



CANADA COMEBACK CHALLENGE

Post-Secondary Institution Name: University of Guelph-Humber
MDST 4060 - Journalism
MDST 4070 - PR
MDST 4180 - Visual Communications
MDST 4190 - Media Business
MDST 4200 - Digital Communications

1. Background

What is the Canada Comeback Challenge?

The Canada Comeback Challenge creates opportunities for post-secondary students to contribute to Canada's COVID-19 recovery while gaining valuable work-integrated learning (WIL) experience. Through a fun, skill-building national competition in an entirely online format, students will tackle real-world problems facing employers in Canada's public, private, and non-profit sectors and compete for a chance to pitch their ideas to an esteemed panel of judges.

Why do we need the Canada Comeback Challenge?

The time is right for students and employers to work together to address the unprecedented transformation brought about by COVID-19. This federally funded initiative, announced by Prime Minister Trudeau in June 2020 as part of a \$9 billion support package for post-secondary students and recent graduates, empowers students, links them with employers, and increases Canada's capacity to address the social and economic challenges brought about by the global pandemic.

2. Benefits

Why should students participate in the Canada Comeback Challenge?

Canada Comeback Challenge aims to:

- Provide the kind of WIL experience that kick-starts careers.
- Provide students with opportunities to apply their skills, develop new ones, and expand their professional networks.
- Provide access to curated resources for professional and career development, health and wellness, and diversity and inclusion.
- Provide access to a virtual mentorship.
- Provide opportunities for students to create meaningful solutions to real-world challenges facing Canada's public, private, and non-profit sectors.



3. Participation

What does participation look like?

Students from across Canadian post-secondary institutions have been asked to find solutions to the most pressing issues of our time. There are two different cohorts of the Canada Comeback Challenge that are ongoing.

The first is the national challenge that started in October 2020 where students from across Canada participated in teams. The second cohort starting in January 2021 will have students in their specific institution and classrooms tackling these issues. **Your deliverable and rules of participation will depend on your institution. If you have questions about your participation, please contact either your institution instructor or campuschallenge@bher.ca!**

For University of Guelph-Humber Media students, you are allowed to either participate individually or in a group with 1 other student. An individual student may only participate in a single challenge this semester.

4. Financial Support

Here at BHER, we are committed to reducing the barriers students may be facing in accessing the resources necessary to participate. Students have up to \$250 to seek reimbursement for costs associated with participating in this competition. Students participating from the University of Guelph-Humber qualify for this access grant.

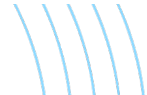
Eligible expenses include the following:

- Office supplies: consumables such as paper, ink cartridges, pens, pencils, etc.
- Software licenses, software subscriptions
- Postage and courier
- Cellphone: air and data charges
- Internet: connection and data charges
- IP Fees and licenses: costs to access intellectual property
- Prototype equipment & materials: equipment and materials related to solution
- Learning resources: books, e-books, conferences, webinars, registration
- Daycare: daycare charges as a result of COVID financial challenges

The expense reimbursement limit for each participant in Round One is \$250 including tax. A complete guide to submit reimbursement is available on the website after January 25th.

5. Challenge Scope

For University of Guelph-Humber students, you will find over 80 challenges offered by 26 different organizations across Canada that you can choose to find solutions to. These challenges cover the public, private and not-for profit sectors in Canada.



When you join the challenge, you will select one of these focus areas, which will aid you in selecting the case challenge that best suits your interests. Here are some interesting statistics from each to get you started:

Public Sector: Canada's public sector includes all government-controlled entities such as ministries, departments, funds, organizations, and business enterprises and makes up 15 percent of Canada's economy.

Private Sector: Canada's private sector is made up of for-profit companies, including small and medium-sized enterprises as well as large businesses, that are not owned or operated by any level of government and makes up 76 percent of Canada's economy.

Not-For-Profit: Canada's not-for-profit sector is divided into three categories: community non-profits (e.g. social services, advocacy groups); business non-profit institutions (business associations or chambers of commerce); and government non-profit institutions (hospitals, universities and colleges). This sector makes up about 9 percent of Canada's economy.

Challenges will become public on the website after January 25th.

6. Submission

For University of Guelph-Humber students, there will be 3 different rounds of submission from each individual or group. The outputs will be:

- Round 1: Executive Summary of 2 pages with an additional 3 pages allowed for supporting appendices.
- Round 2: The completion of the Business Model Canvas with feedback from the previous round incorporated in the Executive Summary.
- Round 3: A 5-minute video presentation of your entire solution.

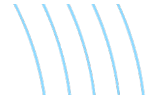
The general rubric for submission will be based on the following criteria:

- Proposed Solution
- Implementation
- Stakeholder Engagement and Equity, Diversity, and Inclusion
- Barriers and Risks
- Costs and Budget

Details on each round will be provided throughout the competition. Feedback provided each round will be qualitative in nature.

7. Timeline

- Registration opens on the 25th Jan.
- Registration closes on the 2nd Feb.
- Teams have to be reported by 4th Feb.
- Round 1 runs from 4th Feb till the 18th Feb.
- Feedback for Round 1 on 25th Feb.

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- Round 2 runs from 25th of Feb till 8th of March.
 - Feedback for Round 2 on 12th of March
 - All reimbursements have to be submitted by 15th March.
 - Round 3 runs from 8th of March to 2nd April.
 - Feedback on Round 3 on 9th April.
 - Wrap up and reflection till 12th of April.

8. Professional Development

We have partnered with multiple organizations across the country to curate concurrent professional development that will be available for all students to use throughout the challenge. Some participating partners include Jack.org, Venture of Canada, Future Design School and Bridgespace. Many asynchronous resources on design and human-centred thinking have been collected courtesy of the award-winning organization IDEO.

Resources provided are both synchronous and asynchronous in nature to provide multiple forms of engagement. They are all timed to give a clear idea of duration of participation and are supplemented with worksheets. The topics covered include team fundamentals, design thinking tools and methods as well as mental health and wellness.

As part of your program, you are required to complete 20 hours of professional development. You will have access to both content on the Canada Comeback Campus Challenge Website as well as LinkedIn Learning to fulfill this. Approximately 10 of those hours will have to be completed with resources from the Canada Comeback Campus Challenge Website and 10 hours from a learning playlist from LinkedIn Learning sent to you after registration. As students of University of Guelph-Humber, you have free access to LinkedIn Learning. For information on how to access the LinkedIn Learning platform, please see [this site](#).

A recommended course list for LinkedIn Learning will be available by 14th February 2, 2021.

9. Mentorship

BHER considers mentorship an essential component of a work-integrated learning experience. As such, we are committed to providing participating students the chance to connect with our network of talented mentors across Canada. Each institution will be provided with a list of mentors chosen from over 100 mentors in our network who will be able to provide meaningful insight and guidance to students. Along with the list, a guide for facilitating conversations between students and mentors will also be provided.



10. Contact Information

For institution specific information, contact your instructor or department administering the Canada Comeback Challenge. After reading through this website and this document, if you have any questions, please contact campuschallenge@bher.ca.