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Event Started: 9/16/2011 2:00:00 PM

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>> Good morning this is Ginette Staten with web better unit -- University we will be starting shortly if you need technical assistance in dollars at webmanageruniversity@gsa.gov or call us at 202 or call us at 202-208-2668. Thank you are back -- thank you.

>> We will not have Sheila Campbell do the introductions.

>> Welcome everybody good morning I am thrilled so many of you could join us this morning for the webinar about Challenge.gov. Many of you folks may know we just celebrated the first anniversary of the Challenge.gov and we felt this is a great time to introduce it to folks who may not be familiar with the platform and maybe for those of you are familiar at the eatery pressure, to learn about this exciting program that you can use to launch challenges and prizes at your agency. I leave the center for excellence in digital government at GSA a we are the folks who sponsor Challenge.gov in partnership with Tammi so we are delighted we have Brandon Kessler who is the CEO of networking to talk about the platform. I am sure branded will get lots of details about the evolution of the platform. So, let me just say we have over 36 agencies who have used the platform over the past year. Over 120 challenges on the site right now. So it is really loss and and grow and something -- blossomed I grown and it is a big movement in terms of going forward to offer challenges and prizes to solve government problems. This is not a fad, something we are definitely seeing as huge potential to be able to create these challenges with a huge number of successful charges. I know Brandon will show you all. We are just excited to be able to take an hour this morning to show you how unique the platform is. Put has really generated so much interest around it is really easy to use, free and policy compliant. The big benefit is there is one central place where the public can see all the challenges and prizes available. we hope that you will learn a lot about it today we have a great team here at GSA available to answer any questions that you have capture the webinar. -- After the webinar they can give you strategic help in terms of how you set up a challenge, what is a good potential for a challenge so just invite you all to follow up with Tammi and Karen if you have questions after the weather. I will have it up to Brandon he is the person you want to hear from, I met him several years ago when he was launching ChallengePost and he is a fantastic service to the government in terms of offering a platform for us. And, is working closely with this everyday to make sure it is a platform that works for all the agencies across government. So thank you so much for being with us today.

>> It's a pleasure, thanks very much. Nudges to make sure, was carrying going to go first? It's okay if I go first. But, I thought that was the plan.

>> I will go first row this is Karen Trebon for GSA and no more than a 10 minute introduction and we will pass it over to Brandon.

>> Right, sorry about that.

>> Thanks, Karen.

>> Okay so I just want to start out this is Karen Trebon I am the deputy program manager for Challenge.gov here at GSA's office of Citizen services and innovative technologies. I just want -- for those who are new to the concept of challenges, give you a definition. Challenges and prizes is the term used by the current administration so that is the term that I tend to stick to that you can also call the contest or competition. They allow the government to tap into the creativity of the American people and the public can contribute their ideas to solve our nation's problems. And, there are monetary or non-monetary prizes that go along with challenges. They allow you to get solutions that are out of the box and maybe even solutions that are better and faster than you might get through the traditional procurement.

>> Challenges were first mentioned in the current president strategy for American innovation anywhere mentioned again in the open government directive so it has been a slow build up momentum. I am not going to go over all of these great results but I just want to hit on a few great things that challenges have allowed the government to do recently like these really successful Apps for healthy kids challenged him by

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the Department of Agriculture. They were able to get games and mobile apps worth about \$5 million for about \$60,000 in prize money. Not even all of that money came from the USDA, they were able to get some private money which recent legislation allows us to do. So, really great return on investment there. The Air Force was able to find a new way to deliver humanitarian aid, food and water packages, the energy Department has come up with a more efficient lightbulb, NASA has been coming up with new ways to improve the packaging in space and by the way for astronauts to launder their clothes in space. All these really great solutions to problems that challenges have allowed the government to come up with.

>> So, as Sheila said, we have a new challenged, just today so we are now up to 120 challenges just about every agency -- I can only think of two or three that have not use Challenge.gov so we have a lot of agencies and bureaus using the site. Did I mention that it is free? Anything that is free in the current editor a climate is a wonderful. -- Current budgetary climate.

>> We launched about a year ago with 35 challenges from 15 different agencies so up tick is really great. We built this site as the result of a memo from OMB about March of 2010. So I Challenge.gov, agencies can host challenges. They can ask for solutions to problems and that can be -- take a lot of forms it can be a design, concept paper maybe even a photo contest, video contest, poster contest on Challenge.gov. You can ask for games or mobile apps. The public can go on the site and submit their solutions. They can participate in discussions and if they don't necessarily have a solution they can register their support which is kind of like clicking Like on Facebook you support the challenge. You can share them with friends write e-mail and social media and if you enter and are successful you can win recognition for a monetary prize -- or a price.

>> Some of the other -- that we are doing with ChallengePost there is support that we are providing to the government challenge community. We're putting challenge best practices on how to.gov, we support the challenges community of practice and we have about 520 people on that community right now. I encourage you -- if you are ever struggling for how to design a challenge of their own, go to Challenge.gov because it is a really nice archive. I'll -- I'll be challenges -- every challenge that has ever been on Challenge.gov remains on the site even after it is closed so use it as a reference. If you want to do an apt challenge the other agencies have done it and you can even our language, perhaps. How do I write my rules? Maybe you can learn a lot from what other agencies have been through. And of course, myself and my manager,, are available for meetings and consultations anytime.. I want to know we are working on for the expanded content for how to.gov sort of a step I step toolkitt for how you would plan, implement and improve your future challenges..Kit is going to have a series of steps with original content and links under each step. I have given you a couple of slides about that. Any feedback you have would be most appreciated.

>> We have another event coming up, this webinar is just one of the events we are doing to celebrate our first but they so we are having an even bigger one on October 5, and in person event at GSA front 9 to 12 -- from 9-12 and we've partnered with an outside organization to do interviews with agencies who have earned challenges so somewhat come and share their lessons learned so we have volunteers from other agencies to say that they want to 10. We have speakers from education, energy, EPA, State Department, transportation, NASA and Veterans Affairs we have a nice, diverse panel of speakers. And what we would like to do is have some people come and bring their challenge ideas. If you are a federal agency and you have an idea for your challenge but you're just kind of stuck, not sure how to get it off the ground, we would like you to bring those challenge ideas even if it is just a one page white paper. Bring that to the event and we can sit down in groups and help flesh out your idea and help you get past any obstacles you're having. We will have a lot of expertise in the room for that.

>> Just another actions that GSA is taking. We are always looking in our minds for enhancements that we can make to Challenge.gov so we can continue to work with ChallengePost on that. We want to keep making the site better. We were asked by OMB to set up a contract vehicle for challenge and competition services. So, we have set that up and that's on GSA.gov and we are continually expanding the list of vendors that are on that schedule. Working on -- we are also working on training to help agencies use of that contract vehicle. Click on challenge.gov is free but there are vendors out there, consultants for lack of a better word, that can help you design

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challenges. So just another option that is out there for you.

>> And I will close out now with my contact information and also my manager, Tammi Marcouiller. We urge you to follow us on twitter. We've been doing a challenge of the day firm of my birthday celebration subject of that and keep following us. Thank you.

>> Hi, this is Brandon from ChallengePost . Is my screen showing up?

>> Yes.

>> Excellent. Thanks so much, Sheila, Tammy and Karen. Again I am Brandon, and founder for deleveraging based in your city but in DC Berkeley. We have been thrilled with the partnership that GSA and the rest of the federal government around challenges and prizes. Our entire purpose is to be a platform and services company to help deliver challenges the drive innovation and awareness and really the goal here is to be the website out of the entire federal government were citizens, giving the most back to government both in terms of engagement and the value of their creations. We think we there but we really want to maximize that as much as possible. So, today I am going to take you through the free Challenge.gov platform, sure you what it is, how it works, what is the thinking behind and while I think we have 45 minutes to do I want to try to get it done sooner and not take up everyone's time unless we really need to do we can throw it open to questions.

>> So here we are at the Challenge.gov homepage. Again place where people and government can solve goblins together. The first section is pretty self-explanatory, your challenge can get featured and people will see that more and GSA is in charge of appointing that. Over here on the right, you can see a list of categories, types of competitions that there are as well as the departments and agencies here. When you click on them, you see some. Over here are recent challenges. You can see the important information about these challenges. Verse, a little bit of a starter introduction about it where we are in terms of submissions or the next phase. As you can see there are three months left before this winter's will be announced for the NASA challenge. Prize money and the number of supporters which is really the people who are following the challenge and like the challenge and want to stay in a little.

>> Will talk about more about that later because that's a really important part of Challenge.gov. So, let's click on finding challenges here. Here you can basically sort and filter challenges by the newest, time left by prize amount and I how many people are following the challenge which is the popularity. Of course, by categories and organizations over here. Lastly, you can search so let's just search for challenge. This is a successful challenge, and healthy living innovation awards by HHS. They were getting over 200,000 weekly am a unique visitors that is per week, not per month. Throughout the voting period of his challenge. So, I am going to show you the best of -- of what people see on a given challenge and what they mean and we will take you through them and why they are there. And we will take you through the back end of how easy it is to post a challenge and type things in and some of the tips that are there on how to make your challenge the best.

>> So, we have a carousel here for you come out as many images as you want or in this case one image and went video of the secretary introducing the challenge. This has ended so it shows the date here as being winners have been announced and there are eight of them. Over 2000 people supported the challenge which again is like a like or follow, which allows you to update -- the supporters get updated about important milestone throughout the challenge and they can also tell their friends. Of course, you can share untraditional social networks here. --

>> There is a status and update part with it actually announce the winners here or you can say anything you want. If the BK there is a new article in TechCrunch, our we've extended the deadline or whatever status update in this case they have the winners. If we scroll down there is detailed discussions of your challenge and these are all reachable through Tinker links on the top you're. Important dates and they have an anonymous number of judges which is a lot.

>> Probably more -- definitely more than average challenge but not case there were a lot of people involved so it was a huge list of judges. Each of these judges get a login and they can go in and rate each submission based on an unlimited number of criteria. Speaking of the criteria, here they are. Creativity and innovation, leadership, sustainability, et cetera. when you -- when a judge locks and they will see that and rate them from one to five stars for each of them and it makes it really easy to perform the judging task. So every bit of information for the most part on a challenge, it is not a static webpage Regis is what you want, it is

connected to something else. The judging criteria here is connected to what a judge fees when they log in and prizes listed here, including dollar amounts, are also dynamic information that appears in other parts throughout the site. You can pick up at this like a Facebook and a sense that everything is connected to something else. It is not just a static website where you enter your text that you want on every page.

>> And so, let's go back to the top, as you can see by those links, it is fully 508 compliant, past all security requirements, enables you to avoid having to do the privacy PRAS, I believe is what they are called because information about submitters is not automatically transferred to the government. There is a messaging system as well. So, it really is just incredibly easy to engage and it minimizes the paperwork and all of the things that you nearly have to have on your checklist every time you do or create a website. You can automatically check them off from day one. So that is the homepage. There are discussions, which are optional, where people can have discussion items, they can form teammate, Cara submissions that in this case the winning submissions. And they had to be categories for the submissions.

>> You can see all the followers on the right with their pitchers if they want, as well. A blog, which is also optional and you can turn a with one click. You can have comments on those blogs as well and you can decide whether you want those comments to go up immediately and be alerted to them see you can take them down or if you want to preapproved the block comments before they go up. And lastly the rules which is a legal document affiliated with all challenges. It is extremely important for those of you that are new to this, to realize that these are often sort of promotional -- these are promotional contracts or other kinds of contracts and lawyers definitely should be looking at those rules. You don't want to go around changing the rules and the date and the prices whenever you want, you do want to speak with lawyers because you want to make sure not to disadvantaged any of the entrance.

>> So I am mixing features here while showing you challenge -- Challenge.gov while at the same time during the other information which I hope is the overwhelming and is helpful. But hopefully gives you a more complete view of challenges as well as Challenge.gov. So let's -- that is basically what the challenges. I should say that you can customize those so we at ChallengePost have provided this platform along with GSA for free, but you can customize your challenge if you want to ask specific questions on the submission form if you want to the different, here is one of the three challenges we have done with the USD and first lady around healthy eating. This is a recipe for healthy kids. This is also powered by that Challenge.gov platform but as you can see, it is fully customized, with pictures here, customize recipe gallery, -- the point of this is to not try and get money from people that are on this webinar this is to show you that if you do have other requirement you want it to look different, ask specific questions that we can do and at customizations to Challenge.gov if you click on a recipe for simple. You can see we've got a banner year for the winners, a customized edition back -- nutrition fact widget on the back you can see by serving, you can print it out as a PDF, all stuff we've done for people and we also do services like putting challenges together and all that stuff. We are one of those contractors are well that Kerry was referring to, then there are others besides those that can help you with that.

>> Resources section if you want to have specific resources and partners, GE, etc. You're not confined by those features yet they are also full-featured and you can absolutely write a great challenge from start to finish for free on Challenge.gov with any -- without any customization. So, let's actually post a challenge ensure you have works on the other side. This is unique in that the admin side is used by a lot of people and so we really take care to make it very user-friendly. Because, you are all the customers as well as the citizens or ultimate users. So, we can start this way by clicking post a challenge on Challenge.gov. This is the butter -- footer of every page and you click here for access and there is a video showing Challenge.gov. Apply for access, it will make you sign up -- let's just go ahead and get this and quickly.

>> We've now created an account which it makes you do when you apply and asks you specific questions. What agency are you from are you an administrator what is your e-mail address and ask for your phone number. And it says I permit sharing of my personal information with government administrators. When you hit apply for access, an e-mail will go out to the GSA pedestal as to people within your agency, the

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existing administrators of Challenge.gov with your agency, within the agency, and it will say so and so is requesting access. It will have their phone number in case they want to talk to you and your e-mail address. They can call you and if you should have access they will give you access and that is a very simple thing to do. >> It really is filling out one to perform, and other people approving you in a few seconds and you are good to go. That generally should be government employees and general. There are a few cases where contractors have done certain things but in general, it should be government employees. So, let's actually post a challenge from if there is a management right here up on the top. And we are going to post one. Here we are, let's post a challenge. Basic info what is the name of your challenge we are going to call this recipe for healthy adult -- adults, give it a tagline, improving lives through better nutrition, that tagline is important because it explains to people in one sentence what it is your thing is doing. In thinking about the marketing of your challenge is very important not just for crafty and even after it is launched make sure people find out about it as no one will enter a challenge they have never heard of. Select a category in this case will be help and you are able to post to several categories of quick another one in this case was due education. Now with the ordination -- organization is to say this is HHS. The should actually be filled out for you once you have approvals since I am a sitewide admin I have a choice.

>> And then your partners let's add GE healthy imagination have contributed money to be ops -- apps for healthy kids camping. And where will people enter submissions? This is an important question and we want to make sure everybody understands what that means. Challenge.gov allows you to run a challenge from start to finish. That means accepting submissions, messaging the submitters, telling people that have participated in past challenges about your new challenge, getting the winners featured on the site, having everybody connected to the social network around innovation. And, if you want to have all of that stuff, you have to host it on Challenge.gov. You have to accept submissions through Challenge.gov. And, it is the case I picture this top is click. Where will people enter submissions? On this site. However, you have the option if you're running a challenge, let just say on your blog and your accepting submissions through e-mail which too many people do and we don't recommend it, you should never try to do this alter ego because things get lost the one that used a platform? But, another option could be you are using another platform or companies service or whatever that is in the submissions are getting entered there. Or, on YouTube or Facebook or whatever. That U. have to click this button on the differently.

>> You will then receive much fewer questions here and it will show it as a listing on Challenge.gov. Celestial say you are accepting submissions through e-mail on an HHS challenge. I click on a differentsite,, and when people come they will see the challenge listed on Challenge.gov, but they won't be able to see the winners and click through and you won't get all those updated agers etc. That is the difference. So clicking on the site is what we are going to do because we are going to have an internal Challenge.gov challenge. So happy to answer questions at that did or not -- does not make sense. After the call or any time
brandon@challengepost.com

>> So now you can pick a you are all -- URL. You can say anything and check the availability. Here is the description of the challenge, you can have a video I'm at the same way earlier we showed the secretary of HHS, secretary Sebellius announcing the challenge and you can embed a video that will appear on the homepage of your challenge and you can upload images here as well. which is as many images as you want. It can be a logo, hopefully an exciting image, because again I want to pick up exciting images that grab people's attention so they want to hear and learn about your challenge.

>> Here's how to enter, I am telling this it because it is required coming here are the rules, and there are tips and eight at think you -- there are tips and an FAQ, and how to.gov also has information there. You can always reach out to GSA or S. for information. Let's move on to the next one and the accordion, here are your prizes -- prizes. each element is structured, we will add a prize so this will be grand prize and it will be \$500, one winner and you can say \$500 in cash, say that as a prize and that is now an element. And when someone wins that Appleby on their profile. But there was another one that will be honorable mention and there will be \$50 and there'll be five letters and no description. So let's move on to judging.

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>> We will add judges. You can at the person's name, e-mail address, let's just to -- do. We will hope to upgrade soon to add pictures and other items. Again you can add another and criteria. What is the criteria that the judges will be using to judge each submission? This is required for any good competition and we will just call it quality of the idea, and you can explain this like originality, creativity, we will save that and then we will add a second one and we will call this implementation of the idea. And there is felt check as you can see -- spell check, as you can see. And we will call the stability and user experience. And, public voting. We highly encourage public voting. Often a winner of the popular choice award, which we recommend being the best way to do that is not always the best, that you're really doing these challenges for two reasons went to get great ideas and innovation the second is to expose your initiative. And public voting allows for tremendous exposure. What we might have done under prizes -- prizes, let's go ahead and add another one and call it the popular choice award because we are going to have public voting and that will be \$100 and we will say that as a prize. So to go back to where I was on judging, and we will enable public voting. All you have to do is turn it on. Whenever you pick your dates for public voting all of a sudden everything will just work. You'll have a vote button it limits how a people can vote for each submission per day in, all kinds of things.

>> Now we are moving on to submissions. This is what people are entering, what they are submitting to you as part of the challenge is in the photo, video, file, idea, attachment, architecture plans --? What ever it is here are the instructions. Please submit X, and you want an image gallery, and you want people to have images on or off? We will say yes. We encourage you to have images for all of your submissions even if it is not about competition because again people like images. It is exciting -- visual. Do want to allow people to submit videos? Let's say yes, let's say it is a video challenge and you must require a video all you do is click video is required.

>> Upload the file, same thing and we both require a file we will have that is optional so we will leave this unchecked. Add a website if you want people to add a link or not. You can do that. Let's say now. And lastly, here you can see each time you does indeed get a green checkbox saying you are happy and you can move on. So I will not go through all of these it will probably throw it an error, because it know certain things that should start after certain things like for example winners announced should not be the same day a submission strategy do that here and have a calendar for you can pick the date and do this stuff. Just telling me this will start before the Indy so you have all that built into that which tells you hey, you made a mistake sure to do X through Y. and you can preview your challenge which will a terrible because we have not had images or video alibi text has been pretty much one word so that is why it looks bad but, you can see that you can preview your challenge and get a link here, a secret link for anyone to preview your challenge. People want to show to other colleagues, they want to -- without the public seen it -- and much better to do on the website than a word doc with 1 million different redlines on a.

>> So that is how easy it is supposed to challenge. I will just wrap up your bike -- there are several other sections are about what happens when your challenge is in the public voting period. Or, when it is in the judging period, what do you see, what do judges get back all of that is really well-defined and simple. We make it easy for you to read each section of each phase of the challenge. I will not go through all of them but let me take us back to this page and show you one other thing which is this little column here at miscellaneous stuff. If you want a blog, turn it on. And if you want comments from users, yes. Discussions -- now. Analytics to enable Google analytics yes and moderators will we had a moderator? Yes. 11 explain the different roles that exist as the last it before showing you -- the second elastic -- -- second to last step back there are three rules. Admin for the agency and they have the ability to appoint other admittance and pretty much do everything within their agency. They can create challenges got other challenges, they can be moderators and do all that. One step below the is challenge creator. Challenge graders can obviously make a challenge and edit that challenge but they can't edit other challenges in their agency. Moderators can't edit any of those challenges. They can do the basic things like review submissions, review comments, right to submitters to ask them questions about their submission, all that kind of stuff is what a moderator can do and that is here and I just add them there. They

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get a note saying your moderator, that tells them how to do stuff.

>> Here is the last thing, I'm not going to show too much about the backend of how to view a challenge but is I don't want to show private information that you can see that all of the judges have completed their judging, if not it does you how many submissions they have and its complete that. Here is the submissions for you can see -- I will scroll it appears you can't see too much but public voting, how many judges have reviewed it, the overall rating, telling the each of their criteria and outcomes and it really makes it simple. This is the back and judging where you can see what all of the judges have dead -- done at any given time. And here are the award winners you can click on status, which allows you to change that box on the home page that gives people a status update. And, you can moderate your blog. And your discussions. So that is Challenge.gov in a nutshell. I look forward to answering any questions. I lied. I wanted to show this was by. Here is my information and this will come afterwards in the wrapup get my phone number, Brandon at Brandon@naymak14.com and again -- Brandon@challengepost.com we will do the customization comarketing and the fulfillment of the word as well. And you can avoid all of that as well ever the challenge yourself on Challenge.gov for free. Thanks .

>> Thank you, Brenda. We actually had a couple questions comments I will direct the first would you and Karen come up please feel free to jump in or answer any of the other questions as you see fit. So, Brenda, will judges names be made public?

>> No. You have to trace is. You can make them public, and our recommendation about making a public really is just about whether they are well-known and can become an incentive to people. We have Steve Wozniak cofounder of Apple we get lots of judges to participate in the challenges that we read the people and in that case it's absolutely worth putting them on their because they will be a drop and added incentive -- be a draw an added incentive. Let's face it they are not famous and it's an internal panel and I really doesn't make sense, that is fine. You go to the judging tab and enter the judge, -- you can envision it without any go back in a instead of putting a name you can just put an internal panel of USDA judges or actually, hopefully sometime next week with the USDA, it is a video challenge that is fully custom and will be really excited about eating more fruits and veggies on a budget and that will be a perfect example of a case where we just say that the judges are USDA. You can just show that. But, it's important that you show that something is judging. Some sort of entity whether it is your agency visit there or some people's names.

>> Thank you. When it comes to judging is it one a male, one vote? -- 1 email, one vote?

>> How it works now you can go for as many submissions as you want but no more than one -- once per submission. So that means I can vote for my nine favorite submissions but I can't vote for any one of them twice. We are working on a second option which will be that you can have the same rule, as many as you want but no more than once per submission each day, resetting so you have daily voting which we are excited about because it is more engagement, people coming back each day to go into other friends each time and learn more about it. Right now the first option for it is not daily. As for how we decipher -- what does a user by e-mail address? Yes, it is a confirmed user someone who has created an account, has an e-mail that they have entered and they have actually confirmed their account. Feels just another behind-the-scenes magic which we don't disclose because it would just give up all the security stuff we're doing around trying to avoid take votes. -- fake Those. That said people can figure out ways to vote multiple times that we do provide a service where we can go through manually and check that there isn't duplication there. Because, people can always come up with ways to try and gain the system. We also have the option to add manual checks there.

>> Thank you. Can you talk about how to frame a challenge, secret silver dynamics? Can you talk about that a little bit, please?

>> Assured. Good question. Let me figure out some of those sort of basics so how to frame the challenge. The first thing is, keep it simple. A name that is simple and understandable a sure -- a shirt short URL, and make it really clear what the purpose is. Since we have recipes open but move toward healthier food in school. \$12,000 in prices to create new churches school lunch recipes the kids love to you. That is what people want to see. I don't want to see a challenge to create recipes that Berger is new guidelines, they want to know what the purposes behind the challenge the first up is crafting a challenge and doing it well that means keeping

it simple, keep in the marketing language user friendly, making them understand the purpose of it because ultimately you're probably not have a lot of money in prizes anyway in their incentive is not going to be financial it will be nonfinancial that means status and recognition, intellectual stimulation, competitive spirit, making a difference all that good stuff. So start I crafting a challenge in a way that is exciting to people and they understand what is behind it. The second thing is, marketing. This is related to the first but it is once you challenges actually been released again you have to get out there and let people know about your challenge. If you take a software challenge for example we will go to MeetUps, developer camps, hack-a-thons and to press outreach to tech blogs and also reach out to the network of people who participate in all these past challenges as well. Is like a just post to challenge the back and citizens will do all your work on the that will happen. You have to post an interesting challenge, get them excited and give them exciting prizes even if not financial it show you -- show them the value or higher somebody who can get out there and that the word out because we want people to hear about it. And then the other thing which also relates is to make sure, this is an ecosystem it should not be a one-off thing. Alternately you are building a community of citizens who want to help you. Summary multiple challenges or a second version of the challenge with fixing things you learned from the previous one is really great because you can go back to the same people that participated in the previous one and they can bring friends and pretty soon you have this volunteer army working for you. It is a give-and-take relationship you need to be there and make sure that you are nurturing it. You can get your job done and get all kinds of awareness around that job at the same time for free. So first is crafting a challenge that make sense and the second is getting the word out there and the third is making sure that you continue that ecosystem over time. There is all kinds of little nitty-gritty advice we can give over how long should my submission period the wedged rolling start and finish and all that but, we can talk about that all off-line. I think those are the key items.

>> And this is carried from GSA. I will just chime in. We did a video recently for the Challenge.gov first birthday and we failed, via Skype, some of the winners -- of they said they were actually a little unhappy with how the federal agency bringing the challenge it treated them. They gave the price and they drop me. Ran an essay beautifully want to keep the relationship going and make your way are still appreciated and incentivize them to participate again. Like Brandon said they will be your little army.

>> And that hurts to hear that people feel that they were dropped around that because this is the perfect tool to reengage them over time. It really costs nothing except a little bit of time so maybe if you haven't posted a challenge before is try and get a pilot going and try to get by and do a challenge but let them know that if it is successful you want to do more and grow that in -- ecosystem.

>> Thank you we have a lot of good questions coming in. So for full-time employees how much time does the moderator typically need? 50% of their time for three months can you explain what the commitment has?

>> Sure, great question. I know they use the word moderator but just so you know I think what they mean is challenge creator or whoever is going to be involved. Sometimes the moderators are the creators sometimes they work together, I think the point is how much time does it take to run a challenge what is out there so it totally depends but it is not a small and out. I would say if you are not hiring someone and you're doing it all internally, maybe half and FTE over the challenge. But those come in spikes. You want to be promoting it up and when things die down when submissions come in at the end and we have a graph on her blog showing the last 48 hours you get 95% of the submissions so you'll have a real busy. Point in time. And when organizing the judges that will take a little bit of time and then that will die off until the end of the judging period. And then there'll be a little time before you announce winners. So I should say, probably half an FTE over the life of the challenge but it comes in spikes and sometimes it will be a full-time thing and sometimes it won't. Now, also depends on the type of challenge. We have 14 employees here and we work full-time with many full-time employees promoting a challenge which we think is the way to get the best results. And so, the more time you put in a specially getting the word out, the best. So I will answer that into his. One, half an FTE minimum. If you could do more bring on promotional sponsors, they will help get the word out that will help you. And if you are hiring a service to do it, still

probably half an FTE, that you will be getting more bang for the buck.

>> This is Karen from GSA. We have a habit here with all the challenges on Challenge.gov to tweak about them at the milestones that are coming and we have our Facebook page of course but definitely as a Brandon is saying I totally agree on your little quarter team you have the person running the challenge that you would actually going to want to have a just use of federal agencies someone from your public affairs department who can help you used traditional media and social media to promote your challenge.

>> Absolutely. When it comes to customer support we provide that pretty much all day for the platform but we also -- our customer support manager, morning, let's look at other people's challenges and give them gentle reminders because we want everyone to do a great job were also there to help on that to back

>> Great, thank you. How does an agency address liability concerns and proprietary rights?

>> This is Karen from GSA. Back in late August, there was some more washed out guidance but cannot from the white House office of science and technology policies and I can include that in the wrapup package that there'll and Jeanette -- Daryl and Jeanette was enough that they came up with a FAQ and full guidance document that addresses things like liability, I mentioned earlier that you have the person bringing the challenge, your communications person, the probably the third leg of your tripod is your general counsel. You definitely want to have your general counsel involved in reviewing your rules, looking at liability issues like intellectual property issues and the good news is that a lot of agencies are like a Jesus is a great example, they have gotten so experienced with challenges that they are starting to write a lot of the stuff down and they -- so they are very good about sharing that with other agencies. If you ever want to talk to another agency, I can facilitate that connection. You want to hear on that the agency has dealt with issue X, we can have attorney fees from one agency hook up with a turned these at another and get each other a lot of comfort and lawyers like to hear about their president. So we can help the -- help make those connections.

>> Again the point here is to not try to get you to give us money but to give assessment option in case this is meaningful to some of the people here. When we do challenges often are attorney draft the first version of the rules and send it to the agency. we do this almost all the time and then the returning etc., makes, then that sometimes helps speed things up. So that is just another option you can have a contractor to that person apart for you. If they are experienced in doing that.

>> Thank you, Karen and Brandon. As far as running a challenge, has anyone developed resources or boilerplate work plans or project management plans?

>> I would say, this is Karen from GSA, I would say right now a day just has done -- HHS has done the best job on that and I will include this link in the follow-up package. I think if you go to HHS.gov/open, they have put their challenges to look at and it is really meant for HHS employees but I don't think they have any issue with anybody barley things. -- borrowing things. But they have come up with things like one of the requirements for a challenge among a good thing to mention is that you rent a federal register notice they came up with a template that you could probably find one of those at your own agency that you could certainly are a HHSS. we also have tips throughout the challenge Christians low some of which we showed but are hoping that over the next three that over the next 3 to 4 months ago because of the slow -- beef that up as well.

>> Thank you. A lot of the challenges seemed to be national challenges. Can we create are continuing create local challenges, regional, state or even city?

>> Sure. It is not a technical requirement in this -- in the sense -- it is not the platform saying we are only going to out people that use IP the judges that come from a certain state but that would be spelled out in the rules and part of the eligible it a great year. So, two parts to that. One is, in order for it to be on Challenge.gov and maybe Karen can speak a little more detailed about this , has to be affiliated with the federal agency or department. So, that could just be them agreeing to be a sponsor where they just other local and support the don't give money or it could be that the agency is actually running it up lately and that would need to be a requirement for for example New York City can't have something appear on Challenge.gov unless they team up with a federal agency . But asked for the requirements of the technical platform itself, the way to deal with that would be just to clearly spell out in the title and the tagline and the rules for your stay

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only or whomever it is four and then on the submission form you could say people must agree that they will live here or we will create a submission field that is customer that challenge saying I agree I live in your city they would have to check that that would be an eligibility requirement just like any eligibility the client -- requirement that states you must live in the US are be over 18 or whatever it is.

>> Okay and this is Karen from GSA. I don't have anything to add to that other than we get asked all the time by state governments if they can participate in Challenge.gov and what Brandon is saying is correct. Right now, getting in to state and local is a little bit outside the scope of what the White House asked us to do so we are kind of moving slowly and mastering federal challenges first. But, we appreciate the interest out there.

>> Thank you. For Challenge.gov, or all the capabilities included as part of the free, no charge package for agencies?

>> I wish I could say yes or no but I'm a I think I can explain the question in other ways when you say all of the features, we are constantly creating and improving features of those not sort of a maximum list of here are all the features and this is only open to the and then so we are improving the free version as well but I think specifically in order to answer that the features that are here are the ones that I showed which allow you to display a challenge which have videos and images on the homepage, submit submissions and accept any kind of Simitian whether it is a file, video or image. So the answer is yes, you can run a successful challenge, I think, about anything from start to finish for free. With the features that are included. That said, could be better if you customize your site so that it looks like whatever it is you're trying to accomplish or that shows people a little bit more on the gallery so it's a little more user-friendly absolutely, that comes down to the budget and what's important to make some there is nothing right now unchallenged.gov -- now on Challenge.gov that they can't use it because they can't pay, you can always make you it is

>> About the way you wanted to. And then I have certain features like partners, you don't have a partner to have an Challenge.gov like the one we are looking -- I'm sorry advocate my screen -- on the partners tab of recipes for healthy kids we show partners and their logos and their descriptions that we don't have that on Challenge.gov unless you upgrade. But you could very easily state who your partners are in any number of places on Challenge.gov.

>> Thank you, Brenda. It actually -- for just talking about the did it. So, are there any budget restrictions when it comes to paying for prizes?

>> CARICOM if you want to take that?

>> Yes, I will take a. Actually, I mentioned a piece of legislation. It was called the America competes act and he was signed in January of 2011. That basically gave federal agencies who did not have authority to run the challenges it gave him the authority to do so prior to America competes there were just a few agencies that are really do it like a. So I think there is -- there might be a \$50 million cap, which is really high and that sounds like a really nice problem to have. If we only have that much money to spend on challenges that I think that question would be addressed be the best in the guidance weeks -- links that I send you after the webinar. If you look on Challenge.gov you can get an idea of what prizes people have offered in the past like maybe a video challenge would be a \$2500 prize. If it is a challenge for mobile apps will that would go maybe into the tens of thousands and maybe if it is something really brand like a design or finished product, something like that could go into the millions like the Department of Energy's challenge for the lightbulb of the future with a prize of tens of millions of dollars. They range, depending on the type.

>> And, if the question is how do you pay -- how do you actually authorize the dollars and what is that, our contract or procurement or whatever, if the question is geared more to that, then America competes allows you to have prizes and excuse me, make awards as part of challenges and praises and not have to go through the means that you have to in the past which may have, for example, restricted the number of winners that you have for any given competition. So, agencies have authorization to pay people towards.

>> And, the America competes act guidance to spell out some examples of how agencies do it. For instance, health and human services has a certain form they use and they learn tricks areas working on challenges that they have learned the ropes. It will be a a little bit of a learning curve that everybody will get it back

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>> well, thank you. And, for those questions they could not get to be will actually send them out to our panelists today to answer and we will send them back out to our attendees so that people can receive the answers to their questions. I would like to take the time to thank everyone for attending the webinar today. Thank you branding, -- Brandon, thank you Karen for such a fantastic reservation. You will receive a follow-up e-mail from Web manager University with the survey. We ask that you take the time to fill that out. Your feedback means a lot to us. We also have a webinar coming up on September 27 about QR codes. 30 like more information on that you can visit our home page and sign up or that course as well. Karen, do you have any closing remarks?

>> No, I don't buy it was a pleasure to be with you all today and I look forward to working with everybody.

>> Me, too.

>> Thank you. And thank you again, Brandon.

>> Pleasure.

>> [Event concluded]