Agenda

- Challenge overview

- Challenge details

- Q&A

Introductions

Scott Stump
Assistant Secretary of Career, Technical, and Adult Education
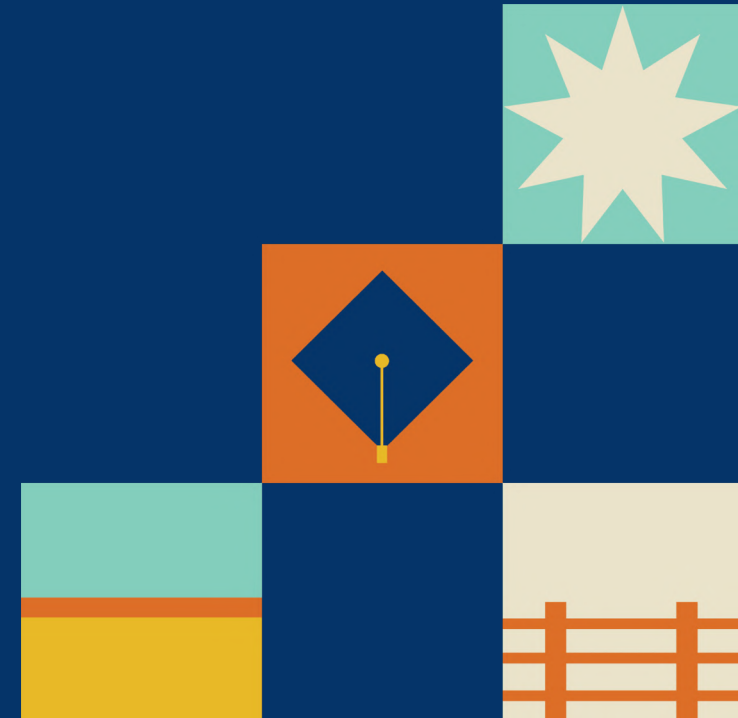
Albert Palacios
Education Program Specialist

Richard Pettey
Director of Policy and Strategy

Challenge overview

Office of Career, Technical, and Adult Education

OCTAE administers and coordinates programs related to:

- **Career and technical education:** helping students prepare for occupations in the 21st-century workforce.

- **Community colleges:** providing national leadership to strengthen the role of community colleges.

- **Adult education and literacy:** enabling adults to acquire necessary basic skills to function in today's society.

Ed Prizes

Ed Prizes is a series of challenges run by the U.S. Department of Education in collaboration with innovators across the country.

These challenges strengthen the competitiveness of the American workforce by preparing learners for the careers of today and tomorrow.

Reach Higher Career App Challenge
Launched October 7, 2015

The Reach Higher Career App Challenge called upon app developers, educators, and data mavens to submit mobile solutions that help students navigate education and career paths, and increase the capacity of career counselors to serve students.

EdSim Challenge
Launched November 2, 2016

The EdSim Challenge called upon the virtual reality, video game developer, and educational technology communities to submit concepts for immersive simulations that prepared students for the globally competitive workforce of the 21st century.

CTE Makeover Challenge
Launched March 9, 2016

The CTE Makeover Challenge called upon high schools to design makerspaces that strengthened career and technical skills through making.
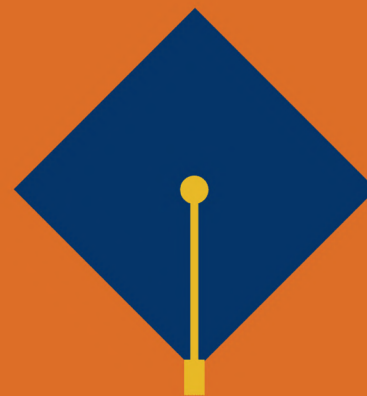
VISIT CHALLENGE SITE

RURAL TECH PROJECT

A $600,000 U.S. Department of Education challenge to advance technology education in rural high schools.

Use **competency-based distance learning** to prepare your students for the careers of today and tomorrow.

RURAL TECH PROJECT .COM

RURAL TECH PROJECT

@ EDPRIZES

The future of technology careers

Jobs in computer and information technology are projected to **grow 12%** from **2018 to 2028,** the equivalent of roughly **546,200 new jobs**.

Fostering employability and life skills

Technology education imparts:

Transferable skills
- Problem solving
- Logic

Resilient qualities
- Growth mindset
- Comfort with ambiguity

The needs in rural technology education

"The biggest barrier to students pursuing technology education is **being in a rural area**... we don't have the software education experience side here... there are **not a lot of opportunities** to go into software-based programming locally and not a lot of places for in-person learning."
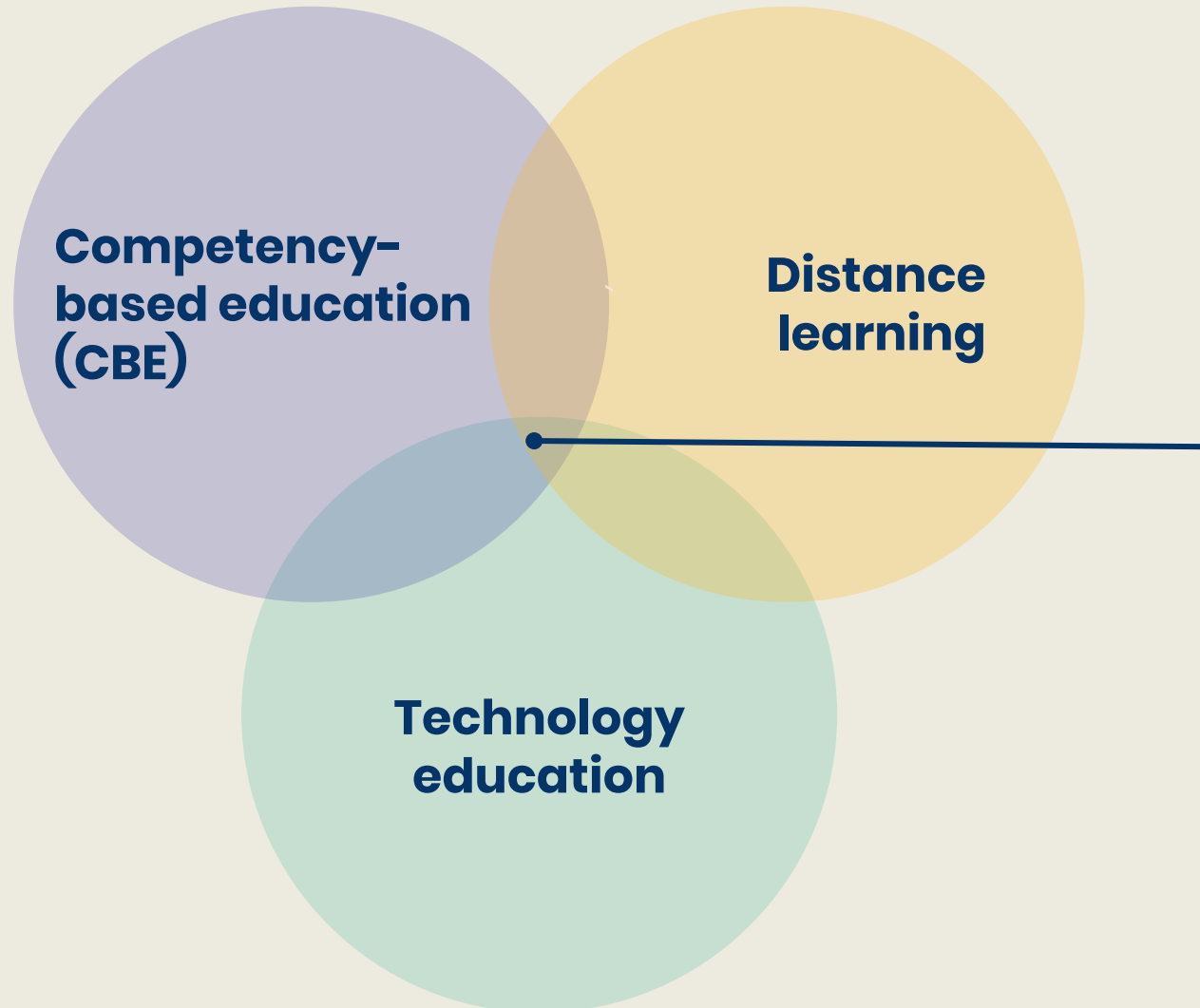
— Educator, Kentucky

"**Access [to opportunities] is always an issue**... rural students need **exposure to the world of work**, so they can see the gap between what happens in school and what is needed to work."

— Senior Fellow, Education non-profit

The tools to make students future-ready

Competency-based education (CBE)

Distance learning

Technology education

The Rural Tech Project combines these tools to **increase access** to and **encourage mastery** of advanced technology skills.

Challenge details
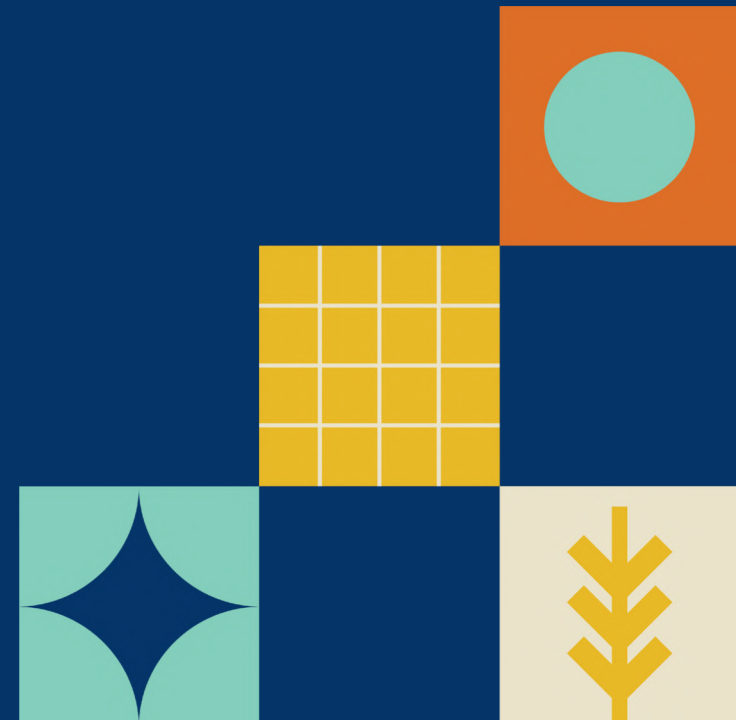
Challenge phases

Phase 1: Open submissions
June 30 - Oct. 8, 2020

The U.S. Department of Education invites high schools and local education agencies to **propose technology education programs** that use competency-based distance learning.

Up to five finalists will progress to Phase 2.

Phase 2: Community implementation
Jan. 2021 - Sept. 2023

Finalists will receive cash prizes and on-the-ground support to **plan, run, refine, and report on their programs** across two academic years.

The Rural Tech Project will compile insights from finalists and share lessons learned with other communities.

Phase 1
Finalist prizes

$500,000

Up to five finalists will receive:

- An equal share of the $500,000 Phase 1 prize purse.

- More than two years of continuous support to plan, run, refine, and report on their programs.

Phase 2
Grand prize

$100,000

One grand-prize winner will receive an additional $100,000 cash prize.

Phase 1

Phase 1: Open submissions
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Phase 1
Resources

RuralTechProject.com offers resources to support program proposal development.

General resources

Definitions and applications of

- Competency-based education
- Distance learning
- Technology education
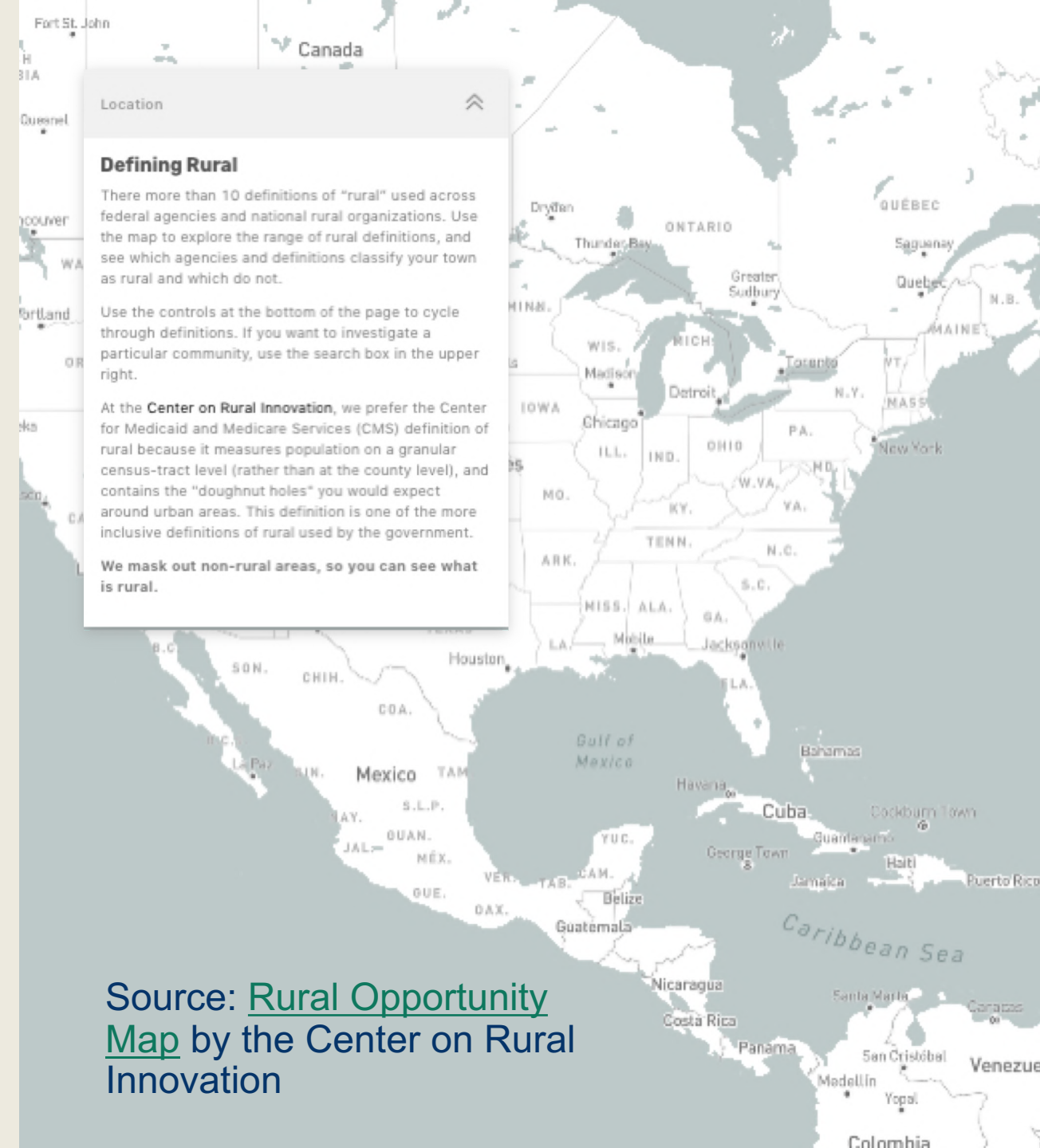- Rural communities

Entrant resources

Reference materials that align to submission form questions.

Phase 1
Eligibility

The Rural Tech Project invites submissions from any school or Local Educational Agency serving:

- Students between grades 9-12.

- Rural communities (as self-defined).

See the Eligibility section of the Rules, Terms and Conditions for more details.

Defining Rural

There more than 10 definitions of "rural" used across federal agencies and national rural organizations. Use the map to explore the range of rural definitions, and see which agencies and definitions classify your town as rural and which do not.

Use the controls at the bottom of the page to cycle through definitions. If you want to investigate a particular community, use the search box in the upper right.

At the **Center on Rural Innovation**, we prefer the Center for Medicaid and Medicare Services (CMS) definition of rural because it measures population on a granular census-tract level (rather than at the county level), and contains the "doughnut holes" you would expect around urban areas. This definition is one of the more inclusive definitions of rural used by the government.

We mask out non-rural areas, so you can see what is rural.

Source: Rural Opportunity Map by the Center on Rural Innovation

Phase 1
Program proposal

The Rural Tech Project submission form will ask for the following:

- **Profile** of your community and students.

- **Program overview** of proposed design and delivery.

- **Career pathways** connecting to the proposed program.

- **Implementation** planning.

- **Stakeholder engagement** to involve community and supporters.

- **Team** expertise.

Phase 1
Program proposal

- **Profile**
  Share some brief information about your organization, the students you serve, and your community.

- **Program overview**

- **Career pathways**

- **Implementation**

- **Stakeholder engagement**

- **Team**

Consult Entrant Resources for more information on how to:
- Define "rural."

Phase 1
Program proposal

- **Profile**

- **Program overview**
  Share your vision for a new competency-based distance program for technology education, including who the program would serve and how it would be designed and delivered.

- **Career pathways**

- **Implementation**

- **Stakeholder engagement**

- **Team**

Consult Entrant Resources for more information on how to:
- Structure learning programs for careers.
- Assess mastery.
- Define a distance learning approach.

Phase 1
Program proposal

- **Profile**

- **Program overview**

- **Career pathways**
  Share how your proposed program will provide your students with skills that will prepare them to advance in one or more in-demand career pathways.

- **Implementation**

- **Stakeholder engagement**

- **Team**

Consult Entrant Resources for more information on how to:
- Understand career pathways.
- Identify target career opportunities.
- Connect secondary and postsecondary opportunities.

Phase 1
Program proposal

- **Profile**

- **Program overview**

- **Career pathways**

- **Implementation**
  Describe the approach, infrastructure, and resources you will need to implement and continue your proposed program in the 2021-2023 school years.

- **Stakeholder engagement**

- **Team**

Consult Entrant Resources for more information on how to:
- Choose CBE tools.
- Assess your hardware needs.
- Test your connection speed.

Phase 1
Program proposal

- **Profile**

- **Program overview**

- **Career pathways**

- **Implementation**

- **Stakeholder engagement**
  Share how you will design and run your new program in collaboration with all of your community's key stakeholders.

- **Team**

Consult Entrant Resources for more information on how to:
- Collect student feedback.
- Establish or strengthen school-community partnerships.

Phase 1
Program proposal

- Profile

- Program overview

- Career pathways

- Implementation

- Stakeholder engagement

- **Team**
  Share what unique expertise and skills your team members have and how they plan to advance your proposed program.

Consult Entrant Resources for more information on how to:
- Identify potential Community Engagement Managers.

Phase 1
Selection criteria

All submissions will be judged against the following selection criteria

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Quality of methodology

Continuous improvement

Quality of planning

Career relevance

Community support

Phase 2

Phase 1: Open submissions
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Phase 2: Community implementation
Jan. 2021 - Sept. 2023

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The Rural Tech Project will compile insights from finalists and share lessons learned with other communities.

Phase 2
Plan community implementation

Plan
January - June 2021

Finalists complete their plans and build partnerships in advance of program launch.

Run
June 2021 - June 2022

Refine
June 2022 - June 2023

Report
Summer 2023

Phase 2
Run community implementation

Plan
January - June 2021

Finalists complete their plans and build partnerships in advance of program launch.

Run
June 2021 - June 2022

Finalists launch programs, receive ongoing expert support, and collect data on performance metrics.

Refine
June 2022 - June 2023

Report
Summer 2023

Phase 2
Refine community implementation

Plan January - June 2021		Finalists complete their plans and build partnerships in advance of program launch.
Run June 2021 - June 2022		Finalists launch programs, receive ongoing expert support, and collect data on performance metrics.
Refine June 2022 - June 2023		Finalists improve programs and create sustainability plans.
Report Summer 2023		

Phase 2
Report on community implementation

Plan January - June 2021	Finalists complete their plans and build partnerships in advance of program launch.
Run June 2021 - June 2022	Finalists launch programs, receive ongoing expert support, and collect data on performance metrics.
Refine June 2022 - June 2023	Finalists improve programs and create sustainability plans.
Report Summer 2023	Finalists document their outcomes and learnings in a formal submission for evaluation by the Phase 2 judging panel.

Phase 2
Two years of on-the-ground support

Each finalist will receive:

- A local **Community Engagement Manager**, valued at $100,000.

- Technical **support during the full implementation period**.

Support will be customized to community needs and may include assistance with:

- Project management

- Group facilitation

- Community engagement

- Partnership relationship management

- Data collection, analysis, and reporting

How to enter

To enter the challenge, you will need to do the following by **5:59 p.m. ET on October 8, 2020**:

1. Form a team to develop your submission.
2. Create a Luminary Lightbox^{TM} account.
3. Complete and submit your submission at: ruraltechproject.com/submit.

We suggest reviewing the Entrant Resources on ruraltechproject.com.

Please plan to complete all of these steps well ahead of the deadline, to allow time for resolving any potential technical issues.

Q&A

Please submit questions in the chat window within Zoom.

Apologies if we don't get to your question. Please check the challenge news page, where we will publish responses to many questions received. Published answers (not live answers to questions) will be considered final responses.

Additional questions may also be sent to hello@ruraltechproject.com.

What next?

- Add hello@ruraltechproject.com to your address book to make sure important messages are not marked as spam.

- Visit RuralTechProject.com to sign up for the Rural Tech Project newsletter.

- Visit EdPrizes.com to learn more; sign up for the Ed Prizes newsletter and follow on social media to receive updates on future challenges.