

# Engaging EnterprisING Students



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# Enterprise vs. EnterprisING



- **Enterprising Students appear in all kinds of guises:**
  - Society/club officers, elected representatives, campaigners, volunteers, enthusiasts...
  - They don't all self-identify with 'enterprise' let alone 'entrepreneurship' (despite breakthroughs in social enterprise and intrapreneurship)
- **So how significant is this group and, if they are significant, how do we engage them?**

# EnterprisING Students



- The number of students actively participating in ‘student activities’ (e.g. sports clubs, interest societies, volunteering and charity work) is estimated to be around 400,000 a year
- From a student body of 2.5million HE students (including PGs, part-time and mature) that’s 16% of all students engaged in extra or co-curricular activities
- NACUE, representing Student Enterprise Societies, have claimed a participation of 40,000 – that’s just 10% of all the students out there who are doing something...

# EnterprisING students – Why bother?



- They're already halfway there: running a club, society, or charity project has several equivalencies to running a small business:
  - Customer focus – providing for a need in the market
  - Financial planning and Fundraising
  - Marketing
  - HR and Talent Management issues
- Students use these experiences to gain and evidence employability for future careers
- Student activities are increasingly measured as part of the 'student experience' – how well run these activities are is beginning to be very important to our institutions

# EnterprisING students – Why bother?



- These EnterprisING students often already have the enterprise attitudes we seek – we just need to help them hone their professional skills and commercial understanding:
  - Deliver better student-run activities
  - Deliver greater employability
  - Help resolutely ‘non-business’ entrepreneurs explore enterprise and entrepreneurship
  - Enable the potential of already motivated individuals to make a difference

# Reaching out



- ...but they're not self-selecting for enterprise already... so how do we get to them?
- Group challenge:
  - Why might otherwise engaged students not self-select for enterprise?
  - What kinds of offers or messages might appeal to these students?

# A few ideas for engagement



- Helping with fundraising and sponsorship
- Rebranding activity funds as innovation funds
- Encouraging group entries into enterprise challenges and award schemes
- Supporting club & society training
- Helping new groups start-up
- Providing enterprise funds (grants & loans) to groups for revenue-generation projects
- Encouraging SME/Start-up engagement
- RBS ESSA

# Take Home Challenge



- In pairs:
  - Each identify one target group of enterprisING students
  - Identify 2-3 barriers that currently prevent engagement
  - Help your partner devise a strategy to counter or circumnavigate each one
- Share!
- The 'How to Start a Student Group' project