

Round 1. Direct Effect Innovation Campus Challenge

Guidelines and Requirements

Note to schools – we encourage you to make this work in your school’s environment.

These are the recommended guidelines, and a few requirements, but we also recognize your need for flexibility!

Location

Round 1 must be held on the campus of the participating school, in a room large enough to hold the team/teams, equipped with the following items:

- Wireless Internet
- Screen/TV/Projector to display video and team presentations
- Workstations/tables for each team

Food and Beverage

All food and beverages provided during the Campus Challenge are the responsibility of the school.

Campus Leader

Each school must designate an academic professional to serve as the project coordinator, and primary contact with America250PA.

Community Participation/Judging Criteria

Up to three (3) business and/or community leaders could attend the challenge to provide guidance and mentorship to the student teams. PR and Marketing professionals are preferred but not required. These people may or may not serve as judges for the competition, as the judging panel will be up to the school. Criteria will be provided.

School Logo/Photos/Releases

Each school is required to submit their logo, photos from the challenge, in addition to a photo of the winning team, along with a release allowing publication of the photos (URL will be provided and release will be sent.)

Winning Team/Presentation

The winning team must submit a PowerPoint presentation to America250PA on October 5 utilizing the template provided in the DEIC toolkit. The presentation must also include team name and/or individual names and emails of the winning team. The winning team is expected to travel to the region’s one-day finals, to be held on one of these dates Oct 24-26, with an academic representative from the school. Travel costs to be born by the school.

Teams

Participating teams must only consist of students, with a maximum amount of four (4) students per team. Students may come from any major or discipline.

Students

Only students currently registered at the school in an undergrad or graduate program during the Fall 2019 semester are eligible to participate.

Media Coverage

We encourage local media coverage of the event and ask that all articles and videos related to the Campus Challenge be submitted to America250PA. A template press release will be provided to you to announce your participation.

Agenda/Challenge Materials

Participating schools should follow the agenda provided, and hold the event during the week of September 30th but no later than Saturday, October 5th. And they should utilize the “lite” materials, although they are encouraged to freely use them to work towards outcomes that fit the context of the school/community.

Webinars

All project (academic) leaders are required to participate in at least one webinar prior to the event.

US Postal Service Direct Effect Curriculum Modules

Prior to the DEIC Campus Challenges, schools are encouraged to participate in one :30 minute phone call with the US Postal Service Academic Outreach team representative to learn about their modular Integrated Direct Marketing Curriculum -- which is a public service at no cost, and provides the basis for these challenges.

Badges

All students who participate will receive an e-badge they can add to their resume.

For information please contact
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