

## Academic Integrity Hackathon – Instructions for the participants

### Before the hackathon

1. Have a look at the reports produced by the Council of Europe in Yerevan: <https://goo.gl/ygt6cU>
2. Come in early on Saturday 8 July and register at the entrance. Apella Institute representatives will welcome you in the lobby. Doors open at 09:30 am and close at 8pm on Saturday. You are welcome to arrive and continue working on Sunday from 09.30 am.
3. Bring in your laptop, tablet, smartphone or other equipment (e.g. a camera) that might be useful. Free wi-fi will be provided at the venue.

### What and when am I supposed to pitch?

There will be two pitching sessions during the hackathon:

Idea stage – Saturday 8 July 14:00: The pitch should last max **2 min.**

Every participant or each group will have 2 minutes to present their initial ideas of a possible communications campaign they have in mind. We'll collect all ideas and invite the people to put stickers on the ideas they like. Teams formed based on the winning ideas will work together over the weekend, guided by mentors and trainers.

Project stage – Sunday 9 July 15:00: The presentation of the campaign idea, outline and samples should last **3 min-5 min max.** Instructions on how to present a project pitch will be provided by the organizers.

After the teams are formed, they should work on the development of the ideas and plans communications campaign and present the final product on Sunday.

### How do I form a team?

1. Every team should have minimum 3 people and maximum 6 people and ideally engage people with the following roles:
  - Coordinator
  - PR/Marketing/Communications person
  - Political background
  - Additional: social media manager; designer; journalist
2. Once the teams are formed, the coordinator of each team should send the following information to the organizers: names of the team members, contact of the team coordinator, short description of the idea (2 sentences) and the name of the team (optional). Please send this information **by 16:00 on Saturday** to [victoriaaydinyan@gmail.com](mailto:victoriaaydinyan@gmail.com).
3. After the teams are formed, each team will be assigned 2 mentors to guide them during the hackathon.

### What is the work process like?

All the teams will receive clear instructions on what they need to present on Sunday during an information session on Saturday. Throughout Saturday and Sunday they will work with mentors and organizers on creating the outline and plan of a communications campaign.

Mentors will work with the teams to make sure every team has the required information material

and guidance. Mentors will be available for consultations at the following time slots:

**Saturday 8 July, from 16:30 to 18:30**

**Sunday 9 July, from 11:00 to 12:30**

Each team is expected to consult **one education mentor and one communication mentor**.

Information about the mentors is available on Apella Institute's website:

<http://apellainstitute.org/academic-integrity-hackathon-meet-the-mentors/>

### **How do I submit an outline of the campaign?**

Please send your outline (up to 3 pages of handtyped text + samples/prototypes of communication campaigns) by email to [victoriaaydinyan@gmail.com](mailto:victoriaaydinyan@gmail.com) by 14:00 on Sunday 9 July. After the presentation of projects, the jury members will evaluate all projects and announce the winners in the following categories:

- Best communications idea
- Most innovative campaign idea
- Most cost-effective campaign idea
- Best social media campaign

Information about the jury members is available on Apella Institute's website:

<http://apellainstitute.org/academic-integrity-hackathon-program/>

### **What are the evaluation criteria?**

Evaluation criteria will include:

- novelty of the idea
- complexity, clarity and details of the future campaign
- feasibility
- cost efficiency
- sustainability
- scale of impact
- potential for future work progression.

### **Miscellaneous Information**

- Following the presentation of campaign ideas and outlines on Sunday 9 July, 3-4 ideas will be selected as the winning ideas by the jury based on the criteria listed above. The Apella Institute and its experts will work with the authors of the winning ideas to develop them into launch-ready campaigns.
- Selected ideas need to be further developed so that they can be productized before they can be made public; therefore more efforts beyond the finale are required from the selected teams thereafter.

### **After the hackathon**

Teams with the winning projects will further work with mentors to develop their ideas into launch-ready communication campaigns till September 15. After the campaigns are developed, they will be

presented during a workshop in late September 2017 and later launched via Apella Institute's website, social media platforms and distributed to universities.

Find out more about the timeline of the project: <http://apellainstitute.org/apella-institute-launches-new-project-on-academic-integrity-in-armenia/>