

Promote the 2016-17 Contest on Your Campus!

Big Ideas' promotional materials are accessible on [our website's promotion page](#), and divided into UC Berkeley, UC System, and Higher Education Solutions Network (HESN) sections. Since each category has different eligibility requirements depending on the school, it is important that you only use the promotional materials according to each academic network your school belongs to. These materials can either be shared physically (printed and distributed around campus) or electronically (via email or social media).

UC Berkeley	UC System	HESN
UC Berkeley	UC Davis UC Irvine UC Los Angeles UC Merced UC Riverside UC San Diego UC San Francisco UC Santa Barbara UC Santa Cruz	College of William and Mary Duke University Makerere University Massachusetts Institute of Technology Michigan State University Texas A&M University

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STUDENT PARTICIPATION PROMOTION

Posters

These are ideal for encouraging students to participate in and learn more about the contest, and should be put up widely around campus. We recommend targeting entrepreneurship, social impact, and global development-focused networks.

1. Multi-Category Poster - *for student participation*
2. "Accept the Challenge" Info Session Posters - *for October 12th online info session participation*

Handouts

1. Quarter Sheet Handouts - *to draw students to the website/ info sessions*
2. Pre-proposal Guidelines Brochure & Timeline - *explains rules and deadlines for participation*
3. Individual Category Overviews - *for specific centers, departments, or student networks that have a topical focus, or for students who want to learn more about the rules of a certain category.*

Social Media Outreach

If you are interested in promoting Big Ideas on your social media platform, we have a few templates that you can use:

Facebook

We will be posting updates on <https://www.facebook.com/BigIdeasCAL/>, so please feel free to share any of our content.

- Launch (Sep - Oct): (with multi-category poster) The 2016-17 Big Ideas Contest is open to [SCHOOL]'s students! Win up to \$18K in awards; Big Ideas challenges graduate and undergraduate students to put their ideas to the test! For more information on contest rules and eligibility, check out bigideas.berkeley.edu.
- Launch (Sep-Oct): (with respective multi-category poster) Win up to \$18K for your social innovation idea! The Big Ideas Contest has launched and is open [SCHOOL]'s students! Attend an online info session (Sep 27 - 6pm PT or Oct 12 3pm PT) at bit.do/ideaslive. For contest information, visit our website at bigideas.berkeley.edu.
- Launch (Sep-Oct): (with info session poster) Have a creative solution for a pressing social problem? Tune into our online information session (Sep 27 - 6pm PT or Oct 12 3pm PT) to learn more about the Big Ideas contest at bit.do/ideaslive. Your 3-page proposal is due on Nov16!!
- Writing Workshops (Oct): (with writing workshop poster) Need help crafting your 3-page Big Ideas pre-proposal (due Nov 16)? Check out our writing and advising workshops at bit.do/ideaslive or send an email to bigideas@berkeley.edu to set up an advising appointment with our team!
- Deadline (Nov): The Big Ideas deadline is coming up on Nov 16, 12pm PT! Email us for a last minute advising session (bigideas@berkeley.edu) and submit your pre-proposal to the Big Ideas website bigideas.berkeley.edu!

Twitter

@BigIdeasCAL will also be tweeting contest information regularly, so feel free to retweet any of our posts!

- Launch (Sep-Oct): (with respective multi-category poster) Win up to \$18K from the @BigIdeasCAL contest, now open to students! Check out bigideas.berkeley.edu for more info!
- Launch (Sep-Oct): (with respective multi-category poster) Have a 'Big Idea' to solve a social problem? Learn about the @BigIdeasCAL innovation contest at bigideas.berkeley.edu!
- Online Info Session (Sep-Oct): (with info session poster) Learn how to win up to \$18K for your social innovation by tuning into the @BigIdeasCAL info session 9/27 6pm PT at bit.do/ideaslive!
- Online Info Session (Sep-Oct): (with info session poster) Learn how to win up to \$18K for your social innovation by tuning into the @BigIdeasCAL info session 10/12 3pm PT at bit.do/ideaslive!
- Deadline (Nov): The @BigIdeasCAL deadline is on Nov 16 12pm PT ! Sign up for advising or submit your pre-proposal to bigideas.berkeley.edu by then!

JUDGE & MENTOR PROMOTION

Big Ideas Judges & Mentors have a unique opportunity to “give back,” while also getting a first-hand look at some of the most innovative ideas coming out of the UC system– and provide invaluable feedback and advice to help shape them. **Please connect any interested judges or mentors with Juno Fitzpatrick, who will facilitate their participation.**

Handouts

1. [Judges Overview](#)
2. [Mentors Overview](#)

Online Information & Application Form

1. [Judges Page](#)
2. [Mentors Page](#)
3. 2016-17 [Judge/Mentor Interest Form](#) (also linked on each of the Judge & Mentor pages). Interested partners must complete this form to participate. This helps match Judges and Mentors to a contest category based on their preferences and experience.

Overview of Commitment

Pre-proposal Judges

- Approximately 4-6 hours to review and provide constructive feedback on 6-8 three-page Pre-proposals in a category of their choice over a three-week period (November 18 to December 9).
- Scoring emphasis is placed in creativity and innovation.

Full Proposal Judges

- Based on the pre-proposal judges’ feedback, finalist teams will be selected to submit a 10 page full proposal due March 8.
- Approximately 5-8 hours to review and provide constructive feedback on 4-8 ten to fifteen page Full Proposals in a category of their choice over a three-week period (from mid-March to early-April).
- Scoring emphasis is placed on implementation and viability.

Mentors

- Approximately 6-12 hours over a six-week period (late January to early March). Mentors spend 1-2 hours each week working with finalist teams to refine the team’s project ideas, explore partnerships, and ultimately develop a 10-15 page Full Proposal (due March 8) to outline their innovation and how they plan to implement it.
- Mentors and teams are matched based on expressed interests and needs on both sides of the relationship.