Alumni Online Expo Guide
Be Part of #ExpoEvolution
## Contents

- Transforming Expo to an Online Experience ................................................................. 3
- New This Year & Expo Updates ....................................................................................... 4
- Call for Alumni .............................................................................................................. 5
- Early Stage Competition Judging Criterion & Process .................................................. 6
- Traditional Competition Judging Criterion & Process .................................................. 7
- Virtual Alumni Watch Party .......................................................................................... 9
- Enactus Origami Challenge ......................................................................................... 10
Transforming Expo to an Online Experience

National Exposition Online Experience
This year, Enactus and many other organizations have been challenged to be innovative in our approach to delivering our program. As a result, we've pivoted our 2020 United States National Exposition to an Online Experience!

It is important that teams do not continue projects at the risk of their own health and the community
All Enactus teams around the world are facing the same situation and it is understood that projects have been disrupted, teams have been dispersed, and to attempt to continue online may be challenging. It is understood that presentations will be different this year. We have advised teams they should consider how to communicate in the most effective way they can. It is most important to enter and share projects online and to be recognized for the good work in progress by the Enactus network.

2020 Judging Criteria will remain the same with the following guidance
The Judge Orientation will be amended to help set judges’ expectations and understanding of the disruption of projects, and the safety of Enactus students and the community comes first.

Competition & Ceremonies
All team presentations of Traditional Competition and ceremonies will be available to the public to view. Viewers can tune in to watch any or all of our streamed content. In addition to competition, we will host award ceremonies to recognize teams, students, and supporters. Join us to experience the US Expo Online here.

Enactus Choice Awards
Traditional Competition presentations will be available to the public on the judging platform and we want to celebrate the teams with Enactus Choice Awards!

• You can view the team presentations any time from May 6 at 6:00 am until 3:00 pm on May 13. Click on the Presentations tab while on the competition platform to watch, provide feedback and vote for the teams.
• While on the competition platform during this time you can vote for teams through the Enactus Choice Awards in the categories of Most Passion, Most Collaboration, and Most Innovation. You can vote once per team per day!
• Join us for the announcement of these team winners online here during the Final Round Awards Ceremony on May 14 from 3:00pm to 4:00pm.

To watch which teams and projects advance on the path to the National Champion, Ceremonies and Awards Join us online here:

• Watch the Announcement of Teams Advancing to Semi-Finals on May 8 (approx. 30 min)
• Watch the Announcement of the Final Four on May 13 (approx.1 hour)
• Watch the Final Four compete & Awards Ceremony on May 14 (approx.1.5 hour)

Click to view the complete Enactus United States Online Expo Agenda
New This Year & Expo Updates

Competition Types
Enactus United States has revised the structure of competition for Expo 2020 to better recognize teams in all stages of project development. This year, Expo will host 2 types of competition, Traditional and Early Stage. Traditional Competition takes on a similar format to prior years (changes noted below) and will crown the National Champion team, who will represent the US at Enactus World Cup 2020. Early Stage Competition is designed to recognize teams with projects in the early stages of development. Detailed information and best practice strategies for both tracks of competition can be found in the corresponding sections of this document.

Traditional Competition Judging Criterion Update
In 2019, Enactus Global refined the judging criterion to clarify and simplify language so that it is more easily transferable from country to country. The overall spirit and role of Enactus competitions remain the same. The revised criterion, which judges will use to assess projects in competition at the United States National Expo 2020, is below:

Which Enactus team most effectively demonstrated entrepreneurial leadership to drive business and innovation for sustainable, positive impact to benefit people, planet, and prosperity within the last year?

Traditional Competition Presentation Format
At the 2019 Enactus World Cup, a 12-minute presentation format was introduced for all competing teams to be consistent with Enactus Global standards, Enactus US will be converting to the 12-minute format for Traditional Competition.
Call for Alumni

Remember when…
Remember your SIFE National Expo or your Enactus Expo experience? Remember what a life-changing event it can be… you may have even gotten your first job through our partners!

Today, we’re asking you to make it more than a memory! Today, more than ever, Enactus students need you. Having left their campuses, many losing their summer jobs and internships overnight, we need to rally and pay it forward by showing up for them!

This is the 45th year of Enactus US and we are excited that this we have the opportunity to have all Alumni join us as we transform Expo to a virtual + live-streamed event, making it easier than ever for you to join us! Enactus US can reach even more students, more alum and more business leaders through the Online Expo… with your help! Please… pay it forward!

- Come give much appreciated feedback in the Early Stage Competition for young teams trying to scale their great ideas.
- Judge Opening Round of competition, knowing that students have had to get really creative to pitch their work and ideas in this tumultuous time.
- And, if you can, make a donation – big or small. Every dollar counts. We know how many organizations are in need, especially now. But, if you are able to help, your support will be appreciated and used specifically for Expo Online support and to seed the new Enactus US Alum Association, launching in autumn 2020!

We are proud to note that some alumni have already contributed – Donate Now
Early Stage Competition Judging Criterion & Process

This year, Enactus US is excited to launch a new competition structure for the National Exposition that separates Enactus projects into Early Stage (pre-outcomes), and Traditional (post-outcomes) and allows for us to celebrate our teams and #NextGen leaders throughout every stage of the project lifecycle. This will be a unique experience with shorter presentation videos and more time for all-important Q&A. As a judge, you will have the opportunity to engage directly with the students through video conferencing to ask questions and consult with them on their Early Stage projects, providing valuable guidance and support.

Below is a list of key dates and time commitments required for judges of the Early Stage Competition. Please review the dates/times and ensure you can meet the requirements to judge.

**May 7** – Deadline for judges to submit Judges’ Oath and Judge Orientation Acknowledgement form, confirm conflicts of interest, and designate preferred project categories

**May 11** – Judges who have submitted the required Acknowledgement Form receive league assignments, presentations, Zoom Q&A links, and the scoring rubric link

**May 11-13 - 12:00 PM CDT** – Review team presentations

**May 13 - 3:00 - 5:00 PM CDT** – Live Question & Answer period with teams in assigned leagues via Zoom

**May 13 - 3:00 - 5:00 PM CDT** – Scoring will take place immediately following the Q&A period. Judges are asked to remain on the Zoom call while completing the online scoring rubric

**May 14 - 3:00 - 4:00 PM CDT** – Early Stage Competition Awards & Final Round of Competition Awards Ceremony & Presentation of the Enactus US National Champion Award – streaming on our website [here](#) or through Facebook Live [here](#)

**Early Stage Competition Judging Criterion and Scoring Rubric**

All Early Stage competing teams will be judged on a points-based system (maximum of 30 points) using the following criterion:

*Does the Enactus team effectively demonstrate a project that incorporates entrepreneurial leadership to drive business and innovation for sustainable, positive impact to benefit people, planet, and prosperity?*

Specifically, Early Stage competing teams will be numerically evaluated based on their ability to demonstrate how they are defining a need, using entrepreneurial leadership, using business and innovation, working to generate positive impact, plan for sustainability, and presentation skills.

The [Early Stage Scoring Rubric](#) is what judges will use to assess competing teams during presentations.
Traditional Competition Judging Criterion & Process

As a judge, you have been assigned to a League consisting of either 3 or 4 Enactus United States teams. These teams consist of Enactus students from one university or college who have been working together throughout the past academic year—or longer—on projects that strive to have a positive impact on people, the planet and on prosperity. At the heart of this work and our mission is belief in the positive power of business; thus, many are early-stage businesses or projects that aim to grow into a business. Each team has created a short annual report and a 12-minute presentation about their project. It is from these submissions that you will evaluate the projects.

Your participation as a judge is vital to the learning and motivation of Enactus teams. You will evaluate Enactus teams’ projects based on the impact they have created and hear the impact of this work on the students themselves.

In Opening, Semi-Final and Final Round of Competition for all Traditional Competing teams you will evaluate teams and their projects based on the following Judging Criterion:

Which Enactus team most effectively demonstrated entrepreneurial leadership to drive business and innovation for sustainable positive impact to benefit people, planet and prosperity within the last year?

Specifically, teams will be rated from Insufficient, Fair, Good, Very Good, to Excellent in the following areas: entrepreneurial leadership, innovation, use of business principles, and sustainable positive impact.

The judge orientation video will help guide you through the new online process and prepare you to begin the judging process. For your convenience you can view the video now by clicking below.

The Process

1. Evaluate Each Team

Please read the annual report and watch the presentation for each team. Then, complete the assessment form for each team.

2. Finalize Your Scores

Once you are certain you have completed all assessments, click the red button to finalize your team scores.
3. **Rank the Teams**

Once you finalize your team scores, you will be asked to rank the teams. After having seen all the teams, determine the final order you would like to rank the teams *(there can be no ties)*. Make any desired adjustments.

4. **Finalize Your Rankings**

Click the red button to finalize your team rankings. You may revisit the Judge Orientation Video on the platform at any time during your judging experience.

**Other Considerations**

**Collaboration:** It is not uncommon for teams to collaborate with other organizations on projects. Teams should clearly state who they are working with, define their role *(vs. the role of the partner)* and report the degree of impact they can legitimately take credit for and should be evaluated accordingly.

**Location:** Teams are encouraged to address needs within their home country or collaborate with other Enactus teams where possible if they choose to work internationally. Your focus should be on the sustainable positive impact of the project - regardless of the location.

**Presentation Quality:** Please remember to look beyond video quality and focus your evaluation on the content and information teams are presenting. Due to the current global health crisis, teams’ access to resources and skill sets are being stretched. While teams must effectively communicate what they have done, please keep in mind this is a competition about impact, not video quality.

**Terminology**

*Entrepreneurial leadership*
Identifying a need and capitalizing on opportunities by taking personal responsibility, managing risk and managing change within a dynamic environment.

*Innovation*
The process of introducing new or improving existing ideas, services, technologies, products or methodologies.

*Use of business principles*
Applying a sound business model and business plan.

*Sustainable positive impact*
Demonstrating a measurable, lasting improvement for people, planet and prosperity*.

*Prosperity - fulfilling lives economically and socially*
Virtual Alumni Watch Party

Celebrate the Enactus 45th Anniversary with a Virtual Watch Party. We encourage you to invite other Alumni, friends, and guests to watch and support and cheer for this year’s Enactus teams! Now you, your fellow alumni, family and friends can be a part of this experience together! Please have all invitees register here.

- Join us live for the Announcement of Teams Advancing to Semi-Finals on May 8 (approx. 30 min)
- Join us live for the Announcement of the Final Four on May 13 (approx. 1 hour)
- Join us live to watch the Final Four compete and Awards Ceremony on May 14 (approx. 1.5 hour)

Creating a Virtual Watch Party is easy, our main ceremonies will be streamed live on Facebook https://www.facebook.com/enactususa/ and our website here.

Setting things up:

Nominate a host to set everything up, one person that will be responsible for sending out invites, being logged into Facebook, opening the meeting platform you use, and to share their screen.

1. Set up a meeting using your chosen platform and sent invites to other alumni
2. Make sure you are connected with Enactus United States through Facebook https://www.facebook.com/enactususa/ or on the website
3. Remind everyone to bring their favorite alumni memorabilia, shirts, lapel pins and pictures to share!

Zoom platform is an easy and seamless way to create a Virtual Watch Party to watch and celebrate the Enactus ceremonies this year. Individuals can either join either through the meeting link set up and sent out as an invite, or by logging onto their own Zoom accounts (if they have one) and then entering the Meeting ID after selecting Join A Meeting.

Through Zoom when everyone is logged on and ready, designate one person to play the streaming video through their Facebook account or website on their screen and share their screen. If you’re sharing your screen on your desktop, go to the menu at the bottom of your Zoom screen once you’re in your video call and hit "Share Screen." This will prompt a pop-up that asks you which screen you want to share. Be sure to tap on the window that has live streaming. Also remember to check the box "Share computer sound" at the bottom of the window so that your friends can hear the audio.

Zoom is just one of the many platforms you can use to create your customized Virtual Alumni Watch Party. Whichever platform you use be sure and use one of our custom Alumni inspired back drops for your video (examples below) which can be found and downloaded here.
Enactus Origami Challenge

Challenge those to join you at your watch party or at home for the ultimate test – the Enactus Logo, share these on social with the #EnactusAlumni #ExpoEvolution #EnactusUSOnlineExpo #WeAllWin

1. Start with a square sheet of paper. Fold edges to center point.
2. Take the bottom left corner and fold the corner point flush with the edge of the right side of the paper.
3. Take the top right corner and fold the corner point flush with the edge of the left side of the paper.
4. Fold top left point down to the left edge of paper and slightly overlap point.
5. Take right side of paper and fold inward to match up with the flap created in Step 4.
6. Fold bottom point up and to the right (this will look like a downward arrow point).
7. Now fold top left corner over to the right until it is flush with the top of the form created in Step 6.

Congratulations! You have just created the Enactus logo.