The Sheffield Enterprise Events Company (SEEC)

Simon Clark and Charmaine Myers (ACES and Venture Matrix™)

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Aims
- To support enterprise events for pupils from Sheffield secondary schools
- To offer access to the features of the enterprise framework via the Venture Matrix ™(VM) to students within Sheffield Hallam and Sheffield College
- To develop autonomy by enhancing the students self efficacy through authentic learning experiences
- To increase the profile of enterprise and student recruitment within the local area

Objectives
- To appoint a SEEC management team and sub-groups within SHU and young entrepreneurs from Sheffield College.
- To organise and deliver, through SEEC, "Hallam Enterprise '10": an enterprise event involving students from all secondary schools in the Sheffield area.

Outcomes
This project is owned by students across all undergraduate years to
- Embed skills through experiential learning
- Progressively develop student autonomy
- Increase the use of enterprise specific and mentoring skills
- Strengthen existing, and build new collaborations with Sheffield College and local secondary schools
- Enhance the profile of SHU, Enterprise and most importantly, recruitment within the Sheffield area

Progress
A group of VM students are currently organising an all-day interactive enterprise event for pupils from Sheffield Secondary Schools, to be held in March 2010. The VM students carried out primary research for the day with a cross-section of young people from 6 Sheffield Secondary Schools (see photo).

The project offers both internal and external opportunities. Internally, via the student led organisation of events to develop learner autonomy, mentoring (retention) and enterprise (employability). Externally, via the organisation and delivery of high profile enterprise events, to widen participation and ultimately boost recruitment. Progress to date is identified in the student organisers' action plan.

Evaluation
- External interest, engagement and event take up
- Activity demonstrated by the VM database, showing interactions on the website and exchange of "squids" from and between ventures within the Venture Matrix ™
- Student led activities: the enterprise events and associated activities (publicity, promotion and evaluation of events).
- Student feedback and the results of independent questionnaires for students and staff
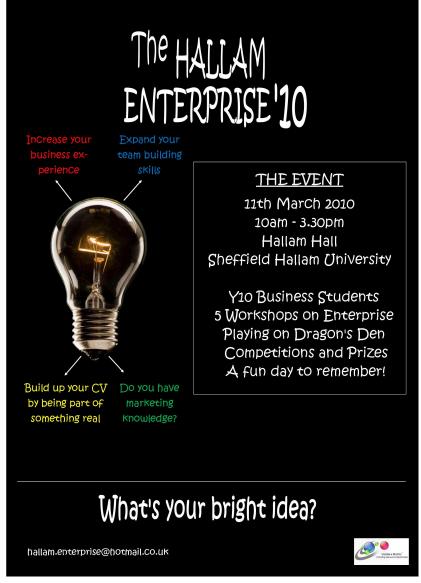- Results of student initiated questionnaires and solicited feedback

Proposed Agenda

10.00am - 10.30am	Registration and Introduction to the event
10.30am - 10.50m	Icebreaker session
10.50am - 11.00am	Split kids into work groups. (Around 17 students per group)
11.00am - 11.25am	Workshop 1
11.30am - 11.55am	Workshop 2
12.00pm - 12.25pm	Workshop 3
12.30pm - 12.55pm	LUNCH
1.00pm - 1.25pm	Workshop 4
1.30pm - 1.55pm	Workshop 5
2.00pm - 2.25pm	Workshop 6
2.30pm - 2.45pm	Competition Results / Prizes?
2.45pm - 3.15pm	Guest Speaker / Rapper / Feedback session
3.15pm - 3.30pm	Distribution of certificates / Thank you / Goodbye

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