**Engaging Stakeholders in Student Enterprise**

**Context:**

Upon taking a role where I was working solo on much of the enterprise activity at Durham University, it quickly became apparent that if we were to grow our services it would involve getting other stakeholders on board.

**Action:**

To set up sustainable strategic partnerships, it requires mutually beneficial relationships to form. To help me identify which stakeholders could potentially want to engage with student enterprise and why, I created the template below. Using this template provided focus for initial conversations, which centred on discovering what I could help others to achieve not what I wanted from them. It also allowed me to succinctly capture key information in an easily accessible format.

**Result:**

A result of this has been substantial growth in resources for and engagement in student enterprise at Durham University. We have developed effective strategic partners both internally, with other departments, and externally, with partners who have an interest in support entrepreneurship at Durham University. Outcomes of this include;

* Increasing staff levels for student enterprise from 1.6. to 3.2 FTE
* A substantial increase of non-staff budget for curricular and extra-curricular student enterprise activity
* Funding for a new enterprise centre to be built on campus
* Funding to pilot a pre-accelerator programme aimed at graduates of the University
* Specialist advice and mentoring for our student entrepreneurs
* Positioning student enterprise as the fifth strand of the University’s ‘Wider Student Experience Strategy’
* Being able to offer a Startup Visa endorsement programme to our graduates

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| **Organisation / Department** | **Key Contact Name and Job Title** | **Contact Details** | **What can I help them to achieve?** | **What can they help me to achieve?** | **Importance of the relationship (low/medium/high)** |
| *Development and Alumni Relations* | *Lauren Smith* | [*Lauren.smith@durham.ac.uk*](mailto:Lauren.smith@durham.ac.uk) | *Provide an exciting theme for a fundraising campaign, helping them to attract interest from alumni and meet targets for amount raised. Also, provide opportunity for case studies showing how funds raised have made a significant difference to the University.*  *Keep key alumni engaged with the University through strategic advisory boards positions and/or directly helping current students, as well as enterprise themed alumni networking events.* | *Raise significant investment for large strategic student enterprise projects at the University.*  *Advice and connections from experienced alumni entrepreneurs for both our service and for our student entrepreneurs.* | *High* |
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