

EEUK Fellowship Applicant Guidance

Welcome to the EEUK Fellowship

Message from the Lead Director, Dr Emily Beaumont

Welcome to the Enterprise Educators UK (EEUK) Fellowship.

The Fellowship has been established to recognise, value, and professionalise the wide range of roles that contribute to enterprise and entrepreneurship education across higher education, further education, and the wider enterprise ecosystem. It reflects EEUK's long-standing commitment to enabling excellence in acknowledged, inclusive, and impactful enterprise education practice.

The Fellowship is deliberately designed to be inclusive of diverse career pathways, recognising that enterprise education is delivered through academic, professional, practitioner, and leadership roles, often in hybrid and evolving ways. Through its “three doors to one room” model, the Fellowship offers parity of esteem across different forms of contribution, while its tiered structure provides meaningful recognition of progression, leadership, and sustained impact over time.

Whether you are applying for the first time, seeking recognition of senior leadership and influence, or supporting others through the process, the EEUK Fellowship is intended to be a credible, supportive, and reflective professional recognition. I encourage you to engage with the guidance openly, reflect honestly on your practice and impact, and view the Fellowship as part of an ongoing professional journey rather than a one-off award.

I look forward to welcoming you to the EEUK Fellowship community.

Purpose of the Fellowship scheme

Enterprise Educators UK (EEUK) Fellowship recognises excellence, leadership, and sustained contribution to enterprise and entrepreneurship education across higher education, further education, and the wider enterprise ecosystem. The Fellowship provides a credible, sector-recognised professional standard that values diverse roles, disciplines, and career pathways.

The Fellowship operates on a “three doors to one room” principle, combining horizontal recognition with vertical progression. Applicants may enter through different pathways (Academic, Practitioner, or Influencer), recognising the diversity of roles, contexts, and forms of contribution across enterprise and entrepreneurship education.

At the same time, all applicants are assessed against a shared set of standards, and Fellowship is awarded at a defined level (Associate, Fellow, Senior Fellow, or Principal Fellow). This vertical progression recognises depth, leadership, reach, and sustained impact over time, providing a clear professional development trajectory.

Fellowship Pathways (Horizontal Recognition)

Applicants apply through one primary pathway, reflecting where the majority of their contribution sits. Evidence may legitimately span more than one pathway.

Academic Pathway – Teaching, curriculum design, scholarship, research, and pedagogic leadership.

Practitioner Pathway – Learner-facing enterprise delivery, business support, ecosystem engagement, and knowledge exchange.

Influencer Pathway – Strategic leadership, institutional change, policy influence, and sector-wide impact.

Fellowship Levels (Vertical Progression)

Level	Descriptor
Associate Fellow (AFEEUK)	Developing practice with emerging impact
Fellow (FEEUK)	Sustained, effective practice with demonstrable impact
Senior Fellow (SFEEUK)	Strategic leadership and influence beyond immediate role
Principal Fellow (PFEEUK)	Sector-leading influence at national or international level

Applicants should apply for the highest level that accurately reflects their current contribution. There is no requirement to hold a previous Fellowship level before applying for a higher one. Applicants may enter at any level where their evidence meets the standard and may apply through any pathway at any level. Movement between pathways is permitted at any stage, recognising that roles, responsibilities, and forms of contribution evolve over time.

Underpinning Standards

All Fellowship awards are assessed against a single, coherent set of professional standards, underpinned exclusively by the following three sources:

1. IOEE National Occupational Standards (NOS) for Enterprise and Entrepreneurship Educators and the National Occupational Standards (NOS) for Business and Enterprise Support

The NOS for Enterprise and Entrepreneurship Educators provide the foundational benchmark for professional competence in enterprise and entrepreneurship education. The NOS articulate what enterprise educators should *do*, *know*, and *understand* in practice, structured around:

- a. Planning and delivering effective enterprise and entrepreneurship education
- b. Building collaborative relationships with learners and stakeholders
- c. Motivating and inspiring enterprising and entrepreneurial mindsets
- d. Reflecting on and developing professional practice

In addition, the EEUK Fellowship also recognises the National Occupational Standards (NOS) for Business and Enterprise Support. These standards are

particularly relevant for applicants whose roles focus on:

- a. Business and venture support
- b. Incubation, acceleration, and scale-up activity
- c. Knowledge exchange and commercialisation
- d. Enterprise ecosystem development
- e. Applied support for founders, SMEs, and organisations

Together, the Enterprise and Entrepreneurship Educator NOS and the Business and Enterprise Support NOS reflect the full breadth of professional practice across the enterprise education and support landscape.

The EEUK Fellowship pathways (Academic, Practitioner, Influencer) are derived from this combined NOS landscape, ensuring occupational relevance, sector legitimacy, and parity of esteem across educator, practitioner, and leadership roles.

2. **QAA Enterprise and Entrepreneurship Education Guidance for UK Higher Education Providers.**

The QAA guidance provides the sector-wide articulation of effective enterprise and entrepreneurship education, emphasising inclusive, authentic, learner-centred and context-sensitive practice. It frames enterprise education as developmental, interdisciplinary, and embedded across curricula, co-curricula, and institutional strategy.

Fellowship applications are expected to demonstrate alignment with the *principles* of the QAA guidance, rather than compliance with a prescriptive model, recognising institutional and disciplinary diversity.

3. **UK Professional Standards Framework (PSF) for Teaching and Supporting Learning (2023)**

The PSF provides the overarching professional framework for teaching and supporting learning in higher education, structured around:

- a. Professional Values
- b. Core Knowledge
- c. Areas of Activity

EEUK Fellowship levels are deliberately aligned in *spirit and progression logic* with the PSF Descriptors (Associate, Fellow, Senior, Principal), ensuring credibility, transparency, and comparability with nationally recognised professional standards.

Together, these sources ensure that the EEUK Fellowship:

- is grounded in nationally recognised occupational standards (IOEE NOS for Enterprise and Entrepreneurship Educators, NOS for Business Enterprise Support)
- reflects sector-agreed educational principles (QAA)
- aligns with established professional recognition structures (PSF)

Applicants are encouraged to map their evidence to these frameworks. Assessors will evaluate whether applicants' practice, reflection, and impact are *clearly consistent* with these underpinning standards.

Core Assessment Criteria

All applications are assessed against five criteria, scaled by Fellowship level:

1. Professional Practice

The quality, appropriateness, and effectiveness of the applicant's enterprise and entrepreneurship education practice. This includes how practice is designed, delivered, and evaluated, and how it draws upon relevant knowledge, experience, and standards.

2. Impact

The difference the applicant's practice makes for learners, organisations, institutions, or the wider ecosystem. Impact may be educational, cultural, organisational, or sectoral, and should be evidenced proportionately to the Fellowship level.

3. Leadership and Influence

The extent to which the applicant leads, shapes, or influences enterprise and entrepreneurship education practice. This may include leadership of initiatives, teams, strategies, partnerships, or policy, and influence on others' practice.

4. Reflection and Development

The applicant's capacity for critical reflection on their practice, values, and effectiveness, alongside a demonstrated commitment to ongoing professional learning and development.

5. Values and Ethics

The extent to which the applicant's practice is inclusive, responsible, ethical, and values-led, including respect for learners, colleagues, partners, and the wider societal context of enterprise and entrepreneurship education.

Core Assessment Criteria by Fellowship Level

Criterion	Associate Fellow (AFEEUK)	Fellow (FEEUK)	Senior Fellow (SFEEUK)	Principal Fellow (PFEEUK)
Professional Practice	Practice is appropriate, developing, and effective within defined responsibilities.	Practice is sustained, effective, and well-evidenced across contexts.	Practice shapes programmes, teams, or institutional approaches.	Practice defines or significantly advances sector-wide approaches.
Impact	Evidence of positive outcomes for learners or stakeholders.	Clear, sustained impact with supporting qualitative or quantitative evidence.	Impact extends across departments, institutions, or regions.	National or international impact evidenced through policy, strategy, or system change.
Leadership and Influence	Emerging leadership within role or projects.	Leadership of initiatives, teams, or partnerships.	Strategic leadership influencing others' practice and decision-making.	Sector leadership shaping direction, discourse, or priorities.
Reflection and Development	Reflective awareness and engagement in professional development.	Critical reflection informing continuous improvement of practice.	Reflection demonstrates learning from complexity, leadership, and change.	Reflexive insight shaping future directions for the field.
Values and Ethics	Commitment to inclusive and responsible practice is evident.	Values are consistently embedded in practice and decision-making.	Values-led leadership influencing culture and others' practice.	Values shape policy, strategy, and norms at sector or system level.

Standard route to Fellowship

The standard route provides 5 hours of structured developmental support to applicants in addition to a robust application process. The structured support is designed to be flexible and to meet the individual needs of applicants, support may include:

- an initial scoping discussion to confirm pathway and Fellowship level
- Individual or group guidance on structuring the application and addressing the assessment criteria
- Individual or group advice on evidencing impact and reflective practice

While support and guidance will be provided to applicants the role of the Fellowship Lead does not extend to writing applications or providing detailed feedback as part of the assessment process.

Independent Application

The Independent Fellowship Route is designed for applicants who are confident in preparing and submitting their application without additional support. Applicants choosing this route may access recorded material and/or attend an open guidance session when available but will not be able to access the 5 hours of structured developmental support. An applicant on this route can email the Fellowship Lead with practical questions regarding the submission of the application but not ask or make requests regarding the content of their application.

Applicant Journey

The EEUK Fellowship has been designed to provide a clear, supportive, and proportionate applicant journey, recognising the diverse roles, workloads, and career stages of enterprise and entrepreneurship educators.

1. Initial Orientation

Prospective applicants are encouraged to familiarise themselves with the Fellowship structure, pathways, and levels through the public-facing

guidance, and bimonthly webinars. This stage is intended to support informed decisions about:

- the most appropriate pathway (Academic, Practitioner, Influencer)
- the Fellowship level that best reflects current contribution

2. Application Preparation

Applicants prepare a reflective, evidence-informed submission focused on their professional practice, impact, leadership, development, and values. The application is designed to be:

- narrative rather than purely evidential
- inclusive of academic, professional, and hybrid roles
- proportionate to the level applied for

Applicants may draw on a wide range of evidence types, including learning materials, curriculum or planning documents, evaluations, strategic documents, case studies, testimonials, or outputs, provided these are clearly contextualised.

3. Submission (Rolling Model)

Applications are submitted via the online portal on a rolling basis, removing fixed deadlines and batch cycles. This approach:

- supports flexible engagement alongside workload pressures
- enables timely assessment and feedback
- avoids disadvantaging applicants at particular points in the academic year

4. Assessment

Each application is reviewed and marked independently by a trained assessor which is then moderated by a second, independent assessor. Assessors are selected to ensure appropriate pathway and level expertise, and they will evaluate applications holistically against the core assessment criteria and level descriptors. In the unlikely event of significant disagreement between the assessor and moderator experienced EEUK personnel will act as an independent adjudicator.

5. Decision and Feedback

Applicants normally receive a decision within 6–8 weeks of submission. All applicants receive written feedback that is:

- developmental and constructive

- aligned to the assessment criteria and level descriptors
- intended to support either recognition or future development

6. Outcomes

Possible outcomes on first submission include:

- Fellowship awarded at the level applied for
- Fellowship proposed at an alternative level (where appropriate)
- Invitation to revise and resubmit with guidance

Possible outcomes on second submission include

- Fellowship awarded at the level applied for
- Fellowship proposed at an alternative level (where appropriate)
- Fail

7. Resubmission and Developmental Support

Applicants invited to resubmit are offered structured written guidance. Resubmissions are not penalised and are assessed afresh against the relevant criteria. If an application is unsuccessful following resubmission, any further submission must be made as a new application, subject to the application fee.

8. Recognition and Ongoing Engagement

Successful applicants receive formal Fellowship recognition, post-nominals, and inclusion in the EEUK Fellowship register. Fellows are encouraged to engage with the wider EEUK community through mentoring, events, working groups, and continuing professional development.

Application Process

Applications for all levels of Fellowship are to be submitted using the EEUK Fellowship portal. Applications may take a written or alternate format as described below.

The structure of the application does not change according to the Fellowship level applied for. All applicants, regardless of level, complete the same application sections and address the same core assessment criteria.

What *does* change is the expected depth, scope, and reach of evidence, which is judged in relation to the Fellowship level applied for. In other words,

applicants are not asked to complete a different form, but to evidence their practice at an appropriate level of scale and influence.

The application is designed to support a reflective, evidence-informed narrative rather than a purely descriptive or list-based submission. Applicants are encouraged to focus on *quality, coherence, and relevance* of evidence, proportionate to the Fellowship level applied for.

Section 1: Applicant Details

Applicants should provide accurate personal and professional information, including:

- current role and organisation
- chosen Fellowship pathway (Academic, Practitioner, Influencer)
- Fellowship level applied for

This information is used to ensure appropriate assessor allocation and does not influence assessment decisions.

Section 2: Professional Context (500 words or 10 mins)

This section situates the applicant's practice. Applicants should:

- describe their current role, responsibilities, and scope of influence
- explain the organisational, disciplinary, or sector context in which they work
- outline how enterprise and entrepreneurship education features within their role

The purpose of this section is to help assessors understand *context*, not to judge prestige or job title.

Section 3: Statement of Contribution (2,000 words or 30 mins; 1000 words or 15 minutes)

This is the core narrative of the application. Applicants should address all five core assessment criteria:

1. Professional Practice
2. Impact
3. Leadership and Influence
4. Reflection and Development
5. Values and Ethics

Applicants may structure this section thematically or narratively. Effective submissions typically:

- provide concrete examples rather than general claims

- demonstrate sustained practice over time appropriate to the Fellowship level
- show progression, learning, and impact appropriate to the Fellowship level
- integrate reflection rather than presenting reflection as an add-on

Applicants submitting via an inclusive or verbal format should ensure that equivalent coverage of all five criteria is clearly demonstrated.

Section 4: Supporting Evidence (ETC Toolkit and up to 10 items of evidence, Associate Fellow ETC Toolkit and up to 5 items of evidence)

Enterprise, Teaching and Curriculum (ETC) Toolkit

In addition to the supporting evidence items, applicants are required to submit a novel Enterprise, Teaching and Curriculum (ETC) Toolkit submission. This can be either a “How to” or “Case study”.

The ETC Toolkit submission is intended to:

- support applicants in demonstrating the nature, scope, and maturity of their enterprise and entrepreneurship education practice
- provide assessors with a structured overview of how applicants’ practice aligns with enterprise education principles
- complement, rather than replace, the narrative and evidence provided elsewhere in the application
- demonstrate a commitment from the applicant to contribute meaningfully to the enterprise education community

The ETC Toolkit is not assessed as a standalone piece of evidence although it must meet the minimum standard for publication to the ETC Toolkit. The toolkit submission is used to contextualise the application as a whole and provide a valuable tool for reflection.

Applicants may reference their ETC Toolkit within their Statement of Contribution or supporting evidence where helpful, but detailed cross-mapping is not required.

In addition, applicants are required to include **up to** ten supporting items. These should:

- substantiate claims made in the Statement of Contribution
- be clearly contextualised and referenced
- demonstrate impact, quality, or leadership

Each item must be accompanied by a short explanatory statement (maximum 150 words) explaining:

- what the evidence is
- why it is relevant
- which aspects of the applicant's practice it supports

Quality and relevance of evidence are more important than quantity therefore many applicants will choose to supply a smaller number of items.

Examples of Supporting Evidence

Supporting evidence may take a wide range of forms, depending on role, pathway, and context. Examples include, but are not limited to:

- student or participant testimonials, feedback, or reflective comments
- module, programme, or workshop evaluations
- project reports, consultancy outputs, or impact summaries
- curriculum materials, assessment briefs, or learning resources
- staff awards, commendations, or recognition of teaching, enterprise, or leadership
- strategic or operational documents demonstrating leadership or influence
- external partner testimonials or letters of support linked to enterprise activity
- outputs or resources developed to support enterprise education or business support
- evidence of innovation or change, such as new programmes, initiatives, or partnerships

Applicants are encouraged to select evidence that best demonstrates the quality and impact of their contribution, rather than attempting to cover every aspect of their role.

A single item of evidence may be quite small such as a single slide or feedback comment, assessor's will view this section holistically.

Section 5: CPD and Professional Engagement (500 words or 10 mins)

Applicants should outline their ongoing professional development and engagement with the enterprise education community. This may include:

- formal CPD, training, or qualifications
- engagement with professional bodies or networks
- scholarship, practice-based learning, or sector activity

- contributions to events, mentoring, or peer development

Assessors are looking for evidence of *intentional and reflective development*, proportionate to career stage and Fellowship level.

Section 6: Equality, Diversity and Inclusion (300 words or 8 mins)

This section invites applicants to reflect on how their practice:

- promotes inclusive and equitable enterprise education
- supports diverse learners and stakeholders
- addresses barriers to participation or progression

Applicants may also reflect on inclusive pedagogies, reasonable adjustments, ethical practice, and responsible innovation. Authentic reflection is valued over aspirational statements.

Section 7: Statements of Support

Applicants should provide supporting statements from individuals who can comment authoritatively on the applicant's role, contribution, and impact in relation to enterprise and entrepreneurship education. Supporters should be familiar with the applicant's practice and may come from within or beyond the applicant's organisation.

The purpose of these statements is to corroborate and contextualise the applicant's claims, rather than to provide character references. Statements should focus on *what the applicant has done, the difference this has made, and the level at which they are operating*.

The number and seniority of supporters should be appropriate to the Fellowship level applied for:

- **Associate Fellow (AFEEUK) 1 statement of support**
Supporters are likely to be line managers, programme leaders, senior colleagues, or partners who can comment on the applicant's developing practice and early impact.
- **Fellow (FEEUK) 2 statements of support**
Supporters should be able to evidence sustained contribution and impact. This may include peers and colleagues, senior colleagues, institutional leads, external partners, or collaborators who have worked closely with the applicant.
- **Senior Fellow (SFEEUK) 2 statements of support**

Supporters are expected to be individuals who can comment on the applicant's leadership and influence beyond their immediate role, such as heads of department, senior professional services leaders, institutional sponsors, or regional partners.

- **Principal Fellow (PFEEUK) 3 statements of support**

Supporters should be able to attest to the applicant's strategic and sector-level impact. These may include senior institutional leaders, national or international partners, policy leads, or recognised figures within the enterprise and entrepreneurship education community.

Supporters do not need to hold EEUK Fellowship themselves.

Section 8: Declaration

Applicants must confirm that:

- the application is their own work
- evidence is accurate and appropriately attributed
- they agree to the Fellowship terms and conditions

Inclusivity and alternative application modes

To support inclusive participation, EEUK offers two alternative submission formats where a written submission may present a barrier. These routes are optional and available where they better enable applicants to evidence their practice, impact, and reflection.

All alternative submission formats are assessed against the same criteria, standards, and Fellowship level expectations as written applications.

Applicants requesting an alternative submission route should do so at the point of application.

Alternative Route 1: Recorded Presentation

Applicants may submit a recorded presentation in place of the written narrative for the following sections:

- Section 2: Professional Context
- Section 3: Statement of Contribution
- Section 5: CPD and Professional Engagement
- Section 6: Equality, Diversity and Inclusion

All other sections of the application (e.g. Applicant Details, Supporting Evidence, Statements of Support, Declaration) must be submitted in the standard written format.

Alternative Route 2: Recorded Viva (Programme Lead-Led)

Applicants may alternatively request a recorded viva-style discussion, led by the Fellowship Programme Lead (or nominee).

The recorded viva will replace the written submission for the following sections:

- Section 2: Professional Context
- Section 3: Statement of Contribution
- Section 5: CPD and Professional Engagement
- Section 6: Equality, Diversity and Inclusion

The viva will be structured around the core assessment criteria and Fellowship level descriptors.

Applicant Submission Checklist

Before submitting your EEUK Fellowship application, please ensure that you have completed all required components. This checklist is intended to support a smooth and timely assessment process.

Applicant Details

- ☐ Applicant details section completed
- ☐ Fellowship pathway selected (Academic / Practitioner / Influencer)
- ☐ Fellowship level selected (Associate / Fellow / Senior / Principal)

Core Application Sections

- ☐ Section 2: Professional Context completed (written or approved alternative format)
- ☐ Section 3: Statement of Contribution completed and addresses all five Core Assessment Criteria
- ☐ Section 5: CPD and Professional Engagement completed
- ☐ Section 6: Equality, Diversity and Inclusion completed

Submission Format

- ☐ Written submission or approved alternative submission route selected
- ☐ If using an alternative submission route:

- ☐ Recorded presentation uploaded or recorded viva completed
- ☐ Time limits adhered to and content equivalent to written guidance

Supporting Materials

- ☐ Section 4: Supporting Evidence submitted (up to 10 items)
- ☐ Each evidence item includes a short explanatory statement (max 150 words)
- ☐ Evidence clearly substantiates claims made in the Statement of Contribution
- ☐ Enterprise, Teaching and Curriculum (ETC) Toolkit completed and uploaded

Statements of Support

- ☐ Required Statements of Support provided
- ☐ Supporters are appropriate to the Fellowship level applied for

Declaration and Final Checks

- ☐ Declaration completed and confirmed
- ☐ All documents are clearly labelled and uploaded correctly
- ☐ Application has been reviewed for clarity, coherence, and completeness

Fees and Costs

For each route, different fees will apply. For up to date information, please head to the EEUK website.

- Standard route – is our standard offer and applies to all applications regardless of pathway. [There is an increase in fee according to the level of application made.]
- Independent Application Fee assessment only, with no additional support. [There is an increase in fee according to the level of application made.]
- Resubmission – no fee is charged for an invited resubmission within the prescribed time limit (usually 6 working weeks) which may be extended if extenuating circumstances are provided and approved by the Fellowship Lead.

- New Application – if an application is unsuccessful following resubmission, any further submission is treated as a new application and subject to the standard fee

Current fee levels are published on the EEUK website and reviewed periodically.