

# Opportunities and challenges of engaging staff in enterprise and entrepreneurship

QAA Scotland Enhancement Themes  
Enterprise & Entrepreneurship Webinar Series

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# Overview

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- The story so far
- A brave new role
- What the future holds

# Opportunity 'knocks'

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- 2001/02: Established an Enterprise Centre associated to Careers Service and academic development support
- 2005-07: Introduced Graduate Skills Framework mainstreaming 'enterprise' skills across the University
- 2012: QAA guidance on Enterprise and Entrepreneurship education published
- 2013/14: Strategic review through VC's Think Tank, identifying an executive lead and enhancing resources

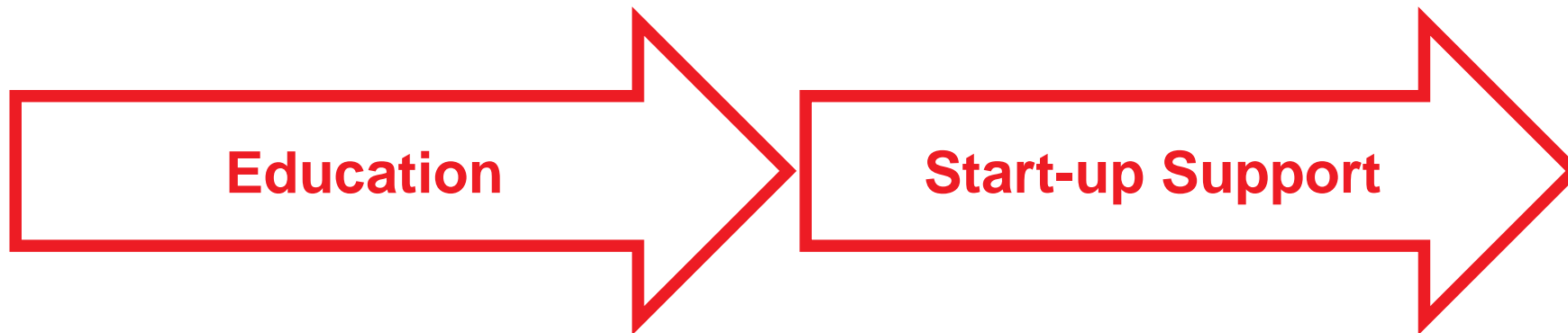
# The Faculty Lead...

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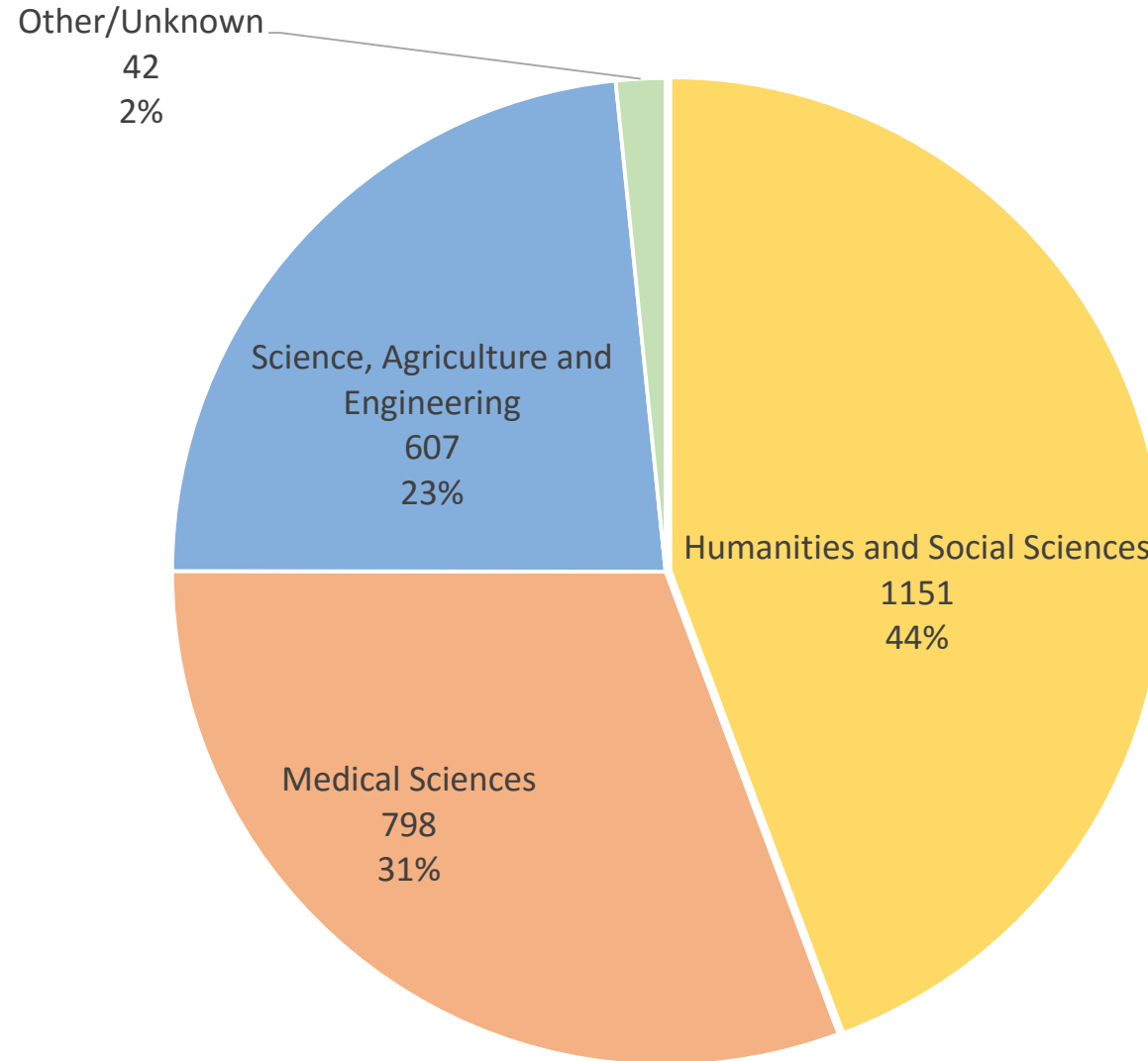
- Part change agent, part lecturer, part business adviser
- Old Friends ---> New Friends
- Subject area differences
- Breadth vs Depth
- Education and Start-up Support

# Entrepreneurial Development Process

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# Who got involved in 2015/16 (by Faculty)?



**2617** individual students and graduates engaged with Rise Up in 2015/16 and **38** new businesses were started as a result.

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- 2016/17: New Employability and Student Enterprise Strategy introduced

# Employability and Student Enterprise Strategy

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- **‘Best University Employability Strategy’ at TARGETjobs Awards 2017**
- **Stakeholder-led development**
- **Made relationship between employability and enterprise explicit**
- **Established ‘Strategic Lead for Employability and Student Enterprise’ in each School and/or subject area**
- **Introduced Employability and Student Enterprise Action Plans**
- **Provides opportunity to train and develop academic staff in order to ultimately engage all students – but how should we do it?**