W&M | ENTREPRENEURSHIP HUB

W&M Entrepreneurship Hub – Tools, Applications, and Impact

Process Frameworks & SOPs

- **Audit → SOP → Automate → Measure Framework**
  Guides continuous improvement: start with clarity, then automate.
  Impact: Provided a repeatable model for other teams; increased efficiency across workflows.
- **File Governance SOP**
  Defines folder structures, versioning, and permissions.
  Impact: Reduced data loss and confusion during staff transitions.

Demonstrated Outcomes

- **Administrative time on reporting:** reduced by 75%.
- **Event check-in accuracy to 80**% of total activity.
- **SOP coverage:** expanded from 10% to 70% of recurring operations.
- **Data freshness:** improved from semesterly to real-time visibility.
- **Cross-functional coordination:** significantly enhanced via Master Tasker and Loop integration.

Our Ethos

Every tool serves a principle:

- Build clarity before automation.
- Use technology to remove friction, not add it.
- Treat data as a service, it should inform decisions, not burden staff.
- Iterate constantly; every workflow is a prototype.

1. Core Operations

- **Microsoft 365 Suite Organizational Unit (Teams, Planner, Loop, Lists, Power Automate, Power BI)**
  Used for unified communication, project management, data tracking, and automation.
  Impact: Centralized all Hub operations; reduced manual admin work by hours per month and improved data consistency.
  - **Loop + Planner Integration**
    Combines ideation (Loop) with structured execution (Planner).
    Impact: Reconnected agendas and ideas to measurable tasks; increased meeting productivity and accountability.
  - **"Master Tasker" (Hub-built planner system)**
    Cross-functional task tracker organized by *type of work* (Operations, Marketing, Finance, Tech/Data, and more).
    Impact: Improved collaboration across roles and transparency into team workload.
  - **SharePoint File Governance**
    Standard folder structures, permissions, and version control.
    Impact: Reduced document loss and confusion; improved continuity and compliance.

2. Data Collection & Engagement Systems

- **Microsoft Forms + Lists + Power Automate**
  Dynamic forms with branching logic feeding into SharePoint Lists, connected to Power BI dashboards.
  Impact: Replaced manual spreadsheets; real-time engagement data for events, programs, and participants.
- **Hub Points Vending Machine (IoT + Data Integration)**
  Gamified engagement system where participants earn and redeem Hub Points.
  Impact: Increased reengagement; automatically logs participation data tied to individual IDs.

- **Parking Pass Automation**
  One Form → automatic approval → Excell (in SharePoint) log → PDF visualization.
  Impact: Saved ~3 staff hours weekly; generated accurate facility-use reporting data for the university.
- **Event Check-In System (QR-based)**
  Automated attendance logging via QR codes connected to Forms and Power Automate.
  Impact: Eliminated manual reconciliation; improved reporting accuracy to over 80%.
- **Power BI Dashboards + Data Lakehouse (with W&M IT)**
  Unified data visualization for all programs and engagements; stored securely in the university data lakehouse.
  Impact: Real-time reporting; improved strategic decision-making and storytelling for funders.

3. Program & Venture Management

- **Canvas & Brightspace LMS (Micro-Courses, Mentor Catalyst, Venture Acceleration Program)**
  Hosts asynchronous learning and training content.
  Impact: Scaled onboarding and mentorship prep; consistent quality across participants.
- **Calendly + Outlook Integration**
  Automated scheduling synced with calendars and reporting.
  Impact: Cut meeting coordination time from four days to one; improved client responsiveness.
- **SharePoint Lists (Venture Progress Tracking)**
  Forms → Centralized list record of milestones, deliverables, and status updates for ventures.
  Impact: Simplified program reporting to stakeholders, processing of awards/funding based on status

4. Marketing & Communications

- **Canva for Teams**
  Design templates for flyers, presentations, and social posts using W&M brand assets.
  Impact: Cut design turnaround in half; ensures brand consistency across platforms.
- **Mailchimp**
  Targeted newsletters and event follow-ups.
  Impact: Improved open rates and survey response through automated, segmented communication.
- **Microsoft CoPilot / ChatGPT**
  Used for SOP drafting, meeting summaries, and communications support.
  Impact: Reduced administrative writing time; improved documentation quality.

5. Finance, Operations & Compliance

- **SOP Generator (via CoPilot)**
  Creates draft Standard Operating Procedures stored automatically in SharePoint.
  Impact: Accelerated documentation; improved training for new staff and students.

6. Collaboration & Partner Integration

- **Loop + Planner**
  Integrated workflows for multi-partner collaboration.
  Impact: Better alignment, visibility, and accountability across internal team workflows

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