



Practice enactus

A Member Handbook





**“ WE KEEP MOVING FORWARD,
OPENING UP NEW DOORS AND DOING NEW THINGS,
BECAUSE WE’RE CURIOUS... ”**
AND CURIOSITY KEEPS LEADING US DOWN NEW PATHS.

-WALT DISNEY



en·act·us

A community of student, academic and business leaders committed to using the power of entrepreneurial action to transform lives and shape a better, more sustainable world.

entrepreneurial—having the perspective to see an opportunity and the talent to create value from that opportunity;

action—the willingness to do something and the commitment to see it through even when the outcome is not guaranteed;

us—a group of people who see themselves connected in some important way; individuals that are part of a greater whole.




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Our Values

Imagination

Every crisis creates opportunity, every struggle offers the chance to rediscover. Everything we do is born from the ability to see potential where others can't.

Determination

Meaningful change is not easy. It requires the ability to overcome seemingly insurmountable obstacles and face often daunting challenges. We have the persistence to do whatever it takes until we achieve the results we seek.

Accountability

Every initiative or project we undertake will be judged by the only measure that matters: how effectively we create lasting and meaningful progress in the lives of those we serve.

Character

We are what we do, and from classroom to community to competition, we must act with integrity, empathy, and leadership in representing our fellow members, our team, our university, and ourselves.

Courage

The willingness to try, fail, and learn on the journey toward creating something new is just as critical as the passion to succeed. There is no substitute for being willing to lead--especially when the territory being covered is new and the outcome is uncertain

Partnership

There is no greater force for change than a team of people who are personally invested in each other, and in the lives of the people who their work is intended to serve.

Curiosity

We are passionate about seeking new perspectives and challenging long-standing assumptions because we know effective leadership requires continuous learning.

Faith

We have been given a gift to see what is possible in the world around us. We have a responsibility to use our gifts to improve and transform lives of those in need.

WHO ARE WE? en·act·us

We are Enactus (Entrepreneurial, Action, Us), a community of student, academic, and business leaders committed to using the power of entrepreneurial action to transform lives and shape a better, more sustainable world.

Enabling progress through entrepreneurial action.

Enactus is an international organization that brings together student, academic, and business leaders who are committed to using the power of entrepreneurial action to enable progress around the world. Guided by faculty advisors and business experts, participating students form teams on their campuses to create and implement community projects that empower people to improve their quality of life and standard of living. The experience not only transforms lives, it helps students develop the kind of talent and perspective that are essential to becoming effective, values-driven leaders.

An annual series of regional and national competitions provides a forum for teams to showcase the impact of their outreach efforts, and to be evaluated by executives serving as judges. National Champion teams advance to the prestigious World Cup. In addition to the community aspect of the program, leadership and career initiatives create meaningful opportunities for cross-generational learning and exchange as well as the placement of students and alumni with companies in search of emerging talent.

La Sierra University has celebrated more than twenty years of engagement in Enactus. Our campus-wide focus on supporting student leadership, and the creativity of our students have resulted in a record six National Championship wins.



enactus

TM

OUR REACH

Teams in 36 Countries

Australia
Azerbaijan
Brazil
Canada
China
Egypt
France
Germany
Ghana

Guatemala
India
Ireland
Japan
Kazakhstan
Kenya
Korea
Kyrgyzstan
Malaysia

Mexico
Morocco
Netherlands
Nigeria
Philippines
Poland
Puerto Rico
Russia
Senegal

Singapore
South Africa
Swaziland
Tajikistan
Tunisia
Ukraine
United Kingdom
United States
Zimbabwe

Annual Global Data



450

Corporate & Organizational Partners



1,600

Colleges & Universities Involved



6,700

Community Outreach Projects



62,000

Participating Students



7,300,000

Student Volunteer Hours

TEAMS

Each individual institution may have only one Enactus team. It must be noted that individual country operations may have additional membership criteria, which would be communicated to teams where applicable. Once new teams are added to the network, there are intentionally very few rules or procedures established at a global level for how these teams should be organized and structured. This flexibility allows each institution to structure its team in a manner that best fits its faculty, student and community needs. Each team has complete freedom to adopt rules and procedures to govern its own activities, beyond those outlined in this handbook, as long as they are consistent with the Enactus Membership Guidelines.

FACULTY ADVISORS

In order to be recognized by Enactus, each team must have a Faculty Advisor. To qualify as a Faculty Advisor, candidates must be employed by the college or university they represent. No restrictions are made as to the specific nature of the applicant's role at the institution they represent. Each team may have more than one Faculty Advisor. All Faculty Advisors should be registered at www.enactus.org. Teams with multiple advisors often select a primary advisor. Upon participation in an Enactus Regional or National Exposition, faculty advisors are given the title of Sam Walton Fellow.

STUDENTS

Any person officially enrolled as a graduate or undergraduate student at a college or university, whether full or part-time, is eligible to participate in Enactus. Students may only serve on the team of the university at which they are enrolled.

Each individual team has complete authority to establish restrictions or qualifications for membership beyond those outlined above. To be recognized as an official and active student participant by Enactus, students must have invested a minimum of 10 hours and registered online at www.enactus.org

Team Mission STATEMENT

“We are students creating value, making a difference, and proving the possible”

We are students

The defining factor setting an Enactus team apart from the average non-profit organization is that it is run completely by students. In a world which often underestimates the capabilities and motivation of students, we aim to define what “student” means. We believe that being a student is about much more than simply paying tuition, attending a class, or purchasing textbooks. “Student” instead can represent the ideal identity of any employee or participant in achieving a common mission. Students carefully study a situation, seek wisdom and input from experts, and exhibit a passionate impatience to use what they learn to make a difference in the world around them.

We Prove the Possible

There are two main points behind this; (1) The description of “Student” above is not frequently one that is observed. Many people doubt not only the capability of students but their level of motivation to act as positive agents in the world around them. In fact, many students are educated in a manner that teaches them they will need to use what they learned in the classroom later on in their careers but not yet. We seek to show the world what a small group of students are truly capable of so that we might inspire other students to do the same. (2) As students, we look at the world around us in a different way. We see potential. We are the team where when others see a pile of earth, we see 90% of what it takes to build a home. Where others see high unemployment we see an opportunity for education and retraining. Where others see hopeless destruction and poverty, we see a strong, close-knit community ready to rebuild. And thus, where others can only see the impossible, we not only see the possible, we prove it. And we do it by thinking bigger, innovating, and building on strengths.

We Create Value

You may be familiar with the phrase “going beyond the bottom line” when it comes to organizations such as Enactus. The concept of value creation is built upon the engagement of an organization with the market as related to non-financial factors in the organization. For example, people, innovation, ideas, the improvement of quality of life we deliver to our audiences, motivation, and more are all such factors.

We Make a Difference

The value we create through our projects is designed to positively impact our audiences. We bring purpose to entrepreneurial action, using it as a tool to improve livelihoods. This commitment makes it clear that all of our operations should directly deliver such a result or further support our capacity to do so.

CODE OF CONDUCT

Enactus expects participants to treat one another and all people with dignity and constant respect. We will value the differences between diverse individuals from around the world. Abusive, harassing or offensive conduct is unacceptable, whether verbal, physical or visual. This consideration would prohibit any member at any time from physically or verbally abusing another person; from speaking negatively about other network members while representing themselves as an official member of the network; from using profane language or vulgar gestures; from demeaning or belittling another person or making derogatory comments about his or her race, sex, religion, age, disability, national origin or sexual orientation; and from engaging in conduct intended, or so reckless as to be likely to cause harm to another. Enactus expects all participants to demonstrate honesty and integrity in their statements and actions. All participants shall adhere to the ideals of honesty, fairness and “doing the right thing” without compromise, even when circumstances make it difficult.

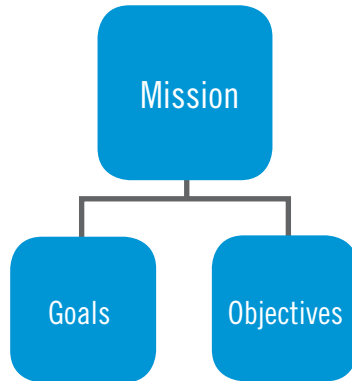
At La Sierra University, all Enactus members have a responsibility to act with integrity and as ambassadors of La Sierra University at all times. This includes a strict adherence to the university drug and alcohol policy and other standards outlined in the La Sierra University student handbook when on and off-campus. Members are also expected to hold themselves to a high standard of academic performance and citizenship as students of La Sierra University. Being placed on academic or citizenship probation by La Sierra University or found in violation of the above code of conduct may result in actions ranging from a limitation of access to certain membership benefits to dismissal from the La Sierra University Enactus Team.

We are students creating value, making a difference, and proving the possible. We don't just participate in Enactus, we practice it. Our team stands as a demonstration of what students are capable of, and that begins with each of us. Our individual decisions, actions, and the way we treat one another guides the way we grow as a team and impact our community. When people see what just a few La Sierra University students are capable of, they will see just what is possible for students all over the world.

#PracticeEnactus

Building The Team

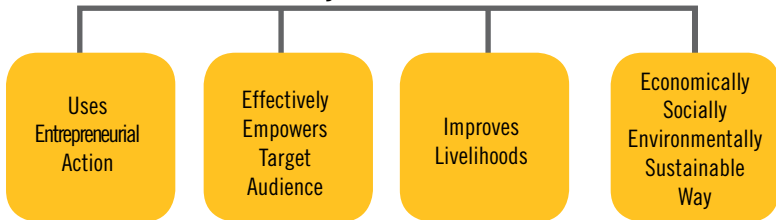
ENACTUS TEAM MODEL



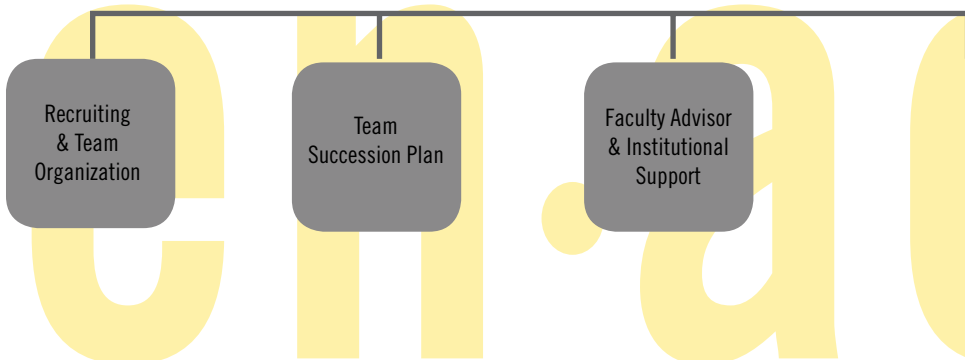
Enactus Project Criterion

Using entrepreneurial action to empower people to improve their livelihoods in an economically, socially, and environmentally sustainable way.

Project Elements



Team and Program Sustainability



Recruitment

PARTICIPATION IN ENACTUS IS NOT LIMITED TO BUSINESS STUDENTS

Enactus is a community of people who have committed to making human progress our business. When more students participate on an Enactus team, more transformational experiences will be created and more lives will be changed.

Participation in Enactus is not limited to students in business studies. You should make an effort to recruit members from outside the business school. These members will bring a fresh perspective and valuable skill sets to the team.

Academic institutions are dynamic environments. Every year, valuable Enactus students graduate while other students begin their journey through higher education. This constant turnover means that recruiting new members is a never-ending necessity that requires constant attention. Your strategy should entail of actions to take throughout your Program Year to add new students.

To help with your student recruitment, Enactus World Headquarters is launched a global campaign that you can implement on your campus. Visit enactus.org/campusresources to learn more about the campaign and download recruitment materials and resources.

Team and Program Sustainability

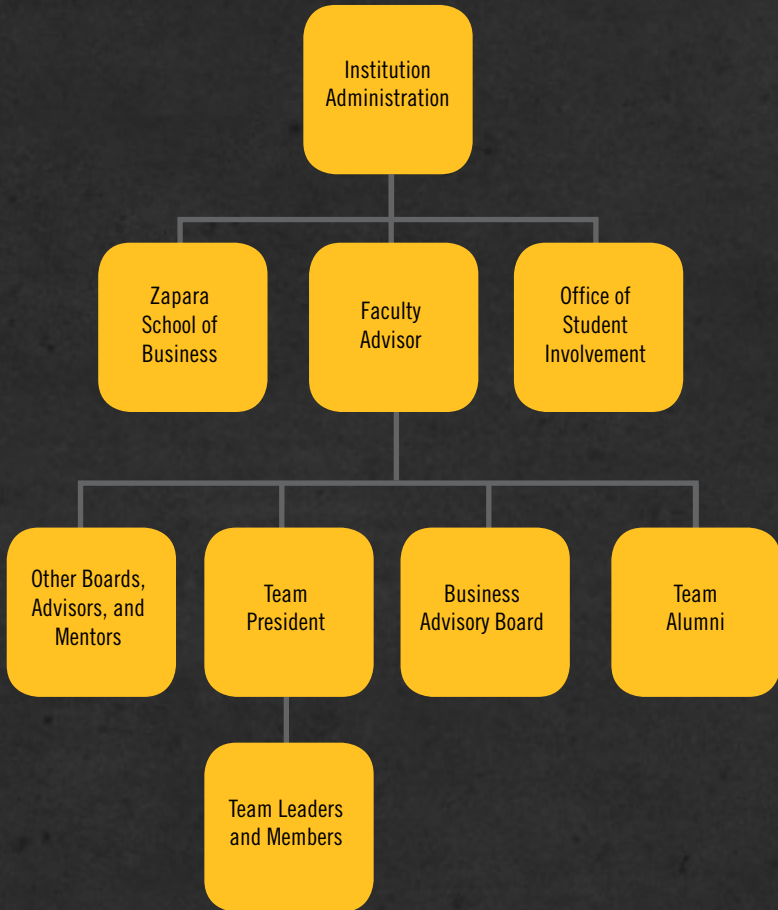
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graph TD; A[Alumni & Business Advisory Board] --- B[Funding]; B --- C[Media];
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Alumni &
Business
Advisory Board

Funding

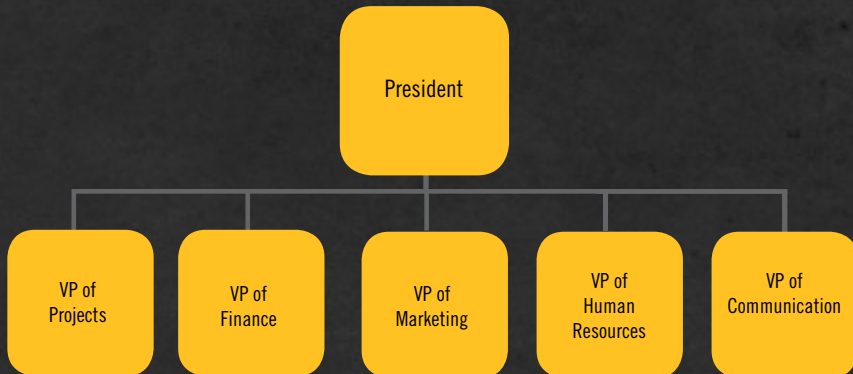
Media

SUPPORT STRUCTURE



Note: The structure above outlines positions of support in relation to the Enactus Team. It does not necessarily reflect the team's operational structure. The Team President and other team leaders are responsible for management of the team. Institutional support includes guidance, mentorship, motivation, and support for a fully functioning and successful team.

TEAM STRUCTURE



The Enactus Team President is the lead communicator, manager, and supporter of the Enactus Team and its operations. The President develops strategic, team-level approaches to achieving the mission, vision, and operational objectives of the team. The President will advise and mentor other team leaders, motivate members, and lead movement towards the team vision. The President works closely with the team's Sam Walton Fellows and University Administrators to support the development of the team and its operations.

The VP of Projects oversees the team's projects and related operations. They mentor individual project directors and teams and ensure projects are designed, managed, and measured within the guidelines of the team's project development process.

The VP of Finance is responsible for the development, monitoring, and management of funds and resources. Fundraising teams and donor relations are managed under this position.

The VP of Marketing manages the strategic direction, branding, messaging, and related planning of the products, services, and experiences created by the Enactus Team. They facilitate alignment between the team's mission and brand and the team's operations.

The VP of Human-Resources is responsible for managing and directing initiatives associated with the recruitment, selection, training, development, evaluation and overall experience of Enactus team members. They will also work closely with the team's Faculty Advisor(s) to engage members in professional development opportunities and the Enactus Career Marketplace.

The VP of Communication is responsible for managing and directing the team's internal and external communications. Their team is responsible for multiple communication tools including OrgSync, social media accounts, and the team website. They will also work closely with the VP of Marketing to create effective communication and content strategies.

Enactus Team Index

Each year, Enactus sends each team its index score, based on its alignment with common and recommended characteristics of successful teams. Each item listed is valued at one point.

$(\text{Total Points Earned} \div \text{Maximum Possible Score (40)}) \times 5 = \text{Team Index Score}$

1. Institutional Support: Quality Faculty Advisor

- Faculty Advisor meets all qualifications and is officially recognized by the country operation
- Faculty Advisor is motivated and involved with one of the following: team operations, team projects, sustainability elements, or meetings/events
- Faculty Advisor is motivated and involved with two or more of the following: team operations, team projects, sustainability elements, or meetings/events
- Faculty Advisor effectively and timely communicates with the Enactus office including response to inquiries and submission of reports
- Faculty Advisor plays a key role in institutionalizing the program (examples: offering Enactus as a course for academic credit, ensuring Enactus is acknowledged as a key extracurricular activity, engaging multiple academic disciplines within the program, championing Enactus to the administration, faculty, staff and students of the institution, etc.)

2. Institutional Support: Quality Administrative Support

- Administration is aware of Enactus.
- Administration participates in the team's projects and/or attends Enactus event(s)
- Administration has a representative serving on the team's Business Advisory Board
- Administration offers financial assistance (including meaningful in-kind contributions)
- Administration considers Enactus an integral part of the institution (examples: offering Enactus as a course for academic credit, ensuring Enactus is acknowledged as a key extracurricular activity, engaging multiple academic disciplines within the program, championing Enactus to faculty, staff and students of the institution, etc.)

3. Student Leaders/Success

- Team membership comprises of at least 10 active students
- Team membership comprises of more than 40 active students
- Team has clearly structured its leadership positions with well-defined roles, responsibilities, and accountabilities to its membership
- Team has several strong student leaders that have done one or both of the following: built enthusiasm for Enactus on campus and/or developed a realistic succession plan to ensure the sustainability of their team
- Students readily participate in or take advantage of noncompetitive professional development opportunities (examples: career access initiatives, special initiatives, Top to Future-Top Forums, etc.)

4. Program: Overall Projects

- Projects fulfill the Enactus judging criterion
- Team conducted a needs assessment for projects to determine the relevant factors and target audience
- Team created specific project plans to transfer knowledge and/or skills to each project's target audience
- Team identified and tracked key performance indicators (KPIs) to measure the increase in quality of life and standard of living
- Team developed timelines for project completion and sustainability measures

Prove the Possible

LET'S MAKE OUR TEAM BETTER AND STRONGER EVERY DAY!

What can a student do to change the world? In our team, this question drives us to push ourselves far beyond what we may think we are capable of. We take on some of the greatest challenges facing our local community and world today, striving daily to be more and do more. And this same drive to make a difference must exist not only through our projects, but our team as a whole. As members of the La Sierra University Enactus team, it is our responsibility to share feedback and ideas, take corrective action when we cause harm, and encourage one another to keep moving forward.

Recognizing that the team, its interests, and its strengths may change over time, flexibility is provided in the design of our team structure. The President of the team, who is ultimately responsible for the effectiveness of all team operations, may adjust team structure and opportunities for official positions as needed to support the team.

Do you see an area of team operations that are working perfectly or could use some work? Share your feedback with team leaders and Faculty Advisors and think about how you could contribute to strengthening those areas of the team. We believe that if we can envision what is possible, we have a responsibility to help make it happen - to "Prove the Possible."

Enactus Team Index

5. Financial Sustainability

- Team has well-defined plans for funding operations and activities
- Team has funds available for current projects
- Team has funds available to sustain itself for at least one year without the need to fund raise
- Team has built a strong enough support base to sustain the program for multiple years in advance
- Team utilizes a financial reporting system to maintain financial accountability

6. Business Advisory Board

- Team has established a diverse Business Advisory Board
- Business Advisory Board is comprised of at least 5 members
- Business Advisory Board attends events to show their support of team's efforts
- Business Advisory Board is involved with projects (planning, implementation, funding, etc.)
- Business Advisory Board is involved with team operations (networking, advice, funding, publicity, etc.)

7. Representation at Enactus Events and Competitive Initiatives

- Team actively works with their respective Program Manager to prepare for Enactus events
- Team attends mandatory training and/or leadership event(s)
- Team participated as an observer or competitor at an Enactus competition
- Team participated as a competitor at an Enactus competition
- Team participated in optional special competitive activities (Individual Topic Competitions, Special Competitions, Top to Future-Top Forums, etc.)

8. Competition Results

- Team finished 3rd place (2nd Runner-Up) [only applicable to competitions including 150 or more teams], 2nd place (1st Runner-Up) or higher at regional competition (where applicable) OR 3rd place (2nd Runner-Up) or higher at opening round of national competition
- Team finished 2nd place (1st Runner-Up) or higher at Semi-Final Round OR in Final Round of national competition
- Team received multiple awards for individual topic or special competitions (single award qualifies where only one individual topic or special competition exists)
- Team won National Championship
- Team advanced to Semi-Final Round of competition at the Enactus World Cup

BE CREATIVE

When it comes to your projects and activities in the team, a little creativity can go a long way, particularly when resources are limited. Are you facing a tough obstacle in developing a project, planning an event, or recruiting new members? Identify the resources you have to start with and see how many creative ideas your team can design to use them. In 2013, our team used a broken printer and \$10 worth of brown paper lunch bags to create gift bags for over 100 potential new team members.

The background of the entire page is a close-up, slightly blurred image of several brown paper lunch bags. Each bag features the Enactus logo, which consists of a stylized yellow star or arrow shape pointing upwards and to the right, followed by the word "enactus" in a dark, lowercase, sans-serif font. The bags are stacked, with the one in the foreground being the most prominent.

enactus.

Funding

One of the traits that sets Enactus apart from many other organizations is that Enactus does not charge students or teams for their involvement in the organization. It is very likely however that your team will have a need to seek funding sources throughout the year to accomplish your goals and objectives. Since most teams are self-supporting, the necessity for fundraising often falls upon the shoulders of the team members. The decision to conduct entrepreneurial activities or solicit donations should be driven by the need to finance your team's outreach efforts and operational expenses. To help you with your fundraising goals, there are several approaches that have been successful in Enactus teams.

1. Institution

- Most student government associations save a block of funds to allocate to student groups for travel or team projects. Pursue this avenue when you register your team as an official organization at your institution. Keep in mind that it is better to have these requests filed early in the academic year as funds are limited.
- Discuss with your dean, department chair or president the opportunity for your team to receive seed money at the beginning of each year. This approach is often bolstered by effectively utilizing media (the next section of this book) as it strengthens your standing to be able to say that your team is providing a positive reflection within the community.

2. Civic Organizations/Foundation

- To access these groups you might start by asking around your institution to find out which staff members, professors and/or administrators are members of different civic groups. They can take you as a guest to their meetings and help you navigate the funding options.
- There are countless foundations that offer funding options. Almost every corporation has its own foundation that makes charitable contributions. Although it may be difficult to secure funding from a large corporation, companies or organizations within your own community, such as a local bank, may be realistic sources for securing grants.
- Should you decide to pursue grants as a source of funding, it is important for your team to realize that this is often a slow process and you should be diligent in your approach. Seeking funding at multiple dollar amounts from different foundations often makes it more likely that you will obtain one or more grants. It is often most effective for your team to develop a project concept with specific measurable outcomes that you plan to present for grant funding. Don't be afraid to use an idea as a template that you submit to multiple foundations in hopes that one will respond.
- Foundation funding is often a one-time source of support – many foundations do not give annual gifts. Therefore, if you wish to receive a multi-year gift it is important to submit a project opportunity which spans over the course of multiple years with annually measurable outcomes that culminate to a net positive effect over time. (i.e., working with one group of younger students starting when they are first year and seeing them through to graduation; or working with a group of government support recipients to see them through a process of attaining financial independence by attaining a job, utilizing a budget and eventually planning for their future.)



3. Entrepreneurial Operations

- Your institution provides an immediate customer base for small entrepreneurial operations, such as leasing vending machines, setting up a small coffee stand/shop, or selling concessions at athletic or other social events. Make sure you gain approval from your institutional administration before setting up shop.
- Many times an institution, depending on size, will sign an exclusive operations contract with a particular company (such as the one who runs your cafeteria). If this is the case, you might consider approaching the facility manager about a partnership whereby if they will let you operate such enterprises you agree to purchase merchandise through them.

4. Project Partnerships/Special Competitions

- Enactus United States informs teams of multiple partnership opportunities and special competitions. These often involve support and involvement from large corporate partners such as Walmart, Coca-Cola, Johnson & Johnson, the Campbell's Soup Company, Unilever, and more with funds and competition awards ranging from \$100 - \$10,000 annually.

Criteria Corner

“What makes a project “economically sustainable?”

This is a reference to whether or not a project is economically viable. Economic factors in an Enactus project may include: empowering others to increase the profitability of their business, empowering others to improve an existing business, developing new entrepreneurial ventures to increase revenue and profit for others, and illustrating that project participants have increased their personal wealth or financial management capacity.

Team Succession Planning

Each year team membership numbers tend to fluctuate because of member graduation and recruitment efforts. To ensure a quick and efficient start to the academic year, teams should create a team succession plan. The object of the plan is to ensure that the students who will be returning next year understand the team's goals, objectives and methods well enough to continue the team's momentum.

Some of the key ideas of the plan include:

- Determining next year's leaders early enough that they may be properly trained by the current leaders.
- Creating a shadowing or mentorship program for members who would like to be in a leadership role.
- Recruiting younger members (first-year and second-year students). This strategy can add stability to team membership.
- Creating a yearly transition notebook.

Yearly Transition Notebook

One of the most important tools your team can create for sustainability is the yearly transition notebook. Think of this document as a blueprint for your team. If someone who knew nothing about your team picked up this document, they should be able to immediately understand what your team is about.

Some of the items the notebook should contain:

1. Team organizational chart
2. Tentative calendar of events
3. Full summaries of ongoing projects
4. Copy of most recent annual report and competition presentation
5. Tentative dates and deadlines for items due to your Enactus Country Office
6. Contact information for the entire team and all groups associated with the team (BAB members, important institutional contacts, funding contacts, Enactus Program staff contact information, etc.)
7. All team financial documents
8. Team guidelines and bylaws, if applicable

“The object of the plan is to ensure that the students who will be returning next year understand the team’s goals, objectives and methods well enough to continue the team’s momentum.”

This notebook should be updated at the end of each academic year, preferably at the year-end meeting of the team leaders. It should remain in the team office, with the Faculty Advisor or with the incoming team leader or president. The notebook will become particularly important if your Faculty Advisor does not return or if the majority of your team graduates. In this situation the following items become essential to the continuation of your team:

1. Names and contact information for team supporters within the college/university.
2. All information associated with the team’s financial support (money that must be requested from the college/university, team donors, all fundraising projects, etc.).
3. Business Advisory Board contact information. Your Country Leader or Program Manager should be available to assist you with this transition.

Designing an Effective Leadership Selection Process

In the La Sierra University Enactus Team, we work to effectively communicate opportunities for and expectations for leadership positions. Different from a student club model where the team maintains a set of positions and holds elections to fill such positions, we set a series of training and eligibility requirements for positions created by the team President. As the President is ultimately responsible for team operations and the functions needed to engage in those operations, she or he may adjust the team leadership structure to supplement their individual capabilities. The President may appoint leaders who have been identified as meeting all eligibility requirements. The position of President is unique in that final determination of the individual to hold this position is at the discretion of the Dean of the Tom and Vi Zapara School of Business. To assist the Dean in his or her decision, the team has established a process of leadership applications, interviews, and a potential presentation to and vote of confidence by Official Members of the team.

Many Enactus Teams struggle with transition of leadership due to the busy nature of the end of the academic year. This is particularly difficult as our own academic year begins several weeks after that of other teams. To ensure a smooth transition between leaders and avoid the difficulty of starting team-building processes each Fall, in 2014 our team established an “Incoming President” position to be filled each year before the end of the fall term.

The Faculty Advisor

Without question, a driving force behind a 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 to the work force. Most 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.

Requirements for Faculty Advisors

In order to be recognized by Enactus, each team must have a Faculty Advisor. To qualify as an advisor, candidates must be employed by the academic institution they represent. In some countries, additional requirements may exist such as Faculty Advisor application interview or administrative support letter. Please contact your Program Manager for certified requirements. 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 team, but there is no limit on the number of advisors. One of them, however, must accept the title of Primary Faculty Advisor. The advisor of a team must be willing and able to guide students in the establishment of an Enactus program and the implementation of quality projects.

The role of the Faculty Advisor is to assist in the activities of the team through encouragement, advice and guidance. The advisor is discouraged from micromanaging the team, though they are 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 include, but are not limited to:

- Provide mentorship to Enactus members
- Regularly attend meetings, fundraising activities and outreach programs
- Provide guidance to the team and evaluate competition presentations
- Prepare Enactus students for competitions
- Serve as an advocate for Enactus on and off campus
- Ascertain that the team has met all requirements, and
- Serve as the primary representative of the team with the Enactus offices.

Involving Your Faculty Advisors

In the La Sierra University Enactus Team, our Faculty Advisors have a deep desire to help students exceed the perceived limits of their own potential. All of our advisors contribute their time to Enactus on a completely voluntary basis, beyond the requirements of their other paid positions and additional responsibilities at La Sierra University. As a result, some team members may feel timid about contacting an advisor or requesting their assistance. However, our Faculty Advisors are eager to support the team in any way possible. Here are a few ways to increase engagement of Faculty Advisors and the comfort of your team members in utilizing them as a resource:

- Invite Faculty Advisors to team-building activities, project work events, and selected social activities
- Arrange for a team social event at the home of a Faculty Advisor
- Send a specific requests to a Faculty Advisor to attend team and project meetings
- Create an agenda slot for Faculty Advisors, particularly in general team meetings
- Use your Faculty Advisor as a key mentor and active participant in team operations. Avoid viewing them as only a safety net for unfinished work or unfilled positions.
- Keep Faculty Advisors informed of team and project progress, proposals, and other developments.
- Encourage new members to engage with Faculty Advisors

Criteria Corner

What makes an Enactus project “socially sustainable?”

This is a reference to anything tied to the well-being of the project participants. Examples of social factors in Enactus projects may include: poverty, equal opportunity for health care, fair and equal treatment and pay of employees, employee development, developing people's success skills, business ethics and reinvesting profit or gains into the surrounding community through sponsorships of other social initiatives.

Business Advisory BOARD

If properly used, a Business Advisory Board can serve as an asset to your team. This group can provide mentorship and guidance for your team, advice on projects, an introduction of your team to other leaders in the community, access to needed resources, and critiques of your presentation before the actual competition.

If your team is having difficulty identifying potential Business Advisory Board members, consider looking at the following groups for candidates:

- Team alumni are a good foundation for your Business Advisory Board. Alumni can provide unique and valuable insights for your team.
- Enactus companies with a presence in your community. You can find a list of Enactus donor companies at www.enactus.org. (Please note that while executives at these companies may be personally involved with Enactus, it is possible that individual company representatives located in your community may not be familiar with Enactus. When you approach these individuals, do not take for granted that they are aware of Enactus. You should be thoroughly prepared to explain what Enactus is to them. For rules on how to contact Enactus board members of these companies, review the “Membership Guidelines” section of this handbook.
- Leading business, educational and civic organizations in your community, e.g., the Chamber of Commerce, economic development groups, Rotary.
- Businesses that would have an interest in and be able to provide guidance for a specific project.
- Members of the mass media.

Did You KNOW?

Enactus Alumni exist in top-tier employment across the Fortune 500. Within its first twenty-five years in Enactus, La Sierra University Enactus alums have gone on to highly competitive careers with KPMG, Walmart Corporate, and more. Enactus members have exclusive access to the Enactus Career Marketplace, special career and networking events during annual training conferences and competitions, and even opportunities to meet top executives from the world's top businesses.

The Role of ALUMNI

As you continue to develop your team, involving alumni is an area with huge potential that is often overlooked. Enactus Alumni can be a tremendous asset to any team.

When students graduate, many of them will change addresses, phone numbers and even e-mail addresses. It is extremely important to collect permanent contact information before they graduate. Developing a tracking system could be as easy as keeping a spreadsheet with a tab for each year. Basic information to track would include name, company, title, preferred address, phone number and e-mail address.

As team members are getting ready to graduate, make sure they log into their online account at www.enactus.org and change their status from “student” to “alumni.” Be proactive in promoting the opportunities for your current team members to stay involved after graduation. Below are some suggestions on how to utilize your alumni. Again, they can be a powerful resource in helping to improve the overall quality and sustainability of your team.

- Invite them to be a guest speaker.
- Recruit them to serve on your Business Advisory Board.
- Ask them to review your plans for the year and brainstorm for new ideas.
- Involve them in your community outreach projects.
- Ask them to review and critique your team's presentation.
- Arrange for them to mentor individual team members.



enactus™

Tips for NEW MEMBERS

Welcome to Enactus! You are about to start what will likely be an exciting and fun new chapter of your student life.

Starting Off

1. Familiarize yourself with the basic concepts of Enactus.
2. Get to know your teammates – who will you be working with this year?
3. Find out what your role in the team will be. What will be expected from you this year?
4. Find a mentor/experienced student in your team who can help you get acquainted with the basics of running a project and the overall team dynamics.

Starting a New Project?

- Find out what financial and human resources are at your disposal within your project team
- Brainstorm on a (local) project need
- Review how your project will meet the judging criterion
- Create an action plan for your project – using the project planning template
- Set clear goals for your project team
- Create a task division

Taking on an Existing Project?

- Make sure to work with your predecessor(s) on a smooth succession
- Review how your project will meet the judging criterion
- Get to know your project beneficiaries and project partners – send out an introduction email
- Set clear goals for what you aim to achieve with the project this year
- Create an action plan

Remember, participation in the team is about your passion and commitment, not only your seniority as a member. So don't hesitate to share an idea or feedback on ways to improve the team or its projects. Our team relies on the fresh perspective of its newest members to keep us creative, motivated, and in-touch with the rest of our campus and community. So jump right in and discover what you are really capable of!

Interested in joining the team but don't know where to start? Membership in Enactus involves students registering with the team, signing up on Orgsync, and creating an account in both the global Enactus network and Career Marketplace. But your journey starts by filling out our three-question member application at www.PracticeEnactus.com. We'll help you every step of the way in registering for and accessing the additional networks and tools we utilize.

EXPERIENCED MEMBERS

As experienced Enactus students, you make up the vital majority of the Enactus student community and play a crucial role, both as mentors and role-models for new Enactus students and future potential team leaders.

Your Role

- Assist in recruiting and orienting new students. Having been part of Enactus in your university for a year or more, lessons from your personal experiences will serve as valuable examples for new students.
- You are the brains and hands behind your projects! With sufficient knowledge of the judging criterion, your projects and competition, your inputs help strengthen the program in your university.

Think About

- Being the battery pack: Motivate your team, especially the new students and assist the team leaders in engaging all members. Remember Enactus is a lot about having fun!
- Contributing with creativity: Keep a keen eye for opportunities to display your special skills – remember, you are a future potential team leader/project manager. Build on your leadership skills by efficiently assisting your leadership team and strengthening your Enactus knowledge.
- Attending training events: Get in touch with your Country Program Manager often and be informed about training events.

Be proactive and make most of these trainings. Grab any opportunities to present, discuss or clarify questions.

- Competition: Think about sharing your past experiences of competition with your presentation team members. As experienced students, actively engage in designing the annual report and presentation script. Use this opportunity to build your network and participate in professional forums.

“Experienced” vs. “Expert”

A truly experienced member knows that there is always more to learn. Particularly at the start of a new operational year, veteran team members should take care to catch up on new developments and changes to the team and its operations. As an experienced member, set an example by eagerly engaging with new information from or changes to the team. Is the team rolling out a new application or training experience? Jump right in with the new team members, even if it isn't required of more experienced members. Always be conscious of the potential to become arrogant when it comes to experience in the team. Don't be left behind after changes and improvements both within your team and Enactus Worldwide.



TEAM LEADERS

As a team leader you will be responsible for the overall success of your team, including leading different project groups as well as ensuring that your team is properly structured and is functioning smoothly. As a team leader you are not advised to serve on a project team, as you will have your hands full with the general management of your team. The team leader serves as a liaison between the Faculty Advisor, the university administration, advisory boards and the rest of the team.

Ideas for First Steps

1. Familiarize yourself with the existing team structure. Who will be responsible for what task in your team?
2. Develop a meeting schedule for the team and the board of your team.
3. Organize a social event for your team to make sure everyone gets to know each other and to develop team spirit amongst the members.

Make Use of Team Resources

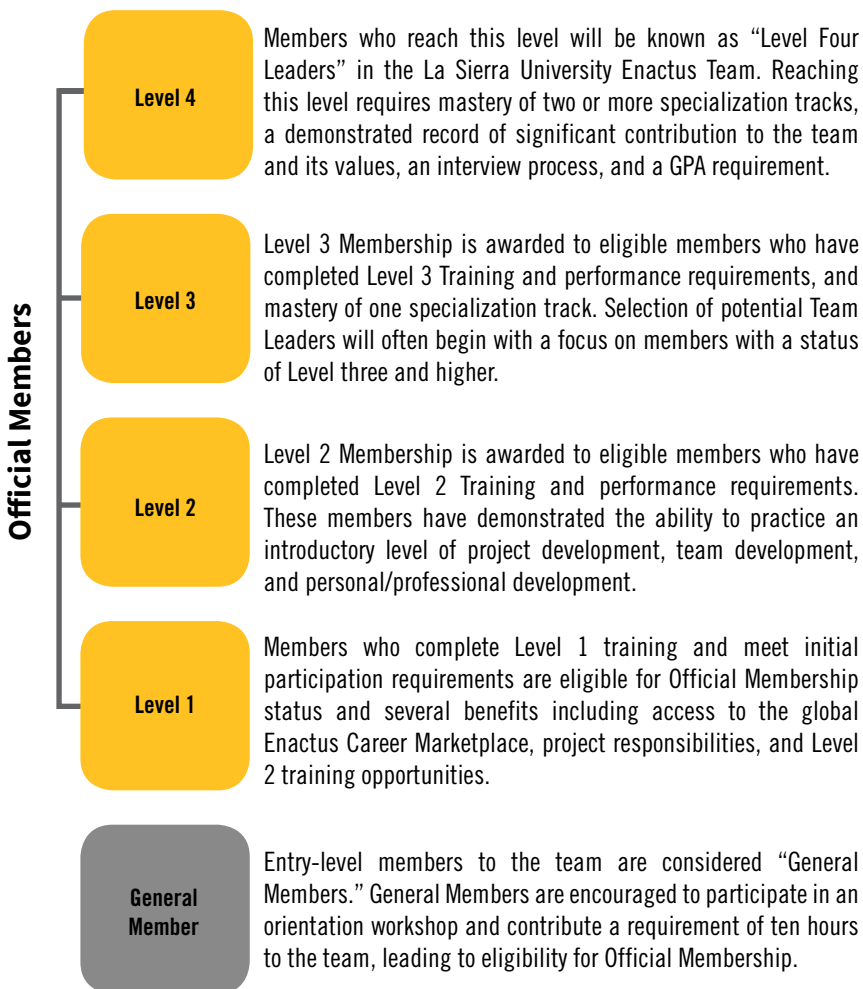
- As a Team Leader it is important that you familiarize yourself with the tools and resources available at EnactusUnitedStates.org and our team website at PracticeEnactus.com
- Learn how to deal with conflicts, motivate others and how to get the most out of your team members using Enactus best practice guides, your Faculty Advisor, and team training opportunities.

Think About

- Finding a Mentor - Make sure you look out for a mentor who can help you in your leadership role. A mentor is someone who serves as an advisor, sharing experience and helping you develop your leadership skills.
- Sharing best practices- Maximize the network in your country and beyond. Connect with other Team Leaders locally, nationally and internationally to share ideas and successes. Go to the Enactus Facebook page to connect with fellow team leaders around the globe.
- Learn how to delegate! This year will be busy and you will have a lot on your plate. Build trust with your teammates by giving them responsibilities for the success of the team.
- Develop an action plan for yourself and for your team as a whole
- Make sure you think about your own succession planning a few months before the end of your academic year to ensure a smooth transition to your successor.

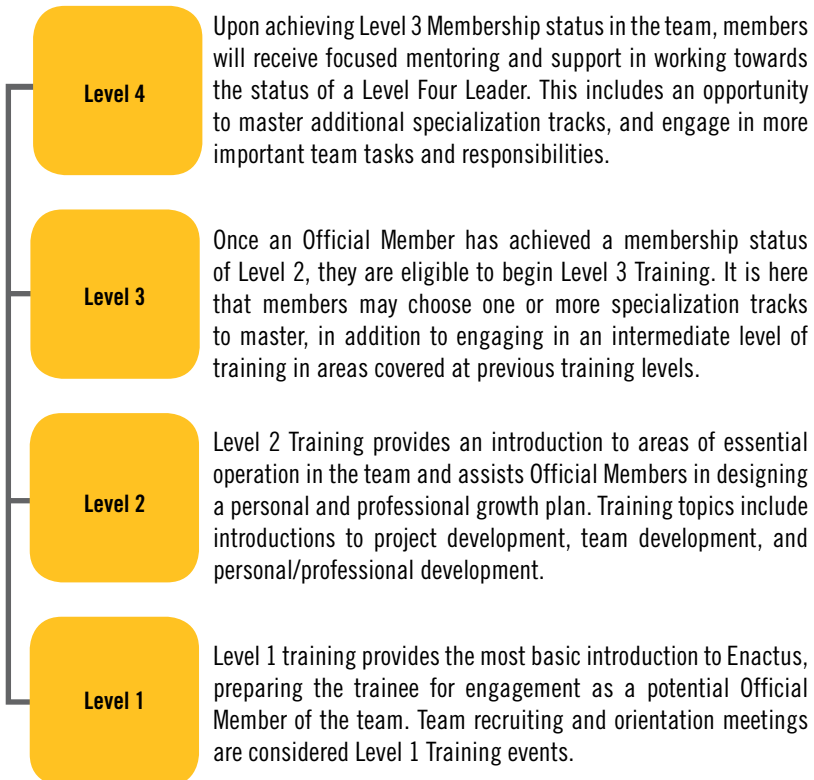
Membership Advancement

In 2014, the La Sierra University Enactus Team implemented a new, tier-based membership and corresponding training structure. This structure is designed to promote engagement in the team and its operations, and facilitate personal and professional growth within each of its members. Additional levels of membership, leadership, and development opportunities may be added in the future based on the performance of this model and available resources.



Training Opportunities

A significant component of membership advancement is the corresponding member training and development program in the La Sierra University Enactus Team. While specific training experiences may change over time, the following categories and training topics should be viewed as a minimum requirement for a successful program. Completion of a particular training level is an indicator of eligibility to ascend to the corresponding level of membership. Note that these training opportunities will often include integration with real team operations. Taking a training workshop on public speaking? You may be asked to develop and deliver a presentation at an upcoming event to put the knowledge into practice.



Upon completion of each training level beginning with Level 2, members may request a Membership Review in which eligibility to move to a higher level of membership will be reviewed and considered.

Career Development

The global Enactus network is one of the most powerful in the world. Take a look at the products you buy and the services you engage with on a daily basis. Chances are the organization behind them is also an Enactus Sponsor or Partner. These organizations engage with Enactus for a number of positive reasons, but the greatest is that Enactus members represent the best business career recruiting pool in the world. Are you taking advantage of this unique opportunity as an Enactus Member? Here are a few ways to start doing so today:

- Be prepared. If you were to meet the CEO of your top employment pick at the next Enactus event would you have a resume in-hand? Is your LinkedIn profile ready to be checked out by Fortune 500 company recruiters? Do you have a professional set of clothes ready to wear if a networking event opportunity came up?
- Keep your Enactus.org profile up-to-date. Enactus shares reports with potential employers with information on your expected graduation date, fields of study, areas of interest, and more.
- Participate in personal/professional development training opportunities hosted by your team or other campus organizations.
- Register on the Enactus Career Marketplace. Ask a Faculty Advisor to assist you in getting started.
- Ask team leaders or Faculty Advisors to provide an accurate title and description of your roles and responsibilities in the Enactus team. Terms like Project Director, Project Manager, and Project Lead are appropriate to use interchangeably based on our team structure if it is of benefit to your professional resume and profile. However, a Project Director should never refer to themselves as the CEO of a project, for example. This would come across as confusing and misinformed to a potential employer as organizations.
- Share your career goals and development interests with team leaders, Faculty Advisors, and those managing Human Resources in the team. They will assist you in developing a plan to engage in useful opportunities and experiences related to your area of interest.
- Participate in Career Fair events at Enactus competitions and leadership conferences. Bring a folder with copies of your resume. Even more impressive is if you research in advance which companies will be represented and you prepare a resume and cover letter specifically designed for your top choices.
- Pay attention to communication from the team, Faculty Advisors, and Enactus United States as they will send out information on new career opportunities, training experiences, and upcoming networking events.
- Not sure where to begin? Set up a meeting with your Faculty Advisor to help you create a plan.

Design for Effective Operations



Adapted From Source: “Building a Performance Measurement System: Using Data to Accelerate Social Impact” A Root Cause How-to Guide by Andrew Wolk, Anand Dholakia, and Kelley Kreitz,

It is essential for teams to invest ample time in planning for a project prior to actual implementation. A good team will investigate all opportunities (as well as risks) with taking on a new project and then create a plan of action that will hopefully lead to successful outcomes. First and foremost, it is imperative that teams understand the performance measurement cycle.

The **Activities and Operations** phase is the motivation and driver for your programs. Within this phase is where brainstorming and planning take place. The first step for a team is to identify projects/initiatives which they may be interested in and see if there is relevance between that project idea and the beneficiaries they may have in mind.

The measurement phase enables teams to track performance using selected indicators. Remember that the goal is to empower people to improve their livelihoods. In order to measure this effectively, teams should think about how they will measure areas such as the following: an increase in income, increase in purchasing power, improvement in overall satisfaction in life, etc. Determining such indicators from the outset will allow teams to measure their impact during all stages of the project.

The reporting phase then allows teams to communicate their performance to internal and external constituents. Throughout the year, teams report their progress to their Faculty Advisor and Business Advisory Board, who in turn provide critical feedback to the students. During the competition, teams communicate their performance to external constituents through their Annual Report and live audiovisual presentation.

The learning phase permits the extraction of knowledge/learning experiences from the data, identifies opportunities for improvement, and enables teams to make data-driven decisions. The learning phase is essential in improving the overall quality of the team's projects.

Finally, the improvement phase allows teams to implement decisions to improve activities and operations in the future.

These phases can be applied to every project and are part of an ongoing effort to improve the overall quality of the team's project portfolio.

Tips for Identifying New Projects

- Learn your team members' individual interests and talents.
- Analyze the needs of your community.
- Get involved in your community and volunteer your assistance.

Criteria Corner

What makes an Enactus project "environmentally sustainable?"

This refers to the environmental impact of a project. Enactus teams should aim to minimize the negative impact on the environment. From the planning stage until the execution of the project, Enactus teams should make the necessary arrangements to ensure that their projects do not harm the environment. Examples include: conduction an environmental audit, profitability of environmentally friendly solutions/materials/products, choosing sustainable materials for new products and processes, and working with biodegradable products and sustainable energy sources.

PROJECT INITIATION

In the La Sierra University Enactus Team, we design our projects for impact and sustainability. This requires a deep understanding of local needs as well as opportunities to build on existing strengths in our community. Before considering a project for official implementation by our team, we establish a series of “Project Initiation Documents.” This process begins with what is known as a “Project Justification Document” or “Project Charter,” leading to a full and detailed “Project Proposal.”

Project Justification Document

This short document outlines the basic concept of a project idea, explains why it is a good fit for the Enactus Team, and addresses potential challenges associated with the implementation of the concept. Information generated through our team’s Project Justification Form is stored in the team’s “Idea Bank” for further research and development.

Project Proposal

Creating a detailed proposal for a project is essential for its implementation, including effectively communicating the details to current and future team members, as well as increasing our capacity to generate supporting funds and resources through grants and private donors. Team leaders, advisors, and other mentors are available to assist in taking a project concept from justification to proposal.

Here are some key questions to consider when developing a concept for a new project:

- Who is the target audience?
- What external organizations are potential project partners?
- What are the economic, social and environmental factors affecting the target audience?
- How will the project address these factors?
- What are the desired outcomes of the project’s target audience? How is the target audience trying to achieve these outcomes currently? What is and isn’t working?
- How will your project empower the target audience to achieve the desired project outcome(s)?
- How will your team use entrepreneurial action in carrying out the project?
- How will achieving the desired project outcomes improve livelihoods?
- How are you going to measure the direct impact of your project?
- What are the potential indirect outputs and outcomes your project?
- What type(s) of media coverage do you anticipate for your project? How will you measure the media impressions?
- What resources are needed to complete the project? What is the project’s budget?
- How will project activity be documented?

Characteristics of Successful Enactus Projects:

- Identified an appropriate target group
- Focused on empowerment of target group
- Utilized entrepreneurial action
- Illustrated an improvement in the target group's livelihoods through empowerment
- Illustrated innovative approaches to using business as a viable solution
- Collaborated with and involved the team's Business Advisory Board
- Defined potential for continuation and possible expansion in the future
- Economically, socially and environmentally sustainable

Focusing on Outcomes

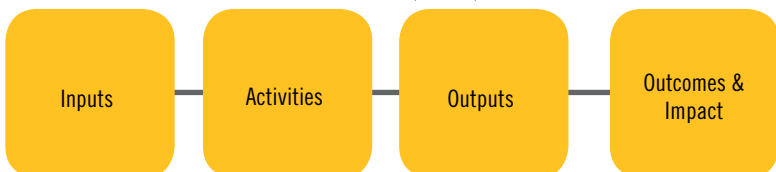
Sometimes, teams present only inputs and outputs as the basis for a successful project. While this type of information is helpful and noteworthy, high-quality and meaningful outcomes are the purpose of implementing our projects. In our team, we use a useful tool known as a “Logic Model” to outline the inputs or resources utilized in a project, the activities we implement using those resources, direct product or output of those activities, and the short and long-term measurable changes, or outcomes and impact that occur as a result of the project.

- Inputs include resources dedicated to or consumed by the program. Examples include: money, students, time, volunteers, facilities, equipment and supplies.
- Outputs are the direct product of program activities and are usually measured in terms of volume or work accomplished—for example, the number of classes taught, counseling sessions conducted, materials distributed and participants served.
- Outcomes are benefits or changes for individuals or populations during or after participating in program activities. They are influenced by a program's outputs. Outcomes may relate to behavior, skills, knowledge, attitudes, values, condition, status, or other attributes. They are what participants know, think or can do; or how they behave; or what their condition is, that is different following the program.

There are three levels of outcomes: initial, intermediate and long-term. Initial outcomes are the first benefits or changes participants experience; often these are related to changes in participants' knowledge, attitudes or skills. Intermediate outcomes are often changes in behavior that result from the participants' new knowledge, attitudes or skills. Long-term outcomes are the meaningful changes for participants, often in their condition or status.

Logic Model

Remember to include the relevant economic, social, and environmental factors!



IMPROVING LIVELIHOODS

Enactus Judging Criteria:

Which Enactus team most effectively used entrepreneurial action to empower people to improve their livelihoods in an economically, socially and environmentally sustainable way?

A livelihood is the means and activities involved in sustaining an individual's life. Livelihoods are fueled by what are known as livelihood assets. These assets represent the wide variety of capital used in obtaining desired outcomes.

Livelihood Assets

Financial Assets

Financial assets are the financial resources available to an individual. Financial assets can be built through access to jobs or creation of income generating activities, but also through individuals gaining access to financial services such as banks or micro-lending. They include (but are not limited to):

- Cash, savings, or liquid assets
- Earned income
- Micro-lending
- Stocks and other financial accounts
- Job creation
- Business creation

Social Assets

Social assets are the networks, groups and relationships people develop. Developing social assets lowers the opportunity cost of other livelihood assets, as trust and respect make working together easier. Social networks facilitate innovation, improved management of public goods and economic relations. Examples include:

- Community Building
- Networking and Relationships

Natural Assets

Natural assets are the natural resources used and consumed in creating livelihood. Projects supporting natural asset development should focus not only on building up natural resources, but take a broader view of how those resources are used, and the transforming structures in place. Examples include:

- Natural Resources (land, air, water)
- Waste Management
- Biodiversity

Physical Assets

Physical assets comprise the basic infrastructure and goods necessary to support a livelihood. The opportunity cost of not having access to physical assets often affects other areas of livelihood assets such as education and financial assets.

- Shelter
- Water Supply & Sanitation
- Access to consumer needs
- Transportation
- Clean Energy

Human Assets

Human assets are the skills, knowledge and ability to work and pursue different livelihood strategies. This asset is required for the individual to make use of any of the other assets. Supporting the development of human assets will only work with buy-in from the people affected – if people are willing to invest in themselves through training sessions, schooling, and professional/personal development.

- Job Skills
- Leadership Development
- Education

Measurement Tools

When actually measuring project impact, you can choose to design methods that provide a qualitative or a quantitative evaluation. The evaluation methods you use for each project should be decided during the planning process, before the project has actually started.

Qualitative measurements are rooted in direct contact with individuals involved in the program. They might include items such as interviews or testimonials from project participants, Business Advisory Board members or other community partners involved.

Quantitative measurements translate experience into units that can be counted, compared, measured and expressed statistically. They might include items such as pre- and post-exams, goal achievement and documentation, or observation guides/ratings.

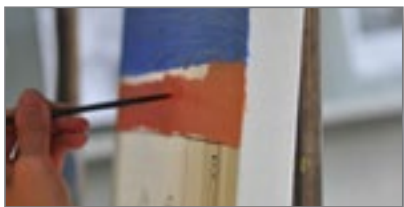
Using a mix of qualitative and quantitative measurements, each team should be able to answer the question, “Was this project successful?” and prove it. It is critical that you prove how you have empowered people in need to improve their livelihoods.

If for example, the results of a survey prove positive change in the target audience’s knowledge or skill set, then the question you should ask is... what then? How did these people apply that knowledge to improve their own lives, and how can it be measured effectively?

Keep in mind that longer-term outcomes are the more meaningful changes for participants. Therefore, it is important for teams to continue to measure the impact of a project even after it is completed.

PROJECT Examples

Around
The
World



Australia

In Australia, 60 percent of disabled people are long-term unemployed, and artists with disabilities make up only ten percent of the professional art industry. When students at the

University of Sydney learned this, they saw opportunity to change lives. They created The Sight, a project in which they organized a series of workshops where art tutors mentor participants to refine their skills. They learned how to auction off their work and rent it to local businesses, resulting in 32 pieces of art sold or rented and \$31,500 in revenue. The team has also generated media buzz with their efforts. An Australia television channel wants to create a documentary about the project and one artist is negotiating a book deal.

Canada

Memorial University saw opportunity in bottle collectors in their Canadian community through a project called Bottlepreneur. Before the project, collectors would dumpster dive for recyclables, making \$4.00 an hour. The team helped these people set up a business collecting recyclables as an alternative to traditional recycling methods, which only pick up biweekly and do not take glass. Using marketing and improved transportation, the team helped participants increase their earnings to twice the minimum wage and collect over 1.8 million containers in a single year.

China

An Enactus team in China found a way to solve pollution problems, teach sustainability and empower a community. The Beijing Normal University in Zhuhai noticed a body of water that was being polluted by nearby hog pens. They found plants that purified the water to a usable grade for community members. Because of their project, field production and livelihoods in the area have improved.





Ireland

A team in Ireland is pairing older residents who need help around the house with college students who need a place to live. The University College Dublin Enactus team created Generation Accommodation to help older people by providing them socially engaged students to live with. The students offer security, help around the house and friendship. The project has gotten press in Ireland for being a unique innovation accommodation service.



Japan

Through Project Hana-wa, Enactus students from University of Shiga Prefecture in Japan are helping the mentally disabled maintain jobs. The students create flower planters out of recycled materials. Then, they teach the participants how to maintain the plants. People lease the planters for a monthly fee that includes maintenance costs. The project creates steady income for the mentally disabled and helps them gain independence and build friendships through their work.

Mexico

Students in Mexico learned that 40 tons of solid waste was being mishandled and contaminating local water per day. Because of this, the Enactus team at Technological University of the Mixteca saw opportunity to teach workers to recycle. Through their project called Kuili, workers' incomes increased by 375% and they have been able to correctly process 10,174 tons of waste so far. The project ensured health and safety to 70,000 people who are no longer exposed the contaminated water.

Did You KNOW?

In twelve Enactus (SIFE) World Cup Competitions from 2002 - 2013, the United States was recognized as World Cup Champion a total of three times. La Sierra University was selected twice within that period to represent the United States, winning the entire World Cup Competition both times. Our team strives to serve as an example for others, that even a small institution with limited resources can combine the passion and creativity of its students with the support and encouragement of its community to achieve lasting impact.

COMPETITION

Overview

The Enactus program year ends with an annual competitive event. This process provides teams with the opportunity to present their outreach efforts to a panel of judges who evaluate those efforts and determine which teams had the most impact improving the quality of life and standard of living for members of their community. This competitive process creates a “best-practice” sharing environment and fosters a healthy spirit of competition, which encourages and rewards excellence.

Every country that operates a Enactus program, at minimum, organizes a national competition, from which one institution is named national champion and advances to compete at the Enactus World Cup. Countries that operate large Enactus programs may host a series of regional competitions to narrow down the number of teams eligible to compete at their national competition. In every country around the world, and at each level of the overall competition, the format, rules and judging criterion remain the same.

Enactus World Cup

The National Champion Team from each country will be invited to compete at the Enactus World Cup. This competition allows teams to showcase their achievements in the most recent Program Year and enables an opportunity for best practice sharing. Similar to other competitions, the judges will determine which team(s) did the best job in fulfilling the criterion. The winning team will be named the Enactus World Cup Champion.

Criteria

Corner

Enactus defines “entrepreneurial action” as taking the opportunity to use sustainable business and sound economic practices to develop innovative business models based on risk, commitment, and a willingness to follow through. Examples of entrepreneurial action are: thinking creatively, pioneering new approaches and designs, using innovative solutions, engaging in a process of constant adaptation and learning, developing new opportunities, and establishing new projects and/or partnerships.

Entrepreneurial action speaks to the manner in which projects are developed and delivered, not necessarily a call to create entrepreneurial ventures. Entrepreneurial action should result in the demonstration of creativity, innovation and an entrepreneurial culture through the team's efforts.

The Presentation Team

In the La Sierra University Enactus Team, we view the annual competition process as a celebration of what our team and students around the world are capable of. It is an opportunity to inspire others and to ourselves be inspired by the hard work of the nearly 1,500 Enactus teams. To represent the hard work and values of our own team, our university, and local community, we form a group of students known as our Competition Presentation Team. This team normally consists of five to six presenters, a Presentation Team Coach, and a small support team responsible for producing a printed annual report, presentation media, and equipment management.

Working with other team leaders and members, faculty advisors, and mentors, the Presentation Team crafts a 17-minute experience to be judged by business leaders and executives from around the world. More than simply a memorized script, the presentation should capture the passion, personality, and work of the Enactus team as a whole.

Live Presentation

Each competing team will have a 25-minute time block for its live presentation. The League Coordinator will keep the official time. After the League Coordinator has formally introduced the team, the time will be precisely divided as outlined below.

Set-up: 3 Minutes

The team will have a maximum of three minutes to distribute the Annual Reports for judges to review prior to its presentation and to set up presentation equipment (start computers, power-up projectors, check lighting and sound, etc.). Remember: once the team has tested the equipment, projector lenses must be covered, no images or text are allowed to be projected and no music or sound effects are allowed to be generated for the remainder of the set-up period.

Live Presentation: 17 Minutes

The team will have a maximum of 17 minutes to give its actual presentation.

Judges' Question and Answer Period: 5 Minutes

There will be a mandatory five-minute question and answer session for the judges. During this time, projector lenses should be covered, no images or text should be displayed and no music or sound effects should be generated. Please note that any time remaining from the 17-minute live presentation will not be added to the mandatory question and answer session.

Competition Progression

As the United States has the largest number of teams of any Enactus country, its competition process is highly rigorous. In each round of competition, teams are put into leagues of five to ten teams each. League judges attend each presentation in their league, selecting one, or in early rounds, multiple league champions. This process continues at the Enactus United States National Exposition each year until a round of the top twenty teams, followed by the top four are complete, resulting in the selection of one team to represent the United States at the Enactus World Cup.

In any team or organization, it is important to celebrate success both large and small. Each year, our team has the opportunity to look back on every challenge faced, every obstacle overcome, and every life transformed. To share this story and learn about the journey of other teams like ours is one of the most exciting parts of the Enactus experience.

The original latin root definition of “to compete” means “to struggle” or “strive together.” This certainly reflects the experience of individual Enactus teams throughout each year, including the annual judging process. But there are several additional benefits beyond the exciting opportunity to win an Enactus World Cup trophy.

Benefits of Competition

- Networking with business executives
- Sharing best practices and making connections with other Enactus teams
- Participating in special professional development activities during the competition
- Celebrating your story of how you've impacted lives
- Obtaining meaningful feedback from judges who represent an array of experiences and industries.
- Developing the cohesiveness and spirit of your team

Participation in the competition process is also an effective training experience impossible to replicate in a workshop or orientation session in the team. Members return from a competition event feeling more energized and ready to take things to the next level than ever before.

Enactus is a unique organization now only due to its volume of student-based teams around the world, but also its powerful network of corporate donors and sponsors. Partners including Unilever, Johnson & Johnson, Walmart, Coca-Cola, and more provide funding and support directly to hundreds of teams through special partnership projects. And more than 100 chief executives from Fortune 500 companies serve as judges during the final rounds of competition. Where else can students have the opportunity to present their projects to a convention center full of thousands of people and the CEOs of organizations they would love to work for? On multiple occasions, La Sierra University Enactus members have received job offers and recruitment calls during and following participation at an Enactus Regional, National, or World Cup Competition.

Regional and National Competition events, as well as Leadership Conferences and additional Enactus events throughout the year also feature exclusive career fairs for Enactus members. Enactus sponsoring organizations view the Enactus experience as a unique and perfect preparation for fast-track careers with them.

Enactus is NOT

- Enactus is not a competition about which team recruited the most students, raised the most money, received the most media coverage, etc. These activities are only relevant to the degree that they enhance the team's ability to fulfill their primary mission of creating economic opportunity for others.
- Enactus does not require teams to conduct projects abroad. Although it may be impressive to see that teams are able to impact those outside of their home countries, this mere international activity should not automatically warrant the team additional points. Your focus should always be on the need, relevance, depth, and meaningful impact of the project – regardless of it being abroad or in their home countries.
- Enactus is not necessarily focused on the input or output from teams. Rather, competitions allow them to illustrate their focus on the high-quality and meaningful outcomes of their projects.
- Enactus is not focused on inflated results or numbers – quality and depth of impact, outcomes and reach are more valuable.
- Enactus is not a speech or presentation contest. Our competitions are not focused on who gave the best speech or which team had the best group of presenters. It is also not a contest on the best audiovisual effects or most creative annual report.
- Participation in an Enactus team is not limited to business students. Teams are encouraged to recruit members from across their campuses.
- An Enactus team is not a club. Student-run teams design their structure and operations as a real-world business or non-profit organization.
- Avoid focusing an Enactus project on benefiting only the members of the team itself or students at the university. Enactus is not the place for recruiting members or resources for multi-level marketing businesses.
- Enactus is not primarily a pool of general volunteers to implement the operations of external organizations. While the team does engage in small service opportunities for the purpose of community engagement and team-building, project-based work with external organizations should be designed as a partnership.

Communication GUIDE

Effective communication is instrumental in the success of our Enactus team. Whether it be when sharing the results of our operational year in the annual competition process, to recruiting new team members, to sharing project updates, to even the way we speak to one another in social settings, membership in the Enactus is part of your identity. This means that as a member, you are always representing the team and its values.

It is important to the team that individual members have means to access and engage with team communication tools and content. Our primary tool, serving as a hub for communication within the team and with the community, is our team website at www.PracticeEnactus.com. It is the responsibility of team leaders to ensure that membership application information, the team calendar, and project information are accurate and available on this website.

The team also uses social media as a means of providing information, managing campaigns, recruiting members, and funneling target audiences towards actionable content on the team website. Team members are encouraged to actively share such content and assist in its generation through posting comments or photos with the hashtag #PracticeEnactus. Selected members and team leaders are also trained to represent the team in an official capacity and given administrative access to specific accounts.

Members with a desire to share feedback or ideas regarding team operations are strongly encouraged to contact a team leader and/or faculty advisor. And accordingly, team leaders should provide adequate time in team meetings and make themselves available to members seeking such an opportunity. It is important for our team to develop and maintain a culture which celebrates ideas and feedback.

With most Enactus projects and overall team operations, the development of attractive print and online materials, campaigns, and messaging consistent with the team's brand and values are useful outputs contributing to our success. Pay attention to the processes and guidelines required by the team, Enactus United States, and La Sierra University when developing such materials and content. Seek input and assistance from team leaders who manage marketing and communication strategies in the Enactus team.

As a member of the Enactus team, you are responsible for regularly accessing team updates and information. Members are expected to check their e-mail accounts and the team website regularly for important information.

When representing the Enactus team online and through social media, the following guidelines should be utilized to facilitate healthy communication in both professional and personal capacities:

The Internet is a Public Space

Consider anything you post, both work-related and personal, to be viewable by any member of the public before you post. Create content to help audiences find and engage with you. With social media, you are what you post. Consider this regularly.

Know Your Audience

Each account and post should have a clearly defined purpose and target audience. Take time to plan the type and quality of content needed to connect with that audience.

Be Accurate

Always make sure you have complete and accurate information before posting. Contradictory or inaccurate statements can damage the image of the team and weaken the relationship with the target audience.

Be Accessible

Creating a social media account does little to benefit the team if it is not active frequently and consistently. Posts and replies should occur at least once every two days. When used properly, social media can be a powerful engagement tool.

Monitor Comments

Most social media accounts allow for administrators to review and approve comments before they are published, but in other cases, it is important to regularly review such comments. Utilizing search engines, keywords, and “tags,” one can also review what others are posting about you.

When in Doubt, Ask

You may not always have the answer. Know when to refer to a qualified leader or advisor who does. If you are unsure of whether certain information can be shared publicly or how to respond in a difficult situation, check with a faculty advisor.

Use Common Sense

The internet is often a breeding ground for humor, sarcasm, and, at times, highly inappropriate comments. It is important that all communication originating from La Sierra University and its employees be professional, respectful, and well thought out. If it is not acceptable for a professional face-to-face conversation, then it is not appropriate as online content. Such guidelines are also applicable to personal online communication by team members as it is often viewed by audiences to be more authentic. You may speak for yourself, but your behavior still reflects the standards of La Sierra University

Tom & Vi ZAPARA

No one has ever supported, motivated, challenged, and celebrated the La Sierra University Enactus Team more than Tom and Vi Zapara. Tom and Vi are a couple who have for many years shown an extraordinary belief in the students of La Sierra University, and have turned that belief into action. For more than a decade, the Zaparas have provided unparalleled support to our team, creating challenge grants for project, meeting with student leaders, and even providing funds for competition-related travel expenses.

Thomas and Vi, both alumni of La Sierra University, have been living examples of the visionary business leaders educated at La Sierra University. Early in his career, Tom established Zee Medical, Inc., in 1952. Tom gave his nickname—"Zee"—to the fledgling company. His first corporate headquarters was his home's garage. The Zaparas persevered though, and the company grew until it served more than 400,000 manufacturing plants, construction firms, restaurants, hotels, offices and other firms in the U.S., Canada, and Puerto Rico, providing occupational first aid and safety products, training, and services. The Zaparas sold the company 30 years later.

The Zaparas have long possessed an extraordinary vision for the potential of education. They regularly back that commitment through their generous philanthropic support. Citing their belief particularly in the success and tremendous potential of our Enactus team, they served as the lead donors for our new Tom and Vi Zapara School of Business building, ensuring that the work of our Enactus team and other engaged students is supported with the space, tools, and resources needed to discover new heights of our own potential.

The generosity and faith supporters like the Zaparas have put into our team stands as a call for us to challenge ourselves to be more and do more.

Zapara School of BUSINESS

While our Enactus team is a university-based student organization, open to students of all academic interests, we owe particular thanks to the Tom and Vi Zapara School of Business. The School, its Dean, and its faculty and staff have supported and motivated our student members throughout the history of our team. Our own office space, furniture and equipment, technical support, facility use, and more are accessible to our team because of the efforts of these supporters. Our team is now able to stand as an example of the success that is possible when students, faculty, and staff at an academic institution work together to make a difference in the world around them.

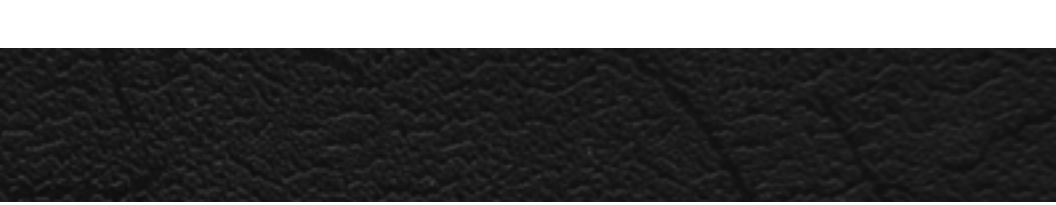
At La Sierra University we believe that students should not have to wait to make a difference. We can accomplish more right now as students, than we ever before thought was possible. Our classroom experiences challenge us to go out and use what we have learned right now, because the true value of education is found when we can put it to use!

In the Zapara School of Business, courses and experiences are continuously improved using feedback from students, alumni, and employers. Looking for a business-ready business education? Visit us at www.LaSierra.edu/Business

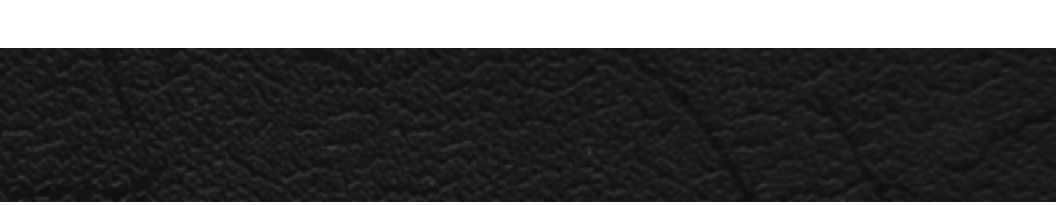
Thank You

This La Sierra University Enactus Student Handbook provides a glimpse of what our members do and learn each day. To learn more about our team and to join us as a member, mentor, or sponsor, please visit us at www.PracticeEnactus.com. We'd love to hear from you.

Notes & Contacts



Notes & Contacts





enactus

**What can a
student do to
change the world?**