

Taking #EntEdOnline: Delivering your #EntEd offer at a distance

As you take your entire enterprise/entrepreneurship offer online, here are some tips to help support you and your team. *If you have anything to amend/add, or can share any resources to help others, please email us at EEUK through alison@enterprise.ac.uk to help build this special collection of online materials.*

Delivering #EntEdOnline through new channels

Recognise that everyone (your clients, your beneficiaries, your students, colleagues and staff team as well as yourself) will need time to adjust, so accept that things will not be delivered as you expected. **You are unlikely to be able to deliver everything** that you had planned, especially as your team and your students/clients will also be struggling with their feelings/emotional responses, the changing practical demands being placed upon them and a wide range of new working conditions, so here is a suggested list of priorities:

Getting Online: Getting yourself, your team and your colleagues online and working with approved institutional systems. This is key to helping keep your #EntEd offer going online.

‘At a distance’: Remind staff that they must follow UK Government Public Health advice for protection of themselves and each other. In addition, your institutional advice is paramount and must be followed regarding building closures, face to face meetings and all gatherings.

What to use? Advise your team/colleagues that your institutional established systems for working online (Blackboard, Brightspace, university email or online meeting spaces) should be your preferred method of virtual working. This will ensure that all students can access information equally and any discussion threads/chat rooms are accessible to all.

*If other methods are being used/are preferred by a particular group, then advise team/colleagues that these approaches need to adhere to the same accessibility principles to ensure parity of experience. Any alternative approaches (such as a WhatsApp group) must be available to the whole group (and if Snapchat is being used, it is possible to record/keep the content if the settings for each individual post are changed). Equal access must be provided to all and **recommend that all activity including chat/discussion threads is properly captured and shared** through regular downloads/screen shots.

What to deliver: Accept that you cannot deliver planned activities and look to reduce your output to focus on your priorities. Determine your critical activities and appreciate that you might be offering some of these for the first time in a “test” or pilot mode. Seek comment and input from the team as well as students/stakeholders to learn from each

Cancel or postpone – or create a virtual replacement: you will already have dealt with some immediate issues regarding building closures, so now might be the time to review your longer-term commitments and plan accordingly, creating reminders for key decision dates.

Get back to basics: identify the key purpose of each individual activity (intended learning outcome or key ‘takeaway’) and focus on how best to provide that, rather than attempt to follow the original structure. Virtual or online replacements can be effective replacements but might require new/different solutions, so a workshop or event might effectively be replaced by either a discussion thread (question/challenges), individual phone calls or an online lecture to ensure you deliver the core learning/message.

How to deliver: your colleagues/team are key to delivering effectively, so it is worth providing opportunities to:

Stay connected: You and your team will be working without your usual support networks and regular contact, so encourage staff to stay connected to each other through calls and software (Zoom, Microsoft Teams, Skype etc) that can facilitate your team to talk together, and you might even consider a regular social hangout, as well as your formal team meetings.

Regular Communication: As well as communicating with your team, update your students (clients/beneficiaries) and advise how they can communicate with you. Try to create regular opportunities to connect that don't overburden yourselves or overwhelm your clients.

Reflect and learn: Encourage colleagues to reflect on their practices, share their experiences and top tips as they work in new formats and address new client/student questions.

Record keeping and client tracking: Encourage teams to follow normal protocols of record keeping and advise upon the need to follow GDPR.

New systems: explore new ideas, like tracking student/client questions and recording answers given on a shared document, so that you are consistent with your responses.

Establish Parameters: you are working in new environments with new challenges, so give to give guidance on protocols, expectations and boundaries. By establishing parameters and clear indication of what is core/required, you give staff permission to establish the new routines and solutions they need to deliver.

Review and regroup: Test out new approaches and regroup to improve them. Recognise that you are testing out new techniques and methods and seek to learn from all those involved how best to take things forward. Capture lessons and learning for future delivery to help build new and robust processes for the future.

Maintain your personal networks: you will benefit from sharing with your EEUK colleagues, institutional networks and with your professional contacts, so stay connected.

In summary:

1. Recognise that you can't deliver everything as planned, nor should you seek to.
2. Determine the delivery priorities that need to happen/be achieved
3. Identify the core (outcome) of each priority area and deliver this in new ways

Where next? EEUK have produced similar guides for academics and business support staff (practitioners) and are also curating a library of online support so check for latest and consult institutional and national advice, such as:

- UK advice <https://www.gov.uk/coronavirus>
- Government advice and support: such as <https://www.gov.uk/government/publications/guidance-to-employers-and-businesses-about-covid-19/covid-19-support-for-businesses> including specific COVID-19 measures for trading businesses <https://www.gov.uk/coronavirus>

Written by Alison Price (2020) EEUK (seeking updates and amends)