

Statement of Purpose: Lancaster Enterprise Educators Network (LEEN) [draft v1]

Why?

An increasing number of HEIs are enhancing their ability to compete in attracting new students by embedding Enterprise into their culture, their offer and their communications. Adopting this approach at Lancaster has the potential to positively transform our achievements in Research, Teaching and Engagement and secure our top ten position. To fulfil this potential will require a coherent and strategically aligned community of enterprise practitioners that can work across departmental and budgetary boundaries to realise their collective value.

Strategies

- Overcome individual isolation and build a shared identity as a community of practice
- Encourage and facilitate collaboration and peer learning
- Increase professional capabilities, pride and confidence
- Achieve recognition for strategic value of Enterprise Educators at Lancaster

How?

- Make Enterprise Educators more aware of each other and their wider peer network
- Create opportunities for sharing and learning from within and outside institution
- Recognise enterprising behaviours and celebrate successes
- Ensure the audience for this collective voice is listening

What?

- Accessible Enterprise Educators database, including activities delivered and audiences engaged
- Regular newsletter and other communications tools
- Peer-led CPD programme with external guests
- Established and effective channel of communications with Senior Leadership Team
- Mechanism for rewards and recognition, e.g. Enterprise Educator Awards
- Sub-group for identifying and initiating research opportunities
- Dedicated resource for curating the network
- Annual Entrepreneurial University Survey

Indicators

- Individuals self-identify as Enterprise Educators, regardless of formal role within organisation
- Individuals articulate sense of community and belonging vs sense of isolation
- Individuals actively seek to share and contribute to this community, e.g. via contributions to newsletter, invitations to peers to collaborate in own areas of work, peer nominations for Enterprise Educator Awards
- Newsletter analytics show above average Open, Click-through and Forwarding stats
- Individuals actively referring learners to each other's interventions and opportunities
- Individuals articulate sense of being valued and listened to by Senior Leadership Team
- Senior Leadership Team decisions reflect input from LEEN
- Individuals participate in external CPD opportunities, e.g. EEUK events, IEEC, IEEP
- Increase in number of collaborative bids, proposals, projects, interventions, services, etc.
- Increase in Research projects and publications drawing on learning from the activities and experiences of this network
- Increase in new practice resulting from the research and the collaborative activities
- Positive responses in the annual Entrepreneurial University Survey

Feedback

- Suggestions on improvements to this document welcome? Please contact: entriseteam@lancaster.ac.uk