

Ecosystem Mapping Project

- *A rationale and guide for Aspect universities to implement their own 'map'*

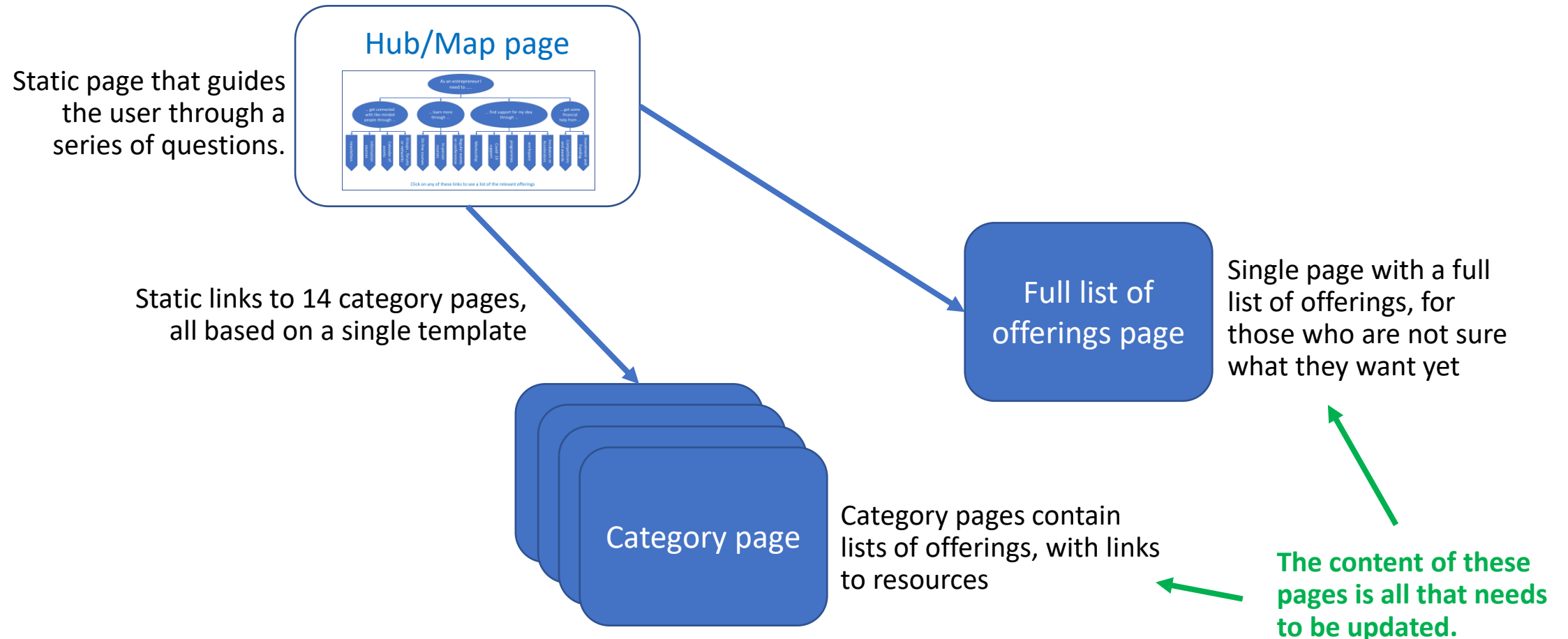
Rationale for this map implementation guide

- One of the deliverables from this project is a map, providing similar functionality to a map created by the Enterprising Oxford, (<https://eship.ox.ac.uk/map-eship-oxford/>) i.e. guides users through questions to find the resources they need - and gives visibility across the university's full range of entrepreneurial offerings (helpful to new entrepreneurial students).
- A map is only of benefit if it is kept up to date, as offerings change; solution needs to be easy to maintain.
- Solution also needs to be easy to implement (using existing skills) and customise (to suit each university's house style/branding)

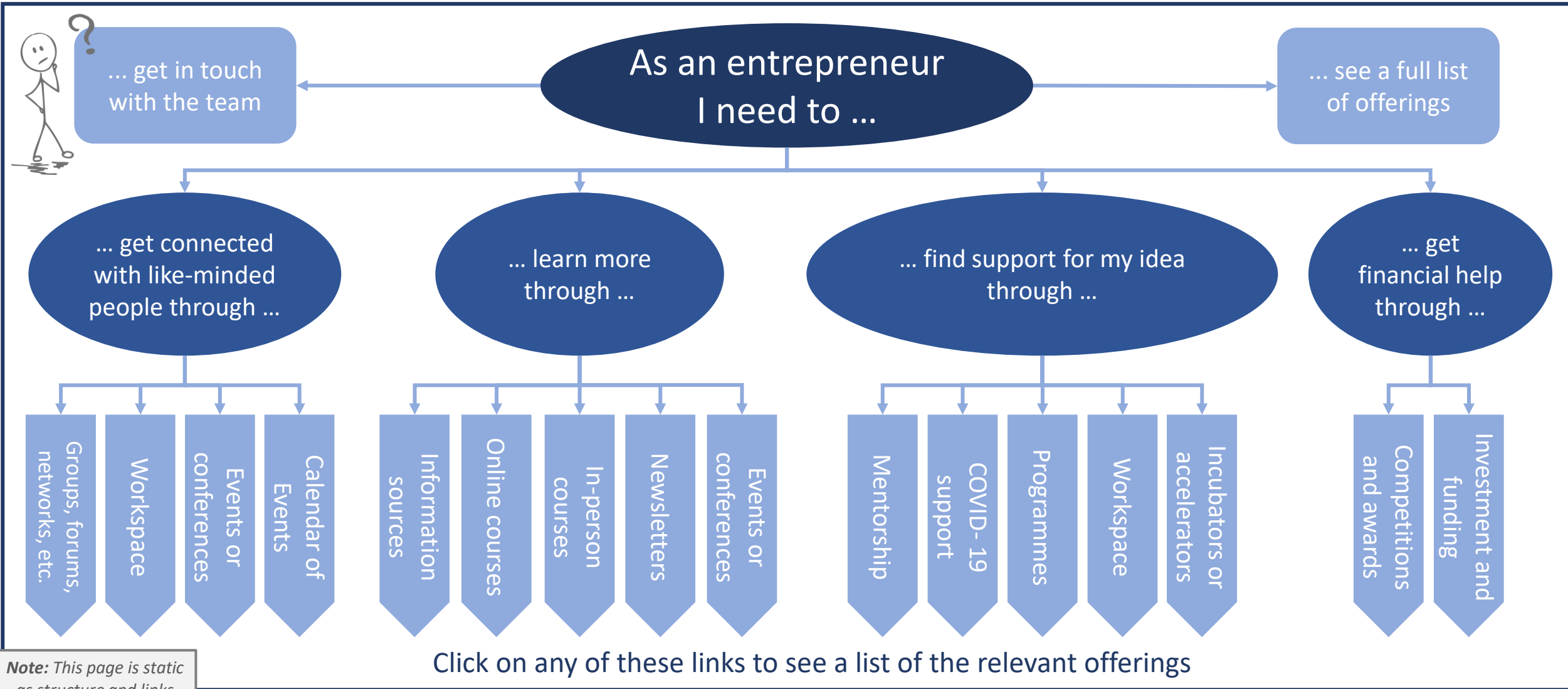
Proposed solution

- Low set up and maintenance requirements; uses skills and tools that the universities already have.
- Works similarly to Oxford's map; key difference is that the bottom level of detail (which changes the most) is on a separate set of pages.
- This presentation (+ the Excel data source, the 'matrix') provides universities with a brief that can be given to their web developers to create hub/map pages in their existing website, using their own house style/branding
- The following slides suggest a web page structure that gives users easy visibility and access to all university offerings.

Proposed web page structure



Suggested layout for hub/map page



Example speculative category page structure

ENTREPRENEUR GROUPS, FORUMS, SOCIETIES OR NETWORKS

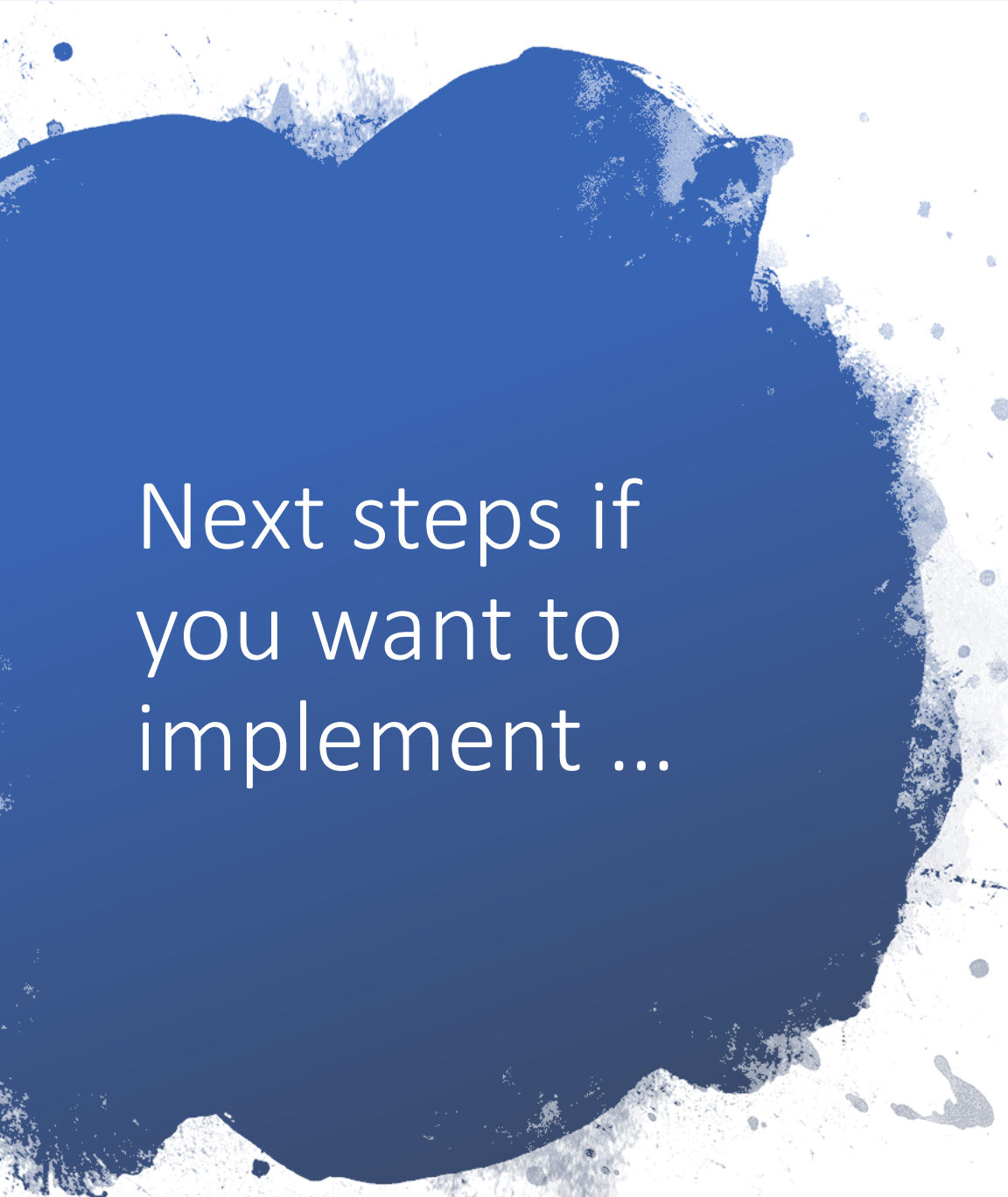
University of
XXXXXX

At the university of xxxxxx, entrepreneurs can get involved with a number of groups to share ideas and get support from their peers.

The forums, societies and networks operating currently include:

| Name | Description | Intended audience | Link to specific content: |
|--|--|---------------------------------------|---|
| Manchester Student Union Entrepreneurs Society | Manchester's Entrepreneurs Society | All | https://manchesterstudentsunion.com/groups/manchester-entrepreneurs |
| Enactus Manchester | Non-profit organisation encouraging entrepreneurship with a social purpose | Current students and recent graduates | https://www.alliancembs.manchester.ac.uk/news/enactus-and-the-university-of-manchester/ |
| | | | |
| | | | |
| | | | |

Back to
hub



Next steps if you want to implement ...

- Give this guide and the D1 (matrix) to your web developer
- Discuss and agree key points, such as:
 - location of the hub page with the site owner
 - intro text/content for each category page, with site owner or a member of the Entrepreneurship/Enterprise team (someone who is familiar with the entrepreneurial ecosystem)
 - which team members will have editing rights for category pages (suggest only 1 or 2 individuals need permissions, not whole team)
- Web developer creates pages
- Agree launch approach/plan
- Consider linking to hub page from other existing web pages, to drive more traffic through this route.