



CASNR Change Maker Quick Pitch Competition

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College of Agricultural Sciences and Natural Resources
University of Nebraska-Lincoln

The Competition



CASNR Change Maker Competition

A quick pitch scholarship competition for students who dare to dream big and do the extraordinary to address worldwide issues.

Create a video. Tackle grand challenges. Make your mark on the world.



COLLEGE OF AGRICULTURAL SCIENCES
AND NATURAL RESOURCES

casnr.unl.edu/casnr-change-maker-competition

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COVID-19



- Online schooling
 - Meet students where they are at, access to technology
- Generational data says Gen Z wants to make a positive difference in the world and help the greater good
- Dean Tiffany Heng-Moss pitched the idea to the CASNR Recruitment Team

What is a Change Maker?



CASNR IS A COMMUNITY
WHERE everyone CHALLENGES
THEMSELVES, is inclusive,
ASKS **BOLD QUESTIONS**.
GO-CREATES AND IS **OPTIMISTIC**
ABOUT THE **FUTURE**. THROUGH OUR
COLLECTIVE WORK, WE POSITIVELY
TRANSFORM THE LIVES OF OUR
LEARNERS, NEBRASKANS
AND OUR **GLOBAL SOCIETY**.

- More than “doing good”
- Creative action to solve problems
- Students who dare to dream big and do the extraordinary

University of Evansville. (2016). *More Than Simply "Doing Good": a Definition of a Changemaker*. What is a Changemaker. <https://www.evansville.edu/changemaker/downloads/more-than-simply-doing-good-defining-changemaker.pdf>.

Marketing

- Emails and postcards to admitted students
- Press releases, radio spots, social media #ChangeMaker
- College Roadshow with Tyne Morgan



The CASNR #ChangeMaker Competition for the 2021-2022 academic year opened on Monday, January 18! Create a video and tell us how you want to impact the world for our annual scholarship competition. The competition closes on Friday, February 19! Apply here >> [#ThisIsCASNR](https://casnr.unl.edu/casnr-change-maker-competition) <https://news.unl.edu/.../casnr-scholarship.../.....> See More



NEWS.UNL.EDU

CASNR scholarship competition opens to current, prospective students

Quick Pitch Competition



Students had to follow three rules:

1. Pitch your idea in a two-minute video about one of the grand challenges our world is facing
2. Must be in original creation using whatever digital medium you'd like (TikTok, Instagram reels, YouTube, anything!)
3. Align with the University of Nebraska's aspirations

Challenges and Aspirations



Grand Challenges

- Feeding the World
- Water for the Future
- New Energy
- Climate and the Future
- Biodiversity, sustainability, and environment
- Health
- Engaging diverse communities
- Developing tomorrow's leaders

Nebraska Aspirations

- Learn in new ways
- Do big things, create new ideas
- Embrace collaboration
- Include all as we work together
- Believe in the power of every person

Review committee



- Emeriti faculty, current faculty and staff, and CASNR ambassadors
- Grading rubrics
 - Creativity
 - Alignment with University aspirations and grand challenges
 - Highlight how their idea will make a mark of the world
 - Presentation quality

Recipients



Incoming and returning students

- Eight incoming student scholarships (People's Choice Award for textbook scholarship)
- Two returning student scholarships
- In-state tuition scholarship for 30 credit hours
- Paired with mentors to live out their big idea
- Media features

6 – 11th graders

- \$1,000 scholarship
- Personalized campus visit
- Ice cream with the Dean Heng-Moss
- CASNR Team will visit their classroom (in-person or remote) to recognize the Change Maker Winner
- CASNR media features of Change Maker

Mentors



- Lasting change does not happen alone
- Strong network and support
- Land grant university
 - Extension, research, and teaching
- Industry partnerships
 - Madonna Rehabilitation, produce farmers, engineers

Student Perspective

- Lydia Storm
 - Developing Determined Women in STEM
 - My program
 - Connections throughout the community
 - Leadership development



Other Change Maker ideas



- Disability Access in parks and recreation
- Catch & Clean – kayaking and litter pick-up in rivers
- Not Just a Cup of Joe – upcycling coffee grounds in to grill pellets
- Increasing local food sections in grocery stores
- Bacterial Enzymes to the Rescue – enzymes to reduce landfill waste
- The Canopy - A Smartly Connected Environmental Network
- Big Red Pint Day – University wide blood drive
- Cultivating Leaders through GROW – educational gardening program

What's next?



- Continue to launch competition every year
 - Four-year long commitment
 - 40 Change Maker students on campus
 - Develop students' leadership skills and networking
- Evaluate launch time
- Descriptive language
 - May see intimidating/overwhelming to some

University professionals



- Inspiring group of students to work with and be around
- No idea is too big or too small
- You can make a difference in your college and university/land-grant system



Questions?

<https://casnr.unl.edu/casnr-change-maker-competition>

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