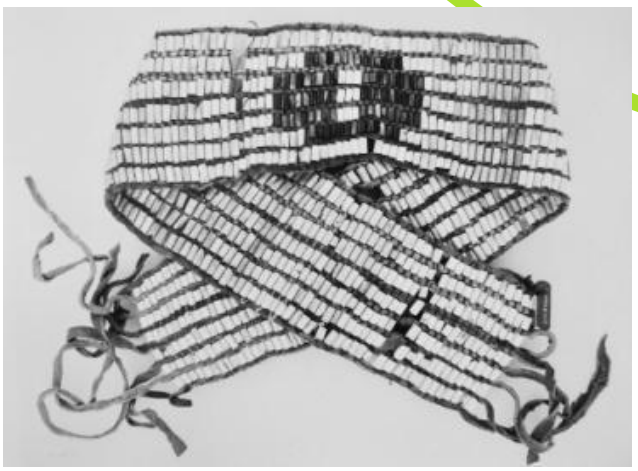
INFORMATION DROP #1

2021 CASE COMPETITION

SPROUT

STUDENTS PLANTING SEEDS OF TOMORROW.

GET STARTED!



LAND ACKNOWLEDGEMENT

"Toronto is in the 'Dish With One Spoon Territory'. The Dish With One Spoon is a treaty between the Anishinaabe, Mississaugas and Haudenosaunee that bound them to share the territory and protect the land. Subsequent Indigenous Nations and peoples, Europeans and all newcomers have been invited into this treaty in the spirit of peace, friendship and respect."

The "Dish", or sometimes it is called the "Bowl", represents what is now southern Ontario, from the Great Lakes to Quebec and from Lake Simcoe into the United States. “We all eat out of the Dish, all of us that share this territory, with only one spoon”. This means we have to share the responsibility of ensuring the dish is never empty, which includes taking care of the land and the creatures we share it with. Importantly, there are no knives at the table, representing that we must keep the peace. The dish is graphically represented by the wampum pictured above.

This was a treaty made between the Anishinaabe and Haudenosaunee after the French and Indian War. Newcomers were then incorporated into it over the years, notably in 1764 with The Royal Proclamation/The Treaty of Niagara.

The land acknowledgement started in British Columbia, where there are no treaties at all. Its popularity has spread as an acknowledgment of Indigenous presence and assertion of sovereignty. It is used in a variety of ways, such as at opening events and meetings.

INCLUSIVITY STATEMENT

Proudly Diverse. Intentionally Inclusive. This University and the Ryerson Liberal Arts Society (RLAS) are firmly committed to the values of equity, diversity and inclusion in all areas of its study, work and living environments and works to promote inclusion for all members of the campus community and beyond. We value the principles of EDI and respect individual differences. We firmly believe that diversity will make our organization more effective in meeting the needs of the entire community of students, staff, faculty and community partners.

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ABOUT SPROUT

Welcome and congratulations on a successful SPROUT application!

We are so excited for you to join our third annual SPROUT Case Competition. Get excited for an action packed four-day-long professional, skill-building event run by the Ryerson Liberal Art Society (RLAS) in collaboration with Mass Culture.

WHAT IS SPROUT?

SPROUT is an interdisciplinary case competition allowing participants from various academic backgrounds to collaborate on the creation of solutions for real-world problems. SPROUT is run by the Ryerson Liberal Arts Society (RLAS), and this year is in collaboration with Mass Culture. RLAS brings in industry experts to work with students formulating a concept for change. This is an opportunity to build collaborative skills, network and get your ideas off the ground.

The case competition is a four-day-long event, beginning at 1:30pm on February 17th, 2021 until 6:00pm on February 20th, 2021. See the section titled Schedule below. Further communications will be emailed to you and will be available on rusprout.net.

In order to give you support prior to the case competition start date, the SPROUT team has created **Information Drops**. There will be a total of 4 Information Drops leading up to the competition. This is your first Information Drop of the 2021 competition!

Through the Information Drops leading up to the competition, you will be introduced to various topics of interest related to the Big Question based on our theme ‘Equity in a Digital Space’, which will be revealed in Information Drop #2. Information Drops will provide you information about logistics surrounding the competition, and insight into the question that you will be working on during SPROUT.

HOW TO USE INFORMATION DROPS

For the next 4 weeks, you will be receiving Information Drops #1 - #4 containing important information about the SPROUT Case Competition to consider individually and with your group.

This is Information Drop #1 and it will introduce you to the logistics and programming of the SPROUT Case Competition 2021. Please keep this Information Drop available during the competition as there are important details to which you can refer.

TIPS FOR INFORMATION DROP #1:

- We recommend that the best way to use this Information Drop is to read through each section individually and take note of all important information.
- The schedule presented in this Info Drop contains all the activities, labelled with their title and designated times. If you have any accessibility needs, please refer to the Accessibility Section of this Info Drop.
- Use the schedule to keep track of registration, designated work times, workshops, expert roundtables and rounds of presentations.
- Contact information for the SPROUT team members are attached to this Info Drop (refer to section titled Contact Information). If you ever have any questions or concerns do not hesitate to contact someone. We are always here to help.
- If you wish, you are able to conduct preliminary research based on the theme of Equity in a Digital Space before Information Drop #2. By doing so, you may discover your interests and possible concepts for change.

EXPECTATIONS

Throughout your SPROUT experience, we will be posing a broad question in relation to this year's theme: Equity in a Digital Space.

This question will challenge participants to formulate innovative solutions for the presented problem. Participants are provided the opportunity to embark on an exploration of Equity in a Digital Space (Accessibility, Community, Networking, Digital Systems, etc.).

Participants will work in teams with individuals from a variety of academic disciplines. Participants are expected to communicate and meet with their team members throughout SPROUT. When meeting and communicating with team members, it is essential that you create a respectful, inclusive, collaborative and open-minded environment to encourage idea-sharing with team members (refer to Inclusivity Statement).

Participants are also expected to attend designated work times with their team, workshops, the expert roundtable session, your group consultation and all other parts of the competition that will benefit you and your team in succeeding during the competition. On the final day, participants will present their ideas to 2 panels of judges. During the first round of presentations, groups will be divided into 3 presentation rooms, each with a small panel of judges. The three winning teams from the 1st round of presentations will move on to the 2nd round of presentations which will take place in a large online space in front of all participants and a larger group of judges. Special guests may also attend the final round of presentations. Participants are required to be respectful and professional to all teams, guest speakers and competition organizers. This includes attending the final presentations, even if you are not one of the presenters, in order to support your fellow participants.

The final winning team will bring their proposed project to life with a partnership with Mass Culture. A workshop will be held between Mass Culture, RLAS Vice President, Community Relations and the winning team to determine next steps in the week following the competition.

TEAMS

We will provide you with your team number, team member names and contact information, and the name of your Team Liaison in Information Drop #2 on February 5th, 2021. Those that have signed up in pairs for the competition will be placed on the same team. Since this is a campus-wide competition, teams will include undergraduate students from various Ryerson programs and faculties.

Please note that if there is ever a time when you may have trouble contacting your team members, please get in contact with your Team Liaison or the SPROUT Administrative Team at sprout@rlasonline.ca.

COMMUNICATING WITH YOUR TEAM

If your team requires assistance with creating a Zoom link or would like for one to be created for your team to communicate and work with one another, please contact sprout@rlasonline.ca.

You can connect with your team in any way you wish. That may be through Facebook, WhatsApp, phone calls, Google Meet, Zoom, etc. You do not need to be on screen constantly and may simply want to meet for 15 minutes, break off and do individual work, come back and chat again. It is up to you. Whatever your strategy, make sure your team is on the same page.

TEAM LIAISONS

Each team will have a SPROUT Team Liaison for the entirety of the competition. Your Team Liaison will be a member from the SPROUT committee. Your Team Liaison will create a group chat on an accessible platform for your team (WhatsApp, Discord etc.) They have been assigned to your team to answer any questions, comments or concerns you may have throughout SPROUT. They will send daily reminders on all four days of SPROUT regarding activities occurring on that day.

*Your Team Liaison is not permitted to assist participants in formulating innovative solutions for the presented problem. Rather, consider asking for clarification regarding parts of SPROUT such as how presentation rounds will be conducted or when your consultation is taking place.

More information will be provided to your team once your Team Liaison has been assigned.

JUDGING CRITERIA

The first Judicial Committee is composed of one industry professional, one Ryerson staff member and one Ryerson alumni. This presentation will be private with only the team and three judges. The teams will present their ideas for 10 minutes, and will receive feedback from the judges. After you present in the first round, your team should consider how to learn from your first round of presentations and the feedback you received so that you can improve if you are selected for the second round. Those moving into the second round will only be notified moments before they present, so be ready!

The second Judicial Committee is composed of 5 industry and academic professionals from various backgrounds with expertise in Equity and/or Digital Space. The committee will consider several criteria for each team presenting. This will mostly include the feasibility of the solution to the problem, overall quality of the presentation, creativity, and professionalism. The judges will expect the ideas presented to be practical and in line with the goals set out by Mass Culture in

the keynote address. They will be looking for a connection between the ideas presented and academic learning. This presentation will occur with the presence of all participants, after which a final winner will be announced.

You will receive the judges' rubric with Information Drop #4. More information about the judging criteria will be distributed to groups on Day 1 of the competition.

WHAT DO YOU RECEIVE FROM THE COMPETITION?

All participants will receive a swag bag, opportunities to network with industry and academic professionals and community engagement experience. Above all else, SPROUT is meant to be a place where you can have fun and explore ideas.

The winning team will receive a cash prize of $2000 that will be split between team members, and the chance to partner with Mass Culture in order to bring their project to life. The winning team will have a debrief workshop with Mass Culture and the RLAS Vice President, Community Relations the week after the competition to review what the next steps are. The RLAS Vice President, Community Relations will provide ongoing support for as long as the team wishes.

LOCATION

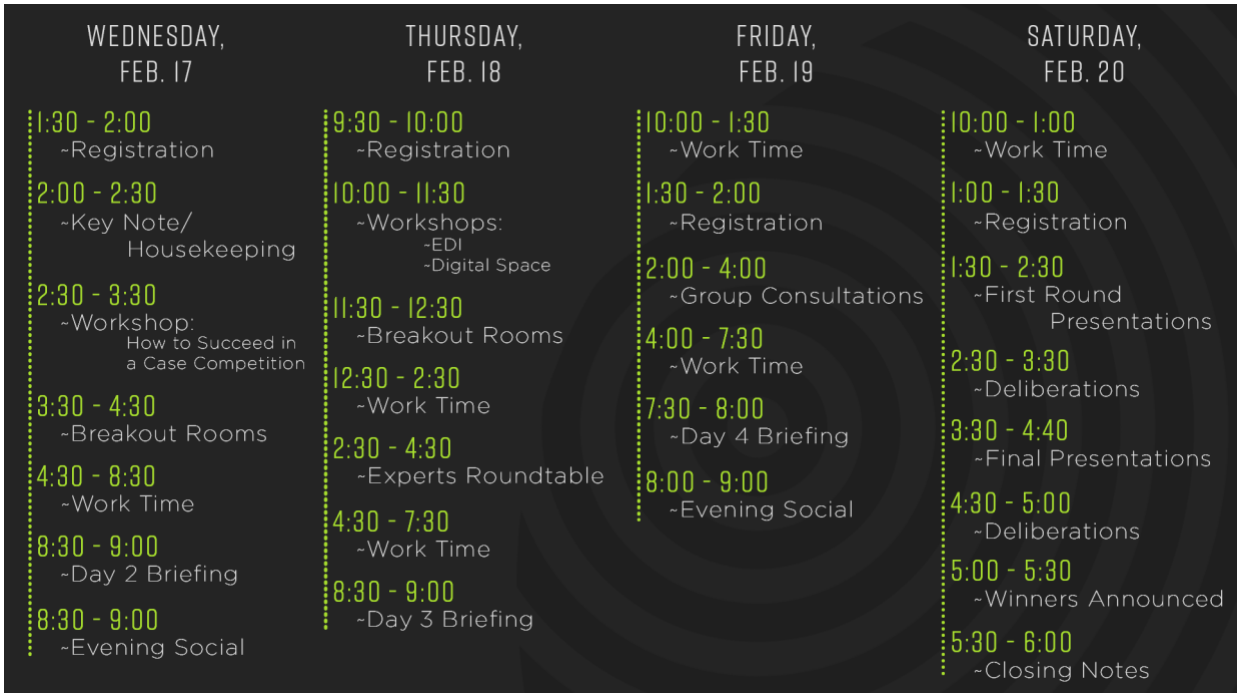
Due to COVID-19, the SPROUT Case Competition will be held on Zoom this year. Zoom is a video communications software equipped with a variety of functions such as an online chat function.

Access to the required links will be provided closer to the competition day.

PROGRAMMING

SCHEDULE

Throughout the competition, you will have the opportunity to engage in several activities geared towards building up your big ideas.



On the first day, we will re-introduce the question being posed for this competition through a keynote address provided by Mass Culture and explain more details of the competition itself. Following the keynote address, the first workshop, “How to Succeed in a Case Competition,” facilitated by Alex Gill and Sarah Brigel will be held. Each day leading up to the Final Presentations, there will be designated Work Times for teams to work on their presentations on their own. Later in the night, there will be an Evening Social for an opportunity to network with other teams and build your social network at Ryerson.

On the second day, the “Equity” and “Digital Space/Literacy” workshops will be held simultaneously. Your team will need to divide itself in half to ensure that you get the information from both sessions. This will be important for your success. Afterwards, there will be time for your team to discuss and share the information learned and how it applies to your project. After this, there is designated Work Time. In the afternoon, participants will attend the Expert Roundtables to gain knowledge and ask questions from Academic and Industry Experts. This time is provided for participants to receive advice from those with expertise in areas surrounding Equity and Digital Space. It is crucial to take advantage of the time allocated to spend with Experts. We encourage all participants to use all resources available, even those who may not

apply directly to your proposed solution. More information on how to approach experts will be provided in Info Drop #4.

On the third day, Group Consultations will take place. These are dry run-throughs of your presentations. A pitch consultant will help you refine budding-ideas and give you feedback to improve or focus your presentation. Afterwards, more Work Times are designated before the final day of the competition. Later in the night, there will be another Evening Social for the opportunity to network with other teams in the competition and share your experiences.

Do not forget to frequently check the schedule to remind yourself of all the important competition events. The competition schedule is attached above and is also available at rusprout.net.

ACCESSIBILITY

The SPROUT Case Competition aims to provide an equitable, inclusive and accessible experience for all participants and guests.

For those with accessibility needs, please contact us at sprout@rlasonline.ca so that we can ensure you have the support you need to be able to fully participate.

HOW TO PAY REGISTRATION FEES

Please go to the SPROUT Eventbrite link to pay the $10 non-refundable registration fee if you have not already.

This fee covers your registration and your competition supplies. If you are unable to pay this fee due to financial circumstances, please contact us at sprout@rlasonline.ca.

WHAT TO BRING

RLAS and the SPROUT Team will provide digital copies of all four Information Drops. Please bring any items that will assist you in succeeding during the competition and communication with your team members. All items listed are highly important:

- Laptop / tablet and charger
- Audio / Visual equipment (microphone and camera)
- Great attitude
- A collaborative spirit
- Appetite for learning

- Water and snacks
- Your SPROUT swag

PROFESSIONALISM AND DRESS CODE

The dress code is: **Business Casual**

Although this is an online event, a business casual dress code is an opportunity to dress up professionally. We strongly encourage participants to use the camera function on Zoom during the competition to foster an environment of professionalism and improve networking abilities.

Please be aware that you are working with professionals, who have been gracious with their time. You are a representative of Ryerson University at this event, please dress and behave appropriately.

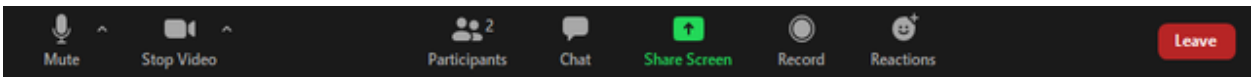
ZOOM ETIQUETTE

Here are some Zoom Etiquette reminders for all activities during the case competition.

- Be aware of your audio settings. Please mute your microphone (refer to Zoom Functions) when you are not speaking. This ensures that there is no background noise when guests and participants are speaking and that everyone can be heard.
- Turn your camera on for better connection and interaction. This is the best way to meet everyone!
- Be aware of your surroundings. Ensure that you have a clean, work-appropriate background when your camera is on.
- Use the chat function for additional comments, questions or to indicate that you would like to speak. Please keep chat comments and questions respectful.

ZOOM FUNCTIONS

Here are some standard Zoom Functions with some tips on how to operate them. All functions are located at the bottom of your screen and if you require further assistance with Zoom please visit the link HERE. Below is an overview photo of your Zoom functions.



Chat: Click on the **Chat** icon to activate the chat window. Type questions, comments and concerns that you may have in the chat box. Use this function when others are speaking to

avoid interruption or when you want to provide emphasis or show enthusiasm for a comment made. In the chat box there is the option to send a message to everyone or to a specific person. This can be changed by clicking on the down arrow next to the word “To:”. When others send a message through the chat, your chat function with flash orange and a notification will pop up. Please remember to keep your questions, comments and concerns respectful, appropriate and relevant to the topic at hand.

Mute/Unmute: Click on the **Mute** icon to mute and unmute yourself when you need to or are asked to speak. The red diagonal line through the mute icon indicates that you are muted, and other participants cannot hear you. Click on the icon again and the red line will disappear indicating that you are unmuted, and others can hear you. Please ensure that your microphone is muted when you are not speaking to minimize background noise and interruptions.

Start/Stop Video: Click on the **Stop Video** icon to start and stop your video. The red diagonal line through the stop video icon indicates that your video is off and other participants cannot see you. Click on the icon again and the red line will disappear indicating that your video is on and others can see you. Please ensure that when your video is on you have an appropriate and clean background. We encourage you all to have your video on whenever possible.

Rename: To change your name during a Zoom meeting, click on the **Rename** icon. There are two ways to access the rename icon. When you hover over your video tile, three dots will appear in the upper right-hand corner. Click on the three dots then click rename. A new window will pop up for you to rename yourself. Rename your video and click “OK” when completed. You can also rename your video by clicking the Participants icon at the bottom of your screen. Scroll to find your name, hover over it and press “More” then “Rename”. Please ensure that your zoom name always appears as, “Name, Pronouns, Team Number,” when participating in SPROUT. For example: *Jennifer Jane, she/her, Team 3*.

Breakout Rooms: The host of the Zoom meeting has access to create Breakout Rooms. When you are placed into a breakout room you will automatically be sent to that room or you will have to click “Join” on the tab that appears on your screen. If you need to access the main room, you will need to leave the breakout room. To do so you must click on the “Leave Breakout Room” icon in the bottom right corner. If you would like to leave the meeting entirely you must click on the “Leave Meeting” icon in the same corner.

Share Screen: The Share Screen function can be used to share your computer screen with others. You can use this function for presentations. To share your screen, click on the **Share Screen** icon. A tab will pop up with several options. Ensure that “Screen” is selected and highlighted in blue. Once selected click “Share” on the bottom right corner. You can also share your screen and share your computer sound. To do so, follow the steps as indicated above but ensure that “Share computer sound” is selected on the bottom left corner before sharing your

screen. If you select this function, any sounds from music or a video will be clearly heard by other participants.

CONTACT INFORMATION

CONTACT NAME	EMAIL
Co-Chair - Pelumi Egbewumi	info@rlasonline.ca
Co-Chair - Anne Cabildo	projects@rlasonline.ca
Admin Lead - Michela Nucci	sprout@rlasonline.ca
Logistics Lead - Keiralea Dominelli	generalevents@rlasonline.ca
Expert Liaison Lead - Hannah Ertl	pog.director@rlasonline.ca
Marketing Lead - Nancy Le	crm.director@rlasonline.ca
Volunteer Coordinator - Zufi Saleem	assistant.pres@rlasonline.ca
RLAS VP of Community Relations - Stephanie McNeil	vp.community@rlasonline.ca
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