

# Campus Round

## 2021 Concept Template

This is the first piece of the puzzle! The Concept Template Should be used to build each team's **ONE PAGE DEIC Concept**. These concept documents should be used during Campus Round judging and as a guide for the rest of each team's project.

One team from each institution will be selected (by the institution) to represent their school in Round 2 (Regionals). By 11:59 on October 9th, each institution should email Marissa Gioffre with the **Concept Document** of the winning team, as well as the team's **Planning Sheet** and any additional relevant information or materials.

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Email winning Concept to [MARISSA@AMERICA250PA.ORG](mailto:MARISSA@AMERICA250PA.ORG) with the subject "2021 DEIC CONCEPT" + your institution's name

# [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. Teams must include at least one bullet point per Platform and Focus Area represented, which will explain each concept in practice.

2

## America250PA Platforms

Check which two (2) A250PA Platform(s) your idea addresses.

- Salute250PA
- Discover250PA
- Recognize250PA
- Experience250PA
- Forum250PA
- Showcase250PA
- Impact250PA
- Destination250PA
- Expression250PA
- Innovate250PA

3

## EPIC Focus Area(s)

Check which three (3) EPIC focus area your idea addresses.

- Agriculture
- Arts & Culture
- Commerce & Workforce
- Diversity
- Education & Innovation
- Environment
- Government
- Healthcare
- History & Preservation
- Legacy
- Nature
- Military, Veterans, & Women
- Technology
- Tourism

4

## The Research Links

Demonstrate how and why your concept will engage the residents of Pennsylvania.

5

## 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).

6

## Visual

7

## Team Information



# COMPACTED EXAMPLE: Showcase PA Restaurants



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 - Create and Advertise a list of restaurants with safe dining options
- Tagline: Pick Up, Take Out, Dig In: PA Restaurant Week 2020

2

## America250PA Platforms

Check which two (2) A250PA Platform(s) your idea addresses.

- Salute250PA  Discover250PA  Recognize250PA  Experience250PA  Forum250PA  
 Showcase250PA  Impact250PA  Destination250PA  Expresion250PA  Innovate250PA

3

## EPIC Focus Area(s)

Check which three (3) EPIC focus area your idea addresses.

- Agriculture  Arts & Culture  Commerce & Workforce  Diversity  Education & Innovation  
 Environment  Government  Healthcare  History & Preservation  Legacy  Nature  
 Military, Veterans, & Women  Technology  Tourism

4

## The Research 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](#)

5

## 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).

6

## Visual

# 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:**