

2019 STEMUP: YOUTH MAKER COMPETITION

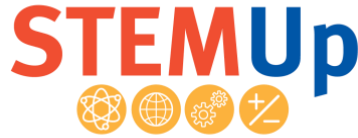
INTRODUCING THE STEMUP YOUTH MAKER PRIZE

United Way of Greater Atlanta is pleased to announce the **2019 STEMUp Youth Maker Competition**. This live competition modeled after the television show “Shark Tank” is an opportunity for young people in our region to use their ideas, voice and leadership to improve our communities. The prize is a small award to support students who have innovative STEM-related ideas to solve problems in their communities. Areas of priority for United Way include improving engagement in STEM by under-represented groups, social innovation, and partnerships with STEM-related businesses. The competition is open to middle and high school-aged students who are involved in STEM programming.

STEMUP AWARD OVERVIEW

We believe that young people’s leadership and voice are critical to addressing the social and economic issues facing our communities. It is our goal to ensure both the process and the results of the STEMUp Prize will showcase young people’s ingenuity and resourcefulness.

- The STEMUp Prize is a small grant to support students in implementing their winning idea. Awards will range between \$250.00 and \$5000.00, depending on the request, the scores/merit of the idea, and the complexity of the solution.
- Applicants must have a “staff champion” from their school or non-profit agency that will be a primary point of contact for United Way. That staff person must be an employee of the agency who is positioned to approve and support implementation of the proposed idea.
- Prizes must be distributed through the agency that the students are affiliated with such as schools and non-profit organizations.
- Applicants must be current middle or high school aged students within United Way’s 13 county area (Butts, Cherokee, Clayton, Cobb, Coweta, Dekalb, Douglas, Fayette, Fulton, Gwinnett, Henry, Paulding and Rockdale Counties).
- Proposed projects must be youth-led, STEM-related and have a way to measure impact.
- Proposals will be submitted via a 2-4-minute video and must include details from the selection criteria noted on page 2-3 as well as funding request and budget explanation. *See Appendix A for a summary of required components and scoring rubric.*
- Written proposals will be requested of those that move on to Round 2 and presentations must be prepared for the live finale scheduled for November 19, 2019. *See Appendix B for a summary of required components.*



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- We anticipate up to three winners depending on available funds and proposed project budgets.
- Winners will be expected to implement their ideas between January and April 2020 and report out on the results at the STEMUp Innovation Celebration on April 21, 2020.

APPLICATION PROCESS

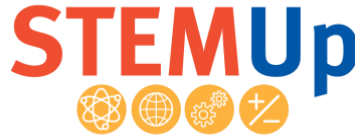
The STEMUp Prize is targeted to middle and high school aged students and the agencies that serve them (i.e. schools, community based non-profit organizations) through STEM programming. Interested groups of students are asked to submit a **2-4-minute video** presentation explaining the problem they are attempting to solve, their solution, and the partners who they will work with for implementation. These video presentations do not need to be professionally produced. Cell phone videos or handheld camcorders are preferred. The important thing is that the content of the video is compelling and incorporates the selection criteria listed in the next section of this document. Presentations will be submitted via United Way of Greater Atlanta's website.

Up to ten finalists will be invited to Round 2 where they will be required to submit a 2-page written proposal + budget and prepare a short presentation for the live finale event. Both the written proposal and presentation should be focused on the same selection criteria used in the video.

SELECTION CRITERIA

Please review the selection criteria below along with descriptions and possible questions that can be answered to address each criterion.

- **Solution Oriented** – clearly defined need with goals that directly address a particular community/social problem, removes barriers, or increases efficiencies.
 - What problem are you trying to solve?
 - How will you use the money to try to solve it? Be specific.
 - Why do you think this will work?
 - Describe any challenges you anticipate and possible solutions to those challenges.
 - What research did you do to come up with this idea?
- **Realistic** – feasibility of the implementation plan (clear goals and objectives, achievable scope of work and timeline, sufficient resources)
 - Can this be done in 3 months? If not, what parts can be done in the first 3 months and how will the project continue?



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- What are you trying to achieve?
- How will you know if you are successful?

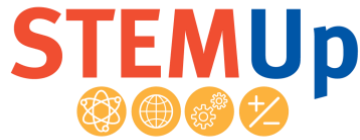
- Youth Leadership and Collaboration – clear evidence that the project is youth-led and utilizes partnerships to address the stated problem.
 - Who will do what? What will team members be responsible for doing?
 - Describe any partners you will be working with - like teachers, companies, etc.
 - Are there any other resources you will be using to implement the project such as money and supplies?

- Creativity/Innovation – ability to demonstrate creativity, new or unconventional thinking
 - How is your idea unique?

- Social Responsibility – the project shows a priority placed on diversity, equity and inclusion.
 - “Social responsibility” means that people (like your team) have a duty to act in the best interest of their environment and society, not just themselves.
 - Equity is giving everyone what they need to be successful. This requires understanding the challenges that some individuals or groups of people face and helping to reduce those barriers.
 - These things are very important because, as an example, we know that girls and people of color are much less likely to work in STEM careers, and it is not because they are less interested or less skilled.

COMPETITION TIMELINE

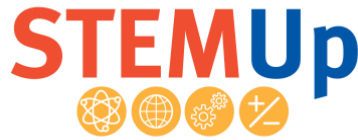
Announcement to Community		Aug 30, 2019
Open Call for STEMUp Prize ideas released on United Way’s website		
Preparation Session		Sep 5, 2019
Live webinar for potential applicants – review of competition details and answer questions. Recorded webinar available to any that cannot attend.		3:00pm
Phase I: Submission Due		Oct 4, 2019
Applicants submit a 2-4-minute video to United Way		
Phase II: Review Process		Oct 7 – 18, 2019
Judges will follow up with applicants with any questions, if necessary		Oct 7 - 14



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Applicants will respond to questions posed by the judges via email	Oct 15
Phase III: Finalists Selected	Oct 21 – Nov 8, 2019
Top 10 proposals notified that they are invited to Round 2 of the competition.	Oct 21
Coaching sessions available upon request to help finalists refine their pitch.	Oct 28 – Nov 6
Two-page written proposal with budget due from finalists.	Nov 8
Live Presentation at United Way event	November 2019
Finalists will present live and award winners will be announced	Nov 19 (AM)
Launch projects	December 2019
Issue contracts and begin work	
Coaching Opportunities	January – April 2020
Match winning project(s) with a coach	Jan
Projects receive coaching and ongoing support to help create innovative feedback loop (idea, test, measure, refine) throughout the semester.	Jan – April
Progress Check Ins	Mar 2020
Projects submit mid-report on progress Investor check in on progress of winning project(s)	Date TBD
Innovation Celebration	Apr 2020
Final Report & Presentation on accomplishments. Discussion of Lessons Learned.	Apr 21 (6-8pm)

For questions, please contact Tricia Crossman, Senior Director of Youth Development at United Way of Greater Atlanta at tcrossman@unitedwayatlanta.org.



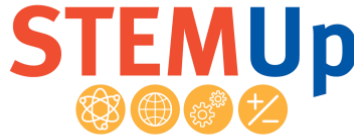
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APPENDIX A

Video Submission Overview

Interested groups of middle and high school-aged students/youth will submit a **2-4-minute video** presentation explaining the problem they are attempting to solve, their solution, and the partners who they will work with for implementation. All videos will be submitted online and will be screened by a diverse set of community leaders, including entrepreneurs, nonprofit leaders, issue experts and others based on the following five criteria:

- Solution Oriented – clearly defined need with goals that directly address a particular community/social problem, removes barriers, or increases efficiencies.
 - What problem are you trying to solve?
 - How will you use the money to try to solve it? Be specific.
 - Why do you think this will work?
 - Describe any challenges you anticipate and possible solutions to those challenges.
 - What research did you do to come up with this idea?
- Realistic – feasibility of the implementation plan (clear goals and objectives, achievable scope of work and timeline, sufficient resources)
 - Can this be done in 3 months? If not, what parts can be done in the first 3 months and how will the project continue?
 - What are you trying to achieve?
 - How will you know if you are successful?
- Youth Leadership and Collaboration – clear evidence that the project is youth-led and utilizes partnerships to address the stated problem.
 - Who will do what? What will team members be responsible for doing?
 - Describe any partners you will be working with - like teachers, companies, etc.
 - Are there any other resources you will be using to implement the project such as money and supplies?
- Creativity/Innovation – ability to demonstrate creativity, new or unconventional thinking
 - How is your idea unique?



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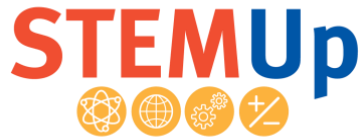
- Social Responsibility – the project shows a priority placed on diversity, equity and inclusion.
 - “Social responsibility” means that people and companies have a duty to act in the best interest of their environment and society, not just themselves.
 - Equity is giving everyone what they need to be successful. This requires understanding the challenges that some individuals or groups of people face and helping to reduce those barriers.
 - These things are very important because we know that girls and people of color are much less likely to work in STEM careers, and it isn’t because they are less interested or less skilled

Additional relevant information:

- Cell phone videos or handheld camcorders are preferred for recording.
- Video must be submitted by the due date – October 4, 2019. No exceptions.
- Videos over 4 minutes will be disqualified.
- Information on funding request and budget explanation should be included in the video.
- Make sure it is clear that your idea can be implemented between January – April 2020.
- When submitting the video, additional information will be requested including:
 - Demographic information on youth involved in the group
 - Contact information for staff champion
 - Details on the sponsoring non-profit organization or school

Judges will use the following scoring sheet to assess video submissions.

<p>Please rate each video/ proposal you view on all of the 10 criteria using a scale of 1 to 5. 1= No, 2=Attempted, 3=Partial, 4=Good, 5=Excellent</p>	<p>Project Name</p>
<p>Date Reviewed:</p>	



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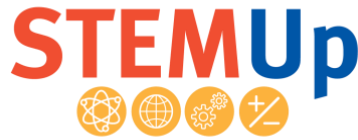
Solution Oriented	
1. A specific community need or problem is clearly defined	
2. The video describes how funding from the STEMUp Prize would be used and how this funding would help to improve or solve the community problem	
Realistic	
3. The proposed program/project is feasible and realistic as described; projected success is reasonably achievable.	
4. The video outlines SMART goals to measure success/impact (Specific, Measurable, Attainable, Relevant, and Timely)	
Youth Leadership & Collaboration	
5. The video clearly shows the project is and will be youth-led, from ideation to implementation.	
6. The youth have clear enthusiasm for the problem and project	
7. The video indicates the ability of the project to optimize available resources (skills, expertise, human capital, partnerships, funding, etc.) to ensure the project's success (e.g. engage 100 community volunteers, 25 hours of in-kind web development expertise, matching funds)	
Creativity/Innovation	
8. The proposed program/project is a creative approach to addressing the problem/issue presented and would be considered a new approach for the community.	
Social Responsibility	
9. The proposed program/project effectively outlines a genuine focus on diversity, equity and inclusion within the project plan and/or the project team.	
Recommendation	
10. I would recommend that this program/project be one of the top 10 finalists.	

APPENDIX B

Written Proposal Overview

Finalists will submit a two-page written proposal + a budget that is due to United Way by November 8, 2019. The proposal should cover similar information noted in the video including:

Project



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- Provide a brief summary of your project. Include detail on the need being addressed and how your team aims to address/solve the need(s) in the timeline required. The use of data and any research you completed is strongly recommended.
- Describe the specific purpose for which you are asking to be awarded the STEMUp Prize – your proposed idea/solution. *For example, improve engagement in STEM programming by under-represented populations (i.e. youth of color, girls) in “X” location by implementing your project.*
- Describe any details about who will be served and/or impacted. *For example, include average age, ethnicity, income, etc.*
- How will your proposed program/project help the community and address the problem? Why is this a great idea?

Key Priorities: Youth Leadership, Collaboration, and Social Responsibility

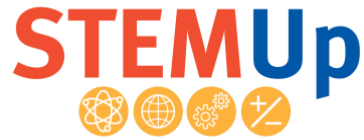
- Describe the roles and responsibilities that your team and any relevant additional youth will play in this project.
- Outline any partnerships you have established for successful implementation of this project including your host organization’s staff, etc. (i.e. teachers, youth development staff) and their specific roles.
- Outline any efforts to ensure diversity, equity and inclusion within your project.

Implementation Plan

- If you are awarded the grant, describe the specific steps you will take between January – April 2020 to implement the proposed project.
- If you are not awarded the grant, outline any plans for the project if relevant.

Outcomes

- What specific outcomes do you expect to achieve by April 2020? Describe what will be different as a result of this project. Be as specific as possible.
- Consider noting any relevant longer-term outcomes expected if relevant.



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Budget

- What is the total amount you are requesting for the STEMUp Prize (request must be between \$250.00 and \$5000.00)?
- Outline any other resources that will be utilized for this project (financial or in-kind)
- Provide an estimated line item budget for the full project.
- Staff time from the participating school or non-profit organization cannot be funded through this prize.

Finalists will be provided a copy of the scoring rubric used for judging the written proposal and in-person presentation.