

CCN Sample Competition Planning Timeline

Week	Milestone	Competition Organizing Team (COT) Meeting Agendas	Other Tasks
Prior to Nov 11			CD: <ul style="list-style-type: none"> • Explore data collection options (Step 1)
Nov 11 - 15			CD: <ul style="list-style-type: none"> • Read CCN Competition Planning Guide through at least Step 4 • Explore options for compensation for COT members (Step 2) • Draft materials for recruiting COT members (Step 2) • (Optional) Contact competition directors at other schools to gauge interest in potential group competition
Nov 18 - 23			CD: <ul style="list-style-type: none"> • Begin recruiting COT members (Step 2) • Read rest of CCN Competition Planning Guide
Nov 25 - 29 Thanksgiving	COT applications due Wednesday		CD: <ul style="list-style-type: none"> • Review COT applications and finalize members • Notify members and outline prep for Meeting 1

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Dec 3 - 7		<p>Meeting 1 - Planning Retreat - 3 hours</p> <p><u>Part A - Orientation (Step 2)</u></p> <ul style="list-style-type: none"> • Introductions • Overview of competition planning process & timeline • Review roles of COT members; Q&A • Introduce Building Dashboard & BuildingOS • Introduce online collaboration tool • Gather/share contact info for members • Finalize COT meeting schedule • Send list of individuals that aren't yet receiving competition planning emails from the CCN team to ccn@competetoreduce.org <p><u>Part B - Team building games / exercises (Step 2)</u></p> <p><u>Part C - Goals & stakeholders (Steps 3 & 4)</u> Brainstorm, discuss, and decide:</p> <ul style="list-style-type: none"> • Competition goals • Which campus stakeholders to approach and ask for support from • Selling points + asks for each stakeholder you're going to approach <p><u>Part D - Competition format/structure (Step 5)</u></p> <ul style="list-style-type: none"> • Discuss and nail down broad outlines of competition format as possible • If participating in a group competition: <ul style="list-style-type: none"> - Brainstorm name/brand for group competition - Review/rank potential group competition dates 	<p>Meeting 1 Prep: CD, Technical Manager (TM), Behavior Change Manager (BCM)</p> <ul style="list-style-type: none"> • Read Step 5 of Competition Planning Guide <p>CD</p> <ul style="list-style-type: none"> • Put together list of potential competition/baseline periods <p>Meeting 1 Action Items</p> <p>All</p> <ul style="list-style-type: none"> • Think of 3+ potential competition goals • Read relevant sections of CCN Competition Planning Guide <p>CD/Other</p> <ul style="list-style-type: none"> • Schedule meetings with stakeholders, including those whose signature you need on the CCN 2014 Letter of Commitment • Schedule Group Competition Meeting with interested schools <p>TM</p> <ul style="list-style-type: none"> • Complete Building Participation Feasibility Workbook or similar

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Dec 9 - 13		<p>Meeting 2</p> <ul style="list-style-type: none"> • Review findings of TM's Building Participation Feasibility analysis (Step 5) • Finalize competition format/structure (Step 5) • Brainstorming for competition brand/name/logo (Step 6) <p>Group Competition Meeting - optional (Only Competition Directors attend)</p> <ul style="list-style-type: none"> • Decide on group competition dates, name, plan for creating logo, prizes (Step 5) 	<p>Meeting 2 Action Items</p> <p>MM</p> <ul style="list-style-type: none"> • Create competition logo options
Dec 16 - 20	<p>CCN 2014 Letter of Commitment due Dec. 20</p> <p>Group competition registration deadline Dec. 20</p>	No meeting (finals)	<p>CD</p> <ul style="list-style-type: none"> • Submit CCN 2014 Letter of Commitment • Ensure that you or another school has registered your group competition has been registered on the CCN website
Dec 23 - 27		No meeting	
Dec 33 - Jan 3		No meeting	
Jan 6 - 10		No meeting	
Jan 13 - 17		No meeting	
Jan 20 - 24		<p>Meeting 3</p> <ul style="list-style-type: none"> • Review competition logo options and choose final option (Step 6) • Brainstorm potential prizes for buildings and individuals (Step 7) • Brainstorm and rank potential funding sources (Step 8) 	<p>Meeting 3 Action Items</p> <p>CD & MM</p> <ul style="list-style-type: none"> • Pursue potential funding sources • Investigate prize options

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Jan 27 - 31		<p>Meeting 4</p> <ul style="list-style-type: none"> • TM presents draft data collection & verification plan; group provides feedback (Step 9) • Brainstorm ideas for competition kick-off event/campaign (Step 11) • Brainstorm building captain and general marketing & behavior change ideas (Steps 10 & 11) 	<p>Meeting 4 Action Items</p> <p>TM</p> <ul style="list-style-type: none"> • Finalize data collection & verification plan <p>BCaM, BChM, MM, EM</p> <ul style="list-style-type: none"> • Flesh out highlevel plan for building captains, marketing & behavior change <p>MM & EM</p> <ul style="list-style-type: none"> • Begin to plan specific for competition kick-off event/campaign <p>CD & MM</p> <ul style="list-style-type: none"> • Continue to pursue funding & prizes
<p>Feb 3 - 7</p> <p>CCN competition window starts</p>		<p>Meeting 5</p> <ul style="list-style-type: none"> • CD & MM present update on funding, prizes (Step 7, Step 8) • TM presents final data collection & verification plan (mostly just highlight changes)(Step 9) • MM & EM present plan for competition kick-off event/campaign; team provides feedback (Step 11) • BCaM presents draft building captain plan; group provides feedback (Step 10) 	<p>Meeting 5 Action Items</p> <p>MM & EM</p> <ul style="list-style-type: none"> • Begin planning competition kick-off event/campaign
<p>Feb 10 - 14</p> <p>Valentine's Day</p>		<p>Meeting 6</p> <ul style="list-style-type: none"> • BChM, BCaM, MM, EM present highlevel plan for building captains, marketing, behavior change activities (Steps 10, 11) • BCaM presents final building captain plan (Step 10) 	<p>TM</p> <ul style="list-style-type: none"> • Set up buildings, meters, and competition in BuildingOS <p>Meeting 6 Action Items</p> <p>BCaM</p> <ul style="list-style-type: none"> • Begin recruiting Building Captain Managers

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Feb 17 - 21 President's Day	Building captain applications due Friday	Meeting 7 <ul style="list-style-type: none"> Brainstorming, discussion, feedback, decisions on marketing & behavior change strategies, campaigns etc. (Step 11) 	
Feb 24 - 28		Meeting 8 <ul style="list-style-type: none"> Update from BCaM (Step 10) Update from TM (Step 9) Brainstorm ideas for Media Coverage Plan (Step 12) Brainstorming, discussion, feedback, decisions on marketing & behavior change strategies, campaigns etc. (Step 11) 	<p>TM</p> <ul style="list-style-type: none"> Data collection dry run week Troubleshooting and resolve and problems that come up <p>Meeting 8 Action Items</p> <p>CD</p> <ul style="list-style-type: none"> Put together media coverage plan <p>MM, BChM, EM</p> <ul style="list-style-type: none"> Continue marketing & behavior change planning
Mar 3 - 7		Meeting 9 <ul style="list-style-type: none"> CD presents media coverage plan; discuss and provide feedback (Step 12) Updates etc. from MM, BChM, and EM (Step 11) Updates from TM (Step 9) 	<p>BCaM</p> <ul style="list-style-type: none"> Host Building Captain Training Retreat <p>TM</p> <ul style="list-style-type: none"> Resolve final data collection problems <p>Meeting 9 Action Items</p> <p>MM, BChM, EM</p> <ul style="list-style-type: none"> Continue marketing & behavior change planning
Mar 10 - 14	Baseline Week 1	Meeting 10 <ul style="list-style-type: none"> Final preparations! 	<p>TM</p> <ul style="list-style-type: none"> Begin collecting & verifying baseline data

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Mar 17 - 21	Baseline Week 2	Meeting 11 • Final preparations!	MM • Launch marketing campaign CD • Send competition starting press release to media
Mar 24 - 28	Competition Week 1	Meeting 12 • Updates, trouble-shooting etc.	TM • Verify baseline data and enter into BuildingOS • Collect and verify competition data, then enter into BuildingOS EM & MM • Kick-off event/campaign MM & BChM • Ongoing marketing & behavior change strategies
Mar 31 - Apr 4	Competition Week 2	Meeting 13 • Updates, trouble-shooting etc.	TM • Collect and verify competition data, then enter into BuildingOS
Apr 7 - 11	Competition Week 3	Meeting 14 • Updates, trouble-shooting etc.	TM • Collect and verify competition data, then enter into BuildingOS
Apr 14 - 18 Passover starts April 14 Easter April 20	Awards Celebration	Meeting 15 • Updates, trouble-shooting etc.	All • Evaluate performance as compared to goals TM • Collect and verify and then enter final competition data into BuildingOS CD • Send competition results press release to media

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<p>Apr 21 - 25</p> <p>CCN competition window ends</p>		<p>Meeting 16</p> <ul style="list-style-type: none"> • All present on performance vs. goals • Debrief: Discuss lessons learned, changes for next year, favorite moments etc. <p>Celebratory lunch/dinner/party for competition organizing team & building captains!</p>	