International Student Case Competition: Students Leading for Impact

Information Packet

22nd ILA Global Conference: Leading at the Edge
A Live Online, Virtual Conference
5-9 November 2020

Summary of Contents:

- Competition Goals
- Competition Overview
- Important Dates Competition
- Rules Summary by Round
- Guidelines by Round Judging
- Criteria by Round
- Guidelines for Team Coaches

If, after reading this packet, you have questions related to the International Student Case Competition, please direct them to the coordinator and Leadership Education Member Community co-chair, Tara Widner via email to: casecompetition@ila-net.com.

Registration questions should be directed to Nick Kiessig at Global2020@ila-net.org.
**Competition Goals**

The International Student Case Competition, which is organized annually by the ILA Leadership Education Member Community, provides participating teams the opportunity to:

1. Develop a real-world case and learn about the systemic leadership complexities associated with a selected social problem.
2. Comprehensively and collectively develop and articulate a deep understanding and proposed leadership solution to a problem you believe poses a significant societal challenge.
3. Demonstrate an understanding of the complexity of leadership as it relates to contemporary social problems.
4. Work together as a team to articulate a grasp of how leadership theories and practices can be applied to impact a local, national, and/or international social problem.
5. Engage in dialogue and receive feedback to strengthen their analytical and presentation skills.
6. Compete in an international competition with other students.

**Competition Overview**

Before the conference, **each student team will identify a significant contemporary social problem they would like to address by choosing one of six pre-determined Sustainable Development Goals: SDG#1 No Poverty, SDG#2 Zero Hunger, SDG#3 Good Health and Well-being, SDG#4 Quality Education, SDG#5 Gender Equality, and SDG#13 Climate Action** (https://sustainabledevelopment.un.org/sdgs). The team will then conduct research to gain an understanding of how to frame the problem and its complex, systemic causes (i.e., economic, political, social, cultural, and individual factors). The Team then analyzes and develops recommendations that they believe would mitigate or solve the problem, with attention to a leadership theory or theories and actions that can be applied. The case study and plan of action should be realistic and practical — and the suggested actions should not create other unintended problems that could be worse than the original problem.

The International Case Competition consists of three rounds:
- Round One - Executive Summary
- Round Two - Virtual Poster Presentations
- Final Round - Finalist Presentations

The final round will be scored independently from the first two rounds, but it is comprised only of the teams who have advanced from Rounds One and Two.

The top three teams in both the undergraduate and graduate division will be recognized at the conference closing plenary, at which time the winners will be announced by the Leadership Education Member Community Chair who will provide the audience with a brief summary about the winning team’s case topics. The first-place team in each division will receive a prize of $1,000 USD, plus team members will receive a complimentary 1-year ILA membership.
Important Dates and Times

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<tr>
<th>Date</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>Mon. 12 Oct</td>
<td>23:59 (11:59 pm EDT) Deadline for team registration and team member registration</td>
<td><a href="https://ila.memberclicks.net/ISCC">https://ila.memberclicks.net/ISCC</a> and <a href="https://ila.memberclicks.net/global-registration#/">https://ila.memberclicks.net/global-registration#/</a>.</td>
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<tr>
<td>Wed. 21 Oct</td>
<td>23:59 (11:59 pm EDT) Executive Summary (Round One) &amp; Virtual Poster Presentation (Round Two) due by Email to: <a href="mailto:casecompetition@ila-net.com">casecompetition@ila-net.com</a></td>
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<td>Thu. 5 Nov.</td>
<td>Virtual Poster Showcase – Teams’ Videos will be posted on the conference platform</td>
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<td>Fri. 6 Nov.</td>
<td>Finalists Teams Advancing to the Next Round will be announced via email to each team’s contact person (Preferably a Coach)</td>
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<tr>
<td>Sun. 8 Nov.</td>
<td>19:15-20:15 EST Finalist Presentations (via the conference’s live online platform)</td>
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<tr>
<td>Sun. 8 Nov.</td>
<td>Team contact person receives feedback (Preferably a Coach)</td>
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<tr>
<td>Mon. 9 Nov.</td>
<td>Winners announced and finalists recognized at Closing Session</td>
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Competition Rules

Team Composition: Each team will be comprised of three to five students. Students may enter as a team representing their respective college or university, or individuals from multiple institutions may join together to form a team. Schools may enter multiple teams into each division of the competition (i.e. Undergraduate and Graduate).

Registration: Each team must register for the competition by Monday 12 October via [this form](https://ila.memberclicks.net/ISCC). The cost to participate is included with conference registration, so each student must also complete a [conference registration form](https://ila.memberclicks.net/global-registration#/). If your university is covering the students’ registration and membership fees, you may contact Global2020@ila-net.org to set up a pre-paid registration code for your students.

Competition Divisions: The competition will consist of two divisions: Undergraduate and Graduate (Master and Doctoral). Teams that include students from both divisions will compete in the Graduate Student Division.

Case Preparation: In preparing their submissions, teams may explore any public information source that would be accessible by any scholar, student, or professional consulting group. Teams may consult books or articles, search libraries, use the Internet, and so forth.

Assistance: Teams may be advised by faculty, coaches, or other individuals prior to the competition; however, advisers, coaches, or other individuals may not contribute to any of the team’s products (i.e. Executive Summary, Virtual Poster Presentation, and Finalist Presentation). Teams are free to receive verbal feedback on initial drafts and practice presentations. More information regarding team coaches is provided later in this document.
Executive Summary: Teams will prepare an executive summary of no more than two single-spaced pages (excluding references). The Executive Summary is Round One.

Virtual Poster Presentation: Teams will prepare and record a Virtual Poster Presentation. You do not have to physically print a poster, but any visuals should be formatted like a poster. Your Virtual Poster Presentation should include all members of your team, be engaging, and be no longer than five minutes. Videos should be posted as “unlisted” links on YouTube and the link must be submitted with your Executive Summary. These two aspects will be evaluated separately. The Virtual Poster Presentation is Round Two.

Finalist Presentations: The top three teams in each category from the Virtual Poster Presentation will deliver a 12-minute oral presentation via the conference’s live online platform to a separate panel of judges and conference attendees who choose to attend. Teams will then participate in a question and answer period for an additional six minutes. The Finalist Presentation is the Final Round, comprised only of teams who have advanced from Rounds One and Two.

Summary of the Competition Rounds

Teams have until 12 October to register for the competition. All registered teams will receive a final confirmation about their participation in the competition via an email to the contact person listed on the team’s registration form. We encourage all team members to register prior to the early bird registration deadline (30 September) to take advantage of the lowest rates. Upon registering, participants will receive a confirmation with links to the conference program so they can maximize their 2020 global conference experience.

More information, guidelines, and the criteria used for evaluation are included after this summary.

Round One — Executive Summary:
Teams will prepare an executive summary of no more than two single-spaced pages (excluding references). The executive summary must be submitted electronically to casecompetition@ila-net.com by the submission deadline of 21 October. Round One is related and pivotal to Round Two, being that Executive Summaries will be distributed to competition judges to help prepare them for the Virtual Poster Presentation, and will be included in each judge’s overall score of the recorded presentation in Round Two.

Round Two — Virtual Poster Presentation:
Each team will then record a Virtual Poster Presentation based on the case information provided in Round One, the Executive Summary. Videos should be posted as unlisted links on YouTube and the link should be submitted with your Executive Summary by the submission deadline of 21 October. ILA judges will be assigned to each Virtual Poster Presentation. See page seven for additional information and evaluation criteria.

The top three teams in each division will advance and go on to participate in the Final Round. Their coaches/contact person will be notified by email.
The Final Round – Finalists’ Presentations:
The final round is scored independent of Rounds One and Two, with scores from Rounds One and Two utilized to determine who advances to the final round. This round will take place between 19:15-20:15 (EST) on Sunday 8 November. The three finalist teams from each division (Undergrad and Graduate) will deliver a 12-minute oral presentation to a separate panel of judges followed by a question and answer period for an additional 6 minutes. Teams are encouraged to answer questions directly and concisely, leaving room for multiple questions. Judges will evaluate and score the final presentations and submit their results Sunday evening. Results will be announced to conference attendees during the closing Plenary Session of the conference on Monday. The final presentations will be recorded and available for viewing by ILA conference attendees until 31 December!

Guidelines: Round One – Executive Summary

To be submitted via email to casecompetition@ila-net.com

Guidelines for Writing an Executive Summary

An Executive Summary is a concise and impactful summary of the social problem or challenge being addressed. It highlights the specific framing of the problem; briefly summarizes the major points to be covered in reference to the problem, including the history and causes of the identified problem; and outlines the recommendations that will be offered to address the problem. We ask that the theme of the conference, Leading at the Edge, be integrated into this portion of the case competition.

Although it is an abbreviated representation of the case/project to be presented, a judge should be able to acquire the information needed from the Executive Summary, i.e. Round One to adequately prepare for the Virtual Poster Presentation, i.e. Round Two. Based on the Executive Summary, judges should have a fundamental understanding about the problem being addressed, the reasons it exists, and the actions being recommended to help mitigate it.

Your Executive Summary Should…

- Be presented as a WORD document (So we can redact identifying information) that presents your case in an organized, concise, and compelling manner
- Be no more than two single-space pages
- Be written as a formal document
- Include the link to an unlisted YouTube video of your Round Two presentation

When Writing an Executive Summary, Refer to These Guidelines:

- Write the Executive Summary after you have completed the analysis and decided on your recommendations.
  - Tips:
    - Make the summary concise but be sure to show why you've arrived at your conclusions.
    - Don't introduce any new information that you do not intend to cover in the case competition.
2020 Case Competition: Students Leading for Impact

- Clearly frame the purpose or the problem being addressed in a complete, concise sentence.
- Present the major points in the same order you intend to address them in your presentation. Organization is key for communicating your message.
- Summarize the recommendations in a clear, compelling manner. Inform your reader/judge directly, but thoroughly, about what corrective actions you will suggest. Avoid elaborating on each recommendation in your Executive Summary; that is the purpose of the full case presentation.
- Reread the summary carefully and ask yourselves, "Is our problem statement clear? Did we include key recommendations? Could our judge peruse this without missing the main points? Are we creating interest in hearing the full case based on this summary?"
- Proofread and edit.
- Have someone not familiar with your case read the summary — a classmate, professor, staff member, etc. How did they react? What parts were confusing or unclear? Their reaction might be similar to that of a judge. Revise as necessary.

**Round One Judging Criteria**

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<thead>
<tr>
<th>Criteria</th>
<th>Points</th>
<th>Example</th>
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</thead>
<tbody>
<tr>
<td><strong>Grasp of the Issues, Feasibility of Recommendations</strong>&lt;br&gt;Do the team members have an understanding of all the facets: leaders, followers, and context?&lt;br&gt;Do they correctly identify the problems before recommending solutions?</td>
<td>20</td>
<td>12-14=Average Team&lt;br&gt;15-18=Above Average&lt;br&gt;19-20=Exceptional</td>
</tr>
<tr>
<td><strong>Articulation, Persuasiveness, Comprehensiveness</strong>&lt;br&gt;Are the team members thoughtful about the problems, understand the feasibility of and believe in their recommendations?</td>
<td>20</td>
<td>12-14=Average Team&lt;br&gt;15-18=Above Average&lt;br&gt;19-20=Exceptional</td>
</tr>
<tr>
<td><strong>Demonstrated Relationship Between Theory and Practice</strong>&lt;br&gt;Do the team members demonstrate an understanding of human behavior, leadership theories, and the ability to apply them in the abstract and practically?</td>
<td>20</td>
<td>12-14=Average Team&lt;br&gt;15-18=Above Average&lt;br&gt;19-20=Exceptional</td>
</tr>
<tr>
<td><strong>Awareness of the Complex Nature of Leadership</strong>&lt;br&gt;Do team members understand what is possible and what is not? Do they have knowledge of the limitations and the responsibilities of leaders? Of the contexts?</td>
<td>20</td>
<td>12-14=Average Team&lt;br&gt;15-18=Above Average&lt;br&gt;19-20=Exceptional</td>
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Guidelines: Round Two – Virtual Poster Presentation

Overview: The Virtual Poster Presentation offer teams of students a forum to demonstrate their understanding of leadership and the systemic issues relevant to an identified social problem communicated in the Executive Summary, i.e. Round One. After watching the recording of the presentations, judges will submit assessments based on the criteria below. We ask that the theme of the International Leadership Association’s 2020 conference, Leading at the Edge, be integrated into this portion of the case competition.

Virtual Poster Preparation

A Poster, the visual aspect of your presentation, does not need to be a physically printed poster (PPT, Slide Deck, etc.) but should be formatted as if your team was presenting a poster at the conference.

Procedures for Judging Virtual Poster Presentations

A link to an unlisted YouTube recording of your presentation should be submitted with your Executive Summary, but they will be judged separately.

Teams advancing to the final round will be notified Friday 6 November via an email to the contact person listed in the team’s registration materials. Finalist teams should be prepared to participate in the Oral Presentations Final Round, from 19:15-20:15 EST, Sunday 8 November.

Scores and feedback for all participating teams will be emailed to the team contact person (preferably a Coach).
### Round Two Judging Criteria

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<thead>
<tr>
<th>Criteria</th>
<th>Points</th>
<th>Specifics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appropriate and Effective Framing of the Problem</td>
<td>15 points</td>
<td>Is the problem being addressed framed in a manner that allows a focused, yet comprehensive analysis of its existence? Do team members understand the framing of the problem and why the specific framing is so vital to the plan they ultimately propose?</td>
</tr>
<tr>
<td>Grasp of the Issues and Systemic Nature of Analysis</td>
<td>20 points</td>
<td>Do the team members demonstrate an understanding of all the factors underlying the problem — social, economic, political, contextual, individual (leaders, followers)? Do they demonstrate a contextual understanding of the problem by incorporating a perspective from the host country? Do they correctly identify the most pertinent causes of the problem before recommending actions?</td>
</tr>
<tr>
<td>Awareness of the Complexity of Implementation</td>
<td>15 points</td>
<td>Do team members demonstrate an understanding about the feasibility (what is possible and what is not) and potential impacts of the recommended actions? Do they demonstrate an understanding about the need for leadership and the responsibilities of leaders and others in implementing their recommendations? Do team members demonstrate an understanding of the contexts in which the actions should be implemented?</td>
</tr>
<tr>
<td>Application of Leadership Theory</td>
<td>20 points</td>
<td>Do team members demonstrate a grasp of applicable leadership theories, and are they able to employ them in addressing their specific problem?</td>
</tr>
<tr>
<td>Articulation, Organization, and Presentation</td>
<td>15 points</td>
<td>Do the team members speak about their theories and conceptual frameworks in a clear and understandable manner? Do team members present their arguments in a coherent and compelling manner? Is the overall case and recommended actions easy to follow and understand?</td>
</tr>
<tr>
<td>“Poster” Display</td>
<td>15 points</td>
<td>Are the visuals self-explanatory? Do they include all salient points, are readable and visually appealing? Not too dense? Does the presentation incorporate appropriate visuals?</td>
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Final Round – Finalists’ Presentations

Overview: The final presentation, i.e. Final Round, allows only those finalist teams who advanced from Rounds One and Two to formally present their case to a new set of judges, incorporating all they have gathered from feedback received and their time attending the conference. Although these said incorporations are expected of students to be made in the final round, the final round is independent from Rounds One and Two, as it involves only students who advanced from Rounds One and Two. Rounds One and Two will determine what teams advance to the Final Round. Each division — undergraduate and graduate — will have their own virtual room and audience. This round will take place between 19:15-20:15 EST on Sunday 8 November.

Finalist teams will have a total of 20 minutes: 2 minutes max to set up, 13 minutes to present a formal presentation in front of an audience, and 5 minutes for questions. Student teams should have a strong, prepared presentation on their analysis of the situation. We ask that the theme of the 2020 conference, Leading at the Edge, be integrated into this portion of the case competition.

At the conclusion of all the presentations, judges will submit a score and rank ordering of teams based on the final presentation. This ranking will determine the final results of the competition which will be announced at the closing plenary of the conference on Monday 9 November.

Procedures: All team members should virtually check in at the specified time via the instructions provided. Time is tight and you will have a total of 20 minutes on "stage" (including 2 minutes to transition between teams). Be ready so you don’t waste time on set up! Each team will have 13 minutes to conduct their formal presentation, followed by 5 minutes for questions from the judges and the audience (judges’ questions take priority). Time will be monitored. Teams should anticipate the types of questions to be asked based on the feedback they received from Round One and Round Two. Team presentations will be judged on the criteria below and winners will be announced at the closing plenary on Monday 9 November:

Final Round Judging Criteria

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
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</table>
| Presentation Substance:  
  Do students demonstrate a grasp of applicable leadership theories and are they able to employ them in addressing their specific problem?  
  Do students incorporate theory and research to construct relevant and persuasive arguments?  
  Are the arguments adequately supported by evidence?  
  Do the arguments demonstrate a systemic understanding of the problem?  
  Is there evidence that teams participated actively in the ILA conference? | 50 points |
### Presentation Structure and Organization of Ideas:
Is the information and arguments organized logically and coherently; does the information flow from point-to-point in a coordinated manner?
Are the main points of the case easy to identify and do they reasonably build off each other?  
30 points

### Presentation Style and Articulation:
Do team members deliver the presentation in a manner that is clear and understandable?
Do team members articulate their arguments in a compelling and persuasive manner?
Do team members appear passionate and knowledgeable about the social issue they’ve identified?  
20 points
Guidelines for Team Coaches: Helpful Tips

Teams may be advised by faculty, coaches, or other individuals prior to the competition; however, advisors, coaches, or other individuals may not contribute to any of the team’s products (i.e. Executive Summary, Virtual Poster Presentation, and Final Presentation). Teams are free to receive verbal feedback on initial drafts and practice presentations. Listed below are some helpful tips and expectations for team coaches in helping to prepare their respective teams for the International Student Case Competition.

- Coaches are allowed to and should be actively involved in guiding the teams' problem statement, analysis, and recommendations relevant to their present case.

- Coaches should ensure that the teams are framing problems in a manner this is consistent with the competition's expectations.

- It is the expectation that team coaches ensure that student teams conduct a systemic and thoughtful analysis of the problem, and that they provide recommendations that are both doable and advantageous.

- Coaches should also make sure that students are applying leadership concepts in a manner that is consistent with the leadership theories they support, thereby advising students to be explicit in recognizing the concepts and theories being utilized.

- Finally, while coaches should help students prepare the oral defense of their projects where needed, coaches SHOULD NOT do the work of the student teams.

During the conference, it is expected that coaches serve as the main contact person for the teams, monitoring their email according and being ready to share information with their teams during the conference. Additionally, team coaches should make sure students are “present” and prepared for the competition. Coaches should also make sure their teams are being strategic in their conference attendance and attending those sessions that will be most helpful to them in continuing to develop their case.

It is the intention of the Leadership Education Member Community to conduct webinars leading up to the conference that further illuminate these helpful tips to ISCC coaches.

If you have questions related to the International Student Case Competition, please direct them to the coordinator and Leadership Education Member Community, co-chair, Tara Widner via email to: casecompetition@ila-net.com.

Remember, each team must register (https://ila.memberclicks.net/ISCC) for the International Student Case Competition and all team members must also register for the conference (https://ila.memberclicks.net/global-registration/#/). If your university is covering the students’ registration fees, you may contact Global2020@ila-net.org to set up a pre-paid registration code for your students.