STEM DIVE

Diversity and Inclusion Video Exhibit Challenge

Demonstrations of the most innovative, impactful, and transferrable approaches to building a diverse and inclusive science, technology, engineering, and mathematics (STEM) workforce through facilitating partnerships among National Science Foundation awardees

Participants' Guide

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PRIZE INFORMATION

The STEM Diversity and Inclusion Video Exhibition (DIVE) Challenge will select winners for cash prizes in two categories:

- Up to four Experts' Choice awards of $2500, with no more than one from any category.
- Up to two People's Choice awards of $1250, from the top twelve entries in the competition.

Checks for prizes will be issued to the registered team leader. It is the team and team leader's responsibility to determine whether and how prizes will be shared among team members and to implement such sharing arrangements.

ENTRY INFORMATION

The competition will open on March 24, 2020 and remain open until the submission deadline of June 25, 2020. Competition details will be located on the Challenge.gov website and the STEM DIVE website www.nsf.gov/ehr/stemdive. All complete entries must be e-mailed to stemdive@nsf.gov. Videos will be submitted via YouTube through a private channel. Submissions must include a video entry as well as a written description of the video entry. All entries must be submitted by a PI or Co-PI on any previously or currently funded National Science Foundation (NSF) award. The video entry must showcase how your organization is working collectively with your formal and informal communities to increase diversity and inclusion in science, technology, engineering, and mathematics (STEM), The accompanying descriptions must explain and elaborate on the methods for forging partnerships and previous or anticipated outcomes of this work.

The STEM DIVE challenge includes four entry categories for Experts' Choice awards: *Informal STEM Education, PreK-12 STEM Education, STEM Higher Education*, and *STEM Alliances*. Entries must select one entry category for each submission. Entries must identify the NSF award number and program name through which the project was funded.

Entries will be judged in the category chosen at the time of submission. There will be no more than one Experts' Choice award per category for a total of up to four awards and a total of up to two People's Choice awards.

Written Entry Descriptions
Written portions of an entry should be clear, concise and written in plain language. Judges will

read all parts of the written entry descriptions and will judge entries on the impact and the potential for adaptation, transference, and/or sustainability of the work presented, and effective communication, in addition to visual merit of the entry.

The parts of the written entry are as follows:

<u>Description</u> **(500 words or less)**

In this section, describe your entry in 500 words or less. This description should include the programs, activities, policies, events, and partnerships developed and the outcomes of your work. Your description must demonstrate promotion of a diverse and competent U.S. workforce through partnerships with a potential focus on informing citizenry on the principle uses of STEM, advancing STEM knowledge, and/or supporting cross-disciplinary STEM innovation. As an NSF initiative with a mission to enhance U.S. leadership in STEM by facilitating partnerships, NSF INCLUDES is lending its support to the NSF STEM DIVE Challenge. Your description should take this into consideration when defining your work. Please do not use jargon and make sure to spell out any acronyms.

<u>Intended Audience</u> **(50 words or less)**

In this section, please describe in 50 words or less the target audience for your work (e.g., "this work is meant to be viewed by field experts, general public, etc.").

<u>Intended Use of Your Entry/Sustainability/Benefit</u> **(100 words or less)**

In this section, describe the utility of the work illustrated in your entry (e.g., an aid in a classroom, as part of a recruitment tool, as part of a scientific paper, etc.) in 100 words or less. Also, please indicate how the work that you have completed can be expanded upon or fits into a larger project. If this project was previously funded, describe if and how you were able to continue the work demonstrated in the video. If the work demonstrated in the video is currently being funded, how will the work be adopted or institutionalized? How has your work impacted the greater STEM community?

<u>Video Caption</u> **(50 words or less)**

This is the caption that will be published alongside all winning videos (including People's Choice). This caption should be concise and written in plain language that is easily understood by the general public. The necessary information should be conveyed in 50 words or less.

Entry Categories

When submitting your entry, you must select one of the four categories for your video submission: Informal STEM Education, PreK-12 STEM Education, STEM Higher Education, and STEM Alliances. Entries will be judged in the category indicated at the time of submission. The top 3 videos in each category, selected during the second judging round, will be included in the

public judging for the People's Choice Award.

The four entry categories are:

1. Informal STEM Education

The video must show how forging partnerships encourages and supports diversity in STEM during out-of-school time and through informal experiences, as well as the broader impact of informal learning. Informal STEM learning may take place through K-12 afterschool or summer enrichment programs, maker spaces, exhibitions, television or radio programs, virtual reality experiences, online learning, etc. For example, a video might demonstrate how partnerships between universities and community organizations support broadening participation efforts through citizen science activities.

2. PreK-12 STEM Education

The video must show how forging partnerships encourages and supports diversity in STEM and demonstrates the STEM educational impact on K-12 students, teachers, and/or parents within formal education settings. For example, a video might explain how industry and K-12 collaborations resulted in increased STEM learning and more effective STEM teaching in high school mathematics courses that predominantly serve underrepresented students. What are examples of productive classroom centric activities, such as teacher preparation, demonstrations, classes, and/or STEM projects?

3. STEM Higher Education

The video must show how forging partnerships encourages and supports diversity in STEM at any level of higher education. This category encompasses undergraduates, graduates, postdoctoral scholars, faculty, and staff/administrators within institutions of higher education. For example, a video might illustrate how the formation of multi-campus system partnerships resulted in faculty programs, policy creation/changes, internships and cooperative experiences, educational and career pathways, and/or professional development supporting a more diverse faculty.

4. STEM Alliances

The video must show how the project encourages and supports diversity in STEM through building a collaborative infrastructure network that provides a framework for communicating ideas and achieving common goals, supporting systemic efforts to broaden participation and implementation of research results, and sharing best practices with the greater STEM community. An example of this would be the NSF INCLUDES National Network. For example, a video could explain how participants in the NSF INCLUDES National Network developed a multi-stakeholder partnership or alliance of minority serving institutions to create a college-to- workforce pipeline that can be replicated at other institutions.

Videos

All videos must be developed in MP4 format. They must be uploaded onto YouTube as a private unlisted video in order to be entered into the competition. NSF will upload all compliant videos to our private STEM DIVE Challenge for judging. The top twelve videos will be displayed on the NSF YouTube channel. Videos should be no more than 3 minutes of running time. V*ideos will **ONLY** be evaluated based on the first 3 minutes of running time, regardless of the length of the entry.*

ELIGIBILITY CRITERIA

Video Entry Rules and Eligibility:

- Entries must be submitted by the PI or Co-PI of a current or expired National Science Foundation (NSF) grant or cooperative agreement.
- All entries submitted must include the following information: an NSF award number, name of the program through which the project was funded, a Video Entrant Form, a Participant and Parental Consent Form, a PI Verification and Consent Form, and an NSF Form 1515.
- Entries must demonstrate efforts to broaden participation in the science, technology, engineering and/or mathematics workforce through partnerships.
- Entries may not exceed 3 minutes in length.
- Entries can be produced by individuals or by teams of up to four people. Individuals cannot serve on more than one team per entry category.
- Entries and registrant information must be submitted in English. All entries must include narration and a transcript file of the video.
- Each entrant certifies, through submission to the competition, that the entry is their own original, creative work and does not violate or infringe the creative work of others, as protected under U.S. copyright law or patent law.
- If an insufficient number of qualified entries are received, NSF reserves the right to modify or cancel the contest prior to announcing winners. NSF has the right to change the number of winners and/or finalists.

Entrant Eligibility:

- All entrants (whether submitting individually or on a team) must be at least 18 years of age on or before June 24, 2020 and be:
  - ➢ U.S. citizens or permanent residents, or legal residents in the U.S. by June 24, 2020
- Only one entry per individual or team is permitted. Entries can be produced by individuals or by teams of up to four people. Individuals cannot serve on more than one team per entry category.

- All team members must be named and affirm they meet eligibility criteria. One member of the team must be designated and named as the team leader in the submission.
- The following individuals are not eligible to participate in this contest:
  - Employees of NSF, including but not limited to those with career, temporary, term, or VSEE (Visiting Scientist, Engineer, and Educator) appointments; Intergovernmental Personnel Act (IPA) assignees;
  - Fellowship holders working at NSF, e.g., NSF/American Association for the Advancement of Science (AAAS) Science and Technology Policy Fellows and Einstein Fellows;
  - NSF Advisory Committee members;
  - STEM DIVE judges;
  - Family members of, persons living in the same household as, and anyone who has a financial relationship with: employees of NSF (including but not limited to those with career, temporary, term, or VSEE appointments), Fellowship holders working at NSF, others working at NSF (e.g. IPAs), and STEM DIVE Challenge judges;
  - Federal employees working within the scope of their employment and/or on official time are not eligible; and
- Federal grantees and contractors may not use federal funds to develop entries for this contest.
- All entrants agree that they, their heirs and estates shall hold harmless the United States, the employees of the federal government, and all employees of the NSF for any and all injuries and/or claims arising from participation in this contest, to include that which may occur while traveling to or participating in contest activities.

CONTENT CRITERIA

Entries must be of the highest quality and have the potential to advance science and broader society. Entries will be required to demonstrate that they have met at least three out of five criteria on content to be eligible for consideration for a prize. Video content and their entry descriptions will be judged on approach, effective communication, impact and sustainability, originality, and the video itself will be judged on its visual appeal.

Required (All entries must address the criterion below):
- Explain the need being addressed with the project and how the project promotes the development of a diverse and competent U.S. workforce of scientists, technicians, engineers, mathematicians and educators by developing multi-stakeholder partnerships, networks, or alliances

Optional (All entries must select two out of the four criteria below):
- Informing citizenry to promote understanding of the principles and uses of STEM in service to society
- Advancing the frontiers of STEM knowledge and driving innovation
- Supporting inter-, multi-, and/or cross-disciplinary STEM innovation and entrepreneurship (e.g., increasing minority presence in technology transfer and business development)
- Using social media (e.g., YouTube, Instagram, Facebook, Slideshare, blogs, podcasts, Twitter, etc.) to promote understanding of the need for diversity in STEM

JUDGING CRITERIA

Approach, Impact and Sustainability (40pts)
A successful entry must display an executed concept that has encouraged and supported diversifying and developing a competent U.S. STEM workforce of scientists, technicians, engineers, mathematicians and educators through partnerships. A successful entry should clearly define the approach taken to the work. Impact can be measured in the number of people reached, policies developed, programs created, and partnerships forged. In the case of social media, the following numbers should be indicated: views, readers, citations, subscribers, retweets or shares, and public responses. An entry should demonstrate how the effort(s) could or have been sustained within your organization and disseminated to the wider STEM community.

Visual Appeal (15pts)

A successful entry provides viewers with a visually striking, unique, clean, and creative technical approach to video production. The video must have a high level of audibility and visual quality. The entry must be polished and professional and must be executed with factual accuracy.

Effective Communication (25pts)

A successful entry communicates in a clear and understandable manner. It uses plain language, both written and spoken. The written entry description and caption must be presented at a level and using language that can be understood by the general public, which includes a broad audience of varying ages and backgrounds. Use of technical terminology and assumption of prior knowledge of STEM concepts in the video should be limited.

Originality (20pts)

A successful entry creates a novel presentation or tells a compelling story and portrays new insight and approaches to broadening diversity in STEM.

JUDGING ROUNDS

Preliminary

- Entries are screened to ensure eligibility criteria and competition rules have been met, by a panel of judges including STEM researchers, educators, and other professionals at NSF.

Semifinal

- All qualifying entries from the preliminary round are evaluated and the top 3 entries will be identified in each of the four categories (Informal STEM Education, PreK-12 STEM Education, STEM Higher Education, and STEM Alliances) and will move on to the final round, totaling 12 entries.
- Entries are anonymously scored by a panel of judges including STEM researchers, educators, and other professionals at NSF, with a judging rubric, based on a Likert scale, that generates a numerical score ranging from 3 to 40pts based upon the weighted category.

Final

- The top 3 entries from each of the 4 entry categories are evaluated, totaling 12 entries.
- Entries that reach the final round are also eligible to win the People's Choice award via an online public vote.
- Entries are scored by a panel of 5 distinguished judges representing a variety of fields,

including scientists, engineers, mathematicians, STEM education researchers, informal science educators, and preK-12 educators, who are chosen by NSF.

- Each entry is scored by all the final round judges and those scores are averaged to determine winner(s) in the Informal STEM Education, PreK-12 STEM Education, STEM Higher Education, and STEM Alliances entry categories, with a judging rubric, based on a Likert scale, that generates a numerical score ranging from 3 to 40pts.
- Judges, at their discretion, may choose not to award in any given category.
- All judges' decisions are final.

People's Choice

- Entries that reach the final round are eligible to be voted for the People's Choice Award.
- The People's Choice voting will be held online, and videos will be accessed via YouTube.
- Entrants are encouraged to promote their video entries for this award (e.g. social media, e-mail, etc.)

Winners will be notified individually before the public announcement of the official contest results. Contest results will be publicly announced by, NSF and the names and entries of the winners will be published on its website and the NSF INCLUDES National Network website. Additionally, contest results will be announced by coordinated university media officers. Should NSF decide to bring winning entrants to Washington, D.C., or to any other location for promotional and other purposes, expenses paid by NSF for entrants' travel will be within the limits set forth in law according to federal travel regulations.

RULES

- A contest entry constitutes an agreement to adhere to the rules and stipulations set forth by the National Science Foundation.
- Submissions may be made by either individuals or teams. Team members (entrants) must all be indicated at the time of submission.
- A lead contact person must be designated for team submissions as the "Team Lead."
- All team members must be U.S. citizens, nationals or permanent residents. Monetary prizes will be distributed to team leads.
- The order in which names are listed on the entry form and their spelling is how the names will appear on the NSF website. No changes may be made after entry submission.
- All entrants, including, in the case of teams, all team members, must be at least 18 years of age.
- Any entrant or entry found to be in violation of any rule will be disqualified.
- Each entrant certifies, through submission to the contest, that the entry is his or her own original creative work and does not violate or infringe the creative work of others, as protected under U.S. intellectual property law.
- By entering the contest, the entrant agrees to hold harmless, NSF for all legal and administrative claims, to include associated expenses that may arise from any claims related to his or her submission or its use.
- Entrants retain all copyright and equivalent rights but give NSF nonexclusive rights to use their names, likenesses, quotes and submissions for educational, publicity and/or promotional purposes. This includes but is not limited to website display, social media, print materials and exhibits.
- NSF reserves the right to use semifinalist and finalist winners' names and entries for educational, publicity and/or promotional purposes, including on websites or in exhibitions of winning entries. It is understood that entries could be shared with reporters covering the awards and for promotion of the competition itself.
- NSF will not be responsible for any claims or complaints from third parties should any component of the videos be published or exhibited, and by entering the contest, entrants agree to indemnify NSF against any such claims or complaints.
- Winners whose entries are published by NSF will be required to sign an agreement granting nonexclusive publication and web rights.
- Winners are responsible for all taxes or other fees connected with the prize received and/or travel paid for by NSF.
- NSF will not respond to any claims or inquiries regarding contest results.
- NSF has the final say on any point, whether it is outlined in the entry rules or not.

- Information requested on the entry form will be used to determine how and if the competition is meeting its goals, purposes and audience. Submission of this information is also necessary to contact entrants.
- Employees, contractors, officers or judges of NSF are not eligible to enter the competition.
- Finalist judges, either individually or as part of a team, are not eligible to enter the competition.
- If an insufficient number of qualified entries are received, NSF reserves the right to modify or cancel the competition prior to announcing winners.
- Should NSF or a third party decide to bring winning entrants to Washington, D.C., or to any other location for promotional and other purposes, expenses paid by NSF for entrant travel will be within the limits set forth in law according to federal travel regulations. The travel will be restricted to participants based in the U.S. Winners who may be residing in a foreign country must designate a U.S.-based individual to represent them (or for a winning team entry a U.S. based team member) or pay for their own travel.
- Should NSF or a third party decide to bring entrants to Washington, D.C., or to any other location, NSF will fund travel for only one person per group or team entry if the entry wins. This person will be the contact person listed on the entry form. If this person is not available, he or she must designate a replacement from the team. Only a person listed on the original entry form as a team leader may have their travel paid by NSF. All other persons accompanying the winner/group representative must arrange and fund their own travel and accommodations.
- All entrants agree that they, their heirs and estates shall hold harmless the United States, the employees of the federal government, and all employees of NSF for any and all injuries and/or claims arising from participation in this contest, to include that which may occur while traveling to or participating in contest activities.
- The NSF logo must be included in the video. Official logo options can be accessed at https://www.nsf.gov/policies/logos.jsp.
- Videos must also include the standard NSF acknowledgement of support and disclaimer. That language can be accessed here: https://www.nsf.gov/pubs/policydocs/pappg18_1/pappg_11.jsp#XIE4.
- Required Forms: Entrants must complete and upload the following forms with their entry:
  - NSF Form 1515 - One form per entry must be completed, signed, and uploaded with your final submission. Please check the box "NSF and External Use" to allow your video to be posted on the NSF website and social media.
  - Participant Consent Forms - Must be included for anyone appearing in a video, but not registering as an entrant or team member. Allows NSF to use the individual's name and likeness.

FREQUENTLY ASKED QUESTIONS

Q: How do I demonstrate impact within the criteria of social media?

A: In the case of social media the following numbers should be indicated: views, readers, citations, subscribers, retweets or shares, and public responses.

Q: Do I have to be a scientist, engineer or researcher to participate?

A: Yes. The contest is open to any PI or Co-PI of a project that is currently funded or an expired NSF grant.

Q: What can I submit? What kind of things would be appropriate?

A: Please review the "Eligibility Criteria" and "Rules" pages for specific information. We encourage you to be creative and submit your entry!

Q: What characterizes a winning entry?

A: Entries are scored based on visual impact, effective communication and originality. Winning entries should also include answers to the entry form questions. See the "Judging Criteria" and "Content Criteria" pages for more information.

Q: Do I have to have an active NSF grant to submit an entry?

A: No. You do have to be (or have been) NSF-funded to submit an entry.

Q: Can I submit an entry if I am not a U.S. citizen?

A: Yes. All team members must be a U.S. citizen, national or permanent resident.

Q: Is PowerPoint OK?

A: No. PowerPoint decreases image quality and is primarily used for presentation purposes.

Q: Do works need to be submitted in English?

A: Yes. However, videos narrated in a foreign language are acceptable if English subtitles are included.

Q: What are the file type restrictions for my entry?

A: Files should be in an MP4 format.

Q: Who are the Expert Judges?

A: The Expert Judges are STEM researchers, educators and other professionals at NSF who can

provide comment on both the scientific and visual merits of the submissions.

Q: Do you provide judges' feedback on entries?

A: Due to the anticipated volume of entries received, we cannot provide feedback on individual entries.

Q: Where do you submit your entries?

A: Completed entries with all forms should be submitted to stemdive@nsf.gov