



IADT enterprise society action plan 2014/2015

ACE Initiative Project

NUIG

2014

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Introduction

IADT's Enterprise society was set up 3 years ago by a group of students who had an idea to engage all students from around the college in enterprise. When the society was first set up it took off really quickly. With word spreading fast the number of society members grew and grew. To this day we are the biggest society on campus with just over 270 members.

This society is unique in a way that we want students to see our society as an incubation hub where they can develop their business from an idea into reality.

Mission

Our mission is simple, it is exactly what our motto is which is *"Supporting creative innovation on campus"*.

Objectives

With the combined work of both the society and the business faculty we aim to continue promoting enterprise throughout the institute. We will do this by running various activities through the academic year and every year we come up with new ideas.

We have three main objectives for next year which is to;

1. Have students occupy the pop up shop
2. Create closer ties with the media cube and the business down in Dun Laoghaire
3. Have our new logo up and running and printed on various paraphernalia such as banners, t-shirt, hoodies, lanyards etc.

Target members

Our society committee consists of the same number of people every year. At the end of each year the committee comes together and appoints new members to the committee. We look for society members who are very active and will do a great job in promoting the society throughout the institute. Our total members currently stand at around 270 and next year we aim to reach at least 330. We hope to achieve this figure by talking to students on society sign up day, having a stall on campus for the first few weeks of college and coming into first year classes and telling them what our society has to offer.

Timeline

September

- Sign up day
- Pizzas and bean bags
- Excursion

October

- Society networking
- Video pitching competition (dynstart)
- Pop up shop

November

- Storage wars
- Global Enterprise Week

December

- Pizzas and bean bags
- Christmas fair

January

- Enterprise boot camp
- Tour of media cube

February

- Student show case market
- Excursion
- Pizza and bean bags

March

- Clothes buy, sell and SWOP
- Enterprise week

April

- Student Ball/Night out

Activity details

- **Sign up day** - This is where we get first years to sign up to our society. We hope to have our paraphernalia in time to offer them when they sign up. We will need the support of the IT team to provide us with a television on the day. After the student signs up we will send them an email with the calendar of activities we have in place for the year.
- **Pizzas and Bean Bags** - This event is a great way to get students to come together and mix with one another. When a student's hear free food and drinks (non-alcoholic) they immediately are interested. This is just one of the networking events we run every year and always proves to be successful. We run this event in student chapel so we need permission from the student union to book the hall. The aim of this event is to get students to talk, swop skills and hopefully a potential start up business may come from it.
- **Excursion to Ernst and Young** - We try and organise roughly 2-3 excursions every year. Again like every other activity this is open for all members of the society. This is great way of getting students visiting real life business and gaining insight into how a large enterprise works and what is needed to run a business. After each excursion we ask that all students who went on the trip fill in a review form telling us how they found the trip. We ask the lecturers to also come along if they wish and to also spread the word to their classes about the society and the excursions.
- **Society Networking** – This is a new activity that we are going to try and test this year. With the help of all the societies and the student union we hope to have a society networking event were students from all societies can mix with one another and again swop skills, make friends and hopefully start a business together. We would welcome any student's feedback from the event and to hear of any business that could have formed from the event.
- **Video pitching competition (dynastart)** – This is a great way for students to practice their presentation skills. This was a website our institute learned about when visiting

a college in Finland. Our society informs students about this site that if they want to practice their presentation skills they can here and people comment under them telling them what they can improve on. It is a great for your academic projects if you have to do presentations and it is free as well.

As we run a Dragons Den every year we tell students that they can use this a practice tool for the event.

- **Pop up shop** – Again this is also a new activity that we hope to launch next year. Currently there is a pop up shop on campus and two down in Dun Laoghaire. We hope to offer these spaces to students who want to sell and make money. For this to happen we will need help from the student union and staff of the business department.
- **Storage wars** – Another new activity we want to try this year is storage wars. This is a great way for students to practice selling what they have and making the most profit possible. This is a great and fun activity and gives students a real taste into what it is like to sell all the stock you have and make as much profit as possible. For this activity we will need support from the staff and students. We hope to incorporate this activity into the students CA's for the year and so they will be evaluated by their lecturers.
- **Global Enterprise Week** – During GEW we will run events across campus such as a mentors clinic where we have mentors from the county enterprise board offering advice to students who are thinking of starting up a business. We will have guest speakers in and business on campus showcasing what they do.
- **Pizzas and bean bags** – This event is a great way to get students to come together and mix with one another. When a student's hear free food and drinks (non-alcoholic) they immediately are interested. This is just one of the networking events we run every year and always proves to be successful. We run this event in student chapel so we need permission from the student union to book the hall. The aim of this event is to get students to talk, swap skills and hopefully a potential start up business may come from it. As students enter we will keep note of how many students have entered and we will compare that figure to the previous networking event we had.

- **Christmas fair** – This is a great fair to run and is open to any students across campus who want to sell and make money. We run this event for the student union and we also want to create a real good Christmas feel around the institute. We get students to decorate the hall for the fair, put up posters promoting the fair, we sell Christmas hats in aid of a charity (new one every year) and we have someone dress up as Santa walk around the college sell hats and handing out many other things. For this event we need support from the student union and the estates office.
- **Enterprise boot camp** – This is a new event co-ordinated by the media cube. More information to be confirmed.
- **Tour of media cube** – As we have the benefit of having a media cube on our campus, students get to see how small businesses operate in real life. Next year we will offer the students a tour of the building and have a chance to meet the founders of these great businesses. Support from the media cubes college representative will be needed.
- **Student show case market** – This is a new event we would like to run this year where we will give the students of IADT the opportunity to showcase their work. If they want they can sell their work as well. This is a great way for students to meet new people and share the skills they possess. Support from the student union, students and staff will be needed to help promote the event and to run it.
- **Clothes Buy, sell & swap** – This event ran by the student union last year was such a success and our society hopes to run it next year for the student union. This is yet another great event where all students can bring in old but wearable clothes from home and sell or swap them with other students. Support from the student union is needed to provide the venue to hold the event.
- **Enterprise Week** – This is the biggest event the society runs every year and every year it's a great success. During enterprise week we run many events throughout the college such as Dragons Den, Meet the entrepreneur, Guest speakers, Mentoring sessions and a variety of fun fundraising events for different charities. Support from the students, student union, Enterprise board, estates office, IT, care takers and business department are all essential in making sure this event runs smoothly. A survey is then sent out for students giving us feedback on enterprise week.

- **Society Ball/ Night out** – Next year we hope to have a society ball or night out where all society members can come together and mix with one another before we all head into our end of year exams.

Succession Planning

At the end of the academic year the chair person role is then handed over to a 3rd year student who is doing work placement as part of their course and would like to take up the role of chairperson of the society. The committee then comes together at the end of the year to discuss what students will form next year committee. This is based on the members who the committee believes is are very active members of the society and will do a great job in running the society.

Future plans

With the newly elected committee every year we hope that the society will grow stronger ever year not just in the number of members we have but in the work we do and the impact we have on the students of IADT. We want students to not see the word enterprise as a formal image were you wear a suit but a word that is casual and that it is suited to everyone who has a business idea and are creative and innovative.