CMASS Mission Statement

The programs and services offered through the Center for Multicultural Advancement and Student Success engage first generation, students of color and colleagues in courageous, inclusive and supportive learning experiences. We aim to create partnerships and collaborative possibilities, provide resources and advocate for students of color and other underrepresented constituencies to ensure academic success and personal growth.

Values: Transformative Learning

- Engaging students in transformative learning through personal growth, inclusive, intentional and innovative co-curricular experiences.
- Promoting cultural, social, academic and creative expressions where students gain a deeper understanding of their own skills, capacities and competencies, especially the development of critical thinking skills.

Learning Outcome: As a result of participating in the Case Study Competition teams will formulate the best possible solution to a social justice issue as measured through evaluation of their PowerPoint and 15 minute oral presentations on November 21, 2015.

Program Description:

Revenue holding organizations are invited to participate as teams. A team consists of three students that did not participate in the previous year. Teams will be presented with a social justice case to analyze and propose their best possible solution to effect positive change. Teams have to attend two training sessions and have the opportunity to meet individually with a coach as necessary. Teams are judged in their PowerPoint and 15 minute oral presentation.

The preliminary presentations on the week of November 16, 2015 will be evaluated by a panel of five judges to determine the best three solutions that will make it to the final competition during a live broadcast in the UVC TV19 studio on Saturday, November 21, 2015. Teams will receive recognition for the student run organization.

First prize: trophy and $1000 donation to their organization to support a collaborative educational or cultural programming.

Second prize: trophy and $500 donation to their organization to support a collaborative educational or cultural programming.

Third prize: trophy and $300 donation to their organization to support a collaborative educational or cultural programming.
To ensure funds are utilized for the purpose intended we request evidence of the programming taking place in the spring semester: collaborative nature of the program, category (educational or cultural), mission and expected outcome of the program.

**Timeline for Participation:**

Tuesday, September 22:  Team submission via Campus Pulse  
Log in with your UMass Net ID & password  
https://umassamherst.collegiatelink.net/form/start/46854

Tuesday, September 23:  Case disclosed to teams via email

Sunday, September 27:  1st coaching session  1:00 PM-5:00 PM

Sunday, October 11:  2nd coaching session  1:00PM-2:30PM

Friday, November 13:  PowerPoint due

Saturday, November 14:  UVC TV 19 Studio Walk-thru

Week of November 16:  Preliminaries

Saturday, November 21:  Final Presentations

**Criteria for Evaluation:**

PowerPoint presentation should include summary of case, stakeholders, issue being addressed, best possible solution, rationale, resources needed and timeline to support the proposed solution, supporting documents such as references, articles and relevant current research.

- Content is succinct, grammatically correct and flows throughout the poster
- Slides is visually appealing
- Rationale is clearly stated
- Solution relates directly to the issue being addressed
- Solution is creative yet feasible and demonstrates critical approach
- PowerPoint supports the oral presentation

Oral Presentation should expand on information presented on the poster, it should last 15 minutes and all team members should present.

- Presentation is compelling, the broader impact of this issue is salient
- Presenters are articulate and poised
- Presenters demonstrate understanding of the case
- Presenters used time allotted well
- Presenters answered questions of the judges intelligibly
<table>
<thead>
<tr>
<th>Criteria</th>
<th>Examples</th>
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<tbody>
<tr>
<td><strong>Content</strong> is complete, flows throughout posters, is succinct and grammatically correct</td>
<td>Content is labeled, flows with ease throughout poster, is easy to read and grammatically correct</td>
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<tr>
<td>Summary, stakeholders, issue, solution, rationale, resources, timeline, supportive documents</td>
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<tr>
<td>PowerPoint is <strong>visually appealing</strong> and supports oral presentation</td>
<td>is catchy/creative/includes color or caters to multiple learning styles, and is consistent with oral presentation</td>
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<tr>
<td><strong>Solution</strong> relates directly to the issue being addressed</td>
<td>Solution directly relates to the problem and is sensitive to factors of cultural dimensions, ethics and logic</td>
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<td>Solution is creative yet feasible and demonstrates critical approach</td>
<td>Solution is original and applicable to the real world, and demonstrates deep comprehension of the problem</td>
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<td>Oral presentation is <strong>compelling</strong>, the broader impact of this issue is <strong>salient</strong></td>
<td>Presentation is convincing and the broader impact of the issue is relevant to all stakeholders</td>
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<td><strong>Presenters</strong> are articulate and poised</td>
<td>Presenters are integrated, eloquent, speak clearly, make eye contact, and demonstrate enthusiasm throughout the presentation</td>
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<td>Presenters demonstrated understanding of the case</td>
<td>Presenters translated the poster in a comprehensible manner/elaborating on the content of the poster</td>
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<td>All 3 presenters participated and used time allotted well</td>
<td>All team members participated in the oral presentation and completed their presentation within 15 minutes</td>
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<td>Presenters answered <strong>questions</strong> of the judges intelligibly</td>
<td>Presenters answers are thoughtful and thorough, anticipated questions, provided relevant examples</td>
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**PowerPoint Guidelines**

**Easy to Read:**

A good PowerPoint presentation should always be easy to read. Make sure that the font size is large enough so the audience can easily read the written text. Do not use too many different font types, two font types max. Do not overcrowd the slide.

**Properly Titled Slides**

Every slide should be properly titled using clear, bold and easily readable letters. This creates a good impression in the minds of the audience and lets them know the key takeaway for that slide.

**Simple Backgrounds**
When making a presentation, the most effective method to attract the audience’s attention is by keeping the background simple. Remember that complex backgrounds distract the reader and draw attention away from the content.

**Use Charts and Graphics**

“A picture is worth a thousand words.” Using charts and graphs in your slides is one of the best ways to convey a thought to the audience. This helps in keeping the attention of the audience on your work. Make sure your graphics are high quality so they project better on large screens.

**Stay Focused**

When explaining an idea, it’s quite possible to begin to ramble. Make sure that you create a proper outline and write down only what is necessary. Each slide should lead to the next without causing a break in the train of thought or the flow of the presentation.

**Limit the Number of Slides**

When it comes to a presentation; the more is never the merrier. Try to convey your information in as few slides as possible, so that you don’t bore the audience with too many slides.

**Make it Visual**

The purpose of the PowerPoint presentation is to enhance your project and make your presentation more interesting. It is so easy to get carried away with making an awesome PowerPoint, however you do not want to distract your viewers from the point you are trying to make so remember to keep it simple.

For questions please contact Wilma Crespo via email wcrespo@umass.edu or call 413.545.2517