

WERC Environmental Design Contest Countdown Calendar & Event Instructions

Events held via Zoom • Detailed instructions for each event on following pages • (Times MDT)

Day	Date	Time	Event
Two days before Bench-scale or Poster Discussion	Varies	11:59 pm	Upload Brochure (if using for Bench-scale Discussion or Poster Presentation)
Tuesday	April 6	8:45 am – 5:00 pm (See Scored Events Schedule)	Bench-scale Discussions (For Bench-scale Division teams)
Wednesday	April 7	11:59 pm	Teams submit Bench-scale Tour/Design Video (Optional) 1-2-minute tour of bench-scale apparatus or designs.
Varies	April 7 is best April 9 at latest	Any time April 7-8 Noon on April 9	Teams submit Team Video (21 teams) (1 ¼ -minute video introducing the team.)
Sunday	April 11	5:00 pm – 6:15 pm	Welcome Ceremony Teams introduced through the Team Videos
Sunday	April 11	6:15 pm – 7:30 pm	Judges' Orientation Meeting
Sunday	April 11	11:59 pm	Teams submit Flash Talk Slides Email to: werc@nmsu.edu
Monday	April 12	8:45 am – 5:00 pm (See Scored Events Schedule)	Oral Presentations (All 21 teams)
Monday	April 12	6:00 pm – 7:30 pm	Flash Talk Competition (select teams) Non-competing teams urged to attend and vote for favorite.
Tuesday	April 13	8:45 am – 5:00 pm (See Scored Events Schedule)	Poster Presentations For Desktop Division teams only (9 teams)
Tuesday	April 13	11:59 pm	Teams submit Team Photo Photo used when winners announced at Awards Ceremony and will be posted on the WERC website in the Winner's Circle. See below for format and submission details.
Wednesday	April 14	9:00 am – 11:00 am	Judges' Meeting (Judges discuss awards)
Wednesday	April 14	5:00 pm – 6:15 pm	Awards Ceremony Recap Video will be shown. Will include footage from: 1) Team Videos 2) Bench-scale Tour/Design videos 3) Teams presenting via Zoom during the Scored Events

General

1. Log in to all events at least 10 minutes prior to the scheduled start time.
2. During all Zoom events: All teammates must use the same Zoom background. Include your University colors and logo.
3. Faculty Advisors are allowed to attend the presentations, but must not speak. Doing so will result in a 20-point deduction.
4. For all emailed or WeTransfer submissions, include in the body of the message:
Team name, Team Leader, Advisor, Co-Advisor(s), and team members.
5. All sessions will be recorded. Teams may request recordings after the contest.
6. The recap video shown at the Awards Ceremony will highlight each team. It will include the best clips from the Zoom Presentations, Team Videos, and Bench-Scale Tour/Design Videos.

Detailed Event Descriptions and Updated Instructions

1. **April 4 or April 11**–Upload Brochure–Upload by April 4 for Bench-scale Division and April 11 for Desktop Division.
 - a. See Team Manual for specifications.
 - b. Some teams prefer using a poster, others a brochure, and still others will use both. Any choice is fine.
2. **April 6–Bench-scale Discussions**–This is the team’s chance to show the judges details the inner workings of their apparatus or computer simulation.
 - a. Presenters share their screen, displaying PowerPoint or other visual aids, as they discuss the project.
 - b. Show the judges: parts of your apparatus or computer simulation in action.
 - i. The simplest way to do this is through the Bench-scale Tour video because it can be prepared in advance. The video can be planned to show important features, flow rates, inputting and collecting samples, mechanical testing, computer simulation in action, etc.
 - ii. Even if you show a video, a camera should be available to show judges parts of the design in real time in response to a question. You need to be able to move around the room to show different angles.
 - c. Display a Poster and/or brochure. Include images of the design, tables and graphs of data, conclusions, etc.
 - i. If using a poster, your camera should be able to adjust quickly to show far-shots and close-ups.
 1. When a judge asks a question, you may need to approach the poster and point to particular areas.
 2. When selecting type size, remember that the judges will be on their home computer or tablet.
 - ii. If using a brochure, remember that you will be discussing the brochure through Zoom, and the judges may/may not be holding a printed copy of your brochure. Select the layout and numbering system in such a way that it is easy to remotely refer the judges to a particular section of the brochure.
 1. Graphics are key–Include images of design, tables and graphs of data, conclusions, etc.
 2. Maintain a consistent tone throughout the brochure.
 - a. Some teams turn this into an advertising-style brochure. That is acceptable as long as the tone is professional, and all data and conclusions are properly displayed.
 - b. Some teams prefer a more technical-style brochure. This is acceptable as long as the meaning of all technical terms are clear and that there are no undefined terms.
3. **April 7–Submit Bench-scale Tour/Design Video (Design Video is for non-physical projects) (Optional)**
 - a. This is your team's chance to show what makes your project innovative.
 - i. If you built a bench-scale apparatus or have a computer simulation with visuals, show off your creative ideas. If a simulation, you can use Zoom, QuickTime, or other software to record your screen. This video will probably be an important part of your Bench-scale Discussions with the judges as well.
 - ii. If you did not build a physical project, be innovative and show us what makes your project great. It is possible that you already included this in your Team Video. In that case, no need to submit it again.
 - b. This is optional. Submit this if you would like the video considered for inclusion in the Contest Recap video.
 - c. Record your video horizontally. Make sure you are in a quiet, well-lit area
 - d. Hold camera (or phone) still for at least 6 seconds to show the detail of an object/location
 - e. The footage can be taken in start/stop method. You do not need to keep the footage continuous.
 - f. Length: No more than 3 minutes. If you can show something interesting in 30 seconds, that would be great.
 - g. Submit your video to werc@nmsu.edu using WeTransfer in .MP4 or .MOV format
 - h. Follow this shot list:
 - i. Wide – Show the project in its entirety. If using computer software, you can screen record using QuickTime.
 - ii. Medium – zoom a little closer into your project showing details and working parts
 - iii. Extreme close up – show the most interesting parts of your project using an extreme close up
 - iv. 360° - circle around your project with your camera or phone

4. April 9–Submit Team Video—Mandatory

- a. If possible, please submit this a day or two early. Our videographer needs time to splice all videos together before the Opening Ceremony.
- b. Have fun with the video. Avoid anything that others might find offensive. Show any or all of:
 - your team’s story and personality
 - your research lab and/or bench-scale model and/or diagrams and graphs.
 - your school mascot
 - your team discovering something fascinating, playing around, or whatever.
- c. Live action is best. Keep up the pace and make it lively (but follow the 6-second rule—Keep images on screen a minimum of 6 seconds—images that switch faster than that are unpleasant to watch).
- d. A video slide show can be used in lieu of action footage. Follow the 6-second rule and include brief captions for the footage (what is happening and who is in the shot). The slide show should be in in .MP4 or .MOV format
- e. Use background music. Select non-copyrighted music (many free ones are available). Select tempos that keep the pace lively or dramatic (nothing boring!).
- f. See 2020 submissions for ideas. The teams had only one week to put a video together, and they did a great job!
 - i. 2020 team playlist:
https://youtube.com/playlist?list=PLmFj2Y55_kz0WjvSqKjzxa0HBzuJge5wq
- g. Recording the video:
 - i. Record the video in a quiet, well-lit area
 - ii. Record your Video horizontally
 - iii. Hold camera (or phone) still for at least 6 seconds to show the detail of an object/location
 - iv. Time limit: 1 minute 15 seconds. We will cut the video off at this point if you submit a longer video.
 - v. Follow additional guidelines listed in the Team Manual (include titles, logos, subtitles, voiceovers, etc.)
- h. Submit your video to werc@nmsu.edu using WeTransfer in .MP4 or .MOV format.
Alternatively, you may submit it through the WERC Team Site, if it is not too large to upload.

5. April 11–Welcome Ceremony–You will meet the sponsors, judges, other teams, and get last-minute tips.

- a. You will be sent a link to the webinar a few days prior to the event.
- b. Your Team Video will be shown at the event. It represents your team and serves as your team’s introduction.

6. April 11–Previous Submission Deadline for Flash Talk Slides–But Slides will not be submitted to WERC

- a. There are strict guidelines for the PowerPoint slides. Be sure to use the template on the WERC website:
<https://iee.nmsu.edu/flash-talk-faqs/>
- b. Since your team will be controlling your own slideshow, you do not need to submit your slides to us.

7. April 12–Oral Presentations

- a. Rehearse the presentation many times. Record your time. Make sure you will not go over the 16-minute limit.
- b. Resist the temptation to add something off-the-cuff, unless you are certain you have plenty of extra time built into the presentation. You can always add a thought during the Q & A.
- c. Rehearse transitions between presenters.
- d. Look into the camera, rather than reading the slides (the slides are only a quick reminder of what you plan to say)
- e. Rehearse how you will answer questions and establish a protocol to determine who will answer a question.
 - i. Suggestion: The team leader could say, “Pat, would you like to answer?” and Pat answers. The team leader should only call on people who know the answer. Alternatively, “Who would like to answer that?”
 - ii. Do not allow one team member to answer most of the judges’ questions. This will lead to reduced scores since it looks like only one team member knows what is going on. Rein in the aggressive team member!

8. April 12–Flash Talks

- a. This is a “Shark Tank”– type event. Teams present the essence of their entire research project in 3 minutes!
- b. If you are not competing, please support the teams who are, and you can vote for the Crowd Favorite.
- c. Attending is a great chance to see how the teams approached their pitch; maybe your school can compete next year.
- d. One or more team members may represent the team in the Flash Talk competition. We recommend that no more than three team members present, as the time is very short.
- e. We do not anticipate that teams will field questions from the judges, but if time permits, we will allow Q & A.
- f. Teams will share their screen and run their own PowerPoint slides, assuming no technical difficulties prevent this.
- g. Tone: The tone is that of a group of engineers trying to convince investors to contribute funds for their start-up company. Assume that the investors are business savvy, but not experienced in STEM topics.

9. April 13–Poster Presentations

- a. Presenters share their screen, displaying PowerPoint or other visual aids, as they discuss the project.
- b. This is your team’s chance to get more in-depth about the design of your system or apparatus. Be prepared to talk to the judges about individual parts of your design, how they are expected to function, etc. You may also end up talking about your background research you conducted, what ideas you eliminated and why.
- c. Poster and/or brochure:
 - i. Graphics are key–Include images of design, tables and graphs of data, conclusions, etc.
 - ii. If using a poster, your camera should be able, at any moment, to show far-shots and close-ups.
 - iii. When a judge asks a question, you will be approaching the poster and pointing out data or design features. When selecting appropriate type size, remember that the judges will be on their home computer or tablet.
- d. If using a brochure, remember that you will be discussing the brochure through Zoom, and the judges may be holding a printed copy of your brochure. Select a layout and numbering system in such a way that it is easy to refer the judges to a particular section of the brochure remotely.
 - i. Include images of your design, tables and graphs of data, conclusions, etc.
 - ii. Maintain a consistent tone throughout the brochure.
 1. Some teams like to turn this into an advertising-style brochure. That is acceptable as long as the tone is professional, and all data and conclusions are properly reported.
 2. Some teams prefer a more technical-style brochure. This is acceptable as long as the meaning of all technical terms are clear and that there are no undefined terms.

10. April 13–Submit Team Photo

- a. Format: One PowerPoint slide with a photo that fills up most of the slide to allow faces to be seen
 - i. All participants (students and Advisors) should be in the photo, if possible. Make a collage if necessary.
 - ii. Include Team Name, University, University Logo.
 - iii. If space permits, include all team member’s and Advisor’s names.
 - iv. Additional design elements on the slide are encouraged.
 - v. Keep in mind the purpose of the photo when setting it up. It should be classy and show faces.
 - vi. Email the photo to werc@nmsu.edu
- b. This photo will be part of a slideshow before the Awards Ceremony and will be displayed if your team wins a prize. When your team is announced, the team’s photo will be shared on screen. The photo will also be posted on our website on the Winner’s Page.

11. April 14–Awards Ceremony

- a. The Awards Ceremony will most likely be a webinar. You will receive a link a few days prior to the event.
- b. All team photos will be displayed in a slide show, along with sponsor logos, beginning 10 minutes prior to the start of the event.
- c. When a team is announced as the winner of a prize, the Team Photo will be displayed on screen.

General Contest Zoom Session information

1. **Use a Team Virtual Background for all Scored Events (Bench-scale, Orals, Poster presentations)**
 - a. All team members, including the Faculty Advisors must use the same Zoom background.
 - b. Include your University colors and logo.
 - c. This helps the judges and our staff tremendously as we interact with you.
 - d. All of our staff will use the official WERC background to help you identify us.

2. **Role of Faculty Advisor During the Contest**
 - a. The Advisor and Co-Advisors are invited to attend all Team sessions (Opening Ceremony, Scored Events, Awards Ceremony)
 - b. At scored events (Bench-scale Discussions, Oral Presentations, Poster Presentations), Advisors are to be observers, and not participants.
 - c. If an Advisor answers a question that the team should be answering, there will be a deduction in the team's final event score (20 points out of a possible 180 for a given presentation).
 - i. An exception to this is helping the teams with technical difficulties or offering to contact a team member who is missing.
 - ii. The teams need to focus on their presentation, and it would be helpful for the Advisor or Co-Advisors to be there as their backup for logistical items.
 - d. We scheduled the Bench-scale and Poster Discussions with a 45-minute (minimum) break between the first and the second session, giving the team a chance to re-group, discuss strategy, etc., in preparation for the next group of judges to enter their breakout room. Some Advisors attend the first presentation and advise the teams during the break.