



## PROJECT TOOL KIT

### Steps

1. Student fills out CE Grant request online [www.methodist.edu/engagement](http://www.methodist.edu/engagement).
2. Student is contacted and meeting is set up with student, CE Director, and MU Journey Coordinator.
3. Meeting with CE Director, Coordinator, and Student takes place and project with budget is reviewed.
4. After meeting, student is notified via email if project is accepted/denied.
5. If accepted, Grant dollar amount will be in approved email (amount may not be the same amount as requested).
6. Student will be notified via email when credit card is ready for pick up.
7. Student executes project.
8. Upon completion of project Student returns credit card (along with itemized receipts) to accounting dept. and provides CE Center with pictures and impact information form.
9. Student is referred to the Community Engagement Webpage and encouraged to complete the Community Engagement Customer Satisfaction Survey.
10. If denied, Grant request is placed in dead file.

### Grant

1. The Center for Community Engagement will request the grant amount, in the form of a credit card, from the accounting dept.
2. You will be notified to pick up the credit card. You do not have to pick it up until you need it.
3. The credit card is only good for the amount of the Grant.
4. Please keep all receipts.
5. When your project is complete return the credit card and receipts to the MU Accounting Dept. The Center for Community Engagement needs copies of the receipts. Please copy receipts before giving originals to the accounting dept. and deliver to CE office in Berns.
6. Any money left over in the credit card will be returned to the Center for Community Engagement's budget.

# Helpful Project Information

## from *Enactus Handbook*, Pages 39-52

### **Tips New Students**

- **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 instruction email
- Set clear goals for what you aim to achieve with the project this year
- Create an action plan

### **Tips for Experienced Students**

The word 'experienced' is synonymous with being knowledgeable, skilled, qualified and proficient. 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 student and future potential team leaders.

### **Your Role**

- Assist in recruiting and orienting new student. 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 project and competition, your inputs help strengthen the program in your university.

### **Think About**

- **Being the battery pack:** Motivate your team, especially the new student 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 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.

### **Resources**

- Register on [www.enactus.org](http://www.enactus.org) to gain access to our Best Practices Guides- These BPGs are unique resources over and above this handbook to help you with the finer nuances of recruiting, managing your team and projects, and preparing for competition.
- Reach out your Country leader/program Manager to receive resources on career development and networking.

As 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 team leader you are not advised to serve on project team, as you will have your hands full with the general management of your team.

The team leader serves as the liaison between the faculty advisor, the university administration, the BAB and the rest of the team.

A team leader also serves as a contact person for the

Enactus Country office.

### **Tips for Team Leaders**

#### **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.

#### **Resources**

- As Team leader it is important that familiarized yourself with the tools and resources available on [www.enactus.org](http://www.enactus.org) and your respective country's website. Register yourself and gain access to materials that may help you in your endeavor.
- Learn how to deal with conflicts, motivate others and how to get the most out of your team members by reading the best practice guides available.

#### **Think About**

- **Finding a Mentor** –Make sure you look out for a mentor who can help you in your leadership role. A member is someone who serves as an advisor, sharing experience and helping you develop your leadership skills.
- **Sharing best practice**- Maximize the network in our country and beyond. Connect with other Team leaders locally, nationally and internationally to share ideas and success. Go the Enactus Facebook page to connect with fellow team leaders around the globe. When you register at [www.enactus.org](http://www.enactus.org) you will also find a forum where you can post ideas, problems or questions to the Enactus community.

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 success.

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 team understand the performance measurement cycle. The diagram below comes from a recent publication released by the roots Cause and easily illustrates this cycle.

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. More information can be found on [www.enactus.org](http://www.enactus.org) in the resources section.

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.

The performance measurement cycle also illustrates that 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. Below are some additional steps to take in identifying the right project for your team:

#### **Learn your team members' individual interests and talents.**

Understanding the unique composition of your team will help in project selection. Some teams gather information on individual members through an informational form completed upon joining the team. Additional knowledge on whether or not they are engaged in volunteer networks, other associations, and/or simply know where there may be a need that Enactus can fulfill are all valuable pieces of information. Based on individual skills and talents, you can then carefully coordinate project teams and ensure that talents of all team members are effectively employed.

#### **Analyze the needs of your community.**

Teams are located across a diverse range of communities, from large urban areas to small rural towns. Each of these communities offers access to a variety of populations and problems. Do some research into your community and perform a needs assessment.

### **Implementing Projects Effectively**

Research can start with the basics such as reading the local newspapers/magazines or watching local news. Do remember that 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, the focus should always be on the need, relevance, depth and meaningful impact of improved livelihoods.

#### **Get involved in your community and volunteer your assistance.**

There are likely many organizations and business or civic groups in your community interested in addressing the same topics as your team or interested in serving the needs of the same population groups as those targeted by your team. These groups are

often looking for partners to develop new initiatives or volunteers to execute existing programs. Identify these groups in your community, introduce your team and volunteer your assistance. Remember to clearly define what your team's role would be versus that of your project partner.

Once the projects have been selected, the next step is for teams to create a detailed plan of action. A comprehensive Project Planning Template is available in the appendix of this handbook and it will prove very useful as teams embark upon a new project or wish to extend an existing one. In the meantime, teams may use the questions outlined below to create a framework of action and to identify the resources needed to complete a successful project:

#### **Who is the target audience?**

The goal is for teams target audience that would be ideal beneficiaries given the need specified. 'People in need' is broadly interpreted to represent any potential group so long as they are clearly lacking in particular focus area of the team's project, which is deemed to be significant and relevant to the Enactus purpose. Audience are not limited to simply the poor, disadvantaged, marginalized in society, underplayed, and/or economically-challenged. Remember that the key evaluation is the team's ability to illustrate the needs (s) of the target group(s) they worked with and why they chose to address those needs.

#### **Which organizations are potential project partners?**

Identify partners that can add real value and can provide the type of commitment you need. Be sure to clearly articulate what your role will be versus theirs and have a good understanding of which segments of the outcomes your team can justly take credit for (as a result of your direct work and impact). Partnerships may not be applicable for all projects.

#### **What are the economic, social and environmental factors affecting your target audience? How will the project address these factors?**

People are often affected by trends, shocks and seasonality – things over which they have limited or no control. For example: population trends, economic trends, governance, disease, climate, pollution, natural disasters, conflict, and/or the seasonality of prices, production and employment opportunities.

Economic, social and environmental factors refer to the triple bottom line concept (i.e. profits, people, and planet) and are meant to illustrate that for a project/initiative to truly be effective and sustainable, it must make sense economically as well as socially and environmentally. Due consideration must be given to the three factors although one or more may have greater relevance in particular circumstances.

Identify which factors are most relevant to the project and how your project will address them. To the degree that any of the three factors are relevant to a situation, they should be addressed in an integrated manner as part of the project rather than as separate activities.

#### **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?**

The team should investigate, observe and listen to the priorities, needs, wants and goals of the target audience. Desired outcomes of a particular group are not always monetary, instead it may be food security, access to clean water or education. The team should put aside their pre-existing beliefs about the target audience and listen to what it is the people want and need. Examine the target audience's current strategies for obtaining their desired outcomes, looking for opportunities to expand, improve or replace current strategies with more effective, efficient approaches.

#### **How will your team empower the target audience to achieve the desired project outcome(s)?**

The main idea here is how teams will empower their project beneficiaries. The project should equip the target audience with the knowledge, skills, and/or confidence to move from dependency to self-determination and independence. Much of this would be achieved through collaboration and with a strong focus on long-term capacity building.

#### **How will your team apply business and economic concepts and an entrepreneurial approach in carrying out the project?**

The judging criterion requires teams to apply business and

*Economic concepts and an entrepreneurial approach to all their projects. 'Business and economic concepts' is an integrated point, clarifying the broad range of activities that can be delivered as project solutions. 'Business and economic concepts' should result in the creation of economic opportunities through the application of a business mindset to the project process, content and delivery. 'Entrepreneurial approach' speaks to the manner in which projects are developed and delivered, not necessarily a call to create entrepreneurial ventures. 'Entrepreneurial approach' should result in the demonstration of 'creativity, innovation and an entrepreneurial culture' through the team's efforts.*

### **How will achieving the desired project outcomes improve the overall quality of life and standard of living of your target audience?**

*In regards to improvement in Quality of Life, which social, Cultural, and emotional circumstances of the beneficiaries will the project influence? In regards to Standard of Living, which Physical, financial, and environmental circumstances will be changed as a result? The 'wish list' here will strictly state the final Life-changing outcomes that will result in the betterment of the Project beneficiaries.*

### **How are you going to measure the direct impact of your Project?**

*The team must clearly identify the measurement tools that Will be used.*

### **What are the potential indirect outputs and outcomes your project?**

*Consider the ripple effect of your project. What will obtaining the desired outcomes of project mean for other resources, assets and surrounding communities? What is the reach of the project impact?*

### **What type(s) of media coverage do you anticipate for your project? How will you measure the media impressions?**

*Media coverage includes print, electronic and social media. What connections will you utilize? Which media outlets will you contact? How will you measure the reach of the stories about your projects?*

### **What resources are needed to complete the project?**

*Do not underestimate the importance of this step. Create a listing as detailed as possible.*

### **What is the project's budget?**

*Be sure to account for any necessary travel, resources and materials you will need to complete the project.*

### **What specific tasks and corresponding deadlines are required to complete the project?**

*Once the planning phase is complete and timelines are set, teams can move forward with the implementation phase. At this point, teams should revisit the Judging Elements section of this handbook.*

### **How will project activity be documented?**

*Proper documentation will allow teams to archive its accomplishments and will help you create a more complete annual report and competition presentation. For each project, collect the following:*

- Photographs and/or videos
- Names of team members involved and hours contributed
- Names of Business Advisory Board members involved
- Names of any other important project partner
- Number and demographics of project beneficiaries
- Copies of any materials used in the project
- Press clippings and media reach numbers

### **Characteristics of Successful Enactus Projects:**

- Considered the relevant economic, social and environmental factors that may be applicable to the project
- Identified an appropriate target group with a clear need
- Focused on empowerment of target group
- Applied business and economic concepts and an entrepreneurial approach
- Illustrated an improvement in the target group's quality of life and standard of living
- 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

## **Evaluating Project Impact and Outcomes**

*Quality of life most commonly refers to the notion of human welfare or well-being as measured by social indicators. This includes (but is not limited to) factors such as:*

- Self-esteem
- Overall satisfaction of life
- Working conditions
- Ability to care for one's family
- Hope in life
- Acceptance in community, neighborhood and/or work environment

*Measuring an increase in a person's quality of life is somewhat subjective. Especially given that there are various factors such as religion, culture, age, gender and others that impact the way people perceive their own existence and consequently, their quality of life.*

### **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, for observation guides/ratings.*

*Standard of living refers to the physical circumstances in which people live, the goods and services they are able to consume and the economic resources they have access to. This incorporates material comforts, ease of living and opportunities for personal satisfaction. The measurement of successful standard of living is often largely 'income based'. But, it is associated strongly with the 'access' and 'affordability' of items such as:*

- Education or skills development
- Health care and sanitation
- Materialistic comfort such housing, clothes and transportation.

*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 and improved their quality of life and standard of living.*

*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 in need 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.*