

Rooftop Garden

DESIGN COMPETITION



Student Unions

THE UNIVERSITY OF ARIZONA
Office of Student Engagement

THE UNIVERSITY OF ARIZONA
Graduate & Professional Student Council



union.arizona.edu/RooftopGarden



DESIGN COMPETITION

The Challenge

The Arizona Student Unions would like to design a Rooftop Garden in order to provide fresh produce for the Campus Pantry and Pangea.

- The majority of the produce from the garden will be donated to the Campus Pantry, a non-profit organization addressing food insecurity within the Wildcat community. Additional produce will also be used in Pangea, a Student Union restaurant serving international cuisine.
- Available gardening space includes the rooftop of the Student Union Memorial Center, the Pangea Patio at the Student Union Memorial Center, and the food stall on the Mall north of the Nugent building.
- The budget for construction of the garden design must not exceed \$50,000.
- The design and budget for construction and maintenance of the garden during year 1 of operation should keep in mind sustainability and return on investment of the project in terms of resources (environmental as well as human and other resources) required to maintain the garden and the volume of produce that your garden will produce.
- In teams of 4-5 UA students, you will develop a series of deliverables that track the development of your garden design and encourage you to gain insight and refine your ideas as you proceed through the challenge. At least five (5) teams will advance to the final round to compete for prizes.
- We recommend approaching this project from a Design Thinking perspective and utilizing a process of Empathizing, Defining, Ideating, Prototyping and Testing your plan as you prepare for Final Presentation.
- Consider partnering with students from other majors or disciplines who can complement your skills and knowledge. This may yield a competition edge for this dynamic challenge.

The Client: Arizona Student Unions

The mission of Arizona Student Unions is to enhance the University community by providing:

- Inclusive environments where all people are valued for their individual differences through quality programs, dining, retail and support services.
- Student involvement and leadership development opportunities through employment and volunteer activities that promote learning beyond the classroom.
- Facilities and programs that foster interaction among the University community.



DESIGN COMPETITION

Rules and Requirements

Eligibility

The Rooftop Garden (RTG) Design Competition is open to all degree-seeking UA students, including undergraduate and graduate students. Non-degree seeking students are not eligible to participate.

Registration

Registration for RTG opens on Friday, February 3rd after the 6 pm kick-off event at Gallagher Theater (SUMC Main Level). Registration for RTG closes on Monday, February 13th at 11:59 pm MST.

Students must register for the RTG Design Competition via this URL: <http://ose.arizona.edu/rooftopgarden>

Within one business day of registering, students will be granted access to the Office of Student Engagement D2L classroom, where students will have access to all RTG Design Competition related materials. Once students have been added to the classroom, they will receive an email notification.

Teams in D2L

All proposals for the RTG Design Competition must be team submissions. Individual entries are not permitted. Teams will be elected or assigned via D2L. Each team must be comprised of a minimum of 4 students and no more than 5 students.

Students who would like to elect their team can do so by clicking the "Groups" tab in the Office of Student Engagement D2L classroom. Once there, click "View Available Groups." A list of groups will populate and display number of students enrolled in each group (example: "0/5"). Students can select the group number they would like to join by clicking "Group ##." Once certain this is the desired group, click "Join Group." The members in this group will make up the members of the team.

Students are responsible for communicating their selected group number to other students they would like to join their team. Once a group reaches 5 members, no additional team members can be added. If, for whatever reason, a student must be removed from a group, please email Jessica Litvack at jessicalitvack@email.arizona.edu.

On Tuesday, February 14th at 12:00 am, all teams will be finalized. Teams that finalize with less than the minimum required 4 members will be merged with other teams and / or have additional individuals assigned to their team until their team meets the 4 – 5 student eligibility requirement.

Students who do not have an assigned team by Tuesday, February 14th at 12:00 am MST will be assigned to an interdisciplinary group by the competition organizers. All teams will be assigned and finalized by Tuesday, February 14th at 11:59 pm MST.

While not required, students are highly encouraged to work in interdisciplinary teams which will likely yield a competitive edge for this dynamic challenge.



DESIGN COMPETITION

Withdrawal

If, for whatever reason, a team or a team member is no longer able to participate in the RTG Design Competition, a notification for withdrawal must be completed.

- Individual Withdrawal: If a team member can no longer participate, the individual is responsible to notify their team of their intent to withdraw. Once the team has been notified, the individual must also notify the competition organizers by completing the "Individual Withdrawal" form in D2L. Individuals who withdraw are no longer eligible for any prizes their team may win through this design competition.
 - o Teams are not able to replace the withdrawn team member with an alternate member and must proceed with one less team member.
 - o Teams may never at any point in time have less than 3 team members. If a team falls below 3 members, they are no longer eligible to compete in the competition.
- Team Withdrawal: If a team wishes to withdraw from the competition, the team organizer is responsible for communicating with each team member and receiving consent to withdraw their team from the competition. Once consent is given by each member, the team organizer is responsible for notifying the competition organizers by completing the "Team Withdrawal" form in D2L.

Participation & Scoring

Participation is a large portion of the RTG Design Competition and, accordingly, has been integrated with scoring.

Each registered team begins the competition with 50 points. Teams will retain these points providing they complete all steps and follow all submission guidelines and rules for the Short Pitch Presentation, Prototype Documentation and Testing Your Prototype phases.

Points will be deducted as follows:

- o Entire team missing any one of these events = 25 points deducted
- o Individual team members missing any one of these events = 5 points deducted per missing team member
- o Submission does not follow guidelines = up to 10 points deducted per step
- o Insufficient improvement/iteration from feedback in previous step = up to 10 points deducted per event
- o Inappropriate dress or unprofessional behavior = up to 5 points deducted per event

If at any point a team drops below 25 points, they will be disqualified from the competition.



DESIGN COMPETITION

At least 5 teams will be chosen to advance as finalists to the Final Presentation based on scores after the Short Pitch Presentations, Prototype Documentation, and Testing Your Prototype phases. The Final Presentation event gives final teams a chance to earn up to 50 additional points toward their final score. Final scores will be used to determine the prize winners. Rubric to be provided by March 1.

Final scores will be cumulative out of a 100 point total:

- o 50 points given to team at beginning of competition
- o 50 points earned from judges at Final Presentation event

In the event of a tie when deciding final teams, mentors and clients will be consulted about their interactions with teams involved in the tiebreaker. They will be asked to add bonus points to the scores of the team or teams who best utilized the informational and consultation opportunities throughout the competition.

In the event of a tie at Final Presentations, the tie may be broken by considering the number and quality of team responses to the optional reflection component of the competition (details listed below in the "Optional Reflection" section). The reflection component can be completed after Final Presentations and must be completed by Wednesday, April 26th, 2017 at 11:59 pm MST.

Event organizers will track team points and communicate each team's individual point balance to the respective team following the Short Pitch Presentation, Prototype Documentation, and Testing Your Prototype phases.

Winning Teams & Prizes

On Friday, April 28th, 2017, all winning teams will be announced at a reception. Time and location for the reception are to be announced. Prizes for each member of the winning teams are as follows:

- 1st place: \$1,000 for each team member in meal plan money
- 2nd place: \$500 for each team member in meal plan money
- 3rd place: \$100 for each team member in meal plan money

In the event that a winning team member is graduating this Academic Year, the option to transfer meal plan prize money to another student is available. Proof of graduation must be provided.

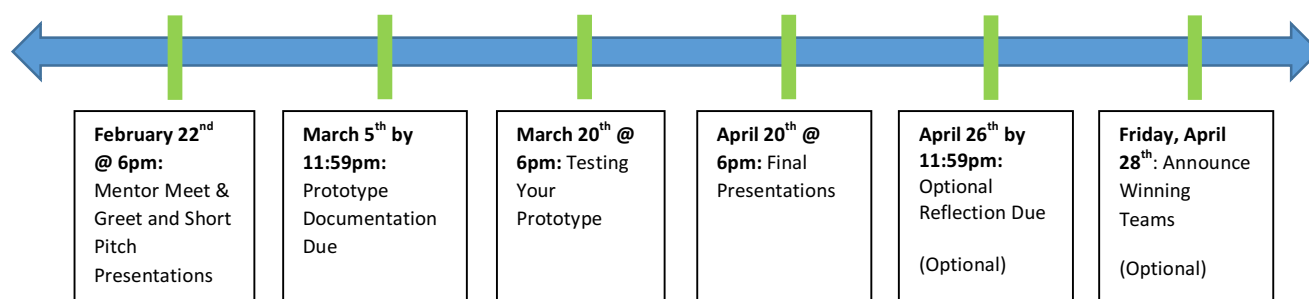
All team members of the winning teams must be present to receive their prize. Attire for this event is business appropriate.

Rooftop Garden

DESIGN COMPETITION

Timeline & Deliverables

The below timeline highlights all key milestones throughout the RTG Design Competition:



To complete the competition, each team is required to participate in the following phases:

- **Mentor Meet & Greet and Short Pitch Presentations: Wednesday, February 22, 2017, 6:00 PM, SUMC Gallagher Theater**

Mentor Meet & Greet and Short Pitch Presentations are two separate events that occur on the same day. “Mentor Meet & Greet” will occur first and is a casual reception where teams may interact with mentors in a professional, but casual setting to discuss their ideas, gain insights, and seek mentorship. Attire is business appropriate.

Following the “Mentor Meet & Greet” Reception, teams will give their Short Pitch Presentations. Times and locations will be assigned to each team. Each team must develop a five-minute presentation that creatively and professionally presents the direction of their garden design. This presentation should address the team’s process for arriving at this selected garden design based on insight gained from interviews, research, and direct observations. Presentations should address your understanding of the design challenge and a brief summary of the major pillars of your team’s design solution. Clearly identify why these are your most promising ideas and why your team has chosen to pursue them.

- o This presentation does not require an electronic component such as PowerPoint or Prezi. However, if students choose to use these tools during their five minute presentation, A/V will be available.
- o The audience for this presentation is key stakeholders and mentors.
- o All team members must be involved in the creation and presentation of the short pitch in order to keep all team points.
- o Attire is business appropriate.
- o No teams will be eliminated by the judges at this stage of the competition.



DESIGN COMPETITION

- **Prototype Documentation: Sunday, March 5, 2017, 11:59 PM**

Each team must develop a proposal that creatively and concisely presents the outline for their garden design. This stage of the competition does not require the inclusion of all final costs and details, but should reflect the progress that the team has made since the Short Pitch Presentation. This outline should show that critical thinking has been applied to all required areas of the competition listed in the criteria section of this document.

- o Prototype documentation must include a written component of no more than 10 pages (including diagrams, cost estimates, or other visual elements).

- o If the team chooses, they may also submit the following:

Up to 3 minutes of video to supplement their written documents. Upload and submit in D2L.

A physical model to support their documentation. Any physical models must be submitted to Christina Partica on or before Friday, March 3, 2017 before 5:00 PM. Christina's office is located in the Event Planning Office on the 3rd Floor of the Student Union Memorial Center, room 348.

Video and physicals are optional components of the Prototype Documentation phase and are up to the team's discretion. They are not required.

- o Written proposals, videos, and physical models will be shared with judges, mentors, and key stakeholders.

- **Testing Your Prototype: Monday, March 20, 2017, 6:00 PM, location to be announced**

This phase is a working event that will allow teams to interact with mentors and key stakeholders to examine their prototype documentation (and models, if applicable). Teams should expand on their prototype documentation and should be able to answer questions for mentors and key stakeholders on the feasibility and sustainability of their garden design as well as why their design best meets the needs of the Student Union. Teams should be prepared to ask mentors questions to refine their prototypes before final presentations. This event is a key opportunity to gain feedback from mentors regarding technical details related to the required criteria.

- o All team members must be present for this event in order to retain all team points.

- o Attire is business appropriate.

- o Based on scores, at least 5 teams will be chosen to advance as finalists to the Final Presentation phase.

- **Final Presentations: Thursday April 20, 2017, 6:00 PM, Gallagher Theater / Office of Student Engagement (location to be assigned to teams)**

Each final team must present their completed project to a panel of judges. Final Presentations must fully respond to the requirements detailed in D2L. The final presentation should include sufficient detail to determine the feasibility, sustainability, efficiency and creativity of your proposed garden design.



DESIGN COMPETITION

- o Presentations can be no longer than 20 minutes and will be followed by a 5 minute question and answer session with the judges.
- o A final printed proposal of no more than 10 pages in length must be submitted to each judge on the panel for this presentation.
- o Teams are permitted, but not required, to bring a physical model of their design.
- o A/V will be available for teams who choose to use it. A/V is not required for this presentation. Laptops will be provided and will have audio capability.
- o Judges' rubric for Final Presentations will be provided by March 1.

MORE INFORMATION ON EACH PHASE IS AVAILABLE IN D2L.

Attire

For the **"Mentor Meet & Greet and Short Pitch Presentation"** and **"Testing Your Prototype"** phases, participants are expected to *dress business appropriate*. UA polo's, khakis, and button-down blouses are appropriate with close-toed shoes. Text and graphic artwork on clothing must be appropriate, inoffensive, and should not contain advertisements for other companies, services, or products.

For the **"Final Presentations,"** students are expected to dress business professional. Slacks with a button down shirt, suits, dresses, and skirts with blouses are appropriate.

Mentors

Mentors are available for guidance throughout this process. Each mentor represents a different area of expertise. Formal opportunities to meet and network with mentors will be provided on February 22 during the **"Mentor Meet & Greet"** event as well as during the **"Testing Your Prototype"** event.

In addition to the formal opportunities to meet with mentors, teams are encouraged, but not required, to seek advice from mentors throughout the competition as they are a valuable resource that can keep your team on track. Please note that in the event of a tie when final teams are identified, degree of interaction with mentors will serve as a deciding factor.

A comprehensive list of mentors is available for your reference in D2L.

Judges

All Final Presentations will be presented to a panel of judges. Judges are responsible for scoring each team using a rubric. The judge's rubric for Final Presentation will be provided by March 1. Based on judges' scores at Final Presentations, teams can earn up to an additional 50 points.



DESIGN COMPETITION

Judges will consist of the representatives from the following areas:

- Student Affairs and Enrollment Management, Academic Initiatives and Student Success (SAEM/AISS) Executive Leadership
- Student Unions Facilities/Operations/Nutrition
- Coca-Cola
- Shamrock
- Master Gardeners
- Office of Student Engagement

A cumulative score will be totaled including the point balance from team's initial 50 points as well as up to 50 points earned by judges' scores. Based on cumulative scores, a first place, second place, and third place team will be identified.

Optional Reflection

Teams who successfully complete all aspects of the RTG Design Competition will be asked to complete an optional peer feedback assessment and a self-reflection on their experience with the competition and the design thinking process, as well as of their own role as a team member. Contributions to this step will be used as the final determinant in the event of a tie breaker among teams participating in Final Presentations.

Peer assessments and self-reflection assignments will be posted via D2L by March 1st, 2017. This component of the competition is not required, but is highly encouraged as it will personally benefit students and their team members. It is intended to aid personal growth and will be a helpful resource for students if completed.

Undergraduate students who successfully complete the Short Pitch Presentation, Prototype Documentation, Testing Your Prototype, and the peer assessment and self-evaluation will be eligible for the 100% Engagement "Engaged Learning" notation on their official UA transcript.

Social Media - #RTG17

Students are invited to share their RTG stories on social media. For any posts related for the RTG Design Competition, please use the following hashtag: **#RTG17**

