



The Changemaker Challenge invites students, faculty, and staff to employ imagination, hard work, and passion to generate ideas for addressing a current social challenge proposed to us by leaders from the San Diego/Tijuana region. The Fall 2021 Changemaker Challenge theme is *addressing food justice in San Diego*.

### **Eligibility**

The contest is open to all University of San Diego students, staff, administration, and faculty

- Participants can enter the contest individually, as a team (teams of up to 5 people)
- For participants entering as a team, only one team member needs to submit the entry (you will be asked to list the names and emails of your teammates)
- All entrants must allow the Changemaker Hub permission to use their video submission for public education and in social media
- Participants can submit more than one entry to the Challenge

### **Submission Requirements**

Participants of the 2021 Changemaker Challenge will select one of the specific challenges posed by this year's Community Partners and prepare a two-three minute video to showcase their idea to address it. The three challenges presented by this year's Community Partners (Farm Forward and Bayside Community Centre) are;

#### **1. Farm Forward- Option A**

How might we help university students understand the impact of factory-farmed animal products on marginalized communities, climate change, and public health in a way that leads to personal change?

#### **2. Farm Forward- Option B**

How might we create a culture where plant-based food choices are the default option in university settings?

#### **3. Bayside Community Centre- Option A**

How might we help create ways of getting food to families and seniors in the Linda Vista community so that it increases Bayside's outreach and supports local businesses?

Ideas can be as diverse as developing a campaign, a product, an enterprise, a program, etc. The purpose of the Challenge is to empower the USD campus community to learn about significant issues and to collaborate with each other to create effective and innovative solutions.

The platform for submissions will open October 15, 2021 (link available through MySanDiego portal

and Changemaker Challenge [website](#))

**Deadline: Monday, Nov. 22, 2021 -11:59pm PST.**

### **Judging Criteria**

Changemaker Challenge judges will evaluate each entry according the following criteria:

1. Relevance: How well does the idea address the Challenge? (Max 10 points)
2. Impact: How will it make a difference in solving the problem? How well does the idea address specific aspects of the issue? (Max 30 points)
3. Originality: How creative is the idea? Does it reflect fresh thinking? (Max 20 points)
4. Feasibility: How actionable is the idea proposed? How can it be implemented? (Max 30 points)
5. Presentation: is the presentation of the idea creative, professional and clear? (Max 10 points)
6. You can see the full rubric in [this document](#).

### **Review Process**

1. All entries will be reviewed by a select panel of judges between November 23-28, 2021
2. The judges will select up to 10 video entries as the finalists and these finalists will be announced via social media Monday, November 29 at 12pm PST.
3. The community partners will pick the most promising ideas to pilot in the Spring 2022 Semester
4. Awards will be announced Thursday, December 2 during a finalists' awards luncheon or virtual ceremony.

### **Prizes**

- A panel of judges that includes staff from this year's Community Partner organizations as well as USD faculty/staff and alumni, will select the best proposals to compete for prizes worth \$500.

### **Submitting the Video**

In order for a video submission to be eligible, participants must

1. Upload their video entry to [www.YouTube.com](http://www.YouTube.com) and share this link on their entry form
2. Submit their entry form using their MySanDiego log in through the link available in the [Challenge website](#).

### **Video Requirements**

- The length of the video must be between 2-3 minutes. Videos longer than 3 minutes will not be eligible for the competition.
- All videos must be original and may not be prepared by a professional nor contain content that is inappropriate for general audiences.
- Because many participants may not have access to the original footage, participants are

encouraged to use free copyrights imagery (both still and video images) available on the internet, as a supplement to enhance their original video production.

- Videos must comply with copyright rules and regulations. Sources of information and materials used (i.e. music) must be properly acknowledged and credited in the video.

### **Video Format**

- All videos should be uploaded to YouTube or Vimeo and this link needs to be shared on their entry form. The video settings need to be on “public” and not private. Please provide the URL for the video following instructions on the application form.
- The resolution should be at least 640 x 480 pixels.
- The recommended format is MPEG-4 (.m4v/.mp4)

### **Contact**

For questions or additional information on the Changemaker Challenge please contact [changemaker@sandiego.edu](mailto:changemaker@sandiego.edu)

