



CANADA COMEBACK CHALLENGE

Winter Program Guidelines

www.campuschallenge.ca



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Brief Overview of C3

The Canada Comeback Challenge creates opportunities for post-secondary students to contribute to Canada's COVID-19 recovery while gaining valuable work-integrated learning (WIL) experience. Through a fun, skill-building national competition in an entirely online format, students will tackle real-world problems facing employers in Canada's public, private, and non-profit sectors and compete for a chance to pitch their ideas to an esteemed panel of judges.

What does the C3: Campus Challenge look like?

The C3 is offered during the Fall 2021 and Winter 2022 semesters and includes two core components:

- *Campus Challenge:* An 8-week, co-curricular, work-integrated learning (WIL) experience in which students solve challenges from industry organizations. Students will receive professional development opportunities, mental health supports, industry mentorship, and assessment as they work their way through the program.
- *National Pitch Competition:* A one-day pitch event where students will be invited to present their ideas to an esteemed panel of judges.

What's your role?

- Work with BHER to tailor the C3 competition to your campus. Your institution may be eligible to receive funding to support the implementation of the C3 on your campus.
- Spread the word! Encourage your faculty and students to participate.
- Stay looped in to receive promotional materials and ensure that your organization is up to date on what's happening.
- Engage and leverage your networks to highlight the amazing contributions that your students are making to Canada's COVID-19 recovery.

What does BHER provide?

- Bespoke work-integrated learning competition for your campus
- Industry relevant challenges from across the public, private, and non-for-profit sectors
- Industry supervision and oversight to ensure student's gain meaningful feedback on their proposed solutions
- Funding to support the implementation of the C3 on your campus. This funding is intended to help offset any costs incurred during implementation and is a set amount. It can be used to support staffing, such as hiring a graduate level research assistant to work on the C3. It could also be used for student materials or transportation costs, communications related costs, and costs for campus level events related to the C3.
- 1 Student Ambassador for the C3 competition. BHER will hire 1 student from your institution to support the implementation of the program. You will have the opportunity to nominate the Student Ambassador. They can be either graduate or undergraduate students currently enrolled at your institution. The Student Ambassador will work part time with the BHER C3 team and your office to help promote the program and respond to student inquiries throughout the competition.
- Marketing "campaign in a box" to promote the competition at your campus
- Management of the assessment and adjudication process throughout the competition
- Certificates to students upon successful completion of the program

Roles and Responsibilities

What are the responsibilities of the post-secondary partner?

- Promote the C3 program to the student body. This can take the form of social media posts, classroom announcements, email notifications, on-campus posters, etc;
- Ensure adequate registration for the competition. Registration targets will be determined in conversation with BHER representatives. BHER will provide a “campaign in a box” to help promote the competition, and students will be registered on BHER’s C3 webpage.
- Create opportunities for student engagement in the C3 at the PSI (post-secondary institution). This may include one or more C3 meetings or events to support student recruitment and engagement in the competition. It may also include facilitating opportunities for students to connect with one another and find a team during the registration period;
- Lead campus level C3 programming. This involves leading any campus level programming and/or events that are unique to the implementation of the C3 at the PSI (i.e., not otherwise offered in the C3 program). For instance, this may include integrating the C3 into existing courses and/or co-curricular events that are aligned with the C3. It may also include developing novel opportunities related to the C3 (e.g., recruitment, mentoring, or networking events) at the PSI. Finally, it may involve connecting students to peer and alumni mentorship and networking opportunities to support their participation in the competition.
- Liaise with BHER staff to address any issues or concerns that arise during the C3 competition.

Campus Challenge:

Platform

The Canada Comeback Challenge will be hosted on Thinkific, a Learning Management System (LMS). PSI representatives will be given a username and password to allow for the tracking of student progress.

Eligibility

To be eligible to participate:

- Individual students (domestic or international) must be:
 - currently enrolled in a Canadian post-secondary institution (PSI) in their undergraduate degree; and
- Student teams must be:
 - between two (2) and ten (10) members

Registration

Students will have the option to register as individuals or as teams. Students that sign up individually will be placed into teams by BHER. Teams will have the opportunity to select their challenge preference following registration.

Professional Development

BHER will provide a suite of professional development resources which students will be able to access through Thinkific. The aim is for the professional development resources to ultimately help students succeed in the competition. These resources will be centred around design thinking, mental health, equity, diversity, and inclusion, and gender-based analysis. We will also provide students with resources specific to their deliverables, such as how to create a policy recommendation or a business plan and how to pitch.

Challenges

- Challenges will be provided by industry partners and will concern a business scenario that industry partners are facing as they recover from COVID-19.
- Teams will be able to view challenges through Thinkific upon registration in the form of comprehensive Challenge Briefs. Students will then be asked to choose their challenge preference in order to confirm their participation in the challenge . The Challenge Briefs will provide the details needed for students to create a structured and well-balanced proposal.

Timeline

The Challenge will consist of three phases with the following deadlines (note: only Phase Two and Three will be adjudicated):

Activity	Deadline
Registration	
Registration opens	November 2022
Registration closes	January 28, 2022
Phase One	
Competition starts	January 31, 2022
Deadline for teams to submit any industry-specific questions relating to their challenge	February 4, 2022
Answers to questions will be posted on Thinkific	February 9, 2022
Phase Two	
Draft submissions due <i>Draft 10 slide deck & 2.5 minute recorded pitch</i>	February 18, 2022
Feedback on draft submissions will be posted on Thinkific	March 2, 2022
Phase Three	
Final deliverables due <i>10 slide deck & 2.5 minute recorded pitch</i>	March 11, 2022
Feedback on final deliverables will be posted on Thinkific	March 18, 2022
Pitch Event	
Final Pitch Event	March 31, 2022

Student Deliverables

Phase 1: Question Submission

Teams will have the opportunity to submit any industry-specific questions relating to their assigned challenge through Thinkific. **The questions must be uploaded to Thinkific by February 4 at 11:59 pm EST.** Answers to these questions will be posted by BHER to Thinkific by February 9, 2022.

Phase 2: Draft Submission

Draft submissions will consist of 2 (two) components: a 10 (ten) slide deck and a 2.5 minute recorded pitch in the form of a video. BHER will only be adjudicating the recorded pitch and will refer to the 10 (ten) slide deck as needed, to inform their assessment. Please ensure that all the components of the slide deck are incorporated into each team's recorded pitch.

Both deliverables should outline the team's proposed solution to their assigned challenge. Solutions may take the form of policy recommendations, business plans, novel technologies, and will depend on the needs outlined in the challenge brief.

The 10 slide deck and 2.5 minute recorded pitch should address the following:

- Problem Statement: Define the specific problem you're trying to solve.
- Proposed Solution: Outline how you'll solve the problem. Is it a policy solution, a business plan, a product or service, or something else? What are the barriers to implementing your solution?
- Cost: What are the costs of implementing your idea, i.e. direct expenses (ex. software, prototyping), labour costs?
- Key Considerations: What's your implementation plan? Who will be impacted by your solution (short and long term)? What risks are associated with your proposal? Are there unintended consequences of your solution? Are there ways to mitigate them? This can take the form of a stakeholder engagement plan, EDI considerations, intersectionality, etc.

Each team must follow the general guidelines below:

- Slide decks must not exceed 10 slides in length excluding references;
- Slide decks must be converted to a PDF format for submission;
- Bibliography should be included as a final slide in the deck presentation;
- All sources must be cited using APA, MLA, or Chicago formats;
- Pitch presentation may be delivered in any accessible video format, with a preference for MP4. Pitches may also be delivered as MOV or WMV files;
- File sizes cannot exceed 100 MB; and
- Recorded pitch presentation must not exceed 2.5 minutes in length.

The draft 10 slide deck and recorded pitch is due on February 18th at 11:59 pm EST via Thinkific. BHER will provide feedback to student teams by March 2 through Thinkific.

Phase 3: Final Submission

Final deliverables will consist of 2 (two) components: a 10 (ten) slide deck and a 2.5 minute recorded pitch video.

Slide decks should expand on the components of the draft submission and incorporate feedback provided by BHER and industry partners. BHER will only be adjudicating the recorded pitch and will refer to the 10 (ten) slide deck as needed, to inform their assessment. Please ensure that all the components of the slide deck are incorporated into each team's recorded pitch.

Each team must follow the general guidelines below:

- Slide decks must not exceed 10 slides in length excluding references;
- Slide decks must be converted to a PDF format for submission;
- Bibliography should be included as a final slide in the deck presentation;
- All sources must be cited using APA, MLA, or Chicago formats;
- Pitch presentation may be delivered in any accessible video format, with a preference for MP4. Pitches may also be delivered as MOV or WMV files;
- File sizes cannot exceed 100 MB; and
- Recorded pitch presentation must not exceed 2.5 minutes in length.

Both deliverables must be uploaded to Thinkific by **March 11 at 11:59 pm ET**. BHER and industry partners will provide feedback to student teams by March 18 through Thinkific.

Final Results / Final Pitch Event

BHER will adjudicate final deliverables and select the top team for each post-secondary institution. The top teams will then be invited to participate in a national pitch competition organized by BHER in March 2022. The pitch competition will offer networking and professional development opportunities for participants as well as a range of rewards for the winning teams. More details to come.

Integrity Measures

- Harmful language (i.e., racist, sexist, ableist, homophobic and other derogatory remarks) will not be tolerated.
- Teams are not allowed to seek external help by hiring or outsourcing deliverables, or parts thereof, to external industry experts or other teams.
- No changes to submitted documents will be allowed.
- Plagiarizing will not be permitted. All sources must be referenced using correct APA, MLA, or Chicago formatting. The PSI Representative will be responsible for handling any incidents of plagiarizing.