

## 2019 EESF/AEESP Student Social Media Competition Guidelines and Rules

Your team of 3-8 students will use social media to explain to an audience of 8<sup>th</sup> grade and higher students and the general public the role of environmental engineers and scientists in addressing one or more of the “grand challenges” facing our nation and the world.

### Competition Prizes

Cash prizes will be awarded to the top three entries:

- 1st place – \$1,000
- 2nd place – \$750
- 3rd place – \$500

Funding is provided by the Environmental Engineering and Science Foundation (EESF), a charitable 501(c)(3) organization.

### Eligibility

The competition is open to undergraduate and graduate students studying environmental engineering or sciences worldwide (includes community colleges). At least one team member or Faculty Advisor must be a member of the American Academy of Environmental Engineers and Scientists (AAEES) or the Association of Environmental Engineering and Science Professors (AEESP). All team members must be enrolled in a college or university at the deadline for social media posting(s) submission.

### Submission

Social media outreach postings must be in place by **11:59 pm ET (US) on January 21, 2019** to be considered for official competition prizes. In addition, each team must submit an official competition entry form to [YMoulden@aaees.org](mailto:YMoulden@aaees.org) by **11:59 pm ET (US) on December 17, 2018**.

### Important Dates

**December 17, 2018** (11:59 pm ET) Official Competition Team Entry Forms are due

**January 21, 2019** (11:59 pm ET) Student Social Media Outreach Posting(s) submission

**April 1, 2019** (11:59 pm ET) Final social media impact analysis report submission submitted any time during this time period.

**May 3, 2019** Winners selected

**September 23, 2019** Winners Announced and Prize money awarded at joint AEESP/AAEES WEFTEC Luncheon

**The theme of the competition is:**

**The role of environmental engineers and scientists in meeting the “grand challenges” facing our nation and the world**

The social media postings are intended to educate students and the public about impact environmental engineers and scientists have in addressing the major environmental problems facing the United States and the world. Submissions should focus on one or more of the following five environmental focused Grand Challenges for Engineering in the 21st Century: 1) restore and improve urban infrastructure, 2) provide access to clean water, 3) manage the nitrogen cycle, 4) make solar energy economical, and 5) develop carbon sequestration methods.

<http://www.engineeringchallenges.org/challenges.aspx>

Student teams may choose the media in which to place their posts. Teams will be required to create metrics to measure the impact of their postings and to present data on their effectiveness in educating students and the public.

**Intended Audience**

The social media post should be targeted to educate 8<sup>th</sup> grade and higher students and the general public about environmental engineering and science.

**Impact Analysis**

Student teams have latitude in creating methods to measure the impacts of their posts and in presenting data supporting the effectiveness of the posts in educating students and the public. Methods can include one post or multiple postings built around a common theme. Teams are encouraged to develop (or use existing) and demonstrate the effectiveness of analytical filters that would screen out “comments,” “discussion,” “views” or “likes” posted by fellow students, colleagues or members of the environmental engineering profession. Teams will be judged on their explanations and assessments of their effectiveness in reaching those who know little about environmental engineering and science.

**Guidelines**

1. Each team should consist of 3-8 students and a faculty advisor in environmental engineering or sciences. Faculty advisors may give guidance and provide suggestions about the social media outreach, but cannot perform actual project work. At least one member of the team should be a student member or faculty member of either the American Academy of Environmental Engineers and Scientists (AAEES) or the Association of Environmental Engineering and Science Professors (AEESP). Online member registrations are available at <http://www.aees.org/becomeamember> and <http://www.aeesp.org/membership>. Membership by the faculty advisor in either AAEES or AEESP qualifies the team even if none of the students are members.
2. Team members must be enrolled in a college or university (community colleges are encouraged to compete) at the time of the Team Entry Form and Student Social Media Outreach Posting(s) submissions and should be studying Environmental Engineering,

Environmental Science, or a related discipline(s). Students from other disciplines may be added as long as the majority of the team consists of Environmental Engineering and/or Environmental Sciences students. Students from all nations and educational levels (*e.g.*, associate, undergraduate or graduate) are welcome to participate.

3. No monetary compensation may be provided to anyone contributing to the submissions. This competition is strictly for educational purposes and students are expected to complete 100% of the work involved in the creation of submissions.

4. Selected winners, each individual and each team member agrees to grant to EESF, AAES, and AEES unrestrictd right to use and disseminate the postings and impact analyses or any portions thereof.

5. Postings must be in English. Data should be reported in metric units and currency in U.S. dollars.

### **Social Media Contest Submissions**

**Each team must submit an official competition entry form. The entry form must be submitted to [YMoulden@aaees.org](mailto:YMoulden@aaees.org) by 11:59 pm ET (US) on December 17, 2018 with the following information:**

1. Tentative title of postings
2. Team member names and affiliations
3. Faculty advisor name and department
4. Tentative description of the postings and the planned impact analysis (500 words or less)
5. Contact information (email, telephone number) for the team leader and faculty advisor

**Social media postings must be in place by 11:59 pm ET (US) on January 21, 2019 to be considered for official Competition prizes. Each team must send an email containing a link to the postings to [YMoulden@aaees.org](mailto:YMoulden@aaees.org) by 11:59 pm ET (US) on January 21, 2019 to be eligible. The final social media impact analysis report (10 page limit, including charts/graphs) must be emailed in PDF format to [YMoulden@aaees.org](mailto:YMoulden@aaees.org) by 11:59 pm ET (US) on April 1, 2019 to be eligible.**

### **Citations**

1. Only credible sources of data or materials should be included (*e.g.*, journals, reports, software, references, websites, books, etc.) and **must** be properly cited in the post.
2. Permission to use any figures, tables, or images from external sources must be obtained by the project team. See <http://creativecommons.org> for information on copyright issues.
3. Information collected from Environmental Engineering and Sciences professionals **must** be properly cited.
4. Only open source data are allowed. Students should consult their Faculty Advisor for guidance on whether information is considered proprietary.

### **Judging Criteria**

Submitted social media posts and impact analysis reports will be assessed on the following criteria:

1. Effectiveness in reaching the target audience (*i.e.*, 8<sup>th</sup> grade and higher students, and the general public)
2. Accuracy and creativity in describing the roles of Environmental Engineers and Scientists in meeting one or more of the “grand challenges”
3. Originality and entertainment value of the post
4. Quality and completeness of the impact analysis report
5. Entries will be judged by a joint committee of EESF/AEESP and may also be assisted by social media outreach

### **Competition Prizes**

Cash prizes will be awarded to the top three entries, as indicated below:

1. 1st place – \$1,000
2. 2nd place – \$750
3. 3rd place – \$500

The winning teams will be announced at the joint AAEES/AEESP WEFTEC 2019 Luncheon on September 23, 2019 (Chicago). EESF/AEESP may, within its discretion, require prize-winning teams to sign an affidavit of eligibility and a liability and publicity release. Winning teams must also consent to release of their posts, without additional compensation, for promotional purposes. These arrangements will be conducted as a precondition to awarding of a prize. Failure to consent to these conditions may disqualify the entry. Depending on the generation of additional funding by EESF/AEESP, travel expenses for one or more team members of the first place team to attend the awards ceremony in Chicago, IL may be provided.

### **Official Contest Rules and Regulations**

By submitting social media post, teams agree to allow EESF, AAEES, and AEESP to use their posts for marketing and information purposes, as well as provide a link to the post on EESF, AAEES, and AEESP websites. In the event that it is removed from social media sites, EESF and AEESP reserve the right to obtain the post from the creators at no cost. EESF, AAEES, and AEESP reserve the right to publicize and promote the post for their own purposes. All work will be given full credit to the creators.

Submissions should not refer to EESF, AAEES or AEESP, the EESF/AEESP Student Social Media Competition, or utilize the EESF, AAEES, or AEESP logo. The winning submissions may be branded with the EESF, AAEES, or AEESP logos at the discretion of EESF, AAEES, or AEESP.

Submissions must contain the following language: “This post represents the ideas of the student authors and does not necessarily reflect the views of EESF, AEESP, or AAEES.”

Use by EESF, AAEES, or AEESP of a post does not necessarily reflect the views of EESF, AAEES, or AEESP, and EESF, AAEES, or AEESP do not assume responsibility or liability for any post or portion thereof, or for any claims, damages, or losses resulting from the use or dissemination of any post submitted in this competition.

**Contact Information**

If you have questions regarding the social media competition, eligibility requirements, or submission process, please contact Yolanda Moulden at [YMoulden@aaees.org](mailto:YMoulden@aaees.org).