

# COOLTECH CHALLENGE '10

////////////////////// *TECH IS COOL*

Welcome to CoolTech Challenge 2010: Collegiate Edition – a Facebook app contest for area students presented by the [Northeast Ohio Software Association \(NEOSA\)](#).

This is your chance to unleash your creativity and win scholarship money, gift cards for tech gadgets, t-shirts - even Chipotle burritos!

Contest rules and requirements are listed below.

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## CHALLENGE: Create a Facebook app that promotes the IT industry in Northeast Ohio.

Promotion can include:

- Providing positive information on the regional industry, such as jobs available, salaries or companies
- Encouraging someone to learn more about the industry
- Encouraging someone to pursue IT in college
- Other promotional activity

The app should be informative yet entertaining - a game, a quiz, trivia questions, a widget, etc.

The intended audience should be high school and/or college students.

These are just suggestions though, feel free to be creative!

Potential resources for information:

- Local labor market: NorTech [Information Technology Workforce Report](#)
- Current job openings: [Ohio Means Jobs](#)
- [2010 Technology Salary Guide](#)
- [Robert Half Technology: hiring and compensation trends](#)
- Tech companies in the region: [NEOSA IT Directory](#)
- Local higher education in IT:
  - [University of Akron](#)
  - [Baldwin-Wallace College](#)
  - [Cleveland State University](#)
  - [John Carroll University](#)
  - [Kent State University](#)
  - [Malone University](#)
  - [Youngstown State University](#)

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## **TECHNICAL**

Submitted apps must be developed in accordance with Facebook application development guidelines. Guidelines can be found [here](#).

Facebook developer resources can be found [here](#).

Submitted apps must be displayed or integrated with NEOSA CoolTech Challenge on Facebook. Search for CoolTech Challenge in the Facebook search box to find our fan page.

## **Hosting**

Contact your school's IT support group for hosting assistance with any database or data driven app you develop. Your school may be able to provide hosting resources to you.

Another option is Clearspring (<http://www.clearspring.com>). Clearspring is a free content distribution network for social media that supports Facebook apps. It has native integration with the FB app creation process and supports apps developed in HTML and Flash.

If you need additional assistance, please feel free to contact Brad Nellis ([bnellis@neosa.org](mailto:bnellis@neosa.org)) or Melanie Jordan ([mjordan@cose.org](mailto:mjordan@cose.org)) of NEOSA.

## **QUALIFICATIONS**

- Participants must be currently enrolled students in one of the following: a university, a college or a community college in Northeast Ohio.
- Participants may be entered as individuals or in teams of not more than three (3) members
- All participants MUST be registered for the Challenge: [CoolTech Challenge Web site](#)

## **ENTRY SUBMISSIONS**

Apps must be submitted by providing the app URL to NEOSA, which will then be posted to the CoolTech Challenge Facebook page. Search for CoolTech Challenge in the Facebook search box to find our fan page.

URLs must be emailed to Melanie Jordan of NEOSA at [mjordan@cose.org](mailto:mjordan@cose.org).

Limit one (1) entry per registered participant or team.

## **IMPORTANT DATES**

Contest Open: Friday, February 26, 2010

Submission Deadline: Friday, April 23, 2010

Prizes Awarded: Wednesday, May 19, 2010

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## JUDGING ENTRIES

All submitted entries will be judged two (2) ways: by a panel of judges and by community voting through a poll on Facebook. Entries will be evaluated by the judges on these criteria:

- Originality
- Creativity
- Use of accurate information
- Entertainment value
- Success at promoting IT as a career choice

Poll scores will be considered by the judges as well to make final determinations of winners and finalists.

The decisions of the judges are final.

## AWARDING OF PRIZES

The CoolTech Challenge will select at least one (1) winning entry and at least one (1) finalist entry.

The winning entry/entries will be awarded scholarship funds, minimum of \$1,000 per participant, not to exceed \$2,000 per team. Scholarships will be presented at the NEOSA Best of Tech Awards on Wednesday May 19, 2010.

- All winners will be notified in advance
- Winners will be invited to attend, but are not required to attend
- Winners **will be required** to complete and return a W-9 form for tax purposes; scholarships will not be awarded without a properly completed W-9 form

### Additional prizes

- Winners and finalists will also be awarded Best Buy gift cards (amount to be determined).
- All participants submitting an app will receive a Chipotle Burrito Bucks card.
- All registered participants will receive a CoolTech Challenge t-shirt.

Except for scholarship funds, all prizes will be delivered via U.S. Mail on or before May 31, 2010 to an address provided by the participant.

## QUESTIONS

Questions should be directed to Melanie Jordan at 216.592.2203 or [mjordan@cose.org](mailto:mjordan@cose.org).