

# BABSON COLLEGE

Babson Collaborative for  
Entrepreneurship Education

## GUIDE FOR NEW INSTITUTIONAL CHAMPIONS

On behalf of the [Babson Academy](#), welcome to the Babson Collaborative and thank you for taking on the important role of Collaborative Champion! As director of the Collaborative, I am here to assist you as you navigate our many resources and opportunities and make new connections within our membership. Please contact me anytime [jkendrioski@babson.edu](mailto:jkendrioski@babson.edu) or via WhatsApp at +1.401.256.8405. Sincerely, Jamie Kendrioski

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### **STEP 1: ONBOARDING**

#### **1. Schedule Onboarding meeting with the Collaborative director.**

I would like to schedule a call with you and your secondary or co-champion in the coming weeks (or at your earliest convenience) to review the basics of Collaborative membership and answer your questions. During this initial call, we can discuss holding a larger meeting with other members of your community. See sample meeting agenda at the end of this document.

#### **2. Choose a Secondary Champion**

The secondary champion can be a professor, administrator, assistant, anyone who can help you engage your community in Collaborative program and opportunities, and whom we can contact if unable to reach you. Please send their name, email, and mobile phone number (for WhatsApp) of your secondary champion.

#### **3. Preparing the Announcement**

Your institution has already been added to the [Member Listing](#) on the [Collaborative Member Portal](#). I will announce you to our members in the upcoming issue of Fieldnotes (our monthly newsletter), and inform Babson Marketing as they write various stories throughout the year highlighting the Collaborative, and they love to feature new members!

- For this, it would be helpful if you could provide a brief summary description of your institution, including references to your entrepreneurship education portfolio/initiatives and anything that you feel is exciting and unique about your school or program that others would be interested to learn.

### **STEP 2: JOIN THE COMMUNITY**

I have already added you to the Collaborative mailing list to receive our monthly newsletter (called "Fieldnotes") and news about special events and opportunities. Here are some important next steps:

#### **1. Join our WhatsApp Community**

To join, [Email me](#) your: Name; Institution, and Mobile phone number (including country code).

- Download WhatsApp (free) on your App store or [click here](#).

#### **2. Create your Profile and Gain Access to the Member Portal**

Our primary platform for engagement is the [Collaborative Member Portal](#). Some pages are public but access to most of the content requires login credentials. Please review the step-by-step **Guide for Accessing the Collaborative Portal** and [start here](#).

#### **4. Explore the Portal**

Upon approval of your member profile, you will gain access to the [Member Portal](#). Explore these features and more:

- [Academic Content Library](#): Materials such as course syllabi and cases are available for download.
- [Events Calendar](#): Review all upcoming programs, events and deadlines.

- [Faculty & Staff Directory](#): Search for members with particular interests and expertise.
- [Fieldnotes](#): Read recent issues of our monthly newsletter (called “Fieldnotes”) to catch up on news and events.
- [Student Benefits](#): Learn about programs and opportunities for students at member schools, including the [Global Student Challenge](#) and the [Babson Collaborative Student Network \(BCSN\)](#).

### **STEP 3: ENROLL YOUR COLLEAGUES**

There is **no limit** to how many educators at a member institution may access the Collaborative Portal, join the WhatsApp group, join our mailing list for monthly newsletters! I will provide you with materials to share with colleagues, but if you send me their contact information, I can add them to our mailing list and email them directly with instructions to engage with the Collaborative.

### **STEP 4: GET INVOLVED**

Now that you are more familiar with the Collaborative, it is time for you and your colleagues to engage with our community!

- **Get active on WhatsApp**  
Ask questions, make requests, share events, and respond to other members’ posts.
- **Attend webinars, community conversations and networking events**  
Topics include: creating institutional partnerships, advising on angel investments, launching a family business course
- **Share materials to the Academic Content Library**  
Examples include: course syllabi, assignments and class exercises with teaching notes
- **Join a Member Interest Group (MIG) related to your interests and/or expertise**  
Examples include: university incubators/accelerators, student engagement
- **Join the Collaborative Research Group**  
[Learn more here](#). Research topics include: entrepreneurial ecosystems, open innovation and GEM
- **Invite a Collaborative member to be a guest speaker**  
Utilize the [Faculty & Staff Directory](#) to find someone to: give a guest lecture in your course, join a panel, give a keynote address, and/or serve as a jury member in an institutional or community competition.

### **INTERESTED IN A CERTAIN TOPIC?**

- Utilize our WhatsApp Community (ask for advice, resources, referrals)
- Search the [Faculty & Staff Directory](#) (filter by primary discipline, research interests, etc.)
- Search the [Academic Content Library](#) for teaching materials
- Search for related [Webinars and/or Community Conversations](#)
- Search for related [Member Interest Groups \(MIGs\)](#) or [Research Team](#)
- Visit the [Events Calendar](#) for related upcoming events
- Contact the Collaborative director for help: [BabsonCollaborative@babson.edu](mailto:BabsonCollaborative@babson.edu)

# CHAMPION ONBOARDING MEETING

After you have had a chance to explore the [Member Portal](#) and learn a little more about the Collaborative, the Collaborative director will conduct an onboarding meeting with new champion(s).

## MEETING AGENDA

What follows is a sample agenda for this meeting, but we will prioritize your questions and needs.

- The role of the Collaborative director
- The roles and responsibilities of the Champion(s)
  - Annual invoices
  - Annual check-in meeting
  - Contributions to the Academic Content Library
  - Attendance at the Global Summit
- Ensure compliance with branding guidelines (see below)
- Navigating the Collaborative member portal
- Maximizing your membership
  - Review your goals and objectives for Collaborative membership
  - Review membership benefits, special programs and opportunities, and upcoming deadlines
    - Opportunities for Students:
      - Global Student Challenge
      - Babson Collaborative Student Network (BCSN)
    - MOU to establish a graduate pathway for your community to graduate study at Babson
    - Complimentary seat in the Diana International Research Institute membership organization
  - Engage others at your institution (I will provide a template email and materials to share)
    - Encourage them to join our mailing list and WhatsApp community
    - Encourage those likely to be most engaged to create a profile to access the Member Portal
    - Schedule a Collaborative informational webinar for your colleagues
- Introducing your institution to our Collaborative membership
  - Share articles, research, unique programs via Fieldnotes, WhatsApp; host a webinar or community conversation
- Identify next steps and schedule a follow-up meeting

These guidelines are a resource to help build a consistent experience for our audiences, no matter where they are or how we are reaching them. Use of Babson identifiers other than on member institution websites or marketing collateral must be approved in advance by Babson. Members may request approval by contacting Jamie Kendrioski at [BabsonCollaborative@Babson.edu](mailto:BabsonCollaborative@Babson.edu).

## COLLABORATIVE MEMBER LOGOS AND BABSON COLLEGE NAME: GENERAL USE

Members of the Babson Collaborative are encouraged to represent their membership status on their website and marketing collateral—this excludes certificates, diplomas, or any other academic award.

### *Identities*

Each member is permitted to use the Collaborative Member logo to indicate membership in the organization.

## BABSON COLLEGE

Babson Collaborative for  
Entrepreneurship Education Member

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Babson Collaborative for  
Entrepreneurship Education Member  
Since 2021

### *Editorial*

Members are permitted to identify themselves as “a member of the Babson Collaborative for Entrepreneurship Education (founded and sponsored by Babson College)” or “a member of the Babson Collaborative (founded and sponsored by Babson College)”, and may translate either phrase into a language other than English in a manner that does not change its meaning.

## COLLABORATIVE STUDENT NETWORK

*Identity:* The correct mark for this is shown below.

## BABSON COLLEGE

Babson Collaborative for  
Entrepreneurship Education  
Student Network

*Editorial:* On a resume, on LinkedIn, etc., students should refer to the group and their role as ambassadors this way:

*Ambassador of (School Name) to the global Babson Collaborative Student Network.*



A flyer template is available for download. 

## COLLABORATIVE GLOBAL STUDENT CHALLENGE

**Identity:** Please use your Babson Collaborative for Entrepreneurship Education Member logo and list ‘Global Student Challenge’ in text as shown.

**Editorial:** Be sure to call out ‘Global Student Challenge’ in text in headlines, subject lines, and other body copy so that your audience sees a consistent name for the challenge.

The Challenge is completed in two phases: a **local** competition at each participating member institution to determine the top-placing student teams, followed by a **global** competition among the top-placing teams from each institution.

If not using your Babson Collaborative member logo as a visual in social posts, the following provides a good example of how you can refer to the **local phase** of the Challenge:

*“As a member of the Babson College Collaborative for Entrepreneurship Education, we are excited to announce this year’s Global Student Challenge!”*

If not using your Babson Collaborative member logo as a visual in social posts, the following provides a good example of how you can refer to the **global phase** of the Challenge. When the identity is not shown, “College” should be added to your text.:

*“Congratulations to the team(s) from (School name) moving on to the semifinals of the Babson College Collaborative Global Student Challenge!”*

## DID YOU KNOW ...

**Babson Collaborative for Entrepreneurship Education logos are registered trademarks:**

The logos must not be altered in any way. The logos may not be filled with graphics or photos, or covered with text or graphics, and changes to or approximation of the fonts is not permitted. Member organizations of the Babson Collaborative, including the Student Network, are not permitted to use the Babson College logo alone, logos must always carry the Babson Collaborative information as shown.

### Representation of Membership and Affiliation:

Babson College is the sole and exclusive owner of the names “Babson College,” “The Babson Collaborative for Entrepreneurship Education,” “The Babson Collaborative” and of all abbreviations and variations of those names and of the associated trademarks, logos, and good will (collectively, the “Babson Names” or “Marks”).