

# SOCIAL HACKATHON



Social Hackathon

# Guidebook

Prepared on behalf of the St. Lawrence College Innovation Hub  
Version 1 - 2018

 **Innovation Hub**  
at St. Lawrence College



Discover  
a new  
meaning.

# Social Hackathon

# PROLOGUE

## Table of Contents

### INTRODUCTION

- 03 Social Hackathon – Why, what, how and who

### LEARNING EXPECTATIONS

- 07 Curriculum Learning Expectations
- 08 Design Approach
  - Phase 1 – Initial Concepts
  - Phase 2 – Social Hackathon student experience
  - Phase 3 – Social Hackathon output

### HACKATHONS IN OTHER AREAS

- 14 Canadian hackathons across all sectors
- 15 Kingston hackathons across all sectors
- 16 Experience at St. Lawrence College

### PROTIPS & RESOURCES

- 19 Hackathon type formats
- 20 Recommended resources
- 21 HackerNest Hackathon ProTips™
- 22 Guidelines for mentors

### THE TOOLKIT

- 25 Social Hackathon Brief
- 27 Mentor Brief
- 29 Team Roles
- 30 Judging Criteria



### Purpose

The purpose of this document is to provide St. Lawrence College staff with a framework for conducting a Social Hackathon as part of their student curriculum. It builds upon the excellent CUSP Innovation Workshop Guidebook.

This Social Hackathon framework is funded by the Career Ready Fund provided by the Ontario Ministry of Training, Colleges and Universities.

This work is intended to apply to all three campuses in Brockville, Cornwall and Kingston.

Resource templates are included at the back to assist you with your planning and Social Hackathon. These can be copied or modified as desired.

### Essential Employment Skills

This framework is intended to help drive the development of four identified essential employment skills for SLC students.

- *Communication*
- *Critical Thinking & Problem Solving*
- *Information Management*
- *Interpersonal*

### Acknowledgement

Developed in conjunction with expert **John Gregory** — Hacking Health Waterloo Region co-lead [john.gregory@opencityinc.com](mailto:john.gregory@opencityinc.com)

# INTRO

## Why a Social Hackathon

1. To provide an experiential learning experience that will assist in the development of student's critical thinking skills and career readiness.
2. To encourage the use of the SLC Innovation Hub with Kingston businesses and non-profits.
3. To furnish students with real-world social views through interaction with mentors, those with lived experience and other faculty streams.

## What is a Hackathon?

A Hackathon is a fun way to demonstrate that a lot can be achieved when people work collaboratively together, building solutions rapidly and with an agile approach.

A spirit of open collaboration underpins the hacking philosophy. Bringing together a broad spectrum of intelligent people with diverse backgrounds can result in problem-solving solutions that would never have occurred through any one group in isolation.

## What is a Social Hackathon?

The Social component sought by St. Lawrence College points to the philosophy of a hackathon for good that will have a positive impact in the immediate community and beyond. One of the early and most noted hackathons with a social thrust was Dementia Hack, which set out to find solutions for those living with dementia. The Government of Canada became one of the sponsors, and a DementiaHack2017 took place at MaRS in Toronto <http://bit.ly/2Jl4Inf>.

## How – Social Hackathon

1. We designed this curriculum framework at SLC as a model for the delivery of a small-scale Social Hackathon.
2. We are working to foster a robust ecosystem across Kingston with the SLC Innovation Hub as the focal point of collaboration with academia, business sector, non-profits, government agencies and students.
3. We test with faculties that express an initial expression of interest, then test, refine and test again.



## Who – Social Hackathon

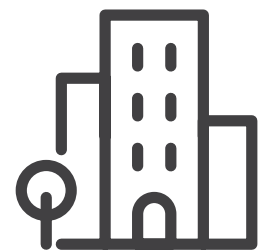
<b>SLC Students</b>	Having fun by participating to gain critical thinking skills, experiential learning and employment opportunities
<b>SLC Faculty and staff</b>	Assigning a Social Hackathon curriculum module to classes of students, as well as providing a pool of mentors and Hackathon judges
<b>SLC Alumni network</b>	Bridging to the Kingston business community and partners with alumni keynote speakers, a pool of mentors and Hackathon judges
<b>Regional Innovation Centre – Launch Lab</b>	Entrepreneurial connector in the community helping to foster Hackathon projects into business opportunities
<b>Kingston business community</b>	Keynote speakers, a potential pool of mentors and judges. Prospective Hackathon sponsors, work-placed experiential learning and employers
<b>Non-profit organizations</b>	Keynote speakers, contacts with people with lived experience, social community perspective, a potential pool of mentors and Hackathon judges
<b>Sponsors</b>	In-kind donation for formal Hackathon event overheads, prize money, a potential pool of mentors and Hackathon judges

# Learning Expectations

# LEARNING

## Curriculum Learning Expectations

- 1. Comprehension:** assess unsolved problems in the Kingston community and beyond to some significant issues. How could these be addressed?
- 2. Design Thinking:** use the design approach to investigate Kingston social or environmental issues from various perspectives, including that of different players, i.e., businesses, non-profits, governmental agencies, academia and students/ citizens. How should each be responsible for addressing the issues?
- 3. Application:** anticipate how the skills of the students could be applied in the community as part of a solution for the unsolved problem or gap identified.
- 4. Social Hackathon experience:** pick a suitable hackathon type format to help students make new connections and understand the value of cross-disciplinary collaboration. The three suggested formats are:
  - a) half-day b) full day c) multi-day
 Sample outline agendas for the three formats are described in a section below.
- 5. Reflection:** plan a reflective session two-weeks after a hackathon experience to examine what has been learned and what could be done differently next time. How can students see these principles being applied to their careers?



Business



Government agencies



Non-profit



Academia



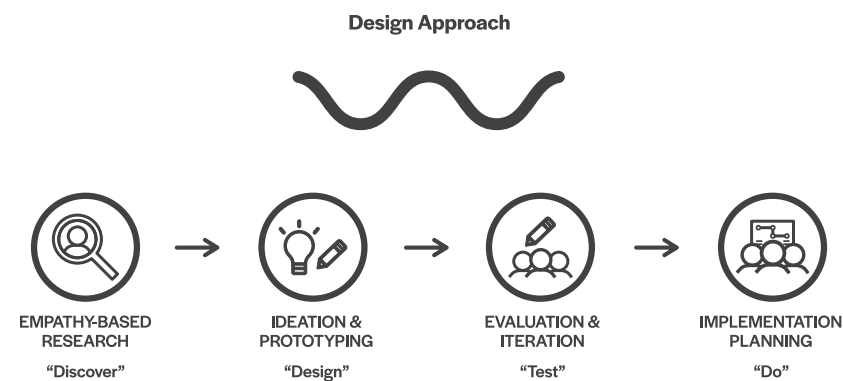
Students/Citizens



Individuals with lived experience

# DESIGN

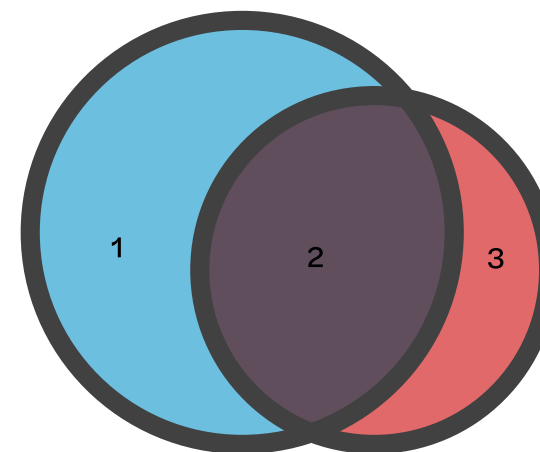
## Design Approach – <https://bridgeable.com>



Design thinking provides a holistic approach to the development of new products and processes, emphasizing the creative, interdisciplinary synthesis of new systems that can lead to solutions for real problems. Important aspects of design thinking include the innovative application of technology as well as the need to harness such innovation in a sustainable enterprise.

Design thinking may be applied to a vast range of problems, from designing a new consumer product to adapting a device for low-cost and local production in the developing world, to solving global issues such as climate change and health care. This pathway is open to all students and invites them to discover the many elements of design thinking. The topic may be explored from a wide range of perspectives, such as those that are characteristic of the arts, humanities, sciences, social sciences, business, and engineering.

## Improvement versus Innovation



Improvement (1), Innovation (3), or Both (2)?

Adapted from *The Executive Guide to Innovation: Turning Good Ideas Into Great Results*, Jane Keathley, Peter Merrill, Tracy Owens, Ian Meggarrey, and Kevin Posey, ASQ Quality Press, 2013, pages 3-9.

- *Improvement, or process improvement, refers to looking at how something is done—the steps, roles, and materials used – and making it more effective and efficient;*
- *Innovation means doing or creating something that is new to grow, keep up with competition, or be ground-breaking industry leaders.*

# PHASE ONE

## Initial Concepts

### Activating Student Thinking

- Present the statement:  
“When you better the lives of others, you better your own life.”
- Have students pair up and respond to what this may mean;
- As a group, share and record ideas;
- Ask the students who they think can contribute - hopefully, the class will conclude that we can all help.

## Developing Student Thinking

### Part I - Comprehension

**Goal** – Understand that there are unsolved problems in Kingston, Ontario and beyond.

- Share this Dementia Hack Toronto 2017 video [youtu.be/zMAGM\\_6SP5I](https://youtu.be/zMAGM_6SP5I) with the students;
- Ask students to share one thought from watching this video;
- Ask the students to respond to the following question: “How does community collaboration influence us to be a better citizen?”
- Record Aha moments.

### Part III - Application

**Goal** – To think about ways the students can use their skills to benefit the Kingston community.

- In what instances have students seen design thinking applied?
- What problem in the Kingston community could benefit from a hackathon using a design thinking pathway?
- As a group, shortlist how the class could engage with others in the community to help solve a problem;
- Appraise the different role of broad stakeholders;
- Use this information to create a list of critical success factors for one of the issues shortlisted.

## Extension Activities

- Explore what it means to approach daily life with a lens that we can all make a difference in someone else’s lives;
- Investigate the idea of how open collaboration in a community can lead to unexpected positive results;
- Ask students to find out ways they can help their local community in improving the quality of life;
- Plan a day where students connect with local employers, agencies or non-profits to understand how they collaborate (explored in Phase 2).

### Part II – Design Thinking Approach

**Goal** – To understand an approach to improving the quality of outputs.

- Ask students to share any experiences of a hackathon-style event;
- Introduce the Bridgeable Design Approach
- Discuss as a group the components of the design thinking model;
- Why would design thinking help achieve more valuable outcomes?

# PHASE TWO

## Social Hackathon Student Experience

Plan a Social Hackathon experience to help students develop critical thinking and become career ready. Prepare the Social Hackathon based on the time allocated using the formats suggested on page 19.

- Ideathon – Single-day format
- Design Jam – Full-day format
- Full Hackathon – Multi-day format

Hackathon preparation: The week before the hackathon, students are matched with their business and a description of the problem. Students research the idea/industry/business/problem/business templates needed to start brainstorm solutions.

Appropriately brief the external partners, to help them prepare and understand their expectations. Build trust. Answer their questions. Respect their time.

### Part IV - Social Hackathon experience

**Goal** – To apply the thinking from Phase 1 and make new connections into the Kingston community.

Define the challenge set. These are some of the most common challenges faced by the community; solve them, and you’ll improve the lives of millions. What are challenges experienced by the different stakeholders, e.g., individuals living with a situation or condition, family caregivers, institutional caregivers, scientists or researchers?

Irrespective of the duration of the format, each event should have as a minimum the following elements.

### Start with one or more relevant keynote speaker(s);

- Facilitated introduction to encourage new connections for students and the community;
- The aim is for participants to be judged on a competitive pitch of a realistic solution that makes business sense to a theme. The best solution wins;
- Ideally harnesses a mix of participant backgrounds and experiences;
- Teams are encouraged to find a creative way to present their solution, i.e. a few slides, short video, acting, wireframes... surprise us;
- Depending on the format length, participants go through a process to define the problem, synthesize, come up with a solution, come back to test, refine, and finally pitch the idea;
- Involves mentors and members of the community with lived experience;
- Solicit direct or in-kind sponsorship from business community/ non-profits.

See the respective sections for the different formats depending on the time available, tips on how to make the most out of a Hackathon, developed by HackerNest and tips for mentors.



# PHASE THREE

## Social Hackathon Output

Spending time reflecting on experiences, evaluating what went well and gain learning for the future. In the interests of time, it may be tempting to skip, yet it is an important life skill to improve employability.

### Part V – Reflection

**Goal** – To reflect on the use of design thinking and a social hackathon on how improving the lives of others, improves your own life.

- Plan follow up with the students two weeks after Phase 2
- Discuss the Kirkpatrick 4 levels of evaluation with the students. How can they be applied?
- Understand how the students engaged with the external partners in the time since the Phase 2 Hackathon?
- Record student ideas on how the experience could be improved for the future.

## Post Hackathon Steps

Connect teams of students with:

Launch Lab

<https://www.launchlab.ca>

Futurpreneur Canada

<https://www.futurpreneur.ca/en>

Innovate Kingston

<https://www.innovatekingston.ca>

Kingston Economic Development

<http://business.kingstoncanada.com>

Kingston Rise program

<https://riseassetdevelopment.com>

Encourage teams of students to apply to bigger Hackathons, e.g.

QHacks

<http://qhacks.io> (February 1-3, 2019)

Cooperathon

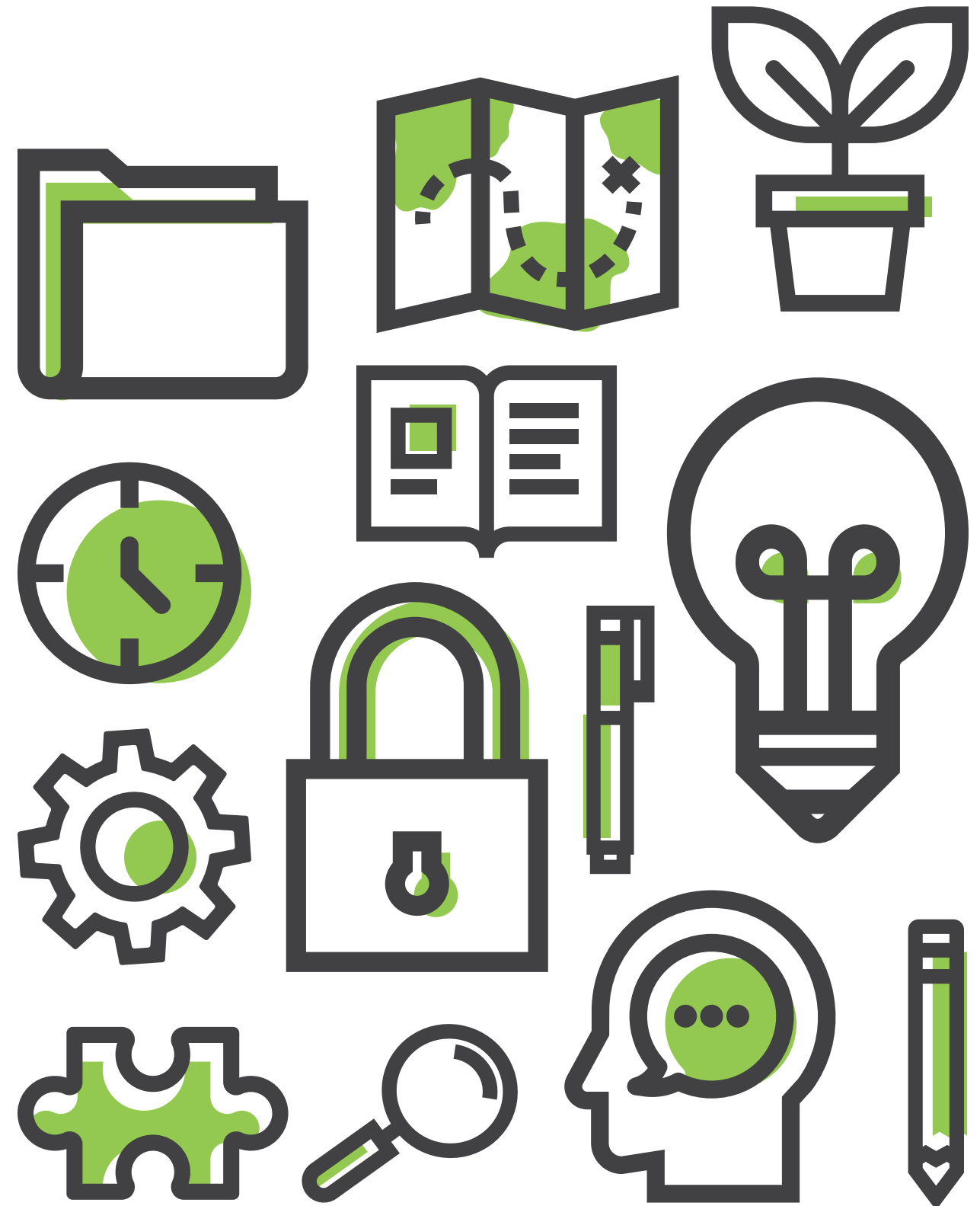
<https://cooperathon.com>

Ideathon

Hacking Health

Encourage students to join the Hacking Health Kingston Chapter

<https://www.meetup.com/Hacking-Health-Kingston-cafe>



# Hackathons in other areas

## NATIONAL

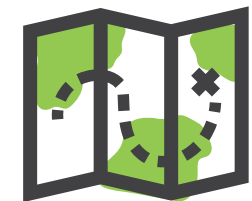
### **Canadian Hackathons Across all Sectors**

Hackathons are similar style events apply to many different fields.

#### ***Cooperathon***

The Cooperathon is the largest open innovation competition in the world. During its 25-day program, entrepreneurs, experts, professionals and engaged citizens from all horizons meet up to develop socially responsible projects. Around four themes - Finance, Health, Education and Energy-Environment - teams grow thanks to the involvement of community, academic and industrial partners who accompany the participants through the realisation of their project, from idea to prototype. Imagined by the Mouvement Desjardins, first financial cooperative in Canada, the Cooperathon is a competition for all who wish to explore, experiment and create for their community.

More information — <https://cooperathon.com>  
and via this video — <https://youtu.be/EJwOKodiWsa>



#### ***Vanquish Collisions Hackathon in Vancouver***

“Fatalities and serious injuries continue to occur in the transportation network, and even one is too many.”

The City of Vancouver believes that the combination of data, technology, and your talent can help shape our approach to reaching our goal of zero transportation-related fatalities and serious injuries as part of their Moving Towards Zero Strategy. Developers, data scientists, designers, and strategists of Vancouver are invited to join our Hackathon and propose solutions to reach our goal.

More information — <https://vancouver.ca/streets-transportation/vanquish-collisions-hackathon>

#### ***EC Hacks***

Electric City Hacks is hosted at Trent University’s Student Centre in November. Over 300 students come together to collaborate on projects that they’re passionate about. For 37 hours participants create innovative products with software and hardware, solving problems for communities. The event is open to students with varying levels of experience, and Electric City Hacks has no requirements or specific themes to adhere to, meaning all projects are welcome.

More information — <http://echacks.com>

## Kingston Hackathons Across all Sectors

### QHacks

QHacks was first held in 2016 with a mission to advocate and incubate the tech community at Queen's University and throughout Canada. They have been rapidly growing to become one of the most exciting hackathons in North America. Regardless of your experience, QHacks should be a place where you realize your fullest potential.

QHacks is open to students from all university schools across the globe. The event is free to all. St. Lawrence College students are welcome!

The next QHacks takes place on February 1-3, 2019.

More information — <http://qhacks.io>

### Hack4Heritage

The aim is for collaboration between disciplines: to smudge boundaries between artists, creatives and techies, by working in small teams to create experiences that embrace personal and group identity. A multi-day hackathon designed for the arts. Imagine Artists + Unity developers collaborating to create portals to heritage worlds.

<https://www.hackathon.com/event/lets-talk-about-mixed-reality-hackathons-for-artists-48395817192>

More information — <https://www.hack4heritage.com>



## Experience at St. Lawrence College

### Accounting Hackathon

SLC Lisa Knechtle-Jerkiewicz, the Program Coordinator in Accounting, ran a half-day Accounting Hackathon in March 2018 with her FINA 45 Cases in Financial Management class of students. It contributed 15% towards the final grade, evaluated using a rubric.

The goal of the original accounting hackathon was to provide an opportunity for students to interact with local clients and to help community members with issues they are having in their business venture. The class worked with Rise program clients which is offered by KFLA Addictions & Mental Health Services (AMHS). Clients of KFLA AMHS who want to start a business often cannot get business financing through conventional channels, such as a bank. The Rise program helps these entrepreneurs start a business venture.

The accounting goal saw student groups come up with a solution to the client problem. The solutions included an updated business plan, a set of projected financial statements, a cash flow budget, or a template to help the client record day-to-day transactions (journal entries). The students were evaluated on their communications with the clients.

The experience from the accounting hackathon has shaped this guide.

### AMC Social Hackathon

All the third-year students from the Advertising & Marketing Communications class participated in a Social Hackathon in November 2018, organized by Kathy Patterson. Homeward Bound Brockville is a relatively new program offered at The Employment & Education Centre in Brockville. HBB is an integrated, innovative wrap-around model of support to help mother-led families earn college diplomas, start careers and achieve economic self-sufficiency. Students interviewed staff and recipients of Homeward Bound to develop a 5-7-minute pitch presentation for a marketing and communications plan to promote the scholarship fund development campaign.

Five teams of students presented with one winner. It was a fun experience for the students who all stayed until 10 pm. The non-profit client, HBB, was delighted with how well the students had grasped the issue and quality of their ideas. This inaugural AMC Hackathon assisted the development of resources and templates. These are included at the back of this guide.

### Hacking Health cafe

The Innovation Hub ran a pilot Hacking Health cafe in June 2018. This event invited health care stakeholders from across Kingston. The 2-hour sessions heard presentations from John Gregory, John Conrad and John Sinclair from Novari Health. The facilitated discussions identified ideas that we should aim to Keep, Ditch or Create in Kingston.



# ProTips & Resources

# FORMAT

## Hackathon Type Formats

The following agenda template offers a myriad of variations. Timings are shown as an illustration only. The start timing and role of networking may vary.

### Ideathon | A half-day agenda

- 9:00AM** Coffee & networking
- 9:15 AM** Keynote presentations & briefing
- 9:45AM** Team formation & hacking begins
- 11:15 AM** Pitching & Judging
- 12:15 PM** Winners announced & closing remarks

### Design Jam | A full-day agenda

- 9:00AM** Coffee & networking
- 9:15 AM** Keynote presentation & briefing
- 9:45AM** Briefing & team formation
- 10:15 AM** Hacking begins
- 1:00PM** Pitch presentation preparation
- 3:00PM** Pitching & judging
- 4:00PM** Winners announced & closing remarks

### Hackathon | A multi-day agenda

#### Day 1 schedule

- 5:00PM** Registration & Mentor Orientation
- 5:30PM** Opening remarks
- 5:45PM** Keynotes presentations
- 6:15 PM** World Cafe (Facilitated networking and ideation)
- 7:30PM** Wrap Up

#### Day 2 schedule

- 8:30AM** Breakfast & Networking
- 9:00AM** Hackathon briefing & tips
- 9:30AM** Community presentations
- 10:00AM** Hack Begins
- 12:00PM** Lunch & networking break
- 1:00PM** Hack workshops with input from mentors
- 5:00PM** Dinner break

#### Day 3 schedule

- 8:30AM** Breakfast
- 9:00AM** Mentor input
- 10:00AM** Deadline for team registration
- 10:00AM** Pitch presentation preparation
- 1:00PM** Pitching & judging
- 3:00PM** Winners announced & closing remarks



# RESOURCES

## Recommended Resources

- Internet connection
- Space to run a hackathon such as the Innovation Hub at SLC
- External community
- Mentors
- Laptops
- Notepads, pens
- Alumni / industry professionals
- Research that students have completed ahead of time
- Description of business problem
- Business documents that entrepreneurs need help with
- IT setup with projectors so that students can project what they are working on

## Teaching Strategies

- Students are put into groups. Mix students together to ensure a balanced skill set exists in each group;
- Students drive this project quite independently, with guidance from the instructor;
- This is suitable for an upper-year/ graduating class.

## Assessment for, as and of

- An evaluation rubric based on a participation rubric (very engaged, somewhat engaged and not engaged);
- Competition-based approach with judging presentations by a panel or similar.

## Guidance

- Assess the effectiveness of actions taken by one or more players to address an issue of national, provincial, and local significance.
- Create a plan of action to address a social issue of local, provincial, and national significance.
- Compare and understand insights from those with the direct lived experience most impacted by the issue.
- Formulate questions (provide examples of questions) to guide investigations into social or environmental issues in Canada from various perspectives, including the perspective of the different players (businesses, non-profits, governmental agencies, academia and citizens) responsible for addressing the issues.
- Evaluate evidence and conclude social or environmental issues, outlining the strengths and weaknesses of different positions on the issues, including the position of the different players responsible for addressing the issues.
- Envision what could be achieved if each partner collaborated.
- Reflect on what was learned from the experience and how the process could be further improved and applied to the student's career.

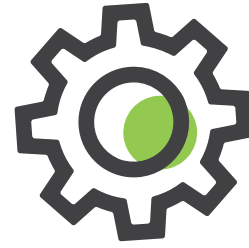


# HACKERNEST GUIDELINES

HackerNest Hackathon ProTips™ <https://hackernest.com>

## **ProTip #1: Utilize your mentors**

Many hackathon projects are very clever and technically complex, but winners of serious hackathons are most often determined by how useful, and relevant their projects are. Our expert mentors deal with their challenges on a daily basis and will give you invaluable insights. Talk to them. Past winners all have. Mentors are already posting tons of advice on the forums and love helping teams. They are your best shot at ensuring what you're building is the right solution for the problem you're tackling.



## **ProTip #2: 99% of the time, focus on doing one thing really well**

You've heard this one before. Do one thing really, really well, so that it stands out as a shining star. Unless, of course, the main selling point of your product is a combination of features... In that case, feel free to ignore this ProTip.

## **ProTip #3: Get people to test**

Beg, borrow and steal to get user feedback on what you're building. You work so closely on it that you're bound to lose objectivity and miss obvious bugs/workflow inconsistencies that others will pick up easily.

## **ProTip #4: Document everything**

This will save your sanity. Promise.

## **ProTip #5: Design matters**

Hackathon demos tend to be heavily visually-oriented; the more polished your demo, the more confidence judges will have in it. Technical complexity is great, but beautiful technical complexity is greater. Put in the time to make things shine.

## **ProTip #6: Presentation skills matter**

You might have a brilliant product, but if you can't communicate why it's useful or valuable, you're dead in the water. Practice your demos. Get a mentor or volunteer to watch – then instead of asking if they think it's good/bad, ask them to explain what your product does. If they hit the nail on the head, you probably will, too.

## **ProTip #7: Don't reinvent wheels**

Do existing libraries and APIs, and PaaS provide decent functionality that can save you time? Great. Use them. You're building a prototype. You need presentable, not perfect.

## **ProTip #8: Start at the end**

Work backwards from your demo – you only have 3 minutes to show off, so make sure you build the core UI/screens you need to demonstrate your functionality first. Most else is secondary.

## **Guidelines for Mentors**

Mentors act as floating resources during the hackathon. Teams who make the best

- Answering questions;
- Sharing experiences and examples;
- Generating ideas;
- Helping to solve problems;
- Providing feedback on a team's ideas;
- Suggesting different ways of thinking about a problem;



### **1. Be available for participants**

Participants will contact mentors they believe will be able to help them. They will have reviewed mentor information online before the event, so they should know which mentors might be helpful. They will also have been given some advice on how to ask questions and invite you to join them to provide feedback. Mentors are welcome to walk over to a team and initiate a conversation. It could be that you are just the right person with whom they talk.

### **2. Offer what you know**

Participants are eager to hear a mentor's thoughts and feedback. Mentors share knowledge and experience – it will be valued. Mentors should be honest if they do not know the answers. Other mentors may be able to advise.

### **3. Don't do the work or join a team; mentors are not a hackathon participant**

Tempting as it might be to help write a few lines of code, or to write a couple of paragraphs for a team's website. Mentors should point participants to resources, refer to examples, give advice about design, or even just share your opinion or experience: these things are all wonderful. BUT: contributing to the team's actual work product is not the role of a mentor.

### **4. Have fun**

Let participants know that as a mentor you are excited about their ideas. This is a great opportunity to cheer these students on. Mentor's encouragement could mean a great deal to a young person who is hoping to find a way to use their skills to help others.

# The Toolkit

# BRIEF

## Social Hackathon Brief

### The Social Hackathon approach

A Hackathon is a fun way to demonstrate that a lot can be achieved when people work collaboratively together, building solutions rapidly and with an agile approach. A spirit of open collaboration underpins the hacking philosophy. Bringing together a broad spectrum of intelligent people with diverse backgrounds can result in problem-solving solutions that would never have occurred through any one group in isolation. The Social component sought by St. Lawrence College points to the philosophy of a hackathon for good that will have a positive impact in the immediate community and beyond.

### Social Hackathon objectives

1. To provide an experiential learning experience through a Social Hackathon.
2. \_\_\_\_\_.
3. \_\_\_\_\_.
4. \_\_\_\_\_.

### Expected Social Hackathon outcomes

1. Assist in the development of student's critical thinking skills and career readiness through related essential employability skills.
2. \_\_\_\_\_.
3. \_\_\_\_\_.
4. \_\_\_\_\_.

### Timings

Choose which format is most appropriate for what you are seeking to achieve and time available

- Half-day ideathon     Full-day design jam     Multi-day hackathon

### Logistics

The Social Hackathon will be held at \_\_\_\_\_ on \_\_\_\_\_ between \_\_\_\_\_.

### Event hashtag

The hashtag for this event will be #\_\_\_\_\_.

### Contributors

1. The students will be \_\_\_\_\_.
2. The faculty/ staff will be \_\_\_\_\_.
3. The anticipated external community partners will be \_\_\_\_\_.
4. The mentors and judges will be \_\_\_\_\_.

# BRIEF

## Social Hackathon Brief

### Checklist

- |  |   |
|--|---|
| <input type="checkbox"/> Outline agenda                        | <input type="checkbox"/> Parking passes   |
| <input type="checkbox"/> Introductory speaker                  | <input type="checkbox"/> Signage to the Innovation Centre                               |
| <input type="checkbox"/> Food and drinks                       | <input type="checkbox"/> Thank you gifts for the mentors, judges and community partners |
| <input type="checkbox"/> Name badges                           | <input type="checkbox"/> Sign about photos/videos or media release                      |
| <input type="checkbox"/> Team table name cards                 | <input type="checkbox"/> Room set up/wifi/ audio/visual equipment/aptop                 |
| <input type="checkbox"/> Prizes                                | <input type="checkbox"/> Budget sheet   |
| <input type="checkbox"/> Brief sheet for mentors               |   |
| <input type="checkbox"/> Briefing sheet for judges             |   |
| <input type="checkbox"/> Briefing sheet for community partners |   |

### Assessment Rubric

The work of the students will be assessed by

---

---

---

### Next steps

1. Use this brief template to articulate your goals for your Social Hackathon event
2. Seek input from **Dan Hendry** and **John Gregory** john.gregory@opencityinc.com
3. Define the logistics, time, date, venue, food, parking, prizes, event hashtag
4. Formulate an outline agenda
5. Brief community partners, mentors and students



# MENTOR

## Mentor Brief

### Purpose

The purpose of this document is to brief mentors for Social Hackathons through St. Lawrence College (SLC).

### A Social Hackathon approach

A Hackathon is a fun way to demonstrate that a lot can be achieved when people work collaboratively together, building solutions rapidly and with an agile approach.

A spirit of open collaboration underpins the hacking philosophy. Bringing together a broad spectrum of intelligent people with diverse backgrounds can result in problem-solving solutions that would never have occurred through any one group in isolation.

The *Social* component sought by St. Lawrence College points to the philosophy of a hackathon for good that will have a positive impact in the immediate community and beyond.

### Your role as a mentor

We respect and value your time as a mentor. We have planned a hackathon on \_\_\_\_\_ at \_\_\_\_\_. We invite you to commit **two** hours to this hackathon. You are welcome to stay longer to help the students and hear the ideas develop.

Mentors act as floating resources during the hackathon. Teams who make the best use of mentors often develop the most developed pitches and win. Here are some of the ways in which you may be helpful.

- Answering questions;
- Helping to solve problems;
- Sharing your experiences and examples;
- Providing feedback on a team's ideas;
- Generating ideas;
- Suggesting different ways of thinking about a problem.

### RSVP

Please reply to \_\_\_\_\_ via \_\_\_\_\_ to confirm your availability to mentor.

### Logistics

Parking is available at St. Lawrence College. There is a cost of \$7.00 before 5pm. We will reimburse you for parking or try to make available parking passes.

There will be hot and cold drinks and snacks available to mentors at the Social Hackathon. Please let us know if you have any particular allergies or dietary requirements.

# BRIEF

## Mentor Brief

### Photography and video release

While attending this event, you acknowledge that photographs or videos of me may be taken by or on behalf of SLC. You consent to the use and publication of any such photographs or video. If any such photographs or video are used or published, you give SLC the following rights

1. To copyright the photographs or videos in the name of St. Lawrence College (SLC), and
2. Without limitation as to time and frequency, to use and publish the photographs or videos in whole or in part, alone or in conjunction with any text, illustrations and other photographs or videos, in any medium including advertising, publicity and promotion.

### Community partnerships

We value the contribution you can provide as mentors, volunteers and sponsors to these Hackathon. It provides our students with real-world critical thinking, while benefiting the communities in which we live. Thank you.

### Questions

Should you have any questions, my contact details are:

---

Thanks in advance for your support.

### Tips for Mentors

#### 1. Be available for participants

Participants will contact mentors they believe will be able to help them. They will have reviewed mentor information online before the event, so they should know which mentors might be helpful. They will also have been given some advice on how to ask questions and invite you to join them to provide feedback. Mentors are welcome to walk over to a team and initiate a conversation. It could be that you are just the right person with whom they talk.

#### 2. Offer what you know

Participants are eager to hear a mentor's thoughts and feedback. Mentors share knowledge and experience – it will be valued. Mentors should be honest if they do not know the answers. Other mentors may be able to advise.

#### 3. Don't do the work or join a team; mentors are not a hackathon participant

Tempting as it might be to help write a few lines of code, or to write a couple of paragraphs for a team's website. Mentors should point participants to resources, refer to examples, give advice about design, or even just share your opinion or experience: these things are all wonderful. BUT: contributing to the team's actual work product is not the role of a mentor.

#### 4. Have fun

Let participants know that as a mentor you are excited about their ideas. This is a great opportunity to cheer these students on. Mentor's encouragement could mean a great deal to a young person who is hoping to find a way to use their skills to help others.

# TEAM ROLES

## Team Roles

### Purpose

This document provides a template for assigning team roles for a Social Hackathon event at St. Lawrence College (SLC).

### Descriptions

**Project lead** – manages timelines, tasks and norms, media spokesperson

**Scribe** – takes detailed notes of stakeholder interviews AND planning process

**Designer** – designs master slide/assembles PowerPoint and any graphics needed

**Lead interviewer** – one or two people asking questions of the stakeholders while scribe records

**Social media concierge** – one or two people, create text, image and hashtag content to share

**Presenters(s)** – Keep in mind the time limit. Plan well and rehearse

ROLE	STUDENT'S NAME
Project Lead	
Scribe	
Proof-reader	
Designer	
Lead Interviewer	
Social media concierge	
Presenter(s)	

### Social Media Tips

- Photos needed of team at work, all members together and team presentation
- Define and use the hashtag for the event
- Develop content for influencers to share
- Obtain the Twitter account names of team members and those photographed
- Tag all information posted with @whatsinsideSLC
- Consider 30 second videos recorded on a smartphone

# JUDGING

## Judging Criteria

This document provides a template for the use of the judges for a Social Hackathon event at St. Lawrence College (SLC).

Judge Name \_\_\_\_\_ Team Name \_\_\_\_\_ Timing \_\_\_\_\_ min

AREA	EXPECTATION	COMMENTS	MARK
Introduction	Immediately sparks audience interest, uses drama or provocative question or visual to hook audience. Piques interest in chosen topic, rather than just introducing it.		/1
Presentation style	Strong introduction followed by key content coverage with strong close. Confident and appealing presenter style. Well spoken, professional demeanor and approach.		/3
Professionalism	Well spoken, professional demeanor and approach.		/2
Key content coverage	Shares keen insights about the problem and a well-articulated statement of support.		/3
Audio-visual materials	Key point and visuals. Avoid reading PowerPoint screen. Professional use of slides. No typos. Complemented with other media.		/3
Solution	Solution is detailed enough to create take away value Solution is realistic and feasible to execute Solution can be cost-effective Solution is smartly targeted to appropriate audiences Solution is creative and memorable		/5
Overall excellence	In presentation style and solution development.		/2
Respect timing	Obviously rehearsed for timing allowed.		/1
<b>Total Mark</b>			<b>/20</b>

# AGENDA

## Ideathon Agenda Template

This document provides a template for the use of the facilitators for a Social Hackathon event at St. Lawrence College (SLC).

AGENDA	START TIME	OBJECTIVES	EXPECTED OUTCOMES	HOW TO ACHIEVE
Coffee	9:00	Informal networking		Provide coffee and other refreshments
Welcome	9:15	Welcome the students and guests	Build confidence that the session will be a worthwhile use of their time	Prepared remarks on why we are here
Keynote presentation	9:20	Set the content of why students in needed	Shared comprehension of the problem	Invited guests to explain their perspective
Briefing	9:35	Brief the students on how this will work	Clarity on what is expected from the students and guests	Prepared briefing sheet and PowerPoint slide
Team formation	9:45	Allow the students to form into mixed teams	Students connecting with other students who they know less well	Guide students on the mix that each team should contain. Include a quick bio break
Hacking	10:15	Student teams work on understanding the problem and brainstorming solutions	Students priorities one solution idea to summarise to the class	Round tables or areas where students can work together, including how they will present their idea
Pitching	11:15	Competitive team pitch presentation	Best pitch wins	Teams have 3 minutes each plus 2 minutes of questions each
Judging	11:45	Enable judges to confer and vote on a winner and runner-up	Decision on the winner and runner-up	Time for the judges to confer based on prepared scoring sheet criteria to pick a winner. Include a quick bio break
Winners announced	12:15	Judges announce the winner and runner-up	Help students understand the merits of the winning team and other items of note	One of the guest judges announces the winners
Closing remarks	12:25	Wrap up with the key learnings and thank the guests	Appreciate to the guest	Provide token gift to the guests

# CERTIFICATE

## Certificate of Achievement

After completion of a Social Hackathon, facilitators have the option to provide participants with a Certificate of Completion. The image below is an example of how the Certificate should look.

If you would like to issue these certificates to your participants, please use the provided Microsoft Word document and fill in the required information.



Discover  
a new  
meaning.