

## JMU Challenge Application Packet, page 1

If printing this document, please print double-sided.

The JMU Challenge 2012 is sponsored by the Institute for Stewardship of the Natural World and the Center for Entrepreneurship. The Application Materials are available on the website [www.jmu.edu/stewardship](http://www.jmu.edu/stewardship). Questions should be addressed to [stewardship@jmu.edu](mailto:stewardship@jmu.edu).

### Table of Contents

1. What is the JMU Challenge?
2. Who can compete?
3. Timeline
4. Goals of the Competition
5. Evaluation and Judging
6. Presentations and Awards
7. Proposal Development Roundtable
8. Allowable Costs
9. Academic References
10. How to Submit
11. Pre-proposal Format
12. Final Proposal Format

### What is the JMU Challenge?

Propose and develop an entrepreneurial solution (i.e., a new process, product or service) that can be implemented to improve environmental stewardship practices at JMU. Up to \$5,000 in funding will be used to implement the winning solution (or solutions) on campus.

Who can compete? Any JMU student, faculty, or staff member (or a team of these) may submit a pre-proposal. Final proposal teams may be different from pre-proposal teams but must include at least one student and at least one employee (faculty or staff).

### Timeline:

- January 20- Competition announced at Stewardship Lecture
- February 17- Pre-proposals due
- Proposal Development Roundtables (each team must select one)
  - Tuesday Feb. 28, 8:30-10am
  - Wednesday Feb. 29, 3:30-5pm
  - Thursday March 1, 11:30-1pm
- April 1- Final proposal due
- April 25- Public Presentations and Awards
- Summer 2012- IMPLEMENTATION of winning idea(s)!!

### Goals of the Competition

1. To promote critical thinking about environmental stewardship
2. To build skills in project cultivation, proposal development and professional practice
3. To generate ideas and develop solutions that can be implemented to improve stewardship practices at JMU!

### Evaluation and Judging

A panel of judges will rate each final submission using the following criteria:

1. Entrepreneurial and Sustainable: This project uses a novel, creative approach that can be sustained over the long-term.
2. Collaborative: This project has a collaborative team and incorporates input from relevant JMU stakeholders.
3. Environmental Stewardship Impact: This project creates significant progress on a critical environmental stewardship problem.
4. Cost and Feasibility of Implementation: This project has a low cost to impact ratio and this project suggests a solution that can be implemented (at least as a pilot) with less than \$5,000.

### Presentations and Awards

April 25, 1pm-3pm, location TBA

The top teams will be invited to do a brief (4-8 minute) presentation on their proposal. The judges will discuss proposals with teams. The presentations, judges' discussion, and awards presentation will be open to the general public. In addition to implementation of their proposed solution, eligible members of the winning team(s) will receive a one year student membership in NetImpact at JMU.

<http://www.jmu.edu/cob/cfe/Netimpact.shtml>

Proposal Development Roundtable. Please note in the first section of your pre-proposal (Team Information) which roundtable your team will attend, and how many team members plan to attend. At least one representative from each team MUST participate in a roundtable in order to be eligible to win. The team contact person will receive an email confirming receipt of your pre-proposal that will contain further details about the roundtables. See timeline above for roundtable schedule.

### Allowable Costs

The \$5,000 grand prize will be used to implement the winning proposal(s) at JMU. Projects may be a pilot implementation. Costs that are allowed include those which directly contribute to the implementation of the new product, process, or service, and do not include typical "operating expenses" incurred by JMU departments (such as regular salaries, pre-existing budget items, etc.).

These costs may not be included in the project budget:

- Salary for regular employees (faculty, staff, or students) performing their existing responsibilities
- Travel (unless it is essential for the implementation of the solution)
- Administrative Costs

Allowed costs:

- Equipment
- Supplies
- Installation expenses
- Promotion (limited to 20% of budget, unless marketing comprises the bulk of the project itself)

### Academic References

Academic references are not required in your pre-proposal or final proposal, but if used may be any style applied consistently. Keep in mind the word limits required for each section. Academic references can be used to support your claims of environmental efficacy or impact. However, the strength of your proposal will be measured on its specific applicability at JMU, so focus on developing your solutions, not just on

citing academic experts. Your proposal is not primarily a work of academic research, but should serve as a blueprint for implementing your ideas.

### How to Submit

1. All submissions should be made electronically. The submitted document (pre-proposal or final proposal) should be a single .pdf document sent via email attachment to [stewardship@jmu.edu](mailto:stewardship@jmu.edu).
2. Please adhere to page restrictions and word limits. Please use 12 point typeface and ¼ to ½ inch margins. See format guidelines for pre-proposal and final proposal below.
3. Documents are due by 5pm on the following dates:
  - a. Pre-proposal due February 17
  - b. Final proposal due April 1

### Pre-proposal Format

- Team information:
  - Title of project
  - Name of team contact person, JMU email, and phone number
  - Names of other team members.
  - Date and time of roundtable your team will attend
  - Number of team members who will attend
- Needs Statement (up to 200 words). Tell us what environmental stewardship need your project will address.
- Proposed Solution: (up to 500 words)
  - Scope of Work: What will be done?
  - Implementation: List the steps for implementation of this idea.
- Self-Evaluation: Explain how this project meets each of the judging criteria (100 words or less each).
  1. Entrepreneurial and Sustainable- What's innovative about your proposed solution? How will it be sustainable over time?
  2. Collaborative- Identify JMU employees who will implement your solution or will be affected by it.
  3. Environmental Stewardship Impact- How will your proposed solution impact environmental stewardship practices at JMU?
  4. Cost and Feasibility of Implementation- Can your proposal be implemented for less than \$5,000? Compare the costs to the impact.
- Preliminary Budget – include line items and amounts.

### Final Proposal Format

- Team information:
  - Title of final project (title of pre-proposal in parentheses, if changed)
  - Name of main team contact, JMU email, and phone number
  - Names of other team members.
  - Date and time of roundtable your team attended, names of team members
- Abstract (up to 250 words)
- Needs Statement (up to 250 words)
- Proposed Solution (up to 800 words)
  - Scope of Work: What will be done?
  - Project period (start and end dates)
  - Implementation timeline. What are the steps for implementation of this idea, and approximately when should each take place? Who will be involved in completing each step?

## JMU Challenge Application Packet, page 4

If printing this document, please print double-sided.

- Self-Assessment by Project Team: Explain how this project meets each of the judging criteria (up to 200 words each). Give your project a score (1-5, where 5 is best) in each area on the judge's rubric.
  1. Entrepreneurial and Sustainable- What's innovative about your proposed solution? How will it be sustainable over time?
  2. Collaborative- Identify the JMU employees who will be affected by your proposal and who will implement it, and get feedback from them. Tell us how that feedback is incorporated into your final proposal. This section can include feedback from someone on your project team.
  3. Environmental Stewardship Impact- How will your proposed solution impact environmental stewardship practices at JMU? Have you considered unintended consequences?
  4. Cost and Feasibility of Implementation- How much will your proposed solution cost, in relation to its impact, and can it be implemented for less than \$5,000?
  
- Budget and Budget Narrative. The budget should be one page or less and should include line items, amounts, and a narrative explanation for what each line item includes and how it will further the scope of work. Guidelines on allowable costs are below, but final decisions on what is allowed will be made by the judges based on the environmental impact, overall cost and cost-to-impact ratio, and how each individual line item furthers the proposed solution.