
Please stand by for realtime captions.

>> Challenge.gov celebrating its first birthday this month. We made a video to show just how successful our year has been.

>> I was like oh my goodness, I never won anything.

>> I was a little bit [Indiscernible - low volume]

>> We were ecstatic.

>> The need to touch people who think that we are the solution.

>> [Video playing]

>> The kids at school found out about the competition that's when we went up to Washington DC and I was a little bit popular when I got back.

>> You were a little bit popular?

>> [laughter]

>> I think most people out there who have different ideas that they want to make the world a better place. They have ways to do it but they just need a vessel to be able to do that. I think that these challenges relate to that.

>>

>> will relaunched the site about a year ago, we had 35 contest. We have 111 now. Talent has contest posted on the site. Some were in the neighborhood of 36 agencies. Issues with the idea has caught on. This is a real viable method. Per problem-solving and for introducing creative solutions in problem areas that the governor -- government basis.

>> A simple way to change children's behavior by showing [Indiscernible - low volume]. Hamburgers, french fries, milkshakes and we submitted smash your food.

>> It smashes food on video, all the sounds and it converts it into sugar, salt and oil but actually put it in children's classes. They can get a visual sense of what is a side effect.

>> To see the amount of momentum. The competition has given the trainer and the team and in general has been very encouraging to see that there are other people out there that think that there's a lot of potential it in games. That's encouragement from us. I think that will be the direction that I think we need to move forward as I finish my degree and go on into the real world.

>> After winning, of course it's a one stop under God --

>> Our goal, is that the president should be a tool. This realization requires a shift in the ways institutions solve problem. Whether you work in a Fortune 500 colony -- company or the US government.

>> [Indiscernible - low volume]

>> because opportunities are creating greater sense of community in an area that normally doesn't think of itself as a group. What they learn is will he bring them together is I am much smarter is a group that I am as an individual.

>> This is the most tested lightbulb in history. This is to raise confidence upper scooters out in the consumer in the big box store.

>> We can also incorporate them on posters. We received more than 400 incorporate them on posters. We received more than 403. For our poster contest. We were able to put them all on Challenge.gov. A one-stop shop. It builds excitement. Before able to comment on the content it and spread the word to their friends. We think it generated excitement, innovation, creativity. It is a great concept.

>> I think Challenge.gov is very user-friendly. [Indiscernible - low volume] now I can do twitter, I could be Facebook, I can do blogs and discussion groups. I think I am a pro now.

>> Right now on Challenge.gov, our comp is -- our competition helps veterans -- [Indiscernible - low volume] fair individual in communities for disasters and dozens of others. It helps us find the most smartest and creative people to solve these problems. Go to Challenge.gov today.

>> Get afternoon a welcome everyone. My name is Tammi Marcoullier, and the program managed -- manager for Challenge.gov. I'm thrilled to be working with you all. We have Karen Trebon, the deputy program manager for Challenge.gov and Brandon Kessler, CEO and founder for challenge posed.

>> As we go through the presentation, if you have any questions or comments or

ideas, please type them into your chat box.

>> In March 2010, OMB put out a memo to call in all agencies to increase their use of challenges. President strategy for American innovation include high risk, high reward policy tools such as prizes in challenges to solve tough problems. The American competes act further strengthens this initiative and will talk about that a little bit more detail.

>> What is a challenge? A challenge when a speaker challenges us all virtue identify a solution to a problem. Our contestants are rewarded for accomplishing a particular goal. The incentive that people can be awarded are prizes can be cash, they can be nonmonetary, recognition, they can be award ceremonies. We have run the gamut of having really big prize money down to something where there's just a handshake and a lot of smiles over doing something good for your community.

>> Those have all drawn really big engagement.

>> We look at why we used challenges in government? One is as a citizen engage the culture expand the talent pool. When you're looking at a problem that you want to solve in government, something you been thinking about Opera while and say we just can't figure this out. When you put a challenge out, you get an opportunity to reach out to people beyond the usual suspects. People removed and they may have an algorithm or a way of approaching the solution that you had not out of. It's very similar to your right to -- line of business. They also may come at a at a different perspective in that they have not been going by policies and thing background us into the way that we do things.

>> Another reason to use challenges is to leverage the prize money. Instead of paying for a concept that may or may not happen at the end of a contract, you are only going to pay if there is a successful entry or solution. This will be key with your judging to know what it is that you are looking for so that you can judge that prize and decide if it is earned.

>> Also that the private sector might be willing to invest more than the value of the prize to be part of the park -- competition. That's the case when you're looking at changing the way you when people look at energy and energy of Tennessee, there's energies that are interested in changing their own business and if we provide some of the incentives for them to do that, that can drive innovation.

>> And using challenges as our goal, the goal is to aim high. Shoot for the big breakthroughs, we are looking at social and scientific innovations. We're looking at things that will move the needle in a new direction.

>> Among the distinguishing characteristics of a challenge, one of the things that comes up for Karen and I pretty often is why use a challenge approach? A challenge is not for everyone. You want to consider that you need to establish a goal without having to choose the approach or the team that is most likely to succeed.

>> If you are ready know exactly how you want to be done in a has it that those parameters, a challenge by not be for you. If you are open and willing to take a curvy path to your end goal and be surprised and it's also something that other folks come up with, this may work. Also you will pay only for your results.

>> You will highlight excellence in a particular domain of human endeavor. You want to motivate inspire and guide others to try something new.

>> It'll increase the number and diversity of the individuals, organizations, and teams that are at wrapping a particular problem. The final one is it's going to further your federal agencies mission by attracting more interest and attention to your program, activity or issue of concern. We have Jeff from EPA on this webinar today and they have one of the most recent challenges where they did a huge job in attracting interest in driving attention to a defined program.

>> I have a poll. If you tell us if he or agency has run a challenge, whether you are thinking about it, if you were about to launch one, if you have done one in your debt -- planning to do more, if you have done one but you have no future plans for more or no you have not done one at all.

>> Maybe you are not thinking about it.

>> , you can see the question on your screen and have an opportunity to answer by clicking in one of the circles. We would give you about 20 more seconds to answer and then Tammi will read the results.

>> Okay, we will give you about five more seconds.

>> All right. The results are in. About 46 percent of people are thinking about doing it. About 11 percent are thinking about to launch one. About 22 percent are have done one and they're planning to do more. Four percent have done one but have

no future plans for more. And 17 percent have not run a challenge.

>> It sounds like you all match our demographic. This is what we are hoping for today. People who are new to challenges. We are seeing more and more agencies inquiring about what they would like to do in this space. Please, as we said, per your questions into that chat ox and let us know if you have any questions. We will answer questions throughout.

>> It looks like --

>> We can see your screen.

>> [Indiscernible - multiple speakers]

>> You should be able to go forward.

>> There you go.

>> Introducing Karen Trebon, our deputy programmanager at Good afternooneveryone.. I probably talked to some of you back at the last webinar and September here it is nice to be with you again. I am going to do a light brush on to pass it to Brandon Kessler we will give more detail. As you saw in the video, we have more challenges being added to everyday. As of today, we have 137 challenges on the site. They're from 37 different agencies. We launched the site a little over a year ago with a lot less than that. We have come a long way. We build due to an OMB memo that came out again 2010 and we were given 120 days to build and we made the deadline.

>> I also wanted to mention that we haven't in addition to , we have a twitter account, challenge.gov and we have a Facebook page. Those are on the last slide for your reference. In addition to whatever publicity effort you doing your own agency for your challenge, team will help you publicize your challenge two.

>> On , the federal agencies can host challenges for all sorts of solutions to problems. They can be scientific or technical like NASA and the defense agencies. A lot of mobile application challenges. My colleague mentioned EPA apps for the environment.

>> If you do assert for apps on , you will find those. Business plan, the energy Department has a challenge on right now for business plans related to energy. There's also a lot of photo video and poster contest. Our office runs USA.gov that we did a video challenge recently revolving around a lot of our most frequently asked questions on that website. Also games and interactive elements, are probably the most famous example of that is apps for healthy kids.

>> when the public goes to , they can enter a challenge why submitting a solution, they can participate in discussions on the discussion board, they can ask questions, you can search a course, you can follow challenges meaning you don't necessarily have a solution to the problem. You will not enter the contest but you would like to be update -- updated on what is going on. You can share them with your friends and family via e-mail, Facebook and twitter with one click. And of course, the best part is you can win recognize the -- recognition or prizes. That could be a monetary prize or sometimes it is recognition on the website or a meeting with an important official or an opportunity to speak at a conference.

>> Of course, it is free to use .

>> I wanted to touch on the America COMPETES act. This legislation was signed back in January and some white House guidance came out in August. GSA is working on its own guidance related to this act. I'm sure a lot of you agencies are doing the same thing. Some agencies have been doing challenges for years. They have authority through other legislation. But GSA and a lot of other agencies just got that authority back in January through America COMPETES. It allows you to use your agency appropriated funds. You can issue pretty large prizes. It allows you to partner with other agencies, private sector organizations and nonprofits. You can use outside expert judges. You can use your own employees or you can bring in outside judges.

>> There is a few requirements for running a challenge. You have to put a notice in the federal register and advertise as widely as you can. So you can opportunity to enter. You want to make sure that you are picking your judges very carefully. But there is no conflict of interest issues. You definitely want to make sure that you have your prize money committed and appropriated. You would do want to be in a situation where it comes time to award the prize and you can find the money.

>> Touching on some ways that GSA can help decide Challenge.gov. Of course Challenge.gov is a great archive because every challenge that has ever been run on the side is still listed there. You can go back and look at challenges that are closed. It is a great way to find challenges that are similar to what you are thinking about. You can look and see how other people did it. You can learn from

them.

>> We have a lot of best practices on how to.gov. The White House guidance that I mentioned is there.

>> We have a big community of practice. You can contact nine-- Tammi or I .

>> We also have a nice checklist that we have developed to help you think about when is a challenge of the right tool.

>> Sometimes people struggle with, well, how do I know whether this is a case where for procurement or as a challenge right this problem. I'm

>> We are showing on the screen right now a little checklist that we have done. I won't talk -- touch on all of them. My three favorite. In the second box we talk about reaching out past the usual suspects and bringing an out-of-the-box thinking. I put an exam pull their of how NASA did that on they got a solution from a place they did not expect.

>> Also the next box down talks about raising public awareness. I mentioned earlier about Apps for healthy kids. You know that the first lady is very interested in childhood obesity and reducing the problem. These challenges showed an inexpensive way how healthy eating is fine, preparing healthy meals is fun and how poured all of that is.

>> The next box to down talks about engaging the public I mentioned the USA.gov video contest where we had neat videos from the public about common ever met questions. We also run kids.gov and we did a great contest around one of their most frequently asked questions which is how does the president of the United States get elected?

>> We had a poster contest where people graphically depicted a process in a way that was easy to understand. We printed 10,000 copies of the winning poster and they went out to schools and libraries. We took these posters to the national EPA conference and they were a huge hit.

>> That is this should -- do success story examples there.

>> We have another document on how to.gov. We have a link to it here. Some other challenges success for he -- stories around the government.

>> While we are pulling that out, I will mention that Tammi are I are in any position that team. We get to see what everyone around the government is doing. Our contact information is going to be at the end and if you ever have any questions, feel free to call or e-mail us. You

>> The document on your screen is some examples of some successful challenges from around the government.

>> We have a clickable index at the beginning so you don't have to scroll through the whole document.

>>

>> A quick question. Are both of the checklists available on how to.gov question arc

>> Yes they are.

>> We will send those links in our follow-up e-mail so you all can check them out.

>> Karen, did you want to take a couple of questions while you are getting loaded question Mark

>> This is a great time to take a short break. And he questions from the chat box question arc

>> We have several. As a reminder, type in your questions in the chat box and I will read them aloud.

>> This person says that this may be covered label -- later but he is wondering what the experience agencies have had with challenges with smaller prizes and non-monetary award.

>> There has been tremendous success for small prizes the non-monetary reward. The thing is about challenges, this is a game. These are fine. These are things that people are interested in want to do. The USA.Gov -- the video challenge him a was one guy got his kids to move out of the house. They were mad about not getting something and they went online and he created a short video and yet they got \$1000 prize. That's a sponsor in agencies about \$10,000 that they would've had to pay for an outside vendor to come up with something to what the public created was so creative and fun to people who are like them.

>> That made it a lot of fun. As I mentioned earlier, EPA, they had no prize money where their Apps for the of iron and challenge. -- Environment challenge. They had

multiple winners of the women out with our account -- cameras at their words ceremonies, they were just so thrilled to be part of something that was going to change the world. That would help get information out. They were passionate about this and they cared about it. You're going to find that there are data geeks and policy wonks hidden in little pockets of this country that you will be so excited to meet and they will be excited to meet you. And to learn about what you were doing and get involved. We talked to agency where they thought what we have is not as fun as other agencies. There are people out there who love the Department of Labor, statistical Challenge that they did last month. They're people that care about it.

>> Please, to give that a shot to start small see how you can engage her in audience. That's the key thing is engaging your audience and finding a community that will respond to you. That is really not a non-starter.

>> You go in with a little bit of money and build on that.

>> Are there any other question?

>> There are.

>> This person say they don't have much money to spend. They wonder how much they can do on their own with ? To most agency with challenges have contracting support and do you have examples of challenges that have then posted without contractor support?

>> This is Karen Trebon, in a few minutes, I was going to talk about the option that you have to use the GSA schedule. I mentioned that Karen Trebon -- is is free for the public to use. A lot of the agencies are running challenges just using and their own existing staff.

>> We will get into the general schedule in a few minutes. It can be done on a shoestring budget. We're talking about the Apps for the entire men's challenge. -- Environment challenge. There was no prize money. As Mike coworker mentioned, please start small and don't feel like you have to go right out right away with a huge one.

>> Thank you.

>> Can you talk about which type of challenges have been the most successful?

>> You need to defy in what success is. What it is that you need, a technical solution that you can actually implement. That is one thing. If you are trying to drive awareness program, that is another level. It really depends on where you are setting your goal and whether or not you have been clear about your mission.

>> And how they can help you solve that mission problem. We can address the more specifics after we get Brandon through. If you're thinking that you want to do a technical challenge, we can show a few examples.

>> I wanted to add to that, I would encourage people to check out the NASA challenges and also the Air Force has had some really nice recent successes where they got implement all solution. They were looking for a way to better working humanitarian aid. Without having to leave it far away from the people who need it. They actually did get a good solution to this problem. They can get the aid closer to people who need it.

>> I think mobile applications are another success story with challenges.

>> Thank you. To all challenges have to be published in the federal register

question Mark

>> No. Only the ones that are using the legal authority of the America competes act.

>> We encourage all agencies to work with your office of General Counsel and figure out whether you are using America COMPETES act or if you have other latitude through your special agency regulation. Get yourself a little team together, your program office people, your public affairs people, make a friend in your office of General Counsel and have them help you.

>> I can't emphasize enough to engage your legal counsel early and often.

>> Regarding the America COMPETES act, this person pointed out that a limiting factor to that is it has to go to US organization and individual. Can you clarify that is correct was arc

>> That is correct.

>> Some agencies wants to issue their challenges worldwide. And not have those restrictions but as far as the America competes act on it is limited to US citizens or businesses that have a base here in the United States.

>> Do we need to use the authority of the America competes act or what other authorities could they use?

>> We will get into that later on in the presentation.
>> We have several more questions. You want to go on or take a couple more questions?
Mark
>> Let's go ahead and move into some of the next slide that we will pick up at the end.
>> That sounds good.
>> This is Karen Trebon. It came up in one of the questions, so was asking about contractor support. Back in the memo where we were asked to create, we were asked to set up a contract vehicle. Being GSA, we did that. We have scheduled 541 4G this is part of the advertising and integrated marketing --
>> You can go to that from a GSA.gov. We have about 10 companies on the schedule now. Some of them specialize in presenting the your challenge better on the web, some of them specialize in the communication aspect. Some of them help you all the way from the beginning to the end with all the various design issues.
>> Some of them cover it all. We encourage you to take a look at that.
>> So we have another live poll. We want to hear about what you have learned so far and how you are feeling about it. We have three options for you. With what you have learned so far, how we giving you, ideas to run a challenge, and Sergio questions, or do you have more questions, have we prompted even more?
>> As a result -- as a reminder, you will see the poll questions on your screen. Please click on your answer choice. We will give you 30 seconds to click on your choice.
>> About five more seconds.
>> Okay. The results are 37 percent said they now have ideas to run a challenge. 53 percent said we have answered their questions. And 53 percent said that prompted more questions.
>> Great.
>> You can go ahead.
>> This is a good place since we are talking about more questions, we can talk about future training. We are doing this webinar today and we did one like it in September. We have had a couple of live event a GSA. The slides show you what we are thinking of for training in the future. This goes over January and February. We always hear a lot of demand for case studies. We are thinking about having an event about that. A second event that died deeper into the America COMPETES act and other challenge legal authorities. There's been great stories like department of education partner as a challenge and how partner can make your challenge for successful. We were thinking about having either a live event aren't on the line events regarding schedule and allowing all of you to meet the contractors and teach you how to use the schedule.
>> We wanted to get your feedback on those ideas for future training. Please let us know if we have hit the nail on the head, if those are the things you want a hear about in the future. If you can think of anything that we have left out or if you are interested in being a speaker.
>> Hello this is Tammi. One of the things that we really want to encourage you all to do is to start small, learn and grow. Share with us, document your process. Share with us what you have learned. Where the pain points are. We are collecting case studies. We want to share on how to.gov. The more involved we've been with agencies are in the beginning and keeping up with what they have done along the way, and understand the where we can support them and where we can document some of their successes. Some of you were on earlier to see the year anniversary video that we pull together. Some of these have highlights. Once we started doing that and getting to see what the people who competed thought about it, what the agencies said the impact was for them, this raw it home. It gives people goosebumps your.
>> What we are doing impacts are customers, agencies, the way that we do business. We are seeing businesses at some of the agencies the culture is shifting. How they work. If you want to see that type of change happen in your agency, you have the power to do it. We will support you in whatever way that we possibly can. The best thing about this is you could have a lot of fun doing it. We could put you in touch with people who are saying yes, it was hard and it was sometimes crazy but in the end, it is so worth it. You're a great time and you get to meet some of the smartest most creative people you were every meet.
>> It is outstanding. Here's our contact information. We do talk with you all lots on twitter. Some of you on Facebook, we will take e-mail that they -- don't call.

The free to reach out any time. We can put you in touch with other mentors and the challenge community. I highly recommend joining the list. That is a lot of fun.

>> We have some time right now to address that question about the legal authority. Maybe take another two questions. After that, we will hand off to Brandon.

>> This is Karen Trebon and I wanted to mention that the different legal authorities, you can find that in the March 8 March 8, 2010 memo from Jeffrey Zion. That was a memo that asked us to create and set up the contract vehicle. It goes to the different authorities like procurement authority and other transaction a 40 and again these are things that your office of General Counsel will be really good at helping you with.

>> Do you have any other questions question Mark

>> Yes. We do have questions. Can you provide suggestions on marketing your challenge is to a good audience of developers?

>> I presume that that one is about an app type of challenge. The key here is being -- marketing into the commuter -- community as it exists. Department of labor, they did a phenomenal job of engaging their technical community. They spent a lot of time going out to the lists and chat boards and communities where those folks are. And talking to developers are about what their goals are. They use their chat page to update and monitor that. And they answered questions. EPA will be able to say the same thing about their experience. You have to feed and water and exercise your contestants. If they have got questions and they are on a roll, you have to have somebody there to answer the questions. That word of mouth will spread that you are doing something really interesting and great. People tell their friends about it. You can't just build it and they will come mentality. You need to go where the communities are. Engage developers on your staff and find out where they are hanging out, go out and do searches and see where some of the meet ups are. Another thing [Indiscernible - low volume] partners on the schedule, many of them have expertise in diving into these communities and building communities. There are social engagement communities that exist are ready.

>> What is the average timeframe for scheduling and planning a contest?

>> There is no hard and fast rule on that. We are seeing that the life cycle takes about 1 to 2 months for prep and design. I repeat, reiterate in, please involve your legal counsel early and often. Everyone we have talked to has said that where they had the most hurdles and they need the most support. Take your submissions, any days from 30 days to several years, depending on how technical it is, how much you need where contestants to invest three grand challenges take about a year. To design and a couple of years to accept your submission. Something of the video challenge, you can do about 1 to 2. You can take submissions for at 30 to 60 days. apps Challenges, it out where the challenges are usually about four months. And in 6 to 8 weeks or little bit more depending on the level of complexity for the contestants to enter.

>> Then you're judging, it could take anywhere from one week to several months. Can you not how much technology is involved, how frequently your judges are available to work with you. And if you have public voting, you can use the -- leave the public voting open for the duration. You're looking at life cycles for small challenge, 2 to 3 months up to a medium challenge 6 to 8 months in a large grand challenge one to five years.

>> will to back

>> I wanted to say that we have a document that we can share in the follow-up package that talks about small, medium and large challenges and how much time to allow yourself for each of those phases.

>> Thank you Karen. Brandon is going to be speaking to us in a moment and he added that his thought was about a month. Maybe he can address that in his presentation.

>> [Indiscernible - multiple speakers]

>> I would say the beauty of using the challenge talk of platform is is a plug-and-play tool. You don't have to build a website, you don't have to customize something on your own site. It's all there. It makes it a lot easier. We knock out a big portion of your development time I providing this platform.

>> Thank you.

>> Reminder to everyone, we will be posting the recording of this webinar the slides and the transcript on the course page on how to.of and also Tammy and Karen mentioned training opportunities. Stay tuned to how to dog of a where we will be posting those. Do you want to take more questions question Mark

>> If we don't get all of the questions today, we will have them answered off-line.

>> We can take a couple more.
>> That sounds good.
>> This person asks for video contest, how do we address by the way compliance or open captioning requirements?
>> well, we have had that question, before. It is up to you, agencies out there running challenges, it is up to you whether you want to compliance mandatory in a video contest. So far, we have found that people are not requiring it because they are finding that people out there the general public maybe don't have the skills to make the video by way compliance. Maybe people that might enter the contest might not a do that and you may get less entries. The USA.gov video challenge, the quality has been we mentioned that earlier. They took the winning video and made that by the way compliance. They could repurpose it across the USA.gov and other sites.
>> It is not something, I want people to know it's not something that is being disregarded. There's a little bit of concern right now about the amount of entries and public participation and how making five away compliance mandatory, how that will affect it. We are find that apps also with challenges. That is listed as a nice to have but not a mandatory requirement.
>> Just to add, you do need to be sure that the winning ADA was always compliant. Just as the best practice.
>> Also, another question. Should you, do private sector judges fall under the ethics rule associated with special government employees. For example, fight it -- financial disclosure rules.
>> I know that HHS has developed a guidance for there to -- employees about challenges. I know they are taking their judges and making them special government employees. I don't really know whether that applies to every agency. I think that something you want to console your general counsel on.
>> I know HHS is doing a that I can't really say whether everybody has to do that.
>> If the results of the competition will be used in the following -- follow-up procurement, how do you get past the preferential treatment?
>> There is nothing that says the winter get preferential treatment. If they are providing a concept and you go out to get a regular poker meant afterwards with that concept in hand, that is entirely separate.
>> Those two things should not be married.
>> Do want to take one more question?
>> Yes.
>> When a contestant enters a submission online come are they required to check a box or otherwise indicate that they have read and agree with the full contest it rules?
>> I don't think there is a box that people have to check. Every challenge does have rules and that is the part of the challenge that your general counsel is really going to be helpful on. You want to make sure that your rules cover things such as, we reserve the right to not award the prize if none of the submissions meet our needs. You definitely want to work with your general counsel on the rules. That's one of the more labor intensive part of your challenge.
>> Now Brandon Kessler with Challenge.gov get set up, we would like to give a couple of minutes for you all to see this winter highlight video from the last year. This is a small sampling of the people out in the general public who came to participate in challenges. Summer into -- some are entering challenges again. How it impacts their world. What you're agency would like to do and how we would like to see the impact in your offices and customers out in the general public.
>> Thank you all for your time.
>> [Video Playing]

>>
>> I never when things like this.
>> I name is Tony Blackwell. This is my dad. I am 11 years old. Together we won the application for healthy kids challenge.
>> when it is Karen. I have for gold in Colorado. I worked on applications for healthy kids. We want to thousand. That [Indiscernible - low volume]
>> [Indiscernible - low volume] we won \$2000.
>> [Video playing]
>> Our submission was Tony's play.com. It addressed diabetes. I was the inspiration.

engage-innovate-with-challenges-transcript.txt

>> I learned that having diabetes isn't all that bad. Sometimes there's a lot of good can come from it.
>> I loved working on again. Been able to work on the game that helps people
>> [Indiscernible - low volume]
>> Extra mode -- extra romance and and motivation.
>> The trainer is a game that develops to help kids play it develop heating and exercise habits. The whole idea is to give them software that they can interact with. There's a creature that is customized for them. They are given the responsibility of training and to take care of. They are secretly learning about what it takes to exercise and become healthy and make good eating choices.
>> [Video playing]
>> Sir, step away from the pool.
>> [Indiscernible - low volume] coring does not kill all germs instantly.
>> That is a citation.
>> I will take you downtown and have you process.
>> [Indiscernible - low volume]
>> [Video playing]
>> [Indiscernible - low volume]
>> [Video playing]
>> When the submission asked for engineers to reduce [Indiscernible - low volume] which means that uses as much inner it -- energy as a generator. We want to take this one step further. We would have zero environmental footprint building. We have the opportunity [Indiscernible - low volume]
>> The efforts of the governments are doing and involving small businesses, and private companies and private individuals to step up to the plate and come up with ideas and participate in concept [Indiscernible - low volume]
>> It is particularly in this time with the economy, I think it is something that is vital.
>> when challenged I got, [Indiscernible - low volume] increases [Indiscernible - low volume] repair individuals and communities for disasters end of his -- dozens of others. I was find the most creative smart as people to help solve these charges.Though to Challenge.gov today.

>>> Can everybody hear me
>> Hello?
>> Yes.
>> Hello Brandon.
>> Should I go?
>> Cool. I enjoyed the wrapping in the video. Hello everyone. I am Brandon and I amCEO of ChallengePost. We are fortunate to fill the Challenge.gov and we power it currently. I am going to briefly tell you what he do so that you know who the heck I am. And you know why I am saying the things that I am seeing. Here is my contact information.One more slide and the we will show you some challenges.
>> The newly designed Challenge.gov and how we are continually improving and all the free customer support that we do. And stuff like that.
>> I should say that we are thrilled to be doing this. We love working with the GSA team and we work closely with them daily Kelly.
>> These are our services. We don't just how are Challenge.gov. We also do consultation on helping craft the challenge , the legal, pricing, timing and judges. Design and customization so we can createcustom challenges on Challenge.gov. Matt marketing challenges, press, happy thoughts, meet ups, University that has participants. Management and fulfillment, customers were, people that have expressed interest. That is -- we are on the schedule.
>> That is all I wanted to mention about that. I wanted to get into challenge.gov and how it works. Let me talk about a couple of the challenges that we have been fortunate enough to work on. while I'm talking about them, I will give some things that we have learned about them. Or keep things that matter. Some might help give color to some of the past questions.
>> This is the current challenge with USDA it is called my plate fruits and veggies video challenge. And very successful. Error 142 submissions and there were \$12,000. Not a large amount. It might've been a little smaller.
>> This is a challenge to create videos about how you are adding to prevent ballot -- vegetables to your diet without straining your budget. It is a customized

challenge as you can see here.

>> We worked with the first lady and the US DA in creating recipes.

>> If you do a challenge that is we require these videos to be 508 compliant, you will get zero videos. We don't recommend that. That will not happen.

>> If you want to take the winners and if you put them on your site, and expose them then that would make sense to do. You might want to reserve budget in order to do that.

>> Recipes for healthy kids, the challenge to encourage schools to team up with steps from outside of the school to create tasty, healthy recipes. This has been hugely successful. There are 350 teams that got together and per month work with outside shots to create a healthy school lunch and menus. That's the thing that would cost \$5-\$6 million and it was done with \$9000 in prizes. No, you do not need a huge budget. They are motivated by a menu of items. Status and recognition, intellectual stimulation, competitive spirit, altruism, and the satisfaction of working on a hard problem and solving it.

>> Depending on how you have crafted your challenge, and whether you have made the mission front and center and told them the purpose, if you make that the focus, you don't have to put as much prize money.

>> Everyone has their own menu and the challenge that is meaningful couple with a value proposition is meaningful to everyone. All of that will allow you to reduce your budget.

>> People are taking a lot of their time to do this with a very small chance of winning money so you want to make the value proposition or than just money.

>> New York City with Big Apps with Apps for development. A third of which came from Africa. Most of our apps challenges, they are between four and \$5 million in prizes. Fortified million dollars in software created in exchange for like \$20,000 are often left in prizes. That relate to some of the prior questions on how you market these.

>> You go to meet up and go to people with long lists of developers. You create ecosystem. You the ongoing conversation with developers. You make it clear what the purposes. Software developers make a lot of money and they have a lot of opportunities and you want -- to be lucky enough to have their time, you want to make some value proposition clear and set them up with other people that might interest than.

>> That is it for that. I hope I highly being -- highlighting some of these challenges, I was helpful from a marketing standpoint.

>> I will talk through Challenge.gov and what is new about it, how it works and we will click on some examples challenges. I will show you what each challenge looks like.

>> Maybe a little bit on creating a challenge and how easy that is. If we have time, how to manage submissions. We can do any of this later with you. We give free customer support to everybody.

>> We also get hired to do services. Every day we are answering lots of questions.

>> Here is the new home page. There's a new design. It was extended to all of the individual challenges. They are featured challenges. GSA is in charge of picking the featured challenges. You can see that key information.

>> Underneath that, there are recent challenges.

>> On the right, -- let me just say, talking about the stuff, this is the key information, how many days are left to submit, prize money and how many followers are.

>> I will talk to you about what followers means. On the right, you have departments and agencies. It tells you the number of challenges that they have.

>> And then the categories. These are the category types of challenges. When you create your challenge, all of the information that you enter, is dynamic area it appears in other parts of the site. When there is prize money, it's not just that it text. It appears in other parts. When somebody wins, goes on the profile. In the browse challenge, when you are creating a tells, you give it a category and it appears here.

>> is 508 compliant and if you do not ask any custom questions of people, you do not have to do the privacy assessment and it is good to go.

>> Other than going under their -- over the legal rules. Let me click on find challenges and we will dig into one challenge. Here's how people can browse. They can search up here.

>> Bacon sort by the newest, how much time is left, prize money, and how popular

which relate to the number of followers.

>> Here is obviously a list of challenges. Here are organizations. This is the agencies and departments these or sub agencies. You can learn more about them.

>> At the bottom, there's obviously a whole sweater where you can find more about Challenge.gov , Discover challenges, post a challenge, the privacy, accessibility, people under 13 who have been API, twitter and Facebook etc.

>> Let's dig into a challenge. Let's start on this one. I think I'm going to stick on one that is blue. Let's go to healthy living.

>>

>> Let me pull one up.

>> Here is an example of one of the challenges. The title is up here.

>> We have a new background as well. We have this area here which takes the important information and pulled it up top. The number of followers, the winners announced and prizes. This is a good time to tell you what followers mean. It is similar to twitter. Speed

>> If you -- you can follow the challenge if you are not interested in entering. If you like it anyone to get updates on anyone to tell your friends. We are rolling out a feature soon that will allow you to recruit your friends and get credit for it. You might not be the software developer but you know five and if they enter, you will get credit.

>> If you follow the challenge, you will get updates and learn about the winners. We think that is important to challenges because it is not just two parties. Whoever's creating a challenge and whoever is responding to the challenge. What about those who care about nutrition or their kids eating or if it's an application challenge. They may know people and they can play a role. This plays into government the ability to market what they are doing.

>> Followers is for those who are not necessarily entered. You also have a button which will be on new challenges, next to view the winners. It means that except the challenge. For those that are interested in entering and they get special updates just for those that are interested in entering. That is new.

>> Here you can see the winners gallery.

>> I do not think the ideal one to start with. And set up showing you what an ongoing challenge looks like I will show it. We have a new winners gallery. Instead of the gallery is on the homepage. That is good. It is more upfront and people don't have to look or find it. You can see all of the followers of the challenge. They have an option to enter their photo or not. We have a new share a module. You can see the latest discussion topic and updates.

>> The low that, you have the timeline of the challenge, the format, the of the prizes and in case there were by prizes. You can see about the challenge here.

>> You can see the judges on the left, and the criteria on the right. We cleaned all of this up so it's easier to see.

>> Is not one long string of text. And how to enter.

>> That is the new home page of a challenge. The new rules tab here. You can see the roles specifically. The gallery. You can tell what kind of gallery it is. It's a video gallery a apps gallery on so people will know what they are clicking onto. This is a new feature called updates which allows you to message, not just those that are following but also those that have accepted the challenge which allows you to stay on them and make sure that they enter.

>> And then the discussions tab where people can have discussions and view as a moderator and manager can review the discussion and respond to them or flags them etc.

>> That is an example of a challenge.

>> Why don't I start by creating one. I would click on challenges. A way to create and manage a challenge. This takes you to the page. If I have created five challenges, they would all be listed here, this is a draft challenge.

>> Now I'm going to post a new one.

>> I click here.

>> There is a new page here. It explains a what you're options are. You can post a full challenge on the left. You can take advantage of Challenge.gov, the update features, the followers, the acceptance challenge, people's submissions will be entered on this site areas that is the primary thing. If you are running itchallenge in your submissions are not being injured in Challenge.gov, you can take advantage

of the full challenge. If you do want to take advantage of it, they would enter their challenges the Challenge.gov and they would be hard of the ecosystem. We encourage everybody to do a full challenge. If you have to accept a submissions elsewhere, you click on listings only. He would not have access to the entrance, task followers etc.

>> I'm going to launch a full challenge.

>> We are going to do Apps for Super Healthy Kids 2

>> I'm going to do this as a GSA challenge. Now I am created a draft challenge. We have a new manage area here. It makes it clearer what you can do, it tells you that we are here to help. It tells you what needs to be filled out and those items with red dots appear have not been filled out.

>> This tells you what each individual part is. The essentials of the name and the URL. Your homepage, submissions, judging, voting and prizes. We we ordered them and made it simpler.

>> We're in a click on essentials. It has the name filled out. You need to pick out your own free URL. We will talk it. That is available.

>> That is going to be the URL that you can use. Everyone will use it. We can also do an outside feed to have your own domain. That takes and custom work on our time. Then a timeline, making people healthy through better software. That is not a great tagline. You want it to be exciting and we have tips on each one. There you go. Then you can pick a category. It will be health.

>> Add another one, it will be technology, science and technology. This is a new category where does it through job description. It are ready has my organization filled in a we are going to partner with GE Healthyimagination. I click next. It takes me to homepage.

>> Here we are on the homepage. Here is your description. You will describe your challenge. The purpose of the challenge is this.

>> If you want a video to be there on the homepage so that people can click on a welcome video, you enter the video here and click preview.

>> You can upload an image.

>> And you can give specific instructions on how to enter. Here you would enter it will rule.

>> We are not going to do all of that. Back then we would click on a submissions. You'll do your start date, and we will start it tomorrow. We'll do another one ending next week. And you can do the time area and

>> You can give specific user instructions telling people what they need to do. Again, this is all free. You can turn on image gallery if you want people to have an image associated with their submission, you would be that on a we highly recommend that you do that. People like images.

>> People like to look at it. Video, if you want them to describe their application or if it is a video challenge or whatever. You turn it on and you say it is required or not. You can do custom instructions. You can have a file upload as well. It tells you what kind of files are here. Zip, PDF or a word document. You can decide whether the file is required and you can also say hi uploaded files from the public. Maybe the uploaded form of the consent form. Clearly you do not want the public to see that. Do you want them to enter a website. Since I'm not really concentrating on what I filled out, I'm not going to save. I'm going to click on judging.

>> I hope I am not going to fast.

>> Here would be your judging eight. These are the dates that the judges will do their judging. You enter that. We will enter that for January 2012. Pick your times. Then you can add a judge. This would be Brandon judge, enter their e-mail and title and their bio. And then you would say that. You can add multiple judges. These judges, when it is time to judge, any know will be sent to them with judging instructions. Then they just click in a link and rate each submission based on all the criteria that you have submitted. Here is the judging criteria. I went to call it quality of the implementation.

>> You can describe that if you want to hear it user experience. Stability. And then you would save your judging criteria.

>> will add one more which will be quality of the idea. I'm in a call it creative the, and originality.

>> We will add that and then if you want to move them around you can do that. You click on the arrow.

>> To do the same thing with the judges. If you enter multiple judges, in whatever

entered that you list them. That does matter to some people. It might be of a better goal, you might want the secretary to go first or who knows what. You have the ability to drag-and-drop.

>> Will move onto public voting. We like public voting. It is great. It does not choose the best submissions, it chooses whoever is the most popular. That is great for engagement. We generally recommend that you have a lot of prizes or more prizes that are judged by your expert talent -- panel. Maybe one award for the public.

>> You could a lot of engagement they are a lot of awareness. That is important.

>> Will turn it on. We will put the dates. You say that. He will tell you they are our errors if there are. Public voting, this is all dynamic. When you enter public fun at -- voting, it will remind you when public voting starts. And the site changes and there is a vote button. Everything moves the pending on the face of your challenge. And lastly, your prizes.

>> This is your winner and announced page. We will make this part of next year. You can add a prize. This will be grand prize and \$5000 if there is a cash value. There will be one of those and you can say by thousand dollars cash. You say that prize and you can drag that up and down.

>> That is how you enter a challenge. Clearly, you can preview it up there. It will not show much because we have not really entered anything. You can start to see what we have entered. This is a new feature as well. It allows you to preview even if you have not figured everything out.

>> You also see that there is a private link. You can copy this private link and then you can e-mail it to other people on your team to let them take a look at your preview. That is a really easy way to send this around the shop to make sure that people understand. Over here you can turn your blog on or off.

>> The blog is really the update section. That will be set. You can turn comments from users on or off. Here is the discussion forum. You can turn discussions on or off. And moderators, this is where you add people who will manage the challenge.

>> If you want someone to be able to rip -- review submissions.

>> I want to take up more time but what I will do is see if I can show you I will log out. I will show you once you are managing a challenge, what that looks like.

>> I will log in with my real identity of go to the healthy living innovation challenge. When you're right on a challenge and you are a manager, here's an example of the video. Click on the manage button. It's a new thing that will take you right there. This is what it looks like when you are reviewing submissions. You have a list of all of the submissions and in this case these have been made public on the gallery. You have sent this to the judges. That might be confusing for some of you are dising this for the first time. Imagine that a submission comes in, you want to see is this eligible, should this go on the public gallery so people can see it question mark that's what you would do on the left.

>> I gonna put it on the gallery. Or I'm going to hide it. Or it is pending.

>> Maybe you have a judging panel but you are narrowing it down from 50 submissions to 10. Then you go to the judging column.

>> whichever one have judge as green next to them, whenever you start judging, those -- the judges will see just those submissions. This is then bought out after doing over 200 challenges in managing them.

>> You can manage the judging so you can see all of the judges and what the scores were. I will do this really fast.

>> You can award winners here by following the prizes. -- Following the prompts. winners, messages, and publish.

>> I've a couple of more clicks and I will be done.

>> You can also have a status up here on the home page of your challenge.

>> You can update people. At any given time, this level is yellow section, we announced the winners next to everyone that has entered.

>> The updates is this new section that allows you to create a new update and send it to people. You can send it to followers, participants and submitters. And anything that you send that goes out an e-mail, also appears in the updates section of public. Here is your discussion section where if anything is flat, it will will be flagged and you will get an e-mail. If you want to go back and edit challenge you hit here.

>> That is a lot of information for those of you that are new. You can go to help.Challenge.gov and there should be a helping at the bottom. When you click on that, we have a lot of information about all of that stuff and we have articles and

we have tips on each of the pages that have should you.

>> We are also here. Support at Challenge.gov. We are excited about the new look. In the future that will make your challenge is perform better and it is an ongoing process of improvement and we want to continue to get your feedback so we can be better.

>> Thank you.

>> Thank you so much Brandon for walking us through that and for your helpful.

>> Before we go, I want to take a moment to have Sheila Campbell, briefly talk about the 508 compliance issues and some of the legal matters.

>> Thank you. This is great. I'm going to take a minute because I know this is an important thing. I wanted to chime in on the 508 and accessibility issues on video challenges. I think that there are some good permission that is been shared. I want to emphasize that the bottom line is any video that will be used by an agency as a result of a challenge or anything else does need to be filed away compliant.

>> Any Democrat script and captioning. -- It needs to have a transcript and captioning. It's Turkey how you get to that point. It's not realistic to have all submissions have those compliant requirements.

>> Maybe there's a way we can recommend a transcript. We need to look out for creative solutions. We want to show commitment that the public needs to be aware that you need to be mindful when you are creating a video, you need to be thinking about people with disabilities.

>> I want to make sure that we are all conveyed the message that this is important, the final project -- product they get public -- published on a public website will be five away compliant.

>> Thank you.

>> We have a couple of questions. Tammy and Karen also provided contact information. If you think of a question after the webinar, please fill free to reach out to them. We have two questions. Do challenges require a liability insurance?

>> Depending on the challenge, yes. Especially if they are is some sort of architecture construction type of building involved. This is why we said engage your legal early and often.

>> We have heard of a couple that don't have liability on it but for the most part I would say yes. You need to get that covered and have specifics around what the applications are.

>> We have one more question. What if the prize money is not one within the two we your window that the funds are available for?

>> If that is because they did not find a solution, it's unfortunate that we cannot talk to you all, this is hard to not understand the context behind that. If it is because you did not find a solution, then your agency can reappropriate that money somewhere else. If the money is not awarded because it was some kind type of delay in the system, then I think you would have to go through the legal channels and figure out where you could make that happen.

>> I am sorry, I think I need more context around that to understand what part of it is the hurdle.

>> This is Brandon, can I address the first issue about the liability insurance?

>> I think Tammy is right, consult your lawyer but most of the challenges like for applications and video and business plans, I am not aware of agencies getting liability insurance but for the ones that Tammy is mentioning, if you were going to have something that seems as though there could be certain challenges that requires specific physical activity that would require it. I wanted to mention it because I didn't want people to think that might challenge must have additional liability insurance beyond what our agency already do.

>> Looking at buildings -- [Indiscernible - multiple speakers]

>> Looking at building something or creating something that you need to make sure that it is protected., The agency is protected.

>> Are there any other questions?

>> Yes. I wanted to clarify on a second question. The person was wondered if they did not find a solution within the two year.

>> With that kind of situation, maybe you might need to rework your talent a little bit. Maybe closeout the current challenge and rework it to figure out how you get to is the pollution -- good solution. If you have a talent open for two years and you did not get a good solution, maybe you have a red flag. I don't know the ins and outs of how you appropriate the funds but I would maybe think about closing out your

engage-innovate-with-challenges-transcript.txt

current challenge and maybe you have a structure issue. They be if you reconfigure it and try to get closer to what you want.

>> I would also add that it depends on your rules. Rules might state something that make a difference. The first step for that person should be legal. To examine the existing rules that are out there and whether it says anything that might relate to that. If there is still questions that are on answer, I would recommend that the questioner and perhaps the legal contact GSA are us to put you in the direction of others that might have more experience with that.

>> Thank you for the clarification.

>> That is actually all of the questions that we have from the audience.

>> You have any final things to say? Thank you for your time. As a reminder, we will be sending a short evaluation survey, if you could take the time to fill it out, helps us design future courses.

>> We absolutely want to be providing the training, the information, the resources that you all need to do this. We want to do have a lot of fun with it. Pink about the -- what you can do with problems in your agency, what you can do to find some innovative solution, where your opportunities are for open government and citizen engagement.

>> Anything we can do, we absolutely well. we'll have our community of practice e-mail listeners, please join us on that. You can get meet ups with some folks. Next week we will be having a call about the reporting for those who used America competes. At the end of the year there is a report due at the end of the year who used it. We will have a call about it next week.

>> Also, stay tuned as I mentioned to how to... but we will be offering several webinar resources on Challenge.gov .

>> We thank you for your time and look for a follow-up e-mail with the resources we mentioned and also the short evaluation. Thank you so much.

>> Thank you.

>> By

>> Goodbye

>> [Event Concluded]