1. **Visit other websites that focus on the same the same type of competition you will be covering to get ideas for content and site features that could be included at your school's ScoresUp.com Website for this project and then introduce the project to your class.**

- Prior to the class session at which you introduce the project, use an Internet search engine to find live samples of other sites that are conducting a similar competition or exhibition as the one you are planning. For example, if you're planning an on-line business plan contest for your project, go to Google or Yahoo and search for "business plan contest." You'll find plenty of example sites when you conduct these searches, regardless if you're looking for a creative writing contest, art exhibit, on-line science fair, etc. When you find these example sites, note features about them that you like and wish to mimic as well as features you dislike and wish to avoid.

- Review the sites you've found, with your class. As you go through the sites ask your students what they like or dislike about each site. Your objective in doing this is to make the students aware of what such sites consist of and how they are positioned and managed.

- Next, take your class to the ScoresUp.com Classroom eSolution demo site for the Creative Writing Contest. Explain to them that the ScoresUp Websites are designed so that people with no or little computer or Web site development experience can build and manage their own site. Tell your class about the project you've planned for them and ask them to come to the next class with ideas and suggestions for the on-line competition they will be conducting with their own ScoresUp site.

2. Brainstorm

Together as a class, establish a mission statement for your on-line competition. This statement should answer the following questions as concisely as possible:

Why are we doing this?
What do we hope to the results of doing this will be?

You should try to establish answers to these questions with your class that reflect the following:

Why are we doing this Project?
We want students to have as much incentive as possible to create the very best (business plan, piece of art, creative writing piece, etc.) possible. We want our whole school and the entire community to be aware of the intelligence and creativity of our school's the students.

What do we hope to the results of doing this Project will be?
We want this project to give students participating in this contest a reason to work harder than they ever have before on a school project so that their result is the best work they've ever done. We want this project to give our parents, relatives and friends the opportunity to observe and participate. We also want this project to prove to our entire community that the students in our school are intelligent, creative, and hard working.

You need to use the balance of your brainstorming session with your class to decide how you will get this project completed and achieve the desired results.

You'll need to decide how and where the contest submissions will come from. Will taking part in the contest be a required assignment that students must complete or will you make participation voluntary? If you make it voluntary, your class must come up with a way to convince people to participate. Prizes, extra credit, and public recognition will help attract student participation.

Using what you've discovered during your review of similar sites and the ScoresUp demo site, brainstorm site content and site feature ideas that would attract and motivate students in your school and members of your community to visit your ScoresUp.com Project site. Here's where you'll need to be prepared as the Instructor to lead your class toward ideas you feel can be implemented successfully and away from those that cannot. This balancing act requires that you encourage creativity but stress the fact that it is critical that the class not decide to commit to more site content than it can practically develop and maintain over the course of the project.

As you go through this brainstorming session, organize it in the form of menu options at a Web site. Using the ScoresUp demo site as a reference, get your class to come up with names and general content descriptions for their ScoresUp site per the following example:

- Home page will explain the purpose of the contest to visitors, direct them to additional site features, and give recognition to site sponsors. Banner ads promoting the contest's sponsors will be placed throughout the site.

- An About this Contest page will describe the reason for this contest and list the rules by which it will be conducted. The profiles link of this page will be used to present bios of the contest's judges and the business teachers who's students are participating.

- A Business Plan Submissions page will permit visitors to preview excerpts of submitted plans and link them to the full text of all the plans submitted for the contest. The Profiles link on this page will be used to present bios and photos of the students who submitted the plans.

- A Post a Message page will permit site visitors to submit messages of support for the contest and the student contestants to be posted at the site itself.

- A Vote for a Winner page will permit site visitors to vote for the Business Plan they think deserves the top prize.

3. Split class into work teams.

In this step, you will actually be converting your class into a workplace organization that is in the business of managing the live on-line competition. The students in your class will become employees and volunteers of this organization. Consider forming the following teams:

- Site Content
- Website Operations
- Marketing and Promotions
- Classroom

The *Site Content* team should be responsible for developing the copy and gathering the images that will be used for each page of the ScoresUp.com Web site. This team must also make sure that the contestant submissions needed for the contest are progressing and will be delivered on schedule.

The *Web site Operations Team* will be responsible for making sure content for the site is in place, updated and free of error and that all site features are working as intended. This team will also respond to any technical problems or complaints visitors report regarding the site

How your class intends to get students to make submissions to your site will have an impact on the responsibilities of your *Marketing and Promotions Team*. If, for example, students will be required to make submissions as an official assignment, this team will not have to get too involved in that aspect of your project. If, however, your class decides to make student submissions voluntary, your Marketing and Promotions team will need to spend time and effort convincing their fellow students to make submissions. They will also have to work with the Site Content team to come up with the sponsors, prizes, and incentives they will need to get potential submitters excited enough to submit.

The *Marketing and Promotions Team* will also be responsible for making sure your entire school and community are made aware of the project and persuaded to visit your ScoresUp site and participate.

The Management Committee will document the plan your class comes up with to complete this project successfully and make sure each team has the direction, help, and support it needs to get their jobs done. As the project progresses, the Management Team measures the progress being made and makes adjustments to the project plan as needed. At the end of the project, this team will be responsible for analyzing and reporting the results of the project to the entire class.

4. **Develop a Project Plan**

   This Plan should document your Class's Mission Statement, convert that statement into measurable goals and objectives, and include a detailed explanation of how you intend to achieve those goals and objectives. Use the results of your brainstorming session as a basis for what is included in the Project plan. Make sure the goals you establish for the project are measurable. Here are some examples of measurable goals; the number of submissions you hope to attract; the number of sponsors you hope to secure; the value of sponsorship donations you hope to procure; the number of visitors you hope to get at your Web site; the number of visitors you expect to get to actually vote in the contest.

5. **Create contest rules, find judges, secure sponsors**

   Time to write down how your on-line competition will be judged, what the prizes will be, where the prizes will come from, and who will do the judging. If you plan on accepting on-line voting you need to protect against possible abuses. It is not possible to completely prevent people from voting more than once so you may choose to protect the integrity of your competition by giving a panel of judges veto power over the results of on-line voting. This becomes more essential as the value and prestige of prizes awarded to the competition's winners increase in value.

6. **Develop a firm and practical contest schedule**

   Your project schedule should clearly define dates that each phase of the project must be completed so that all work teams can use those dates to guide and pace their efforts. Remember, your ScoresUp.com site for this project will be live for just four weeks so you need to make sure you're ready to take advantage of every minute of that time.

7. **Develop the first version of your Web site**

   All teams should provide content for the initial version of the website, using the Kerryburgh ScoresUp.com demo site as a model.

8. **Distribute a Publicity Release**

   The Marketing & Promotions team should develop a general publicity release describing the project, informing your target audience of your mission, and persuading your audience to participate. Make sure that the release recognizes any project sponsors you've secured and prominently mentions the address of your ScoresUp.com Web site. (Note: You can also include a request for more sponsors and/or submissions in your release if such participation is still needed)

9. **Promote the Competition as much as possible**

    You need to create a buzz in town about your on-line event. Get it mentioned during the daily morning announcements at your school. Use the home page of your Web site to point out new submissions or updated vote tallies. Hang up posters promoting the event throughout your school and community. Arrange to have students in your class interviewed about the project by a local radio or TV station. Maybe your local newspaper can be convinced to do a feature article about the competition. Ask your local newspaper, library, and Chamber of Commerce to include links to your ScoresUp site at their respective Web sites.

10. **Tally, confirm and announce the results of the competition and anayze performance versus the goals set for your project**

    Announce the winner(s) of your on-line competition at your Web site. Determine if your class was able to meet the goals established in your project plan and distribute a publicity release announcing all this to local media. Then sit down as a class to discuss what your students learned from the project. Determine the things done during the project that worked and those that did not. Answer the following question: *If we do this project again this is what we would do differently?*