

America250PA & Pennsylvania Turnpike Commission: "Powering the Future" 2024 Direct Effect™ Innovation Challenge (DEIC) Guidelines and Requirements



Round 1 Overview: The Campus Selection Round is held at the discretion of each individual institution. America250PA will not be involved in the execution of Round 1, so each school may conduct this round as it sees fit. By October 4, 2024, each institution should select one team of four students to represent their campus in Round 2. Please reference the Theme Sheet and Concept Sheet Template for theme and concept instructions.

Round 1 - What Are The Options?

Each institution is welcome to select their Round 2 team however they see fit. Here are some suggestions:

- Collect all of the Concept Sheets and ask a small group of faculty/staff to select their favorite concept; this team will represent your school in Round 2.
- Collect all of the Concept Sheets and then hold a virtual or in-person competition on campus, with a judging panel.
- Build it into your syllabus. Allow students in your class/es to hand in Concept Sheets. Select the top concept/team to represent your school in Round 2.
- Send out a sign up sheet; the first 4 registrants are your Round 2 team.
- Ask your faculty/staff mentor to select a team of 4 students to automatically advance to Round 2.

**Any costs associated with the Campus Selection Round, including food and beverages, are the responsibility of the institution.*

Round 1 Timeline

Round 1 submissions need to be submitted to America250PA by **11:59pm on Friday, October 4th**. Please reference the DEIC 2024 Timeline for more information.

What Materials Will Be Provided?

Guidelines and templates will be provided for each round. These materials will be emailed out and can also be found [online](#). *Online materials are organized by round.*

What Needs To Be Handed In By The Round 1 Deadline?

Each institution should submit the following materials for one team (of four students), who will represent the school in Round 2:

- Round 1 Concept Sheet
- Your school's logo (as approved by the institution)
- Round 1 Google Form survey

**All materials should be emailed to DEIC@America250PA.org with the subject "2024 DEIC CONCEPT" + your institution's name.*

Faculty or Staff Mentor

Each school should designate a faculty or staff member to act as the school's DEIC Mentor. Primarily, this individual will guide your school's Round 2 (and hopefully Round 3) team, as needed.

Who Can Participate?

Only undergraduate students who are currently registered for Fall 2024 classes at a Pennsylvania post-secondary institution are eligible.

Teams can have a maximum of **four (4) students per team**. Submissions from teams larger than 4 students will not be considered in Rounds 2 or 3.

We encourage participation from students of all disciplines and majors!

Where Does My School Register For the 2024 DEIC?

Schools can register on America250PA's [DEIC webpage](#). One faculty or staff member can register on behalf of the school community (individual teams do not have to register separately).

Virtual Launch Event

Our September 16th Virtual Launch Event was recorded for those who were unable to attend. You can watch the recording [HERE](#).

School Logo/Photos/Releases

Each school is required to submit their logo to America250PA for DEIC promotional use. We also welcome you to submit photos during the challenge. Logos and photos can be emailed to DEIC@America250PA.org (please CC Bri@America250PA.org).

Media Coverage

We encourage your school to share your involvement with local media during DEIC. We ask that all published articles and videos be submitted to America250PA.

We also encourage you to post about your DEIC journey and tag us on social media!

Additional Questions

Please reach out with any questions or to set up a brief team call. All DEIC questions should be directed to our Director of Projects & Programming at DEIC@America250PA.org



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