



DkIT Student Enterprise Society Action Plan



DkIT Student Enterprise Society Action Plan

To be presented to the engaged student project

NUIG May 2014



Contents

1. <i>DkITs Society Action Plan 2014/2015</i>	3
1.1. <i>Introduction</i>	3
1.2. <i>Target Members</i>	4
2. <i>Timeline for next year's progress</i>	4
2.1.1. <i>September 2014:</i>	4
2.1.2. <i>October 2014</i>	5
2.1.3. <i>November 2014</i>	5
2.1.4. <i>December 2014</i>	6
2.1.5. <i>January 2015</i>	6
2.1.6. <i>February 2015</i>	6
2.1.7. <i>March 2015</i>	7
2.1.8. <i>April 2015</i>	7
2.1.9. <i>May 2015</i>	7
2.2. <i>Different Types of Activities ran by the society and interns</i>	8
2.2.1. <i>Competitions</i>	8
2.3. <i>Guest Speaking Events</i>	9
2.3.1. <i>Networking Events</i>	9
2.4. <i>Succession Planning</i>	10
2.5. <i>Future Plans for the Society</i>	10



1. DkITs Society Action Plan 2014/2015

1.1. Introduction

Throughout the past few years DkIT has been placing a large emphasis on Enterprise and Entrepreneurship throughout the campus. The Student Enterprise Internship began in 2007 and ever since has been helping to promote enterprise and self employability on campus. Over the past seven years there have been numerous success stories through the programme and funding which was available. The students who have engaged with the student enterprise programme have been able to access workspace and numerous different accelerator programmes to help progress their business idea. In the classroom there has recently been a shift in emphasis towards entrepreneurship. After the recent programmatic review entrepreneurship has begun to be embedded in all programmes across campus. The DkIT Enterprise Society will offer a different angle to engage with students with the backing of the Student Enterprise Interns. It will help progress the engagement with students further and offer different suggestions as to how to get more students involved.

Mission

We aim to get students to help students. The DkIT Enterprise Society will help students engage, share ideas, develop skills and pursue business ideas together.

Objectives

The DkIT Enterprise Society with the help of the student enterprise interns will continue the practice of which the programme has taken but can offer new and innovative way of engaging students. Students will help promote enterprise and develop enterprise skills by:

- New innovative competitions and promotions. (Pop-up Shop)



DkIT Student Enterprise Society Action Plan

- Relaxed networking events
- Improved help with business planning
- Idea generation workshops
- Knowledge transfer through regular meetings
- Progress business plans by engaging with local industry.

1.2. Target Members

At the beginning of the first semester of the 2014/2015 college year, there will be four student enterprise interns in place to help promote entrepreneurship and engage with students who are pursuing business ideas. These will be the drivers behind the society but will take a back seat in the actual running of the society it is very much a student run society. Throughout the 2013/2014 college year the current student enterprise interns have been targeted a number of students who they feel are very suitable to help drive the society forward. They have had regular meetings and contact with these students have already noted their interest in being involved at the start of next year. With this solid base of 5 to 7 strong first and second year students the society will look to target more students at the beginning of next year at sign up day in September. It will be discussed and decided upon in September whether or not any of the interns will sit on the committee of the society.

2. Timeline for next year's progress

2.1.1. September 2014:

- Application for the beginning of a society to be submitted to sports and societies officer Derek Crilly.
- Organise packs and information for freshers weeks.
- Meet with targeted students to discuss the beginning of the society and what part each member will play.



DkIT Student Enterprise Society Action Plan

- Project plan to be revised with interns and society members to see where improvements are needed and where the society and the interns will work together.
- Interns meet with head of schools/executive committee to outline what is in plan for the year.

2.1.2. October 2014

- Sport and societies sign up day.
- First meeting to be held. Chairman, treasurer, secretary and president all to be nominated in line with society guidelines.
- Regular meeting schedule to be drawn up.
- First competition of the year launches society and interns will work together to promote competition to students and run competition. New ideas or new competition will be proposed.
- Running of competition to be overseen by society and society members can get involved.
- Promotional information to be on notice boards and information regarding meetings and get togethers sent out.

2.1.3. November 2014

- Global Entrepreneurship Week launch. Interns and society will work together to help organise guest speaking events and competitions which can influence students and inspire students to be more entrepreneurial.
- The society will help push the week to the students it will also be used to help attract new students to the society and a chance for the society to advertise what has been done throughout the year to date.
- An update on the progress of the society will be presented at a meeting involving interns.



2.1.4. December 2014

- Proposed Society networking event. Can involve industry or other students depending on what way its run. This can help build the network and reach of the society. It can also boost the profile to industry.
- Business planning competition. Involved with integrated classes who have been prepped throughout the semester by interns. Competition will be ran by interns and helped selected by the society.
- End of semester report by society to see how the progress is coming along and if there is any room for improvement or anything missing from either the society or the interns.

2.1.5. January 2015

- Exams are held throughout the month of January so the society will be focused on that. The interns who are not partaking in exams will put together a plan for the coming weeks including the integration of the society into enterprise week.
- Planning for enterprise week will begin with the interns.

2.1.6. February 2015

- Enterprise week will be the main attraction of the year and the interns and the society will work closely together to help make it a success.
- Planning will begin when the students return and changes will be made that are seen fit. The society will help run it and may be given a day to run completely isolated from any intern involvement. The promotion and advertising of the week will be done by both interns and the society.



2.1.7. March 2015

- Networking event with staff to help raise awareness of the society and begin staff integration. There is a number of champions already involved with the student enterprise programme and these will be staff members the society should target to help progress its development.
- These networking events will be ran in conjunction with meetings of the society depending on when and how often they meet.
- Final competitions of the year will take place in each department, each intern will run a competition with the help of the society. This will lead to society ran competitions in the future.

2.1.8. April 2015

- Networking event to finish up academic year. Presentation of progress from student led business ideas will be presented and progression of the society will be presented.
- New elections will take place if any students are leaving and succession of society will be flagged.
- Accelerator programmes will be offered to anyone in the society with a business plan they want to progress ran from the RDC.

2.1.9. May 2015

- Exam time once again will affect student's participation in the society however interns will begin planning for the following year with the change over in interns.
- Succession planning will be put in place for the following year.
- Accelerator programmes will be advertised and promoted around the college.



2.2. Different Types of Activities ran by the society and interns

2.2.1. Competitions

Different competitions are already in place which have worked well throughout the years, however a freshening of these competitions is needed. New innovative competitions especially in department specific are needed to help attract more and more students. The running, prizes and dates will be up for discussion with the society and interns in September.

Apart from the two main weeks (Global Entrepreneurship Week and Enterprise Week) there are numerous competitions that take place throughout the year. These will all be discussed with the newly formed society in September.

The main objective of competitions is to give students a taste of what it is like to be an entrepreneur, whether it is buying and selling or pitching ideas to judges it gives student a sheltered view of what it is like to run your own business. They are fun and light hearted and each competition should have a 'general' aspect to it to allow anyone to get involved in them. They are also used to help identify students who have business ideas and want to progress them further.

Each competition is advertised online and through classroom shouts and through posters. Marketing materials are needed for most big events such as enterprise week and global entrepreneurship week. The society will have a massive input to each competition as we need to change how they are ran and organised.



2.3. Guest Speaking Events

Guest speaking events are used to give the students an idea of what it is like to be an entrepreneur. Each guest speaking is normally given a brief to talk about their entrepreneurial journey and what experience they have to share. This year we also opted to get guest speakers in who have used entrepreneurial skills in the workplace to help progress the business forward.

The interns normally contact and meet the speakers and give them a brief of what to talk about. They also contact classes and make sure there are numbers coming to the event. This is done through promotion and marketing of the guest speaking event. This can now be done in conjunction with the society they can have a say in who they want to talk and what they want to hear. It will give a more rounded view.

The students get a chance to hear from a successful entrepreneur and they can learn about what difficulties are involved in starting their own business. This year we have also introduced social interaction on Twitter which gives good social media PR for student enterprise.

2.3.1. Networking Events

These can range from coffee mornings with staff to ‘pizza and beers’ with students. They are mainly about getting the word out there about the society and also being able to meet new budding entrepreneurs. They can also be used to meet industry people and meet with local businesses. These can be used to gain sponsorship or business links with an individual or the society as a whole.



2.4. Succession Planning

The society will have new member's year on year however with the help of the interns the integration and succession of the society should be easy. Each year there will be second year interns who have already a year's experience of the student enterprise programme and they can help students who are in the society to begin planning for the year and help to make sure there are suitable numbers and members. Approaching the end of the year the interns can also identify anyone who they feel will be suitable to be a member of the society. Each year there will be a new president and chairman elected and these, with the support of the interns, will be the drivers behind the society. It is up to the students and the interns to help push the society forward.

Each year a project plan is drawn up by the student enterprise intern. This will be written up with the help of the society to help with succession planning and transfer of knowledge.

2.5. Future Plans for the Society

With the help of the student enterprise interns the society will grow to reach a number of students. This will give them important input into how to run enterprise events throughout the year. It will also help plan budgets with the student's ideas of prices for competitions. This may lead to money being spent in better ways to help progress student ideas. The link with industry and the possibility of a pop up shop for students to sell their products or services from is a major plan for the future. Industry links will give the society the chance to meet local business and build connections. It will also allow students to get involved with all student enterprise activities.