



Orientation to the Community College Innovation Challenge Boot Camp



Orientation to the Community College Innovation Challenge Boot Camp

April 20, 2018

Webinar will begin at 1:00 pm ET



COMMUNITY COLLEGE INNOVATION CHALLENGE

Presenters



- Susan Mason, Senior Project Facilitator, National Science Foundation



- Kim Nelson, Public Affairs Specialist, Office of Legislative and Public Affairs, National Science Foundation



- Joe Schreiber, Principal, Ninja Communications



- Ellen Hause, Director, Academic and Student Affairs, American Association of Community Colleges



- Kate Lockard, Consultant
American Association of Community Colleges

COMMUNITY COLLEGE INNOVATION CHALLENGE



Welcome & Congratulations!

Susan Mason
Senior Project Facilitator
National Science Foundation

COMMUNITY COLLEGE INNOVATION CHALLENGE

Webinar Content

- Finalist Teams
- Boot Camp Overview
- Boot Camp Content & Expectations
- Registration, Hotel & Travel
- Capitol Hill Reception & Displays
- Other Boot Camp Questions
- Resources

COMMUNITY COLLEGE INNOVATION CHALLENGE

Finalist Teams

- **Central Lakes College, MN**
Project: SupportingOurServiceMembers
- **Forsyth Technical Community College, NC**
Project: Illumination Innovation
- **Laney College, CA**
Project: Integrated Thermal Electric Solar Water Heater
- **Los Angeles Mission College, CA**
Project: Using Wastewater to Generate Electricity in LA
- **Northeast Wisconsin Technical College, WI**
Project: Easy Cast

COMMUNITY COLLEGE INNOVATION CHALLENGE



Finalist Teams

- **Northern Virginia Community College, VA**
Project: Chariteering
- **Ohlone College, CA**
Project: Drone System for the Detection of Landmines
- **Oakton College, IL**
Project: Fuel-Guards
- **Red Rocks Community College, CO**
Project: B.R.A.C.E. Yourself
- **West Dakota Tech, SD**
Project: Electrical Automation to Solve Hunger



Boot Camp Overview

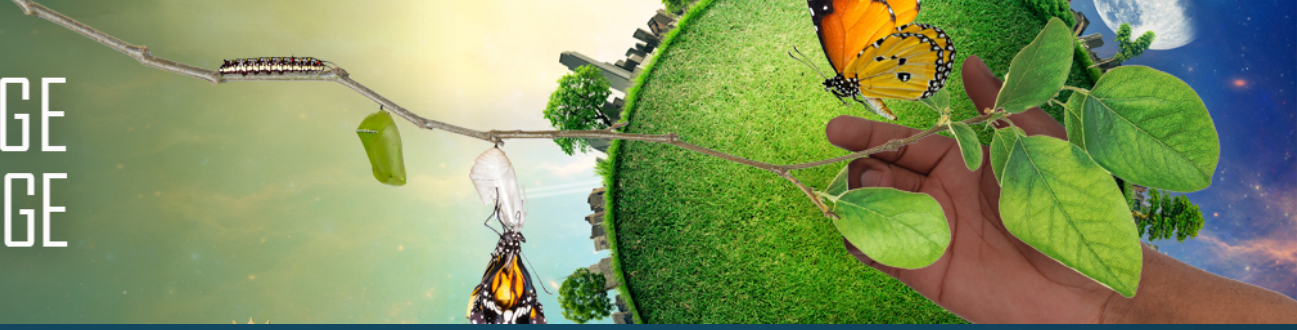
- What is it?
- Where is it?
- When is it?
- Who attends?
- Why attend?

COMMUNITY COLLEGE INNOVATION CHALLENGE

What is it?

- Validate STEM-based Solutions for real-world problems from local to global concern
- Technical Assistance & Hands-On Learning to Build Skills
 - Innovation
 - Entrepreneurship
 - Strategic Communication

COMMUNITY COLLEGE INNOVATION CHALLENGE



Where is it?

When is it?

- The Alexandrian Hotel
Alexandria, VA
- June 11-14, 2018



COMMUNITY COLLEGE INNOVATION CHALLENGE

Who attends?

- Community College Student Teams
- Faculty Mentors
- Presenters & Experts in Innovation, Entrepreneurship & Strategic Communication
- Panel of CCIC Past Participants
- NSF & AACC Program Staff

COMMUNITY COLLEGE INNOVATION CHALLENGE



Monday, June 11

- 10am – Registration
- 11am – Welcome
- Lunch – Panel
- Team-Based Intros
- Understanding Customer Segments/Value Proposition
- Team-Based Design Thinking Exercise
- Faculty Mentors & Partners Meeting
- 5:30 pm - Adjourn


Tuesday, June 12

- 8:15am – Start
- National Science Board – Listening Session/Breakfast
- Signaling Innovation Value
- The Power of a Presentation
- Presentation Coaching
- Team-Based Exercises
- Key Takeaways
- 6:00 pm – Adjourn

Wednesday, June 13

- 7:45 am – Start
- Guided Mock Interviews
- NSF Info Track
- Preparing for Capitol Hill Reception
- 1:45 pm – Depart for Capitol Hill
- 4:00 pm – Judges
- 5 – 7 pm – Hill Event
- 7:45 pm – Return

Thursday, June 14

- 8:30 am – Start
 - Capitol Hill Debrief
 - Building a Story
 - Final Rehearsal & Q/A Session
 - Final Team Presentations & Judges Feedback
 - Closing Awards Ceremony & Reception
 - 6:30 pm – Adjourn
- 

COMMUNITY COLLEGE INNOVATION CHALLENGE



Boot Camp Content Partners

- Grant Warner, Director of Innovation and Entrepreneurship, Howard University and DC I-Corps
- Joe Schreiber, Principal, Ninja Communications
- NSF Program Officers, AAAS Fellows, and other staff

COMMUNITY COLLEGE INNOVATION CHALLENGE

Judging Criteria

- Two activities will be judged to select the top two winning teams at the boot camp:
 - Capitol Hill Reception (55%)
 - Final Team Presentations (45%)
- Events will be scored separately by a distinguished panel of judges
- A team must perform well at both activities in order to win the Challenge



Judging Criteria – Capitol Hill

Does the display

- Identify a societal need;
- Communicate the innovation's novelty, feasibility, and market viability; and
- Substantiate the innovation's ability to produce measureable benefits?

Does the team

- Exhibit enthusiasm;
- Ask questions of visitors and actively listen to answers; and
- Align their responses and interactions to the interests of the audience?

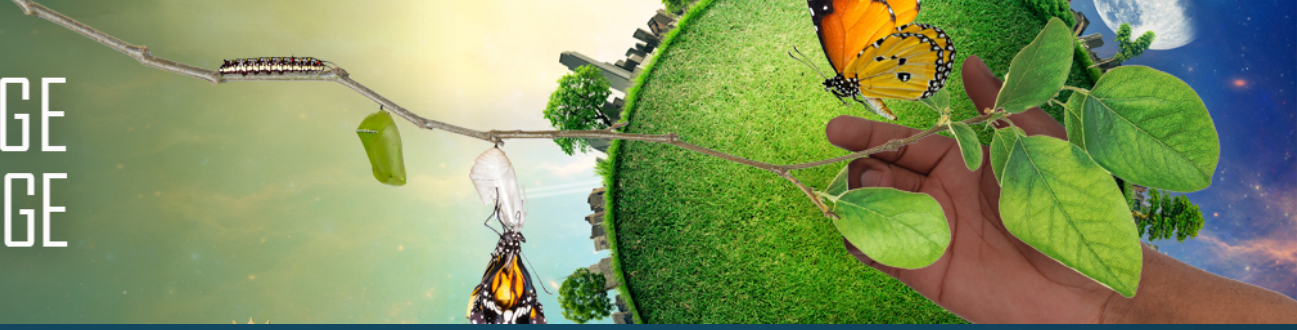
COMMUNITY COLLEGE INNOVATION CHALLENGE

Judging Criteria – Capitol Hill

Do the team's interactions

- Convincingly champion their innovation's value and significance;
- Reflect positively on their team and their institution; and
- Convey a roadmap for moving the project forward?

COMMUNITY COLLEGE INNOVATION CHALLENGE



Judging Criteria – Final Presentation

Does the presentation

- Clearly identify the societal problem, need, or opportunity that the innovation addresses?
- Concisely explain how the idea solves this problem, meets the need, or pursues the opportunity?
- Actively urge the listener to support further development of the idea?
- Tell a complete, persuasive story that clearly conveys the innovation's value and viability?

COMMUNITY COLLEGE INNOVATION CHALLENGE

Questions?



COMMUNITY COLLEGE INNOVATION CHALLENGE



Registration, Hotel & Travel

- Registration
- Hotel Reservations
- Travel Arrangements

COMMUNITY COLLEGE INNOVATION CHALLENGE

Registration

- No registration fees
- Required for students & faculty mentors
- Optional for community/industry partners
- Model/photo release
- Register by May 11, 2018

www.aacc.nche.edu/CCIC

Hotel Reservations

- Lodging provided at The Alexandrian
- Hotel Costs:
 - All participants – up to 5 nights complimentary
- Master Account and Incidentals
- Complete Team Registration and Hotel Reservation Online Form

www.aacc.nche.edu/CCIC



Hotel Reservations

- Rate for additional days: \$229/night
- Please do not make your own hotel reservations, AACC will make all hotel reservations for each team
- Hotel Confirmations, Changes, and Cancellations through AACC

Travel Arrangements

- Make your own
- AACC supports the cost of travel for all participants
 - Maximum of \$1,200 reimbursement (in addition to hotel expenses)
- Options for Air Travel booked by 5/11
- Area Airport & Ground Transportation



Travel Reimbursements

- Reimbursable expenses include:
 - Airfare
 - Train or bus fare
 - Mileage allowance of \$0.535 per mile
 - Taxi/Shuttle or public transportation between airport/hotel
 - Baggage Fees
 - Parking
- Rental cars not usually allowable & require pre-authorization
- Travel reimbursement forms



Travel Reimbursements

- Meals not offered by the Boot Camp reimbursed at GSA rates:
 - \$16 breakfast
 - \$17 lunch
 - \$31 dinner
- Boot Camp Meals:
 - Monday, June 11– Lunch
 - Tuesday, June 12– Breakfast, Lunch
 - Wednesday, June 13– Breakfast, Lunch, Reception
 - Thursday, June 14– Breakfast, Lunch, Reception

COMMUNITY COLLEGE INNOVATION CHALLENGE

Questions?



COMMUNITY COLLEGE INNOVATION CHALLENGE



Capitol Hill Reception

Share your innovation on
Capitol Hill!



COMMUNITY COLLEGE INNOVATION CHALLENGE



COMMUNITY COLLEGE INNOVATION CHALLENGE





COMMUNITY COLLEGE INNOVATION CHALLENGE

Capitol Hill Schedule

Wednesday, June 13, 2018

1:45 p.m.

Buses Depart the Hotel
for the Capitol Hill Event

2:45 – 3:45 p.m.

Team Display Set-Up Period

3:45 – 4:45 p.m.

CCIC Judges Display Viewing Period

4:45 – 5:00 p.m.

Break

5:00 – 7:00 p.m.

Capitol Hill Reception

7:00 – 7:45 p.m.

Breakdown of Team Displays

7:45 – 8:00 p.m.

Buses Return to Hotel

COMMUNITY COLLEGE INNOVATION CHALLENGE

Team Displays

Display Development Grants - \$200

- Computer models, slides, video
- Interactive models, prototypes
- Signs, photos, graphics, promo materials
- Shipping or checked baggage costs

Display Materials

- Graphics to mount to foam core board addressing problem, research, results, and proposed solution
- Models, prototypes
- Tools, software, or props
- Videos, slides, computer images
(No more than 3 minutes and on a loop)

COMMUNITY COLLEGE INNOVATION CHALLENGE

Team Displays

Display Materials Provided

- 8'x 10' display/presentation space
- 6' foot table
- ID sign – affixed to front of table
- Tri-fold display board/tacks

Display Audiovisual

- Access to electricity
- Lap top computer
- 17" screen monitor
- Internet not provided

COMMUNITY COLLEGE INNOVATION CHALLENGE



COMMUNITY COLLEGE INNOVATION CHALLENGE



COMMUNITY COLLEGE INNOVATION CHALLENGE

Team Displays

- Transportation of Displays
 - Shipping to hotel
 - Teams responsible for carrying materials to the Hill
- Size Restrictions
 - No bags/boxes larger than 18" wide x 14" high x 8.5" deep
- Unallowable Items

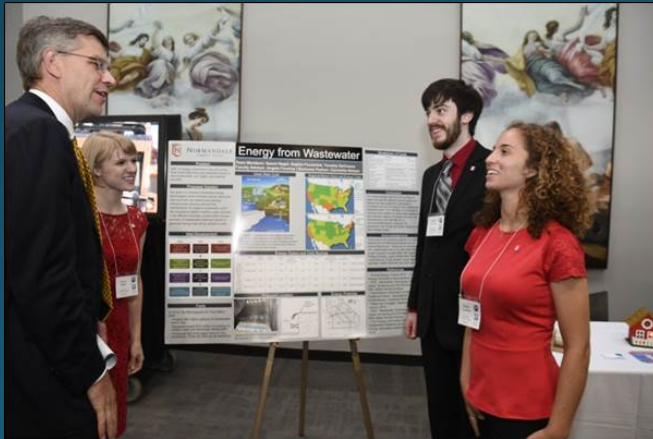


Team Displays

- Student Original Work
 - Use of official college logo or photos allowable
- What Happens After the Hill Reception
 - Return shipping/Bag tags
 - Bus return
- Display Information forms due May 11!
 - Abstracts

COMMUNITY COLLEGE INNOVATION CHALLENGE

Questions?



COMMUNITY COLLEGE INNOVATION CHALLENGE



Final Presentation Guidelines

- Boot camp final presentation on June 14
- Students will present as a team & identify one main spokesperson
 - Judges may call upon any team member to answer questions or clarify presentation.
 - Presentation may not exceed five (5) minutes
- Each team may supply one digital, still image that best exemplifies its innovation to use as backdrop (no other visual displays)
- **Detailed information:** www.aacc.nche.edu/CCIC

COMMUNITY COLLEGE INNOVATION CHALLENGE

Other Boot Camp Questions

- Boot Camp Attire
 - Casual
- Capitol Hill Reception
 - Business Casual to Business Attire
- Evaluation
 - Pre- and Post-event surveys



Resources & Expectations

Visit the AACCC/CCIC resource page
to access three short videos

How to do Customer Interviews
by Steve Blank

[Pre-Planning Pt. 1](#) (4:55)

[Interviews Pt. 1](#) (5:40)

[Interviews Pt. 2](#) (3:49)

www.aacc.nche.edu/CCIC

COMMUNITY COLLEGE INNOVATION CHALLENGE

Important Dates

- Orientation to Customer Discovery Webinar
Tuesday, April 24, 1:00 – 2:30 p.m. (ET)
- Team Meeting and Hotel Registration Form
Deadline: Friday, May 11, 2018
 - Airline Travel Booking Deadline:
Friday, May 11, 2018
 - Display Information Form Deadline:
Friday, May 11, 2018

COMMUNITY COLLEGE INNOVATION CHALLENGE



Questions?





COMMUNITY COLLEGE INNOVATION CHALLENGE

Contact Information

Phone: 202-728-0200 x275

Email: kate.Lockard@conferencedirect.com

www.aacc.nche.edu/CCIC

www.nsf.gov/communitycollege

Webinar Survey

- Please take a moment to help us become better:
- [INSERT LINK TO EVALUATION SURVEY](#)