

Faculty Advisor Best Practice Guide

A head for business. A heart for the world.™



Mission

To bring together the top leaders of today and tomorrow to create a better, more sustainable world through the positive power of business.

Philosophies

Community Service Philosophy:

Give me a fish, I eat for a day; teach me to fish and I eat for a lifetime.

Teaching Philosophy:

Tell me and I will forget, show me and I might remember, involve me and I will learn.

Leadership Philosophy:

People support what they help create.



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Frequently Asked Questions

Q: How much time do I have to allocate to SIFE?

A: As much as you want. During the initial phases of starting a program you will find that you may need to commit a few more hours, but the SIFE Programs staff will be there to help you. As you develop the team and your student leaders, you may find that you won't have to put in as much time, but the decision is really up to you.

Q: How much money does it take to run a program and where can we secure funding?

A: As an organization, SIFE does its best to off-set the costs of running a program. SIFE does not charge any dues and does not charge any fees for participating in the competitions. Many teams form partnerships with their local business community and local branches of SIFE partner companies to help with fundraising, project resources, and the costs associated with going to competition. SIFE also provides opportunities to teams through grants and special programs that can help with a team's funding needs.

Q: How is SIFE different from other student organizations?

A: SIFE is not just an organization, it is a program. SIFE is a global partnership that challenges students to practice what they are learning in the classroom by using that knowledge to solve real world issues using business principals. Through SIFE, students improve lives and help communities become more sustainable while gaining the skills needed to be personally successful.

Q: How many projects do we have to do?

A: There are not a set number of projects that must be completed throughout the academic year, but one completed projects are required in order to be eligible for competition.

Q: Are we required to compete?

A: You are not required to compete, but SIFE highly recommends that you do. SIFE believes that competition fosters innovation and encourages a focus on results. SIFE competitions offer you an opportunity to share best practices, showcase your projects and team and network with SIFE partner companies and other SIFE teams.

What is SIFE?

SIFE is a partnership between business and higher education that is preparing the next generation of entrepreneurs and business leaders to create a better world through the positive power of business.

SIFE's global network consists of business executives, university students, and academic leaders.

SIFE students form teams that serve their communities by developing projects that take what they are learning in their classrooms and use it to solve real world problems for real people. Business executives support the program through corporate donations, personal contributions and the gift of their time.

The SIFE program criterion is: Considering the relevant economic, social and environmental factors, which SIFE team most effectively empowered people in need by applying business and economic concepts and an entrepreneurial approach to improve their quality of life and standard of living?

The students are led by faculty advisors who challenge them to develop projects that specifically meet the unique needs of their communities. Their efforts help aspiring entrepreneurs, struggling business owners, low-income families, and children experience success.

SIFE teams present the results of their community projects annually at regional, national and international competitions. Business executives judge the competitions and select the winners based on which teams they believe were most effective at educating others and creating economic impact through their projects.

Through SIFE, university students improve their communities and experience profound personal growth. As these young people assume leadership roles of significance and influence, they will be the key to leading more sustainable enterprises, building stronger communities and creating a world with greater opportunity for all of us.

The History of SIFE

SIFE began in 1975 in the United States. University students were invited each year to a leadership-training conference where they learned the principles of free enterprise and leadership. Their challenge was to return to their schools and teach others about free enterprise through outreach projects. Later that year, the same students were invited to present what they had accomplished to judges who evaluated their effectiveness.

SIFE began its global expansion in 1995. Students from Kazakhstan, Kyrgyzstan, and Tajikistan competed for the first time in a SIFE USA Regional Competition. Over the next several years, national organizations were launched in Central Asia, marking the first national competitions outside of the USA.

SIFE continues to expand globally. Poland became the first European country to join the organization in 1996, along with the launch of the first Latin American country, Mexico in 1997. Brazil, Russia and Albania soon followed along with the launch of Australia in 2000.

Due to the rapid growth of SIFE teams around the world, a new format for competition was introduced. Each SIFE country held a national competition and each country's national champion team advanced to the SIFE World Cup. The inaugural SIFE World Cup was held in London, England in 2001 with teams from 17 countries.

SIFE continued to expand and by 2002, 23 countries competed in the SIFE World Cup in Amsterdam, The Netherlands. Today, more than 39 countries are eligible to compete at this exciting event.

SIFE continues to grow in the number of teams and the quality of projects. While the strategic focus has shifted to concentrate on quality and sustainability, the objective is the same: providing life changing business leadership experiences.

The Faculty Advisor

The Role of a Faculty Advisor

A faculty member who chooses to take on the challenge of becoming a SIFE faculty advisor could look at this as just another role they play, but it really is more than that. It is the opportunity to be involved with your students outside of the normal classroom experience. As a faculty advisor you will have the amazing opportunity to mentor your students as they

practice what they are learning in the classroom. By giving students a hands-on learning experience, you will watch them grow and develop skills beyond those of the average college student.

As a faculty advisor, your responsibility is ensuring the best possible experience for the team. You can enhance this by being actively involved with your team. Your involvement in directing, advising and mentoring the team creates an environment where successful projects can be completed. You are encouraged to implement a hands-on learning opportunity for your team whereby you guide and direct the students to act and produce.

Becoming a Faculty Advisor

In order to be recognized by SIFE USA, each SIFE team must have a faculty advisor. To qualify as an advisor, candidates need to be employed by the academic institution they represent. No restrictions are made as to the specific nature of the advisor's role at the institution.

Each individual institution may have only one SIFE team, but there is no limit on the number of advisors. One of them, however, will need to accept the title of Primary Faculty Advisor. Those accepted as faculty advisors should have a thorough understanding of the free enterprise system, and the ability to work with students, community groups and local businesses. As the advisor of a SIFE team, it is important to be willing and able to guide students in the establishment of a SIFE program on your campus and the implementation of quality and sustainable education projects.

A faculty advisor has the opportunity to be recognized as a Sam M. Walton Free Enterprise Fellow. A Sam Walton Fellow has an increased commitment to the development of their campus team.

Registration Process

Step 1: A letter of approval from the advisor's direct supervisor, dean or college/university president is required, stating his/her support of the SIFE program and the advisor's appointment as the team's faculty advisor.

Step 2: Upon receipt of this letter and its approval with the SIFE USA National Organization, the faculty advisor will be asked to submit a Sam M. Walton Free Enterprise Fellowship Registration.

Step 3: After we have the registration and the letter, we will set up a time that the advisor can have a

conference call with Morgan Clevenger, Regional Vice President, SIFE USA.

Step 4: If at any point, the team or primary faculty advisor wishes to add a co-fellow, he/she may do so by following steps 1 & 2 outlined above.

Criteria

Once the registration to join the network is submitted, the faculty member will be encouraged to meet the following criteria:

- Attends one of the Walgreens' SIFE Team Training Conferences with their team in the fall of 2010.
- Their university or college SIFE team competes at one of the SIFE USA Regional Competitions in the spring of 2011. Should the team be named a Regional Champion, they will compete at the SIFE USA National Exposition. The SIFE team must register for these events. Details on the registration process may be found in the SIFE USA Competitions, Awards and Scholarships Guide.
- The faculty advisor mentors and acts as a resource to his/her SIFE team throughout the academic year and helps them prepare for the SIFE USA Regional Competition.
- Faculty attendance is encouraged at the 2011 SIFE USA Regional Competitions and if the team advances, at the SIFE USA National Exposition.

The Sam M. Walton Free Enterprise Fellowship

Purpose

The Sam M. Walton Free Enterprise Fellowship recognizes the contribution made by faculty advisors as they mentor, coach and teach the students of the SIFE team on their campus. Joining the Sam M. Walton Free Enterprise Fellowship can be a rich and rewarding experience for faculty, and also includes the following benefits:

- A welcome gift recognizing the faculty advisor's membership in the fellowship.
- Personalized name badge to be worn at all SIFE events.

Starting a SIFE Program

College and universities that wish to establish a SIFE program must first complete a series of steps to become officially recognized by SIFE USA. Below are the steps that must be taken in order to start a SIFE program.

1. You will need to identify a SIFE Faculty Advisor for the team, and have them register online and submit a letter of support from their immediate supervisor.
2. After we have their registration and the letter, we will set up a time that you can have a conference call with Morgan Clevenger, Regional Vice President, SIFE USA. Once these steps are complete, the university will be officially enrolled as a SIFE program and will begin to receive information from SIFE.
3. The next step would be to recruit students and begin working on projects. The team can actually begin recruiting students now so once you have a faculty or staff member in place as the advisor you can begin working on projects.

Once the application and approval letter have been received by SIFE USA, the college/university will be approved to start a SIFE program.

Registering as an Official Student Organization on Campus

One of the first steps you should take as a new organization is to officially register your team with your college/university. This process is usually conducted through the student activities office or student government association. Registering your team as an official campus organization will allow you to apply for school funding as well as receive travel permissions etc. Every campus is different so please contact the appropriate office at your institution for the steps necessary to complete this process.

Finding a SIFE Mentor

SIFE understands that beginning any new organization on campus can at times seem overwhelming and impossible. SIFE is comprised of hundreds of faculty advisors that have successfully established and maintained quality SIFE programs and wish to offer their support and guidance as you begin this exciting and rewarding experience. If you are interested in taking part in the SIFE Mentorship Program please contact the SIFE USA Programs Department for more information.

Team Resources

SIFE USA strives to provide resources to every SIFE team that will aid them in building a quality and sustainable SIFE program. Throughout the years

many resources have been created to help you better understand SIFE and provide a meaningful experience for your students. Following are descriptions of resources available to you as the SIFE faculty advisor.

SIFE Program Manager

Each SIFE Team is assigned a Program Manager to assist you with your day-to-day needs involving your SIFE Team. Your Program Manager will interface regularly with your SIFE team and faculty to ensure quality team projects and SIFE team organization and functioning. They can also assist SIFE students by providing career opportunities through the Career Connections Network.

SIFE Team Handbook

The SIFE Team Handbook contains the rules and regulations of SIFE. In this book you will find information pertaining to the overall SIFE program. In addition, the Handbook is designed to be a set of “best practices” and suggestions for building a quality and sustainable SIFE team. The SIFE Team Handbook is updated annually and may be downloaded at www.sife.org after you login with your username and password.

SIFE USA Competitions, Awards and Scholarships Guide

The SIFE USA Competitions, Awards and Scholarships Guide provides information to SIFE USA Teams regarding the Overall Competition process in the United States. In addition, the guide provides information about all Honors, Awards and Scholarships that are unique to the SIFE USA program. The SIFE USA Competitions, Awards and Scholarships Guide is updated annually and may also be downloaded at www.sife.org after you login with your username and password.

SIFE Team Best Practice Guides

The Best Practice Guides are designed to help your team build a quality and sustainable SIFE program. Best Practice Guides for each of the important areas of sustainability have been created for your use and are available online at www.sife.org after you login with your username and password.

Online Resources

SIFE has many online resources available for all registered faculty and students to help build a

successful SIFE program. Below is a summary of the resources available under the Team Resources section of the website at www.sife.org after you login with your username and password.

Medical Information Form

This form may be used by your SIFE team when traveling to SIFE events or projects. This is a voluntary form that will give you contact information for each SIFE member in case of a medical emergency.

SIFE Logos/Branding Guidelines

As a participating country and an enrolled SIFE team, you are authorized to use the SIFE name and logo in association with your team’s educational activities – so long as those activities are consistent with SIFE’s mission and official Code of Conduct. SIFE teams are not permitted to reproduce the SIFE name or logo without the attachment of their college/university name. Please keep in mind that the SIFE logo is a registered trademark and the SIFE Style Guide must be adhered to.

To help each SIFE team adhere to the SIFE Style Guide a Logo Generator has been created. The Logo Generator will provide a custom logo for each SIFE team with their college/university name in three different formats .PDF, .GIF, and JPG.

If you have any questions about how to use the SIFE Logo Generator please contact the SIFE USA Programs Department.

Video Duplication Policy

All videotapes produced by SIFE are copyrighted. Therefore, SIFE video materials fall under the protection of federal copyright laws. In an effort to abide by federal copyright laws and to protect the SIFE brand, SIFE videotapes may not be reproduced without written permission from SIFE World Headquarters. Permission to duplicate SIFE video materials is granted solely at the discretion of SIFE management. Complete details of this policy may be found on the SIFE website.

Team Management Forms

To help build your SIFE team and provide you with resources for your transition notebook, SIFE has created several downloadable forms to help manage your team. A list of the forms is below.

Team Roster

A team roster is an important resource for every SIFE team member to have. This form will help keep track of team members and their contact information. We suggest updating this document at least two times a year, at the beginning of each semester.

Business Advisory Board Roster

Keeping track of your Business Advisory Board Members is just as important as keeping track of your team members. By keeping an up-to-date list of your BAB Members you will be able to contact them for help with projects and to keep them informed about your team's activities.

Media Contact List

Working with your local media is an excellent way to receive recognition and increase support for your team's activities on campus and in the community. SIFE USA suggests researching your local media markets to find the person who would be most interested in covering your SIFE team projects. Use the media contact list to keep track of their contact information.

Meeting Agenda Template

Running an efficient meeting will help your SIFE team accomplish its goals and maintain membership. The quickest way to lose team members is to consistently run unproductive meetings. To help your team stay on task a meeting agenda template has been created for SIFE teams to use.

Project Outline

A successful project is one that has been carefully planned out. The best way to make sure each project has every element covered is to use a project outline.

Sample Constitution and Bylaws

Most college and university student organizations are required to create and submit a constitution and bylaws to be officially recognized by the institution. To help your team become officially recognized, a sample constitution and bylaws has been provided for you. Please check with your college or university about their rules before using these forms.

Annual Report Examples

Studying the annual reports of the previous SIFE year's National Competition is an excellent way for your team to learn about the different projects that are being conducted across the country. You will find the Top 20 team's annual reports online.

Maintaining a SIFE Program

Student Recruitment and Team Training

College and university campuses are dynamic environments. Every year new students arrive and seniors depart. This constant turnover means recruiting new members is a never-ending task that requires regular attention. However, a common misconception is the belief that a very large membership is required to operate a successful SIFE team. Each program is encouraged to involve as many students as possible on your team, but keep in mind SIFE team membership numbers tend to grow gradually over time. In order to officially be recognized as an active SIFE team you must have at least 10 members, but a good number to strive for is 25-30 active students. The more active students you have the more you can accomplish and the greater the experience will be for the team. Below are some creative suggestions for recruiting new SIFE members.

Recruiting Strategies:

- Create a SIFE bulletin board to include a sign up sheet, current projects, media coverage, announcements and the team's meeting time and place
- If permissible, write in chalk on the sidewalks on campus promoting meetings/SIFE events
- Purchase fun giveaways such as pen/pencils, mugs, Frisbees, or magnets
- Wear your SIFE team's t-shirt or polo on meeting days
- Have meetings in highly traveled areas so team meetings can be seen by non SIFE members
- Partner with your admissions department to target incoming freshmen and transfer students. Many admissions departments hand out information packets to new students. Ask if they would be willing to include the SIFE student recruitment flyer or a custom pamphlet
- Hold a fun social event such as a party on the patio, bed races, casino night, and water balloon fight or sponsor an on-campus movie
- Consider offering class credit for participation in SIFE. Refer to the SIFE in the Classroom Best Practice Guide for example class syllabi

** Please remember to attach your institution's name when using the SIFE logo**

Key Ideas:

- Recruit a diverse group of members – from all departments, majors, and classifications. Ideas for how different majors can be involved are included in this packet.
- Use a variety of recruiting techniques.
- Remember that recruiting is an on-going process! Get started on projects ASAP and recruit new members as you progress throughout the year!

Engaging New Members

Every SIFE team regardless of the number of years they have been around has the need to continuously recruit new members. As you recruit new members it is extremely important to quickly engage them in your program. The sooner they feel part of the team, the more vested they will be. The first step to engaging new members is communicating their importance and how each member's efforts will contribute to the team's mission and goals. Below are a few other suggestions to help engage team members:

- Get to know the team including their interests, talents, likes, dislikes, strengths, and weaknesses. Consider having each member fill out an interest survey at the beginning of each semester. Make this survey fun by adding questions concerning their birthday, favorite movie and other random information. Use this information to spotlight team members throughout the year making the team feel more welcome.
- Help members discover what they are good at through asking the right questions.
- Encourage members to work on projects specific to their interests.
- Encourage member's to be project leaders or co-leaders.
- Ask for members input and opinions early and often.
- Encourage the soft spoken or new members to become involved in team decisions.
- Partner veteran team members with new team members in a mentorship role in order to learn about SIFE and your team.

Walgreens' SIFE Team Training Conferences

The Walgreens' SIFE Team Training Conferences serve as a networking opportunity for teams to gain valuable information on how to create a quality and sustainable SIFE program. Each conference is a one day event held on college and university campuses across the country. For a complete list of locations, please refer to the calendar of events in the front of the SIFE USA Competitions, Awards & Scholarships Guide.

Team Organization and Structure

Now that you have recruited students for your SIFE team, it is time to start thinking about how you are going to organize your SIFE team. Although there are a variety of ways to successfully organize your team, we suggest you choose a very flat structure built around your team's educational outreach projects. Start by creating a limited number of officer positions for key functional areas. Examples might include:

- President
- Vice President
- Vice President of Finance
- Vice President of Recruiting and Membership
- Vice President of Project Development
- Project Managers or Project Leaders

SIFE has a sample constitution available that outlines important guidelines for operating your team and offers valuable suggestions for team organization and descriptions of officer positions.

Remember to dedicate the majority of your leadership structure to the project management positions. These individuals, often called Project Managers or Project Leaders, will be responsible for organizing a project team and managing the details required for the completion of one specific project. An established structure avoids over-bureaucracy, fosters teamwork, and provides valuable project management experience to the team members.

Project Development and Implementation

Steps for Creating Projects

The educational outreach projects developed by your team should do one of two things – **Directly Educate** a particular group, or **Create a New Learning Experience** for a specific audience. Teams create and deliver SIFE projects and present them by following the SIFE Judging Criterion.

As the coach of the team, you are able to bring a focus to the development of projects and opportunities. You can guide the team in selecting projects as well as hold them accountable to achieving goals. Ensure that all projects align with the SIFE Overall Judging Criterion and fulfill a need within your local community.

SIFE Judging Criterion

Considering the relevant economic, social and environmental factors, which SIFE team most effectively empowered people in need by applying business and economic concepts and an entrepreneurial approach to improve their quality of life and standard of living?

What are considered “*relevant economic, social and environmental factors*?”

- The three pillars listed are in reference to the triple bottom line concept, i.e., people, profits, and planet, and are meant to illustrate that for a project or initiative to truly be sustainable, it must make sense economically as well as socially and environmentally
- Due consideration must be given to all three factors listed, though it is understood that some may be deemed more or less relevant depending on the project and circumstances
- To the degree that any or all of the three factors are relevant (i.e. pertinent/applicable) to the team’s project(s) they must be factored into the greatest empowerment approach used

How are people “*effectively empowered*?”

- By moving from dependency to self-determination and independence through self-sufficient empowerment initiatives
- Through collaboration and capacity building

Who are “*people in need*?”

- Audiences are not limited to simply the poor, disadvantaged, marginalized in society, underprivileged, and/or economically challenged
- Broadly interpreted to represent all target groups so long as they are clearly lacking in the particular focus area of the team’s project, which is deemed to be significant and relevant to SIFE’s mission

What is “*applying business and economic concepts and an entrepreneurial approach*?”

- Application of a business mindset to the project process, content and delivery

- Demonstrating the positive power of business through project solutions
- Creation of economic opportunities through a market-based or free enterprise economic system
- Demonstration of an ‘entrepreneurial culture’ through the SIFE team’s efforts

What is considered “*quality of life and standard of living*?”

- Quality of Life – Refers mostly to intangible components: An individual’s satisfaction/dissatisfaction with the social, economic, cultural, emotional condition of his/her life
- Standard of Living – Refers mostly to tangible components: An individual’s satisfaction/dissatisfaction with the material condition and well-being of his/her life
- Meaningful outcomes (not just outputs) resulting in positive life change that guarantees longevity of successes attained

Competitions

SIFE USA Regional and National Competitions

The SIFE USA Overall Competition provides SIFE teams with the opportunity to compete against each other and ultimately determine which team created the most economic impact for members of its community through educating others about SIFE’s core criterion. SIFE USA Competition are meant to be a place where best practices are shared and the SIFE teams come together to showcase and celebrate their accomplishments.

In the United States the competitive process starts with the SIFE USA Regional Competition. The teams are subsequently divided into leagues based on their performance in the previous year’s competition using a computerized pairing process. First year “rookie” teams are then evenly distributed among the leagues. The computer program will randomly assign presentation times.

SIFE teams who register to compete at one of our Regional Competitions will compete for the title of Regional Champion and the opportunity to advance to the SIFE USA National Competition.

Rules

Every SIFE team that wishes to compete at a SIFE USA Regional Competition must first meet the requirements for competing and submit a SIFE USA Regional Competition Application.

Requirements:

- Have 10 active students who are registered at www.sife.org
- Have at least one completed project with measurable results that meet the overall SIFE Judging Criterion

All approved SIFE teams will need to register to compete at the Regional Competition of their choice. Participating students must be officially recognized as an active SIFE student by registering at www.sife.org in order to attend.

Each college/university is only permitted to have one SIFE team compete in a SIFE USA Competition. Institutions with more than one campus that are not separate degree granting institutions are required to compete as one institution and may only compete one time.

Team Presentations

The competition format consists of a typed written annual report and a live audio-visual presentation, which the teams present to a panel of entrepreneurs and executives serving as judges.

SIFE USA will provide the following equipment in each presentation room:

1. One eight foot or larger screen
2. One extension cord
3. SIFE does not provide other equipment of any kind such as, projectors, computers, monitors, TVs, carts, tables etc. Each SIFE team is responsible for providing any other equipment they will need.

Written Annual Report

Each competing SIFE team is required to create a written (typed) annual report highlighting the educational outreach projects conducted during the current academic year. Annual reports are limited to three possible configurations:

1. Four single sheets of 8 ½" x 11" paper with print on one side of each sheet
2. Two single sheets of 8 ½" x 11" paper with print on both sides of each sheet
3. One sheet of 11" x 17" paper with print on both sides and folded

If a team chooses to use a cover or back page, it will count as one of those pages. Teams should not use folders, report covers, etc. in conjunction with their annual reports. Teams should utilize standard

binding methods (staples, spiral, wire, etc.) when assembling annual reports.

Project Verification Form

SIFE teams competing at a SIFE USA competitive event are required to have their Sam Walton Fellow, one student and one administrator (dean, department chair or college president) review and sign the Project Verification Form. By signing the form each individual verifies the information provided in the team’s Annual Report and audio/visual presentation is accurate to the best of their knowledge. Details for completing the Project Verification Form can be found in the SIFE Team Handbook.

Awards and Prize Money

At the regional level, the number of awards distributed depends on the number of teams in each league.

For leagues with 4-5 teams, the following awards will be given:

Two Regional Champion Awards	\$1,000 and Trophy
One 1 st Runner-Up	Trophy
One 2 nd Runner-Up	Trophy
One Rookie of the Year (when applicable)	Trophy

For leagues with 6-7 teams, the following awards will be given:

Three Regional Champion Awards	\$1,000 and Trophy
One 1 st Runner-Up	Trophy
One 2 nd Runner-Up	Trophy
One Rookie of the Year (when applicable)	Trophy

Teams selected as Regional Champions are required to compete at the SIFE USA National Exposition or forfeit their \$1,000 cash award. In the event of forfeit, the team will retain its title and trophy.

In the event that a SIFE USA Regional Champion team is unable to fulfill this competition requirement, the 1st Runner-Up team from its Regional

Competition league will be invited to compete in its place at the SIFE USA National Exposition. If the 1st Runner-Up team is also unable to attend, the 2nd Runner-Up team from the same Regional Competition league will be invited.

Sustaining a SIFE Program

Engaging and Retaining Student Members

In addition to the recruiting tips listed on page 7 of this Best Practice Guide, below are some ideas for retention of existing members:

- Recruit 4 times a year in many different college classes
- Offer course credit
- Offer Independent Study for officers and long term members
- Provide letter of reference to top performers
- Sell the students on the opportunity to be a part of a group that accomplishes difficult goals that contribute to the institution, the community and our country
- Sell the concept of obtaining resume material (i.e. development of skills & leadership opportunities)
- Teach the construction of a portfolio for distribution to companies
- Get enthusiastic & stay enthusiastic

Creating a Team Succession Plan

Each year SIFE team membership numbers tend to fluctuate due to graduation and other transition factors. To ensure a quick and efficient start to the academic year, SIFE teams should create a succession plan. The object of the plan is to ensure the students who will be returning next year understand the team's goals, objectives and methods well enough to continue the team's momentum.

An effective succession process is the key to the sustainability of all SIFE teams. A proper succession includes having a strategy for growth and continuity.

Phase 1:

Identify Candidates for Leadership Team

- Encourage quality potential applicants
- Send out a call for applications
- Assemble interview team
- Set up interviews for applicants
- Select incoming President

Phase 2:

Select Leadership Team

- Arrange interviews for Leadership Team

- Incoming President and Sam Walton Fellow conduct interviews
- Solicit advice from BAB members, SIFE USA National Organization, and key stakeholders
- Select incoming Leadership Team

Phase 3:

Team Building

- Document roles and responsibilities
- Schedule Leadership Team Retreat
- Schedule meeting for team President with Dean
- Schedule meeting for team President with BAB, Sponsors and other stakeholders
- Identify and encourage potential project leaders

Your SIFE team should have a strategy for growth and succession, but remember that a large membership is not required for a successful team. In fact, a large, unorganized or unmotivated group is difficult to manage and not nearly as effective as a smaller, committed group of students. Keep this in mind when developing recruiting strategies.

The Sam Walton Fellow's role in succession planning comes primarily in targeting and recruiting student leaders. This targeted recruitment adds a higher level of credibility to the succession process for SIFE teams. It is encouraged that the team faculty advisor be involved in interviewing for key positions on the team. Also, Sam Walton Fellows should be a part of the training and development process for the new student leaders as a guide for strategy and team focus.

Key Success Factors

1. Key outgoing leaders and faculty advisors should be involved in selecting the new Leadership Team.
2. Good candidates must be qualified and then encouraged to apply.
3. Relationships with stakeholders must be transitioned to the new Leadership Team.
4. A transition notebook containing details of all SIFE team activities should be maintained on an annual basis.
5. Communication with SIFE USA Programs Department Staff and utilization of SIFE USA Resources, including those available online, are vital.

Team Management and Accountability

An effective team is held accountable by the faculty advisor and the stakeholders directly affected by the team's actions. Every successful sports team has a coach who serves as a mentor and fuels the team's drive to excellence. Similarly, SIFE looks for faculty

to drive and coach each team to success. With this mindset, you are able to recruit the top student leaders, help determine the team's focus, identify the challenges, and train your team to produce a successful overall program. We encourage the development of teams through faculty advice and direction.

Institutional Support

Obtaining the support of your college or university is key to the success and sustainability of your SIFE program. Without institutional support, what you do on your campus and in your community would not be possible. Administrators control university resources and determine how they are specifically allocated. Obtaining institutional and administrative support can increase your team's likelihood of receiving resources.

Institutional support is most easily obtained by building personal relationships with administrators. It is important to identify the influential individuals on your campus who have the ability to allocate resources to your team. Start with your department chair, business school dean and university president.

Developing a pitch specifically for administrators is vital to gaining their support. First, find out what your SIFE team can do for the institution and administration. Pitch your SIFE team as a solution to a problem they are facing and clearly state what is in it for them. Identify current or future SIFE activities that parallel the administration's objectives. Be proactive in developing a relationship by getting them actively engaged. Administrators who are actively engaged with your SIFE team are much more likely to see the benefits your team brings to the institution.

Obtaining Support

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proactive in developing a relationship by getting them actively engaged.

For example, ask your administrators to:

- Serve on your Business Advisory Board
- Attend SIFE team meetings
- Participate in SIFE projects
- Critique your team's presentation prior to competition
- Attend official SIFE events, such as team training conferences and competitions

Administrators who are actively engaged with your SIFE team are much more likely to see the benefits your team brings to the institution.

Leveraging Funding Resources

SIFE USA charges no dues and attempts to offset minor team costs, but it is inevitable that your team will need additional money throughout the year. Since most teams are self-supporting, the responsibility of fundraising often falls on team members. Although some of your activities will involve fundraising, remember that SIFE is not a fundraising contest. The decision to conduct fundraising events or solicit donations should be driven only by the need to finance your team's educational outreach efforts or operational expenses.

For ideas on how to identify funding sources, please refer to the SIFE Team Handbook or the Financial Best Practice Guide.

Working with SIFE Accounting

SIFE must be able to officially legitimize each payee regardless of the payment or taxable status of the vendor/payment. To satisfy this requirement, a completed W-9 must be on file for every vendor prior to payment.

Purpose of the W-9:

Form W-9 (Rev. 10-2007) "A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you..." A W-9 is used for all U.S. persons (including resident aliens), to provide your correct TIN to the person requesting the information.

Required W-9 Fields:

- Name as shown on your income tax return (typically used for sole proprietors or individuals)
- Business name (if different from above-typically used for the team/school)

- Taxable Status must be provided: Please check one box and indicate if your federal income taxable status is exempt or not. Do not be vague. If there is a question about your exemption status or not, it will delay processing.
- Current vendor address
- Social Security Number or Employer Identification Number. We only need one or the other per vendor. Make sure it is the applicable number for the vendor listed on the W-9. For example: Individuals=Social Security Number, School=Employer Identification Number, Team=federal ID or school federal ID.
- Signature-Required for the vendor. If you are signing for your school, be sure you have verified the Employer Identification Number is correct. This is the official certification that the number is correct.
- Additional General Instructions are noted on the Form and new forms can be downloaded from the IRS website at www.irs.gov or by contacting SIFE HQ Program or Accounting Departments at 1-800-235-9585.

SIFE Alumni

As you continue to develop your SIFE team, involving alumni is an area with great potential that is often overlooked. SIFE Alumni can be a tremendous asset to any team.

As team members are getting ready to graduate make sure they log into their online account at www.sife.org and change their status from “student” to “alumni.” This step is important as this will also help you track your alumni through the new online faculty tool section of the SIFE website. Be proactive in promoting the opportunities for your current team members to stay involved after graduation.

As students graduate many of them will change addresses, phone numbers and even email addresses. It is extremely important to collect permanent contact information before they graduate and you lose contact with them forever. Developing a tracking system could be as easy as keep a spreadsheet with a tab for each year. Basic information to track would include name, company, title, preferred address, phone number and email address.

Below are some suggestions on how to utilize your alumni. Again, they can be a powerful resource in helping the overall quality and sustainability of your team.

- Ask to serve on your Business Advisory Board

- Volunteer for a project
- Help with a special project (annual fund, homecoming game fundraiser, etc)
- Prepare the team for competition
- Serve as a guest speaker
- Mentor current team members
- Provide team with project ideas
- Offer team members career advice

Utilizing Your Business Advisory Board (BAB)

A Business Advisory Board (BAB), if utilized to its maximum potential, can serve as a tremendous asset to your SIFE team. Business Advisory Board members can provide resources that will help create sustainability within your organization by serving in the following capacities:

- Providing guidance and mentorship
- Introducing you to other business leaders in the community
- Suggesting project ideas
- Providing access to needed resources
- Funding opportunities
- Giving feedback on projects and your presentation

By identifying key individuals in your immediate community who will add value, your Business Advisory Board then becomes a vital part of your team’s success.

After you have created your Business Advisory Board, it is important to involve the members in team activities. We suggest meeting with your Business Advisory Board at the beginning of the year to review your planned projects. This is a great opportunity for members to give their advice and sign up to be a part of projects that align with their interests.

Connecting to the SIFE Network

One of the benefits of SIFE’s recent growth and global expansion is the opportunity for networking and collaboration among members of the network. SIFE teams are strongly encouraged to engage in sharing and exchanges with other teams. However, the SIFE World Headquarters and the leadership of each SIFE country organization treat the privacy of their advisors and student members very seriously. Information about SIFE’s privacy policy can be found on the SIFE website. This contact information is the property of each respective national SIFE organization and the SIFE World Headquarters and will not be provided to other SIFE faculty advisors or team members.

SIFE teams who wish to make contact with other teams have the opportunity for networking/introduction at SIFE competitions and training events or by using the SIFE Message

Boards on the SIFE website. Contact your Program Manager for help in connecting with other SIFE teams.