Champions Program | re(in)novation

Goal |
The goal of the Champions Program is to engage the Georgia Tech Community in the efforts to re(in)novate the Student Center through a strong network of influential Yellow Jackets. Champions will engage with the GT community through events, social media challenges, and word of mouth. We will reward our Champions with prizes and giveaways because they are such an #IMPORTANTPIECE of this endeavor!

What is a Champion? |
Champions will be just that - Champions in the quest to re(in)novate the Student Center. As the biggest supports of the project, Champions must be in agreement with the Institute that a Student Center expansion project is necessary as observed by their actions and discussion with others at Georgia Tech, as well as through their online presence.

Champions can be Georgia Tech students, faculty, or staff that are willing to engage in conversations with the Georgia Tech Community about the Student Center re(in)novation and the reasons why students should vote yes on the re(in)novation referendum March 9-16.

Tools |
We understand that you will need a little help from the Student Center team to be well-versed in why a Student Center Re(in)novation is necessary. The following tools will help you to talk with others and help them become informed voters:

- Behind-The-Scenes Tour of the Student Center – On Tuesdays at 11:10 am, any member of the Georgia Tech Community is invited to come take the Behind-The-Scenes Tour of the Student Center. Champions are encouraged to take the tour to see some of the critical needs of our current facility. Additional tours can be arranged outside of the Tuesday time slot by request.
- Talking Points Handout – We want you to be prepared to spread the word, so we will be sure you have important facts, figures, and talking points that Student Center Staff are using in their conversations about the Student Center Re(in)novation.
- What Can You Do To Help? Handout – You may hear from other students, staff, or faculty just like you that want to get involved with the Student Center Re(in)novation. We want you to be able to tell them the ways that they can get involved.
- Georgia Tech Student Center Champions Facebook Page – Be sure to Like the Georgia Tech Student Center Champions Facebook page to stay current on everything you need to know as a Champion. We will also announce the weekly challenges for Champions on this Facebook page. https://www.facebook.com/GTChampions/
Champion Expectations |

Student Champions:

- Must be willing and prepared to vote yes on the re(in)novation referendum.
- Are expected to attend promotional events as their schedule allows throughout the campaign.
- Are expected to volunteer for two 1-hour shifts tabling during the re(in)novation campaign.
- Are expected to complete and report on at least three of the Champion Challenges during the appropriate weeks as outlined. Champions that complete six of the social media challenges will receive a prize.

Faculty and Staff Champions:

- Must be willing to encourage students to vote yes to re(in)novate the Student Center.
- Are expected to volunteer 1-hour of time at the Field Day event on Friday, March 4th from 11 am – 2 pm. If you will be unavailable at that time, please reach out to Carly Bloomingdale for alternatives.
- Are expected to do at least two of the Champion Challenges during the appropriate weeks that are outlined, ideally on their departmental pages and personal pages. Champions that complete all of the weekly challenges will receive a prize.
- Are expected to attend Student Center Expansion Events as their schedule allows throughout the semester.

Champion Tools |

We understand that you will need a little help from the Student Center team to be well-versed in why a Student Center Re(in)novation is necessary. The following are tools that will help you to talk with others and help them become informed voters:

- Behind-The-Scenes Tour of the Student Center – On Tuesdays at 11:10 am, any member of the Georgia Tech Community is invited to come take the Behind-The-Scenes Tour of the Student Center. Champions are encouraged to take the tour to see what some of the back of house spaces of the building look like after 40 years.
- Talking Points Handout – We want you to be informed with the facts, so we will be sure you have important talking points that Student Center Staff are using in their conversations about the Student Center Re(in)novation.
- What Can You Do To Help? – You may hear from other students, staff, or faculty just like you that want to get involved with the Student Center Re(in)novation. We want you to be able to tell them the ways that they can get involved.
- Georgia Tech Student Center Champions Facebook Page – Be sure to Like the Georgia Tech Student Center Champions Facebook page to stay current on everything you need to know as a Champion. We will also announce the weekly challenges for Champions on this Facebook page. [https://www.facebook.com/GTChampions/](https://www.facebook.com/GTChampions/)
Champion Recommendations |

- Champions will receive wearable promotional items and are encouraged to wear their Champion items on Fridays throughout the campaign. It is especially encouraged that they wear their Champions items March 9 – 16th (voting week) to encourage students to vote.
- Champions should engage with the Georgia Tech Community in a respectful and appropriate manner. This will include engaging through social media, in-person communication, and proudly displaying your Champion wearables.
- Champions are encouraged to Like Georgia Tech Student Center Champions on Facebook and like or share things posted from that account as they see fit. This is also a great place to report back on your social media challenges.
- Champions are also encouraged to “Check in” at the Student Center through any forms of social media they use. Additionally, “liking” the campaign posts on the Georgia Tech Student Center page will help spread the message.
- On Week 7, Champions are encouraged to change their profile pictures on their social media to the Student Center Re(in)novation graphic provided to them.
- Champions are encouraged to participate in tabling sessions, even if they’re not volunteering at the table.
- In the event of a snow day, Champions who live on campus are encouraged to come to the Student Center to give out Hot Chocolate provided by the Student Center while they talk about re(in)novation and the importance of voting with any students present.

Champion Challenges |

Champion Challenges are a way to engage the entire Tech Community in the conversation through social media. Champions should post a photo, check in at the Student Center, or post a status on their Newsfeeds tagging Georgia Tech Student Center Champions and using #BuildABetterTech or #ImportantPiece on Facebook. Champions may also use Twitter, Instagram, or other forms of Social Media and tag #BuildABetterTech or #ImportantPiece (the hashtag for our champions). If posting a photo, it doesn’t need to have been taken that particular week; something they have done or witnessed in the past and snapped a photo of is acceptable (why not make it a #TBT or #FBF?). All photos, status updates, or social media content must be suitable for anyone to read or see online. Inappropriate posts will be deleted or reported to social media forums.

Below are the challenges for each week. Please use #BuildABetterTech or #ImportantPiece, or tag the Georgia Tech Student Center Champions page when posting each status or picture.

- **Week 3 – 2/1 – 2/5 Spaces for Conversation** – Champions will post their favorite and most appropriate, “Overheard in the Student Center” conversation piece. We’ve all heard something in passing at the Student Center that made us think or made us smile. Post the best (and most appropriate for all audiences) thing you’ve overheard someone say at the Student center.
- **Week 4 – 2/8 – 2/12 Spaces Rich with Community** - Champions will post a picture of a space in the Student Center where communities are invited to grow and thrive.
- **Week 5 – 2/15 – 2/19 Spaces for Creative Expression** – Champions will post a picture showing how they have expressed themselves creatively at the Student Center.
• **Week 6 – 2/22 – 2/26 Spaces to Reset/Relax** – Champions will post a picture of what they do to reset or relax at Georgia Tech when they are stressed or tired.

• **Week 7 - 2/29 – 3/4 Spaces to Refuel** – Champions will change their profile picture to the Student Center Re(in)novation Reminder to Vote this week.

• **Week 8 – 3/9 - 3/16 Vote Week** - Student Champions will post a screen shot of their voting submission page showing that they voted as well as the link reminding their friends to vote.

• **Anytime** – Take a selfie in our relax/recharge pilot space next to the Student Center Theater.

• **Anytime** – With your professor’s permission, speak in front of one of your classes about why there(in)ovation is necessary, have a friend snap a pic of you while you do!

• **Anytime** – Take a selfie while on the Behind-the-Scenes tour of the space you found most interesting or surprising.

Any questions about expectations, challenges, or anything else related to the Champions Program should be directed to Carly Bloomingdale at carly.bloomingdale@stucen.gatech.edu.

Thank you for helping to #BuildABetterTech!