speakers)**

# **Project Categories – Community Program**

- **Strong program**
- **Tackles social problem**
- **Empowering solution, long-lasting change**
- **Education-based activities such as workshops and seminars**

# **Project Categories – Social Enterprise**

- **Strongest project**
- **Business that tackles a social problem**
- **Empowering solution**
- **Long-lasting change**
- **Highest level of life-changing impact**

# PROJECT CATEGORIES ACTIVITY

5mins

Work with your team to categorize the projects listed on the provided handout. Use the chart on the back for help.

# **REVIEW YOUR PROJECTS**

**What category are your projects in currently? What could you do to improve them?**

# **ENACTUS TEAM SUSTAINABILITY SESSION**

- **What is team sustainability?**
- **What does this look like for your team?**

# ONGOING RECRUITMENT AND PROMOTIONS

## DEVELOPING A CULTURE OF RECRUITMENT AND PROMOTION

- Creating a culture where all members see recruitment as a responsibility & something they can impact
- Recruitment is seen as an *ongoing process*
  - How to keep spreading the word and promoting?
  - The Enactus team at UMKC calls it “shameless self-promotion
- Emphasize diverse student majors in recruitment strategy

# RUTGERS ENACTUS INSTAGRAM

**Instagram** Search

**enactus** Rutgers University

**rutgersenactus** Message

332 posts 1,198 followers 1,288 following

**Rutgers Enactus**  
A community of student leaders dedicated to improving the world through social entrepreneurship. Follow us to watch our journey in transforming lives!  
[docs.google.com/forms/u/3/d/e/1FAIpQLSF9UkLHMCPGVixelVUPQ1g2QYw72...](https://docs.google.com/forms/u/3/d/e/1FAIpQLSF9UkLHMCPGVixelVUPQ1g2QYw72...)

Followed by enactusufu, joe.bale, enactus\_bath +62 more

**Takeovers** **EVENTS** **PHOTO CHALLENGE** **NEW MEMBERS** **NATIONAL EXPO 2019** **ENACTUS AT RUTGERS DAY** **P4P MARKETING**

**POSTS** **REELS** **TAGGED**

- DAILY REMINDER**  
Rutgers Enactus is back & ready for the fall semester!  
Remember. Save for later.
- PRESIDENT JUHI VYAS**  
MAJOR: FINANCE & BAIT  
CLASS OF 2022
- April Member Excellency Award**  
Saathvika Kaushik ESP  
Franklin Yin New Beginnings
- TOP 14 FINALIST AT**
- CASE**

**Member in Training Process Week 1**  
Monday 9/23/2019 · Tillet 232 · 9:45 PM

**WHY ENACTUS WEDNESDAY**

**AARUSHI GUPTA**  
MAJOR: BAIT & SUPPLY CHAIN MANAGEMENT

**rutgersenactus** · Follow

#enactus #enactusUSA #rutgers #entrepreneurship #socialentrepreneurship #enactusadvantage #rutgersenactus #weallwin

22w

**andrea\_e4w** Guys, I just saw what an amazing work you are doing! I created my own social enterprise to bring safe water to millions of people, and not so long ago I still was a student. Well, actually, in a certain way I still am; but anyway, if there's something I can do to help and support your project, just let me know! :)

22W 1 like Reply

53 likes  
APRIL 24

Add a comment... Post

**MEGHANA PINNINTI**  
RUTGERS ENACTUS TOP PERFORMERS

**JUDY LAM & AMIE MUSA**  
RUTGERS ENACTUS TOP PERFORMERS

**RITHVIK VAKACHARLA**  
RUTGERS ENACTUS TOP PERFORMER

# ONGOING RECRUITMENT AND PROMOTIONS

- Word-of-mouth
  - Elevator pitch – what's your pitch?
  - Enthusiasm > information
  - Why statements
- Build network of staff and faculty advisors
- Attend events (student organization fairs)
- Advertise – get your name out there

# LEADERSHIP DEVELOPMENT & SUCCESSION

- Give new leaders hands-on experience
- Develop structure and processes to facilitate growth



# LEADERSHIP DEVELOPMENT & SUCCESSION

Develop a mentorship program

- Executive and senior members to mentor 1-3 younger members.
- Train & support new members
- Learn from new member perspective



# LEADERSHIP DEVELOPMENT & SUCCESSION

Create additional leadership positions

- Built in delegation
- Opportunities to gain supervisory experience

**For instance:**

- VP of Membership appoints and manages a Director of Recruitment and Director of Engagement



# ENGAGEMENT IN LEADERSHIP SUCCESSION

Document and save all your most critical information

Easy to understand | Accessible | Thorough

- **Write out clear instructions** – don't assume someone will understand what you take for granted.
- **Assign each executive to take responsibility over their information and data.**

# ADVISOR SUPPORT

- Advisors are the most consistent point of leadership
- Some advisors have led their Enactus team for upwards of 20+ years continuously

**Think holistically about your advisor mix:**

- Teach and advise from freshmen to seniors
- Teach and advise a wide variety of majors



# Securing Funding

- Enactus competitions/opportunities
- Business Advisory Board
- Community resources
- Grants
- Investors
- Partnerships



# **7 POINTS OF TEAM SUCCESS**

- 1. Maintaining clear team governance & set SMART goals**
- 2. Encourage & facilitate new ideas**
- 3. Time management**
- 4. Delegation**
- 5. Conduct your team & projects ethically**
- 6. Utilize all forms of technology**
- 7. Understanding Social Entrepreneurship**

# Connecting to Your Team

- Take some time with your team to answer these questions
- Write down your answers as we go along

**BREAK**

# Competition Prep

- Review Judging Criterion
- Present Project Pitches
- Project Q&A

# INDIVIDUAL TEAM EVALUATION FORM



Institution Name:

Date:

## Enactus Judging Criterion:

Which Enactus team most effectively demonstrated entrepreneurial leadership to drive business and innovation for sustainable positive impact to benefit people, planet, and prosperity within the last year?

### How effective was the team in demonstrating:

	Insufficient	Fair	Good	Very Good	Excellent
Entrepreneurial leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of business principles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable positive impact to benefit people, planet, and prosperity*	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\*Prosperity - fulfilling lives economically and socially

### Optional feedback for teams:

Valuable insights or suggestions related to the team's projects and activities:

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Constructive feedback on the team's presentation and communication skills:

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Additional comments may be provided on the back of this form.



# COMPETITION

- Teams have 90 seconds to present their projects
  - Make sure to address the judging criterion!
- Respond with Q&A

Which Enactus team most effectively demonstrated entrepreneurial leadership to drive business and innovation for sustainable positive impact to benefit people, planet and prosperity within the last year?

# CLOSING

Thank you to our amazing host and partner company for being here today.

Please take a few moments to complete our survey



<https://www.surveymonkey.com/r/2022FCS>

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