



# Funding Application - Student-Led Projects (Under \$10K)

## STUDENT SUSTAINABILITY COMMITTEE

### **Funding Criteria**

#### **A. General Rules**

1. Students, faculty, and staff are encouraged to submit requests for funding. Student-led projects require a faculty or staff sponsor in order to have funds awarded.
2. Funding can only go to university-affiliated projects from students, faculty, staff, and departments.
3. All SSC projects must make a substantial impact on students. This may be a direct impact or an impact through education and engagement. All SSC funding is 100% from student green fees, so the projects funded by the students must benefit them.
4. SSC encourages innovation and new technologies - creative projects are encouraged to apply.
5. Unless a type of expense is specifically listed below as having restrictions, SSC can generally fund it. The items referenced below should not be taken as comprehensive list.

#### **B. Things SSC Can Fund, On A Case-By-Case Basis**

1. SSC can fund feasibility studies and design work; however, it must work toward ultimately addressing a sustainability need on campus.
2. SSC can fund staff positions that are related to improving campus sustainability. Strong preference will be given to proposals receiving matching funding from departments and/or plans for maintaining continuity of the position after the end of the initial grant.
3. SSC can fund outreach events with a central theme of sustainability, provided their primary audience is the general campus community.
4. SSC discourages funding requests for food and prizes but will consider proposals on a case by case basis that prove significant reasoning.
5. SSC can fund repairs and improvements to existing building systems as long as it works toward the goal of improving campus sustainability; however, a preference is shown to projects utilizing new or innovative ideas.
6. SSC can provide departments with loans for projects with a distinct payback on a case by case base. Loans will require a separate memorandum of understanding between SSC and departmental leadership pledging to repay the award in full and detailing the payback plan.

#### **C. Things SSC Will Not Fund:**

1. SSC will not fund projects with a primary end goal of generating revenue for non-University entities.
2. SSC will not fund personal lodging, food, beverage, and other travel expenses.
3. SSC will not fund any travel expenses.
4. SSC will not fund tuition or other forms of personal financial assistance for students beyond standard student employee wages.

**Your funding application should include this application and any letters of support.**

Please submit this completed application and any relevant supporting documentation by the deadline listed on the SSC website to [Sustainability-Committee@Illinois.edu](mailto:Sustainability-Committee@Illinois.edu). The Working Group Chairs will be in contact with you regarding any questions about the application. If you have any questions about the application process, please contact the Student Sustainability Committee at [Sustainability-Committee@illinois.edu](mailto:Sustainability-Committee@illinois.edu).

## General & Contact Information

**Project Name: Social Hack Conference**

**Total Amount Requested from SSC: \$4,382**

**Project Topic Areas:** Land & Water Education Energy  
Transportation Food & Waste

**Applicant Name: Ajaita Saini**

**Campus Affiliation (Unit/Department or RSO/Organization): Design for America at UIUC**

**Email Address: [ajaitas2@illinois.edu](mailto:ajaitas2@illinois.edu)**

### **Check one:**

This project is solely my own *OR*

This project is proposed on behalf of (name of student org., campus dept., etc.): Design for America at UIUC, Students for Environmental Concerns, Volunteer Illini Projects

### **Project Team Members**

<b>Name</b>	<b>Department</b>	<b>Email</b>
Ajaita Saini	Design for America at UIUC	<a href="mailto:ajaitas2@illinois.edu">ajaitas2@illinois.edu</a>
Angela Chan	Design for America at UIUC	<a href="mailto:angelac4@illinois.edu">angelac4@illinois.edu</a>
Jane Chun	Design for America at UIUC	<a href="mailto:janec3@illinois.edu">janec3@illinois.edu</a>
Brianna Creviston	Design for America at UIUC	<a href="mailto:brianna4@illinois.edu">brianna4@illinois.edu</a>
Lauren Nortier	Design for America at UIUC	<a href="mailto:lnorti2@illinois.edu">lnorti2@illinois.edu</a>
Ally Merrett	Design for America at UIUC	<a href="mailto:merrett3@illinois.edu">merrett3@illinois.edu</a>
Saaniya Kapur	Design for America at UIUC	<a href="mailto:saaniya2@illinois.edu">saaniya2@illinois.edu</a>
Wen Kun Yuan	Design for America at UIUC	<a href="mailto:kywen2@illinois.edu">kywen2@illinois.edu</a>
Ada Ezlakowska	Design for America at UIUC	<a href="mailto:adae2@illinois.edu">adae2@illinois.edu</a>
Rajee Shah	Design for America at UIUC	<a href="mailto:rajees2@illinois.edu">rajees2@illinois.edu</a>
Karthik Subramaniam	Design for America at UIUC	<a href="mailto:kvs2@illinois.edu">kvs2@illinois.edu</a>
Aaron Alberg	Design for America at UIUC	<a href="mailto:aalberg2@illinois.edu">aalberg2@illinois.edu</a>

Sneha Subramanian	Design for America at UIUC	<a href="mailto:snehas2@illinois.edu">snehas2@illinois.edu</a>
Mary Donlon	Design for America at UIUC	<a href="mailto:mdonlon2@illinois.edu">mdonlon2@illinois.edu</a>
Tiffany Duong	Design for America at UIUC	<a href="mailto:ttduong2@illinois.edu">ttduong2@illinois.edu</a>
Veronica Casey	Students for Environmental Concerns	<a href="mailto:vicasey2@illinois.edu">vicasey2@illinois.edu</a>
Sara Babu	Volunteer Illini Projects	<a href="mailto:sbabu3@illinois.edu">sbabu3@illinois.edu</a>
Carly Hopkins	Volunteer Illini Projects	<a href="mailto:carlyjh2@illinois.edu">carlyjh2@illinois.edu</a>

**Student-Led Projects (Mandatory):**

Name of Faculty or Staff Project Advisor: **Lisa E. Mercer**

Advisor’s Email Address: **l Mercer@illinois.edu**

**Financial Contact (Must be a full-time University of Illinois staff member)**

Contact Name: **N/A**

Unit/Department:

Email Address:

**Project Information**

*Please review the proposal materials and online content carefully. It is highly recommended you visit a working group meeting sometime during the proposal submission process.*

**Please provide a brief background of the project, its goals, and the desired outcomes:**

*We want to know: What is your project? What does it concretely produce, accomplish, or solve? Why is this project needed on campus?*

**Social Hack is a conference run by Design for America that teaches community members, specifically students, the importance of implementing the human-centered design process in the real world. Students from UIUC will be in teams of 4-5 and spend the weekend focusing on *how we can approach climate change and sustainability from a human-centered design perspective*. By the end of the conference, student teams will have presented their ideas to judges, ranging from local companies to Chicago based design firms. Winners will receive the opportunity and financial support to continue building out their ideas with guidance from Design for America mentors and campus/ community partners.**

**Innovation is incredibly important, but most neglect the importance of empathy and need-finding before brainstorming. This disconnect between intention and actions once implemented derive from misunderstanding community needs. Many students want to**

work with partner organizations, but initiating these relationships is the biggest hurdle exacerbated by figuring out how to maintain productivity with that partner. Teaching this process is essential because it is a universal skill that any major would benefit from knowing in their career. At Design for America, our members tackle social issues using this design process. Because our membership is limited by project capacity, we turn away many passionate students interested in empathy-based social innovation. With multiple Maker/Innovation Spaces popping up on campus as well as the new Siebel Center for Design, we want to create a broad opportunity to not only help attending communities partners but teach effective and responsible ways to start projects. By opening the door to empathy based ideas, our goal is that our community partners can actually execute on these ideas and work with students passionate about the issue through Social Hack.

**Where will the project be located? Are special permissions required for this project site?**  
*If special permission is required for this location, please explain and submit any relevant letters of support with the application. SSC cannot fund projects without prior location approval.*

This conference will be held at NCSA over one weekend in March. As of right now, our anticipated date is March 7-8, 2020. Design for America has a 7 year strong relationship with NCSA, and we have been communicating with the program coordinator since March to book the first floor of NCSA and host approximately 200 students, staff, and local companies.

**Other than the project team, who will have a stake in the project? Please list other individuals, groups, or departments affiliated directly or indirectly by the project. This includes any entity providing funding (immediate, future, ongoing, matching, in-kind, etc.) and any entities that benefit from this project.**

*Please attach letters of commitment or support at the end of the application.*

Two student organizations, Student for Environmental Concerns and Volunteer Illini Projects, are partnering with us to plan and run this conference.

We are currently working with our advisors at NCSA to solidify location and the number of rooms we will have available during the conference. They have expressed interest in supporting part, if not all, of the rental costs as they have financially aided DFA in the past.

This conference is open to and free for all students at the University of Illinois at Urbana-Champaign. Student teams will be assigned a specific topic of climate change (agriculture, energy, transportation, zero waste, or climate change education), and we'll be inviting a company/organization for each topic to spend the weekend working with these teams. We have been contacting corporations, such as Syngenta and CUMTD, that are committed to ethical and sustainable practices to come speak at or sponsor the event.

Confirmed organizations/companies that are contributing resources/manpower:

- **Siebel Center for Design:** The mission of SCD is to foster multidisciplinary collaborations across campus, using design thinking as an approach to promote human-centered design and mandated quick iterations. DFA has partnered with SCD over the past year for various workshops and outreach events to spread human-centered design. Seven DFA members have interned or worked full time at SCD since its conception in 2017.
- **Pixo:** Pixo is a consulting firm in Urbana that designs and builds custom systems, mobile apps, enterprise websites, and cutting edge hardware and software integrations. They have been mentors to Design for America for over three years, facilitating community connections, facilitating project feedback, and conducting studio workshops.

Both Siebel Center of Design and Pixo are helping us plan specific parts of the conference and facilitating design thinking workshops the day of.

**How will this project involve and/or benefit students?**

*This includes both direct and indirect impact.*

During conference weekend, students will:

- Learn how to rapid prototype a social impact project with people from different majors and backgrounds
- Get access to mentors and community partner experts
- Practice human centered design & how need finding with community partners can jump start an effective project

Winning prototypes will be judged as follows:

Each of the five sections of sustainable themes (agriculture, energy, transportation, zero waste, climate change education) will initially be judged separately, resulting in a top team in each category. This tier will be chosen by their respective community partner as well as a panel of judges.

There will be two more opportunities provided for the two top teams among those five to continue their projects with mentorship from a Design for America executive member, as well as support through a potential University program. These will be chosen through combined discussion with all the community partners and judges.

Teams will be judged on creativity & innovation, use of the design process, and relevance to the user and community partner.

Students will also gain awareness about sustainability initiatives on campus (ISEE/iCAP, RSO's), learn about the innovation resources they can use on campus (iVenture, Enactus, Founders, Sustainability LLC), and solidify professional relationships with companies they could potentially work at in the future.

Finally, students with creative ideas will get exposure and can create something at Social Hack that can actually be implemented and improve campus sustainability.

What are your specific outreach goals? How will this project inspire change at UIUC?

Our five specific outreach goals are as follows:

- Work with as many local sustainability initiatives on and off campus to bring together different expertise in respective environmental fields
  - Environmental groups that we have either reached out to or plan to reach out to within the next month include SECS, Green Observer, Beyond Coal, ActGreen, and ISEE
- Teach students about the iterative Human Centered Design process and the relevance of integrating empathy to all fields of study
- Connect interdisciplinary groups across campus on a big-scale, student run educational project

- Give students the access and ability to develop need-based, responsible, and ethical innovations towards environmental sustainability
- Connect students with companies and organizations that value empathy based research and increase visibility to a diverse pool of student talent

The companies and organizations that we want our students to work with have a stake in our campus and community sustainability initiatives. For example, we are reaching out to CUMTD to work with students during the conference to develop sustainable transportation practices that can actually be implemented on our campus. We will inspire change by exemplifying how bridging communication should look like to build exponential impact across the mass existing network.

How will the project improve environmental sustainability at the Urbana-Champaign campus?

Climate change is a fundamentally human-based phenomena and will require human-based solutions to integrate sustainability seamlessly into every aspect of life. The purpose of design thinking (or human-centered design) is to promote need-identification from stakeholders, including experts to tangential participants, so that newly designed systems or products use practical insights. The innovation community at UIUC is vast, cross disciplinary, and deeply passionate about bringing change. Top reasons why ventures don't succeed is the lack of early communication and empathy between the audience and developers. Additionally, concentrating local experts and organizations in the same space as passionate students who have always wanted to help but didn't know where to start builds connections at a monumentally quicker pace. Social Hack will initiate contacts that will bridge a vast network of sustainability forward thinkers for continued change in the Champaign-Urbana community.

On campus, we have partnered with the primary environmental RSO, Students for Environmental Concerns, and plan to work with other student activist groups such as Beyond Coal and Green Observers to transform the continuing discussion into new actions. The five themes for the conference are based on the Illinois Climate Action Plan by the Institute for Sustainability, Energy, and Environment. This ensures that the topics discussed will be relevant and actionable with likely further resources as students continue the conversation and ideas discussed. By presenting situations that may affect students, staff, and visitors to UIUC, the conference will push the bounds of regular formulaic thinking presented in classes.

**If applicable, how does this project impact environmental injustice or social injustice?**

**Design thinking promotes intersectional inclusivity because it requires the designer to expand their empathy for all stakeholders and anyone possibly interacting with a system.**

**While we can't necessarily predict the ideas students will generate, many of these insights can be focused on environmental/social injustice. Our Storytelling team will provide each student with a packet of research that focuses on one of the five climate change areas we have identified. This research will be collected from a variety of resources, including interviews done in the community. Our team will add a specific focus on environmental injustice in the climate change education topic.**



## Scope, Schedule, and Budget verification

What is the plan for project implementation? Describe the key steps of the project including the start date, target completion date, target date for submitting a final report, and any significant tasks or milestones. *Please be as detailed as possible.*

Our team is divided up into 4 subcommittees: Spatial Experience, Storytelling, Marketing + Outreach, and Sponsorships/Fundraising. Spatial Experience focuses on determining logistics for the day of the conference and making sure there is a coherent flow from room-to-room on the day of the conference. The Storytelling committee is working to create content on the topic of climate change and design, and are communicating with community partners & local organizations to conduct research on transportation, agriculture, zero waste, climate change education, and energy. Marketing + Outreach are working to expand the mission of Social Hack to various places on campus. Finally, Sponsorships/Fundraising is working to secure funding and invite speakers to the event.

Every committee has their own timeline that they are working towards. Marketing and Outreach will have posted the Facebook event and advertising the already-made website to begin visibility on campus before Winter Break. Spatial experience will be wrapping up by end of January to submit plans to NCSA's building services. Applications to attend will be open until two weeks before the conference and we will be confirming attendees with the Storytelling team within 3 days later.

List all budget items for which funding is being requested. Include cost and total amount for each item requested.

*Please be as detailed as possible.*

### Room Rental at NCSA ~\$3,500

While we are currently in the process of working with NSCA to waive the costs of renting out their space, we are still looking to find funding to pay the costs in case our request gets denied.

### Prototyping Material ~ \$500

- Post-its
- Sharpies
- Large posters
- Poster paper

- **Arduinos**

### **Marketing Material ~ \$382**

- **Maintain a website: \$12**
- **Interior Ads in MTD Buses: \$250**
  - **Ads for 30 days**
- **Digital Signs through University Housing: \$120**
  - **\$30 a week for Registered Student Organizations**

**If the project is implemented, will you require ongoing funding? What is the strategy for supporting the project in order to cover replacement, operation, or renewal costs?**

*SSC provides funding on a case by case basis and should not be considered as an ongoing source of funding*

**We will not require ongoing funding. While this conference will be an annual event, the theme of the conference will focus on a different social issue every year.**

**Please include any other obtained sources of funding. Have you applied for funding elsewhere?**

*Please attach any relevant letters of support as needed in a separate document.*

**Received \$210 for marketing material from SORF Funding.**

**Confirmed donation of \$1,000 from Volunteer Illini Projects (co-directing Social Hack)**

**Fundraised \$218 through DFA Fundraisers**

**Potential \$1000 sponsorship from Jaguar Software, bb7, and Slipstream (each)**

**Potential funding for student awards from NCSA Fiddler Fellowship**

**Potential funding for rental space from NCSA Spin Program/Director's Office**

**Have you applied for funding from SSC before? If so, for what project?**

**Design for America was awarded a Microgrant for Social Hack in 2017-2018. The topic of that Social Hack was circular design and sustainability. After three years of hosting this event as a full day workshop, our RSO is expanding this event to a larger scale, and we are partnering with other students and local organizations to promote a campus-wide educational sprint.**

**How will you bring awareness and publicize the project on campus? In addition to SSC, where will information about this project be reported?**

Our marketing team has several different ways they'll be going about sharing this conference to different student groups on campus. Our marketing team is working towards:

- Reaching out to different & diverse groups on campus
- Spreading information through student spaces such as dormitories and LLCs
- Social media marketing through our Design for America Facebook and Instagram channels
- Creating a Facebook event & website: <https://www.socialhackillinois.com/>
- Using existing DFA connections & partnerships to help reach different student communities on campus that address innovation and sustainability, such as iVenture.

We also have committed support from SCD and NCSA to add our event in their social media and newsletters.

# Social Hack 2020

Co-Directed by Design for America at the  
University of Illinois

## Itinerary

Saturday, March 7

<b>Event</b>	<b>Time</b>	<b>Details</b>
Check In	9 AM - 9:30 AM	Check in will be in the lobby/atrium. During check in, attendees will get a packet with a number that they will use during the conference. The number will be used to designate their team location for majority of the conference. Attendees can grab breakfast/coffee and eat in the atrium, and once they are ready they can enter the auditorium.
Keynote	9:30 AM - 9:45 AM	N/A
Guest Speaker #1	9:45 AM - 10:15 AM	N/A
Teams + Topics	10:15 AM - 10:45 AM	Introduce climate-change focused project topics, community partners, and activities/timeline for the day

Breakout to HCD Activities	10:45 AM - 11:00 AM	Teams will be dispersed between different rooms (1030 and Atrium) to start workshops for the day. Teams will move based on the number they were assigned at check in.
Reframe/HCW Intro	11:00 AM - 11:30 AM	Introduce goal of reframing insights collected from research
Look at packets/ research, 1 on 1s with community partners	11:30 AM - 1:30 PM	Teams will get time to take a look at their project area of focus that has already been scoped out for them, and identify insights that they want to focus the most on in their projects. During this time, they will also sign up for a 1 on 1 meeting with the community partner that aligns closest with their topic to gain more insights.
Lunch	1:30 PM - 2:30 PM	N/A
Reframe/HCW Deep Dive	2:30 PM - 2:45 PM	Deep dive this part of the design process with presentations from DFA students and other community leaders
Design Thinking Workshops	2:45 PM - 3:30 PM	Conduct workshops with the Siebel Center of Design and Pixo on specific parts of the human centered design process. Teams will be encouraged to split up and attend workshops they deem most necessary

Worktime - Build	3:30 PM - 8 PM	Teams will get time to start building prototypes.
Panels	4 PM - 5 PM	During this time, students can sign up for innovation panels with Enactus, iVenture, and other local entrepreneurial organizations
Feedback	5 PM - 8 PM	Optional; teams can sign up for 1 on 1s with mentors for feedback on their current ideas
Dinner	6 PM - 7 PM	Will be scheduled as a break in between work time

**\*\* End day at 8 pm**

### Sunday, March 8

<b>Event</b>	<b>Time</b>	<b>Details</b>
Light Breakfast	10 AM - 10:30 AM	N/A
Testing + Storytelling	10:30 AM - 12 PM	Give attendees time to test their prototypes & the importance of storytelling
Lunch	12 PM - 12:30 PM	N/A
Worktime	12:30 PM - 2:00 PM	N/A
Presentations/Judging	2:00 PM - 3:00 PM	Science fair style judging
Reflections	3:00 PM - 3:30 PM	Reflection activities with attendees while judges decide winners
Guest Speaker #2	3:30 PM - 4:00 PM	N/A

Awards	4:00 PM - 4:30 PM	N/A
Closing Remarks	4:30 PM - 5 PM	N/A

**\*\* End day at 5 pm**

# SORF Funding Approval

11/22/2019

Google Apps @ Illinois Mail - Fwd: Your budget request Social Hack has been approved!



Ajaita Saini <ajaitas2@illinois.edu>

---

## Fwd: Your budget request Social Hack has been approved!

1 message

---

**Sneha Subramanian** <snehas2@illinois.edu>  
To: DFA at UIUC <uiuc@designforamerica.com>, Ajaita Saini <ajaitas2@illinois.edu>

Thu, Nov 21, 2019 at 7:00 PM

----- Forwarded message -----

From: **Get Involved** <noreply@engage.mail.campuslabs.com>  
Date: Fri, Nov 15, 2019 at 6:05 PM  
Subject: Your budget request Social Hack has been approved!  
To: <snehas2@illinois.edu>

**Your budget request "Social Hack" for \$700.00 in the Fall 3 - SORF Application (2019) budget process has been approved for \$210.00.**

### Comment History

Hi Dave,

My apologies for the confusion. Here is the updated breakdown of the marketing budget.

- Posters/flyers to put up around campus: \$240
- Maintain a website: \$12
- Banners on MTD Buses: \$125
- Digital Signs through University Housing: \$120

\$30 a week for Registered Student Organizations

Please let me know if you need anything else from me.

Best,