
Part of the **Enactus 101 Guide Series** — global guides designed to help every team learn, lead, and create impact.



FACULTY ADVISOR BEST PRACTICE GUIDE

How to best support your Enactus team

SUPPORTED BY



See Opportunity. Take Action. Enable Progress | enactus.org

LOCAL ACTION. GLOBAL IMPACT.



50,000 STUDENTS



1,050 UNIVERSITIES



2,690 PROJECTS



1,000,000+ LIVES IMPACTED

FROM 1 SEPTEMBER 2024 TILL 31 AUGUST 2025.

Every number reflects action. Every project, a purpose.

This is Enactus: a community of students, academics and business leaders using entrepreneurial action to tackle challenges, regenerate communities, and shape a more inclusive, thriving world.

Together, we are Generation Regeneration — changemakers with a head for business and a heart for the world.

Faculty Advisors across the world play an essential role in the Enactus community.

By supporting and guiding your team, you help connect local learning to global impact.

You are part of a worldwide network of educators who believe in the power of entrepreneurial action, who champion student potential, and who contribute to building a more inclusive and regenerative future.

Thank you for being part of this global movement.

OUR NETWORK OF ENACTUS COUNTRIES. #WEALLWIN



#GENERATIONRE | #ENACTUS | #WEALLWIN

About the Enactus 101 Series

This guide is part of the Enactus 101 Series — a set of simple, practical guides designed to help you learn, lead, build projects, measure your impact, and grow as a changemaker. We encourage you to explore the full series throughout the year.



WHAT THIS GUIDE IS / IS NOT

What This Guide Gives You

- a clear overview of the Faculty Advisor role within Enactus
- practical checklists for your first 30 days and annual reset
- guidance on supporting projects, leadership teams, and competition preparation
- clarity on communication, compliance, and key relationships (university + Country Office)
- tools to help you strengthen team continuity, sustainability, and accountability

What This Guide Does Not Include

- full competition rules, policies, and judging materials
- detailed project design, monitoring, or evaluation frameworks
- university-specific procedures, funding policies, or risk-management requirements
- country-specific reporting expectations or administrative processes
- your team's unique structure, culture, or internal leadership standards

You can talk with your team and also explore information on this in the additional “Enactus 101” guides and national resources available.

Contents of this Guide:

- Why become a Faculty Advisor?
- Your role as a Faculty Advisor
- Requirements & Responsibilities
- Team Development & Support
- Team Guidance
- The Enactus Impact Journey
- Recap & Final Tips
- The Enactus 101 Guide Series (Overview Page)





Serving as an Enactus Faculty Advisor is more than supporting a university student association—it is a personally rewarding and professionally enriching opportunity that strengthens your work as an educator, researcher, and community leader.



WHY BECOME A FACULTY ADVISOR?

Professional Benefits

- **Enhance Your Teaching & Research** Enactus projects give you real-world examples, data, and case studies that can directly support your teaching and spark research ideas in areas such as sustainability, innovation, entrepreneurship, and community development.
- **Strengthen Your Professional Profile** Advising a successful Enactus team showcases your leadership in experiential learning and community engagement—often leading to recognition within your institution.
- **Grow Your Interdisciplinary Network** Enactus naturally connects faculty across departments, allowing you to build relationships, explore collaborative projects, and engage in cross-faculty initiatives.
- **Expand Your External Connections** You gain access to a global network of educators, business leaders, NGOs, and alumni through competitions, trainings, and events—broadening your professional community.
- **Develop Coaching & Leadership Skills** Advising provides opportunities to refine skills in mentoring, project evaluation, strategic thinking, and guiding student-led initiatives.

Personal Benefits

- **Make a Visible, Lasting Impact** | Your support directly contributes to meaningful, real-world improvements in local and global communities—impact you can see, measure, and be proud of.
- **Experience the Reward of Student Growth** | Watch students gain confidence, leadership, and direction. Many Faculty Advisors describe this as the most fulfilling part of their role.
- **Build Long-Term Relationships** Students often remain connected long after graduation, growing into leaders, entrepreneurs, and engaged alumni who value your influence.

Institutional Benefits

- **Elevate Your Institution's Reputation** Enactus strengthens your university's image as a leader in social innovation, entrepreneurship, and experiential learning.
- **Support Accreditation and Learning Outcomes** | The program naturally reinforces competencies in teamwork, leadership, ethics, analytical thinking, and community engagement—all valuable for academic assessments.
- **Enhance Student Recruitment and Retention** | Prospective students are drawn to institutions that offer meaningful, hands-on learning experiences like Enactus.



In short, being an Enactus Faculty Advisor offers a unique blend of professional advancement, personal fulfillment, and institutional impact—all while contributing to a global movement of students using innovation and business principles to create a better world.

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Faculty Advisors can be a driving force behind every Enactus team. You mentor, guide, challenge, and support students as they turn ideas into meaningful, sustainable impact. As students take their learning beyond the classroom and into real communities, your guidance helps them become leaders, entrepreneurs, and changemakers.

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YOUR ROLE AS A FACULTY ADVISOR

As an Enactus Faculty Advisor you are:



A COACH

Guiding students as they develop projects, partnerships, and presentations.



A MENTOR

Helping students grow their leadership, teamwork, and communication skills.



A STRATEGIC SUPPORTER

Ensuring alignment with university policies and project quality.



A LIAISON

Connecting the team with the university, community partners, and the Enactus Country Office.



A CONTINUITY ANCHOR

Supporting team succession, sustainability, and accountability.



In short, Enactus Faculty Advisors empower students to turn ideas into impact. You coach and mentor their growth, ensure strategic alignment, build essential connections, and anchor continuity—helping teams thrive year after year while enriching your own professional journey.

REQUIREMENTS & RESPONSIBILITIES

To qualify as a Faculty Advisor, you must be employed by the academic institution you represent. Each team may have multiple advisors, but one must be designated the Primary Faculty Advisor.

The ideal advisor has:

- An understanding of entrepreneurship and social impact.
- The ability to guide and motivate students.
- Interest in supporting experiential learning.
- Willingness to coach - not micromanage - young changemakers
- Connections within the higher education ecosystem.

In some countries, Faculty Advisors must be registered with the Enactus Country Office. Follow your country's requirements.

Your core responsibilities may include:

Coaching & Mentorship

- Provide regular mentoring to the student leadership team.
- Advise on project design, need assessments, sustainability, and impact measurement.
- Encourage strong leadership practices, team dynamics, and succession planning.
- Support ethical planning and implementation of all project activities.

Administration & Compliance

- Advise on budgeting, financial accountability, and responsible fundraising.
- Ensure the team complies with your institution's safety, ethics, and administrative procedures.
- Serve as the primary liaison between the team and university administration.

Project & Competition Preparation

- Review project updates, budgets, and timelines.
- Support students in preparing competition scripts, presentations, and Q&A practice.
- Ensure the team is familiar with the Enactus Judging Criterion and any national guidelines.

Advocacy & Partnership Building

- Advocate for the Enactus program within your institution.
- Assist in creating connections with faculty, departments, and community partners.
- Support relationship-building with alumni and local professionals.

Representation

- Serve as the primary academic representative of your team to Enactus nationally and globally.
- Review and sign official documents and reports when required.

REQUIREMENTS & RESPONSIBILITIES

Whether you are beginning your journey as a Faculty Advisor or returning for another year, establishing a strong foundation early on sets your team up for success. Use this checklist at the start of each academic cycle to align expectations, strengthen communication, and ensure continuity.

First 30 Days Checklist (For New Faculty Advisors)

During your first month, we recommend:



1. Connect & Understand

- ☐ Meet the student leadership team to learn current goals, challenges, and priorities.
- ☐ Review ongoing and past projects, including budgets, impact data, and partnerships.
- ☐ Understand the team's history and culture—what has worked well, and where support is needed.

2. Get Familiar with Enactus Requirements

- ☐ Go through the Enactus 101 Series Guides, competition guidelines, and Country Office expectations.
- ☐ Review the Judging Criterion and how projects are typically evaluated.
- ☐ Clarify reporting requirements and key deadlines with your Country Office contact.

3. Establish Communication & Support

- ☐ Set up your preferred communication structure with team leaders (e.g., monthly Advisor meetings, project check-ins, leadership updates).
- ☐ Define expectations around decision-making, leadership roles, and accountability.

4. Engage with the Country Office & Institution

- ☐ Introduce yourself to the Enactus Country Office and understand how they support your team.
- ☐ Meet key university contacts relevant to your team (student affairs, finance, risk management).

5. Review Team Structure & Recruitment

- ☐ Understand the current team structure—leadership, project teams, functional roles.
- ☐ Review recruitment plans, onboarding practices, and training needs.
- ☐ Confirm the team has a clear plan to bring in new students early in the year.

REQUIREMENTS & RESPONSIBILITIES (CONT.)

1. Leadership Transition & Succession

- ☐ Meet the new leadership team and review handover documents.
- ☐ Confirm roles, expectations, and identify strengths or gaps.



2. Project Review & Strategy

- ☐ Support team to decide which projects continue, scale, or close.
- ☐ Review budgets, sustainability, risks, partners, and align on goals and timelines.

3. Competition Preparation

- ☐ Review past judge feedback and key learnings.
- ☐ Support identifying improvement areas—presentation, impact, storytelling, etc.—and map preparation early.

4. Recruitment & Team Development

- ☐ Ask for recruitment goals and timing.
- ☐ Suggest the team to update onboarding and training plans, and identify leadership development needs.

5. Administration & Compliance

- ☐ Ask for financial documentation, banking, and fund availability.
- ☐ Confirm reporting requirements and ensure projects meet university procedures.

6. Communication Structure

- ☐ Reconfirm monthly Advisor meetings.
- ☐ Ask the team for expectations for updates, project reviews, escalation, and agree on tracking tools.

7. Stakeholder Engagement

- ☐ Reconnect with institution, department heads, partners, and community organizations.
- ☐ Suggest team to strengthen relationships with and involve alumni in training, feedback, and prep.

 ***In short,*** whether it's your first year or your tenth, resetting expectations and reconnecting with students early in the academic cycle is one of the most impactful actions you can take. These checklists ensure clarity, continuity, and momentum—setting your team up for a successful and meaningful year.

TEAM DEVELOPMENT & SUPPORT

Recruiting a Strong Team

As students graduate, recruitment is essential to ensure continuity.

Effective recruitment by the Enactus Team includes:

- Engaging first- and second-year students early.
- Clear messaging on what Enactus is and why it matters.
- Presentations in classes, first-year seminars, and faculty-recommended channels.
- Social media outreach and campus involvement fairs.
- A structured, fair process for onboarding new members.

To sustain momentum, it is important for you to:

- Maintain strong internal communication with team leaders.
- Encourage diverse participation by students from multiple disciplines.
- Support leadership transitions through documented succession plans.

Administrative Support & University Relations

Your role is important in helping the team gain institutional support.

You can guide the team by:

- Establishing relationships with relevant administrators.
- Helping secure necessary approvals for activities, events, and travel.
- Advising on budgeting, purchasing, and financial procedures.
- Ensuring transparency and accountability in all operations.

Teams with strong institutional support tend to be more stable, motivated, and successful.

Engaging Alumni

Alumni are a powerful source of inspiration, experience, and support.

Encourage your team to:

- Maintain records of past executives and alumni contact details.
- Involve alumni in mentorship sessions, workshops, or judging practices.
- Feature alumni success stories to inspire member engagement.
- Invite alumni to support fundraising or provide professional guidance.

A strong alumni network strengthens both team culture and long-term sustainability.



Quick Reference: When Advisors Should Step In

- When teams face conflict that affects project or team functioning
- When projects involve risk, safety, ethics, or compliance challenges
- When financial admin or processes are unclear or require oversight
- When student leadership seeks coaching or strategic direction
- During competition season for guidance and review

TEAM GUIDANCE

Fundraising Support

Enactus teams raise their own funds to implement projects, which strengthens their entrepreneurial experience.

Support your team by:

- Reviewing budgets before they are submitted.
- Ensuring fundraising activities align with university policies.
- Encouraging partnerships with local businesses, NGOs, and campus departments.
- Reinforcing transparency:
 - Budgets must be submitted annually.
 - Funds should be managed responsibly and ethically.
 - Required receipts, statements, or reports must be maintained.

Your oversight helps the team operate with integrity and long-term credibility.

Working with Your Enactus Country Office

The Country Office is your team's year-round support system. It provides resources, updates, reporting requirements, competition information, and training.

Contact the Country Office for:

- Clarification on guidelines
- Judging or competition questions
- Project compliance questions
- Reporting and submission deadlines
- Training materials or resources
- Conflict or risk management support

A strong relationship with the Country Office helps ensure team success.

Conflict Management

Conflicts may arise within teams, between teams and the country office or between students and administration.

As Faculty Advisor, you have the opportunity to:

- Listen to all sides respectfully.
- Help students find constructive, student-led solutions.
- Redirect the team to its mission and shared values.
- Mediate only when necessary and avoid taking sides.
- Ensure escalated issues (safeguarding, conduct, ethics, or policy violations) are handled by the university or Country Office.

Major conflicts often appear around leadership transitions and competition season—your steady guidance can prevent small issues from becoming major problems.

SPACE FOR NOTES:

THE ENACTUS IMPACT JOURNEY

The Enactus Impact Journey outlines **five interconnected phases** that shape how teams learn, innovate, and create change throughout the year. Each phase builds essential skills and leadership capacity while guiding you from inspiration to real-world impact.



Being a Faculty Advisor is about guiding, empowering, and championing your Enactus team. These principles summarize what can make the role effective and deeply rewarding.

RECAP & FINAL TIPS



Empower ownership

Create space for students to lead. Offer guidance, but let them make decisions, own their work, and learn through experience.



Celebrate progress

Recognize effort, improvement, and small wins. Celebrating progress builds confidence, resilience, and motivation throughout the year.



Keep communication clear and consistent

Regular check-ins, shared expectations, and open communication help prevent misunderstandings and strengthen trust within the team.



Stay aligned with Enactus standards

Being familiar with Enactus values, policies, and judging criteria ensures your team stays on track and is well-prepared for competition and reporting.



Support responsible and sustainable project work

Encourage approaches that are ethical, safe, inclusive, and community-centered. This strengthens both impact and credibility.



Encourage meaningful partnerships

Help students connect across disciplines, within the university, and with community partners, mentors, and alumni. Strong networks elevate both learning and impact.



Nurture leadership development

Guide students in developing skills such as communication, collaboration, problem-solving, and reflection—so they grow as leaders, not just project contributors.



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THE ENACTUS 101 GUIDE SERIES (OVERVIEW PAGE)

Guide 1 — Welcome to Enactus & Your Impact Journey

The essential starting guide for all students. Introduces the Enactus mission, the Enactus Impact Journey Roadmap, core values, culture, and what it means to be an Enactus social innovator.

Guide 2 — Building an Enactus Team (Team Structure, Culture & Leadership)

How to build and lead a strong Enactus team. Includes team roles, leadership development, recruitment, culture-building, communication, conflict resolution, and running an effective student organization.

Guide 3 — Project Development & the Enactus Criterion

Your complete guide to designing strong Enactus projects. Covers research, systems thinking, human-centered design, community engagement, ideation, prototyping, the Enactus Criterion, and the Enactus Social Business Canvas.

Guide 4 — Measuring Impact (Data, Storytelling & Reporting)

How to measure, understand, and communicate your project impact. Includes impact definitions, theory of change, surveys, dashboards, storytelling basics, and how to prepare for annual data reporting.

Guide 5 — Preparing for Competitions (Nationals & World Cup)

Everything students need to succeed in competition. Covers storytelling strategy, presentation logic, project evidence, Impact & Financial Review expectations, evaluation forms and the judging role.

Guide 6 — Working with Partners & Advisors

How to build and manage strong partnerships. Includes engaging Faculty Advisors, activating Business Advisory Clusters, securing institutional support, collaborating with external partners, and ethical partnership practices.

Guide 7 — Faculty Advisor Guide

A practical support guide for educators. Provides tools for mentorship, academic integration, student development, project coaching, and navigating Enactus competitions and programs.

Guide 8 — Tools & Exercises for Enactus Teams

A practical resource for students and teams. Includes worksheets, exercises, and facilitation tools such as needs assessment activities, systems maps, ideation prompts, prototyping tools, impact measurement checklists, and team culture exercises.



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