

AMERICA250

- PENNSYLVANIA -

2020 Direct Effect®
Innovation Challenge
Faculty Webinar



Presenters

Goal: Inform educators and provide the necessary tools and slides to run your event



Vicki Stephen

Lead Executive,
Small Business Strategy
Development,
United States Postal Service



**Cassandra
Coleman**

Executive Director,
America250PA



Eliada Griffin-El, PhD

Associate Professor of Management
Director, Massey Center for
Entrepreneurship and Innovation
Robert Morris University School of
Business



Anthony Moretti, PhD

Associate Professor of Communication
Dept. of Communication and
Organizational Leadership
School of Informatics, Humanities and
Social Sciences
Robert Morris University

America250PA's goal is to celebrate America's 250th birthday and Pennsylvania's central role in America's past, present, and future.

“ *That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed*

- Declaration of Independence ”

1776-2026

The **America250PA Commission's goal** is to work with Pennsylvania schools to create a program that will be **EPIC**:

EDUcate

PRESErVE

INNOVATE

CELEBRATE

...and reach every Pennsylvanian by the time America celebrates together **on July 4, 2026.**

The America250PA Innovation Challenge is the first step in that journey.

Message from The Governor



“ We will honor our country’s founders by inviting students from across the state to come together and share their ideas about how our state can support Pennsylvania businesses present, and future.

As the inaugural state in the nation to kick off American’s 250th birthday, we’re excited to invite you to make history with us. ”

Pennsylvania Governor **Tom Wolf**
2019 America250PA Direct Effect Innovation
Challenge Launch

August 20, 2019 in Harrisburg

EPIC Focus Areas





**FACULTY
INSTRUCTIONS FOR
CAMPUS ROUND
DUE 10/02/20**



DIRECT[®]
EFFECT

•••••
Innovation Challenge

What is a Direct Effect[®] Innovation Challenge?

- An experiential learning opportunity, designed by the U.S. Postal Service.
- Application of a powerful integrated marketing framework that leverages both mail and digital.
- An opportunity to fuel good causes (like America250PA) with great ideas and innovative approaches from students.
- A competitive, resume-building and networking opportunity.
- A demonstration of the power of U.S. Postal Service's integrated marketing curriculum, Direct Effect[®] developed jointly by educators, industry, and USPS.

Faculty Instructions

What's New for 2020?



100% Virtual

This year's competition will:

- Be held over Zoom
- Preserve the interaction, collaboration, and experiential learning of last year's competition



Greater Depth

For the 2020 competition:

- Regional winners will develop *both* a B2B and a B2C marketing campaign.
- The new BuyPA theme will provide a focal point for student campaigns

Faculty Instructions

Getting Started

1 INVITE OTHER FACULTY TO JOIN YOU

Each school can have several faculty members represent the school in the competition. One of you should serve as the point of contact and manage the Campus Challenge.

2 VISIT WWW.AMERICA250PA.ORG

Click on the “Innovation Challenge” tab to find tools and information on the Challenge.

3 CLICK ON THE REGISTRATION LINK

Complete the brief online form, including the name and contact information for your academic leader, and click submit. Your school is now registered! We’ll follow up with your academic leader.



Campus Round Considerations

Campus Round must be completed by:

October 2, 2020

To run the Campus Round, you'll need:

- 1 Students!**
Ideally, academic leaders will recruit several teams with a maximum of four students each. Students can come from any academic discipline.
- 2 Video Conferencing.**
Select a technology that will enable students to meet and collaborate in compliance with your campus health and safety regulations.
- 3 Judges.**
You can select a panel or conduct judging yourself.
- 4 Time.**
The Campus Round, as described, will take approximately 1-2 hours.

All faculty members are encouraged to adapt the Campus Round to their unique resources and constraints.

Faculty Instructions

Campus Round Process



**Welcome &
Introduce
the Challenge**

5 Minutes



**Give
Instructions
& Timeframes**

10 Minutes



**Design Thinking
& Brainstorm
Exercise**

45
Minutes



**Synthesize
& Create
Concept**

20 Minutes



**Upload
Concepts
& Close**

25 Minutes

Faculty Instructions



**SLIDES FOR
FLEXIBLE USE IN
CAMPUS ROUND**

AMERICA250

- PENNSYLVANIA -

**2020 America250PA
Direct Effect®
Innovation Challenge**



Agenda



- 1 Welcome
- 2 Provide background America250PA
- 3 Give an overview of the Innovation Challenge competition
- 4 Present the challenge for the Campus Round
- 5 Create your one-page concept

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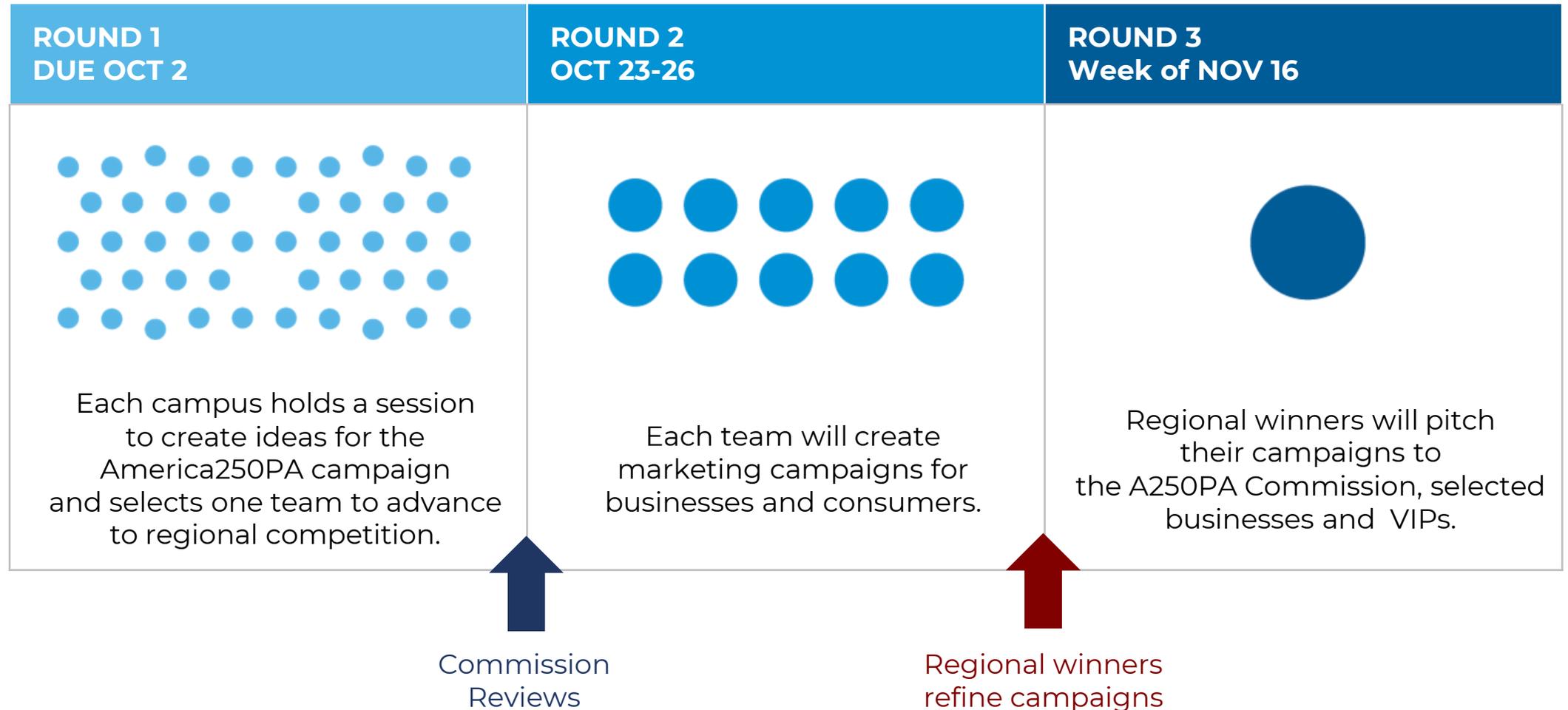
August 20, 2019 in Harrisburg

EPIC Focus Areas



A competition in three rounds

Even if teams don't move to the regional or final rounds, we encourage all schools/teams to create projects!



A photograph of Independence Hall in Philadelphia, Pennsylvania, with a blue color overlay. The building's central dome and clock tower are prominent. An American flag flies on a tall pole to the left. The text 'YOUR CHALLENGE...' is centered over the image.

YOUR
CHALLENGE...

The logo consists of the word "BUY" in white, bold, sans-serif capital letters, positioned above the word "PA" in yellow, bold, sans-serif capital letters. Both words are enclosed within a white rectangular border.

**BUY
PA**

Engage all Pennsylvanians in supporting PA businesses by:

- Connecting students and faculty to PA businesses
- Creating innovative concepts to drive PA business growth
- Include everyone from start-ups to big businesses
- Share the stories



Campus Round
Assignment:
Create initial concepts
to launch **Buy PA**

BuyPA: Innovation Challenge Goals



Work with inspired students from colleges across the Commonwealth to promote the Pennsylvania economy, by creating integrated marketing campaigns that:



Promote Pennsylvania businesses, present and future, from startups to big businesses



Promote growth opportunities for new and existing Pennsylvania businesses



Encourage Pennsylvanians to support local businesses



Connect student marketers and innovators with Pennsylvania businesses



BuyPA Campus Round:

Create a concept to help PA businesses grow...on a single page

- 1 Description**

Give a concise description of the team's concept, the one it believes would successfully help Pennsylvania businesses grow and prosper. Be sure to list which EPIC focus area(s) the concept addresses.
- 2 Links**

Reference relevant links to give the concept context and connect it to references and resources.
- 3 Insight**

Share the team's rationale. Why/how will this help Pennsylvania businesses? How does the idea meet their challenges and needs?
- 4 Visual**

Create a visual that represents the concept. Students can create original work or pull images from elsewhere.

EXAMPLE

ADAPT: PA Restaurant Week 2020



1

Description

- Bring customers back to PA restaurants by highlighting innovative steps PA restaurants have taken to keep customers safe and nourished during the pandemic.
- Create a temporal “destination” by designating a single week to heighten campaign impact.
- EPIC Focus Area: Commerce
- Tagline: Pick Up, Take Out, Dig In: PA Restaurant Week 2020

2

Links

[The restaurant sector must adapt and innovate to survive; How restaurants around the world are adapting to the coronavirus;](#)
[Restaurant Revolution: How The Industry Is Fighting To Stay Alive](#)

3

Insight

Restaurants have struggled during the pandemic, producing ripple effects across the economy. However, PA restaurants have worked hard to keep their customers safe, from curbside pick up to delivering masks with dinner. By encouraging Pennsylvanians to safely patronize the businesses that serve them, we'll restore numerous jobs and a sense of normalcy.

4

Visual

Our visual is a draft of a wordmark and ADAPT theme for PA Restaurant Week 2020.

Robert Morris University

PA Time Stamp



1 Description

- Capture the historical contributions and natural features that connect Pennsylvanians on both a state and national level
- With over 50% of the state's land still being forest and 19 national parks, the natural geography is an important part of Pennsylvania's identity
- Arguably, we wouldn't be America today without the Continental Congress meeting and voting on independence in PA
- #PAtimestamp

2 EPIC Focus Area(s)

Check which EPIC focus area(s) your idea addresses.

- People Commerce History Technology Education
 Arts Innovation Sports Nature
 Other : _____

3 Links

- <https://www.nps.gov/state/pa/index.htm>
<https://www.archives.gov/founding-docs/declaration>

4 Insight

In the first stamp, the keystone is included because Pennsylvania, as a middle colony, had a strong hand in the history of our country economically, socially, and politically. The trees represent the Eastern Hemlock, the state tree of PA, and correlate with the state's name of "Penn's Woods." The trees also are meant to represent the stars on the American flag. The primary color of this stamp is meant to represent the blue used on the American flag and Pennsylvanian state flag. The Liberty Bell and Declaration of Independence are included in the second stamp to highlight that the documents this nation were founded upon were written and signed in Pennsylvania. The red stripes and Declaration of Independence in the backdrop represent the stripes on the American flag. The crack in the Liberty Bell has been altered to depict the Three Rivers. The pairing of the Liberty Bell (located in Philadelphia) and the Three Rivers (located in Pittsburgh) in the same design represent statewide unity. The additional postage "PA. 1776" and "Approved" are a reference to the signing of the Declaration of Independence in 1776, an event that essentially "approved" the separation of the nation from England.

5

Campus Round Process



**Welcome &
Introduce
the Challenge**

5 Minutes



**Give
Instructions
& Timeframes**

10 Minutes



**Design Thinking
& Brainstorm
Exercise**

45
Minutes



**Synthesize
& Create
Concept**

20 Minutes

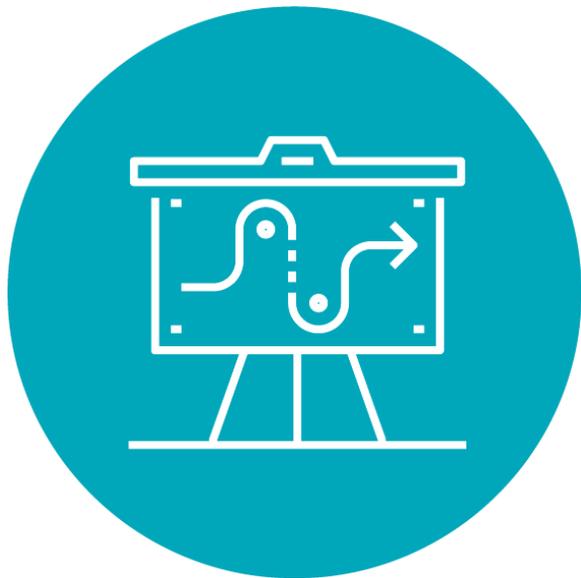


**Upload
Concepts
& Close**

25 Minutes

Faculty Instructions

Give Instructions & Timeframes



- 1 Work collaboratively in groups
- 2 Use outside resources for inspiration and research
- 3 Create one finished concept per team
- 4 Be empathetic to your audience and considerate to your teammates

Suggested Schedule

Activity

Time

Design Thinking & Brainstorming Exercise

[45 mins]

Synthesize & Create Concept

[20 mins]

Concept Review, Upload, and Judging

[25 mins]

Winners announced

[Time]

Design Thinking Exercise: Individual Brainstorming



Time: 5

INSTRUCTION:

Within the student teams, each team member should use the prompts below to individually write 1-3 sticky notes with their top ideas in the EPIC focus areas.

Prompt #1

- Who are the businesses or business issues you are most interested in?
- Which businesses are contributing and making an impact in your community?
- What kind of business are you most interested in supporting – start up, small business, medium or large?

Design Thinking Exercise: Share Ideas



Time: 5 - 10

INSTRUCTION:

One by one, each team member states their ideas out loud to the team and on the wall. No feedback here – just questions for clarification.



Design Thinking Exercise:

Sort ideas and Choose one

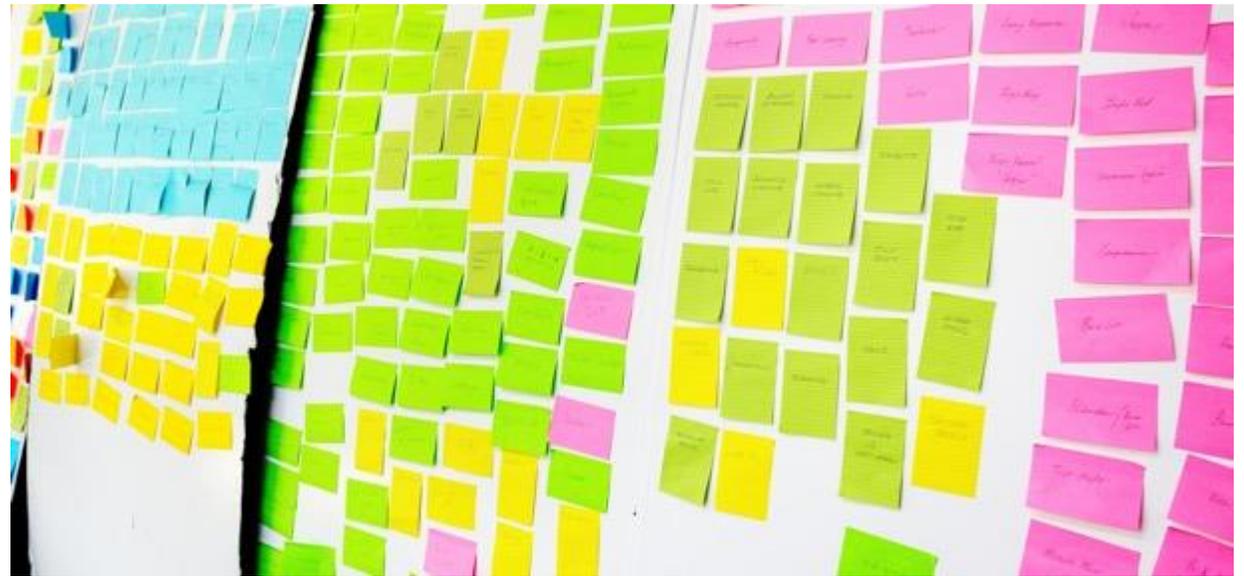


Time: 5 - 10

INSTRUCTION:

Each team discusses their ideas –are there any themes

Team members will likely come up with some ideas that are similar or related – this step lets teams consider fewer individual ideas and hone in on their top contenders.



Synthesize, Create Single Concept



Time: 20

INSTRUCTION:

Each team should select, refine, and submit a single concept for judging by following the steps below.

1

Select a single idea for completion.

Capture it in the template pictured on the following slides.

2

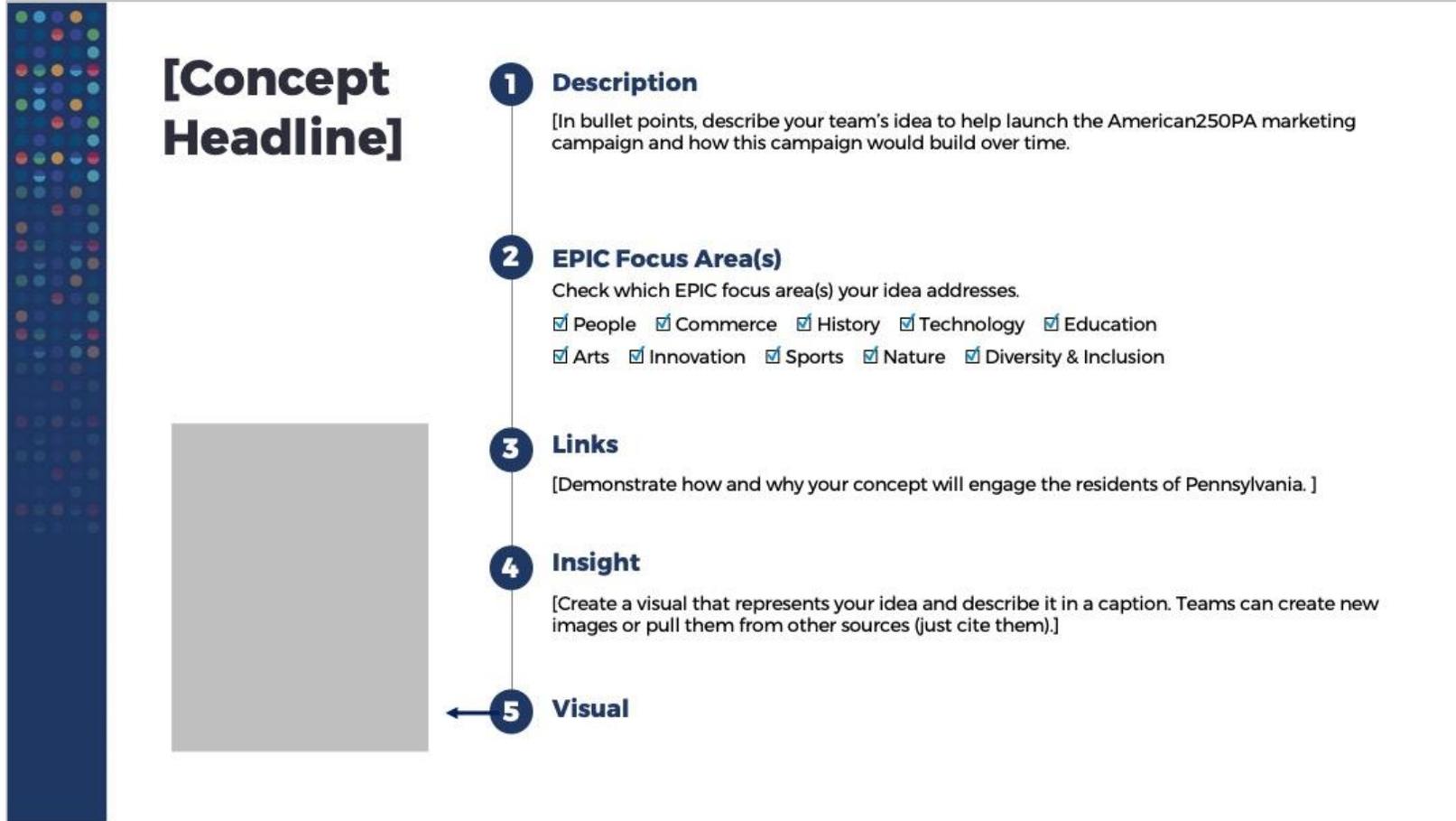
Add headline and descriptive bullets

- Description/Main Copy Points
- Links, resources, references
- Insight (the team's rationale)

3

Create an image/caption that captures the idea

Concept Template



The form is titled "Concept Template" and is enclosed in a light gray border. On the left side, there is a vertical decorative bar with a red-to-blue gradient and a pattern of colorful dots. The form is divided into five numbered sections, each with a circular icon containing the number. Section 1 is "Description", Section 2 is "EPIC Focus Area(s)", Section 3 is "Links", Section 4 is "Insight", and Section 5 is "Visual". A large gray rectangular box is positioned to the left of the "Insight" and "Visual" sections. An arrow points from the "Visual" section icon to the gray box.

[Concept Headline]

1 Description
[In bullet points, describe your team's idea to help launch the American250PA marketing campaign and how this campaign would build over time.]

2 EPIC Focus Area(s)
Check which EPIC focus area(s) your idea addresses.
 People Commerce History Technology Education
 Arts Innovation Sports Nature Diversity & Inclusion

3 Links
[Demonstrate how and why your concept will engage the residents of Pennsylvania.]

4 Insight
[Create a visual that represents your idea and describe it in a caption. Teams can create new images or pull them from other sources (just cite them).]

5 Visual

Download the Toolkit at www.America250PA.org

Concept Template

Team Information		
SCHOOL NAME:	County:	
SESSION LEADER NAME:	Session Leader Email:	
Student Name	Student Email	Enter "yes" to allow us to contact you & publish your concept
1.		
2.		
3.		
4.		
5.		
6.		
Please give us your comments about this experience here:		Insert your official school logo here:
<input type="text"/>		<input type="text"/>

Download the Toolkit at www.America250PA.org

Judging / Upload Concepts & Close



Time: 25

1

Concept Walk

Panel views each concept

2

Panel Voting

If you've chosen a panel, have them select a winner.

3

All Concepts are shared with Commission

- Have teams email their completed concept templates to submissions@america250PA.org.
- Feedback Forms are on the Concept template.
- Certificates / badges will be emailed to all participants.

4

Announce Campus Winner

Campus winners go to the Virtual Regional Round held October 24-26, 2020, where they will build an integrated marketing campaign around ideas selected by the Commission.

Judging Criteria



- 1 CLARITY**
Does the idea make sense on the page?
- 2 EPIC**
Does the concept support one or more of the EPIC pillars (Educate, Preserve, Innovate, Celebrate)?
- 3 COMMUNICATION SKILLS**
Can you send this team forward to the regionals with confidence?
- 4 EMPATHY AND ENGAGEMENT**
Will this idea travel? Would it touch and engage your community?
- 5 BREADTH**
Would the concept engage residents across Pennsylvania in the America250PA effort?

And the winner is?

Judging panel or the faculty facilitator selects one team to move on to compete at the Regional Round.

All student concepts will be submitted to the America250PA Commission.



Next Steps: Post Innovation Challenge



- 1 The Commission reviews all concept submissions and uses them to develop the Regional Round challenge.
- 2 Each student participant receives a certificate via email with language they can use on LinkedIn bios or resumes.
- 3 America250PA will follow up with faculty facilitators regarding participation in the Regional round (to be held the week of October 26 at virtual sessions around the Commonwealth).
- 4 Follow the action via #America250PA There are continuing opportunities for engagement through 2026.
- 5 Any educator can use an idea or concept and work with students to support America250PA on their campus.

Next Steps: America250PA



The America250PA Innovation Team is designing programs and initiatives that spark the innovative and creative spirit of the Commonwealth, including:

- 1 STUDENTS: Share America250PA Impact**
The America250PA commission wants to share any and all successes. Share your stories with teams@directeffectinnovation.com.
- 2 FACULTY: Join the America250PA Academic Commission:** we are providing a statewide platform allowing our academic leaders to share their research, expand their networks, and help shape our next Innovation Challenges. Sign up with teams@directeffectinnovation.com



Don't Forget:

- Register at america250pa.org if you haven't yet!
- Send questions to team@directeffectinnovation.com
- Help shape the future of PA businesses



The America250 Innovation Team is continuing to partner with the U.S. Postal Service to present a Direct Effect® Innovation Challenge centered on launching **BuyPA.**