LEVEL UP GOV

A PUBLIC SERVICE MARKETING CHALLENGE

▶ ▶ ▶

CONTEST ENTRY

INFORMATION

PACKET

SCHMIDT **FUTURES**

THE VOLCKER ALLIANCE

Contents

Contest Overview

TECHNOLOGICAL INNOVATION and our nation's welfare are tightly linked. If we want to shape and protect our future—avert the climate crisis, accelerate the transition to green energy, modernize America's crumbling transit system and infrastructure—we must deploy technology creatively and equitably. How can we use tech as a force for good? One way is to equip the government with the fiercest, sharpest tech talent.

Unfortunately, not enough people with cutting-edge tech skills are interested in a career in government. Here's a troubling fact: Only 3 percent of information technology workers in the federal government are under the age of 30, while over half are approaching retirement.

THAT'S WHERE YOU COME IN.

LevelUp Gov is a national contest to collect fresh, bold messages to get people with technology skills to pursue government jobs.

If you're a member of Gen Z with a passion for public service and a flair for marketing, social media, or design and you are eighteen (18) years of age or older, we're asking you to inspire people with tech skills to pursue career opportunities in federal government.

Two winners will receive a $10,000 cash prize; two runners-up will receive $2,500. Up to six honorable mentions will each receive $500.

WE NEED YOUR VISION AND IDEAS. HELP US LEVEL UP GOVERNMENT AND SET THE COURSE OF OUR FUTURE.

Details and Eligibility

WHO IS ELIGIBLE TO ENTER THE LEVELUP GOV CONTEST?

LevelUp Gov is open to creative people between the ages 18–25 at the time of entry. You do not need to have a postsecondary education to apply. For further information about your eligibility, please see our Terms and Conditions.

WHAT DO WE MEAN BY "PEOPLE WITH TECHNOLOGY SKILLS"?

A person with tech skills is an expert or specialist in a particular field of technology.

Some examples include software engineers, product managers, information technology system managers, cybersecurity specialists, web developers, data analysts, and civil engineers.

WHERE DOES THE FEDERAL GOVERNMENT NEED PEOPLE WITH TECH SKILLS?

The federal government needs tech talent all over, but there's especially strong demand in the key agencies tasked with tackling the climate crisis and modernizing our nation's infrastructure.

The Department of Energy recently launched the Clean Energy Corps, an innovative effort to turbocharge the fight against climate change by hiring 1,000 government employees who can implement the historic $62 billion in clean energy investments resulting from the Bipartisan Infrastructure Law. CEC needs technologists.

The Department of Transportation is one of the agencies carrying out the Bipartisan Infrastructure Law, which promises to upgrade the nation's airports, highways, railways, and ports. DOT needs technologists.

WHAT'S THE PRIZE?

Two winning entrants will receive a cash prize of $10,000. Two runners-up will receive a

cash prize of $2,500. Up to six honorable mentions will each receive $500.

HOW ARE WINNERS SELECTED?

A panel of expert judges will evaluate and score submissions based on five evaluation criteria described below. The highest-scoring submissions will be subject to rigorous market testing.

1. Creativity and originality of marketing messages
2. Likelihood to spark interest in working in technology in the federal government
3. Relevance to supporting the mission of the Department of Energy Clean Energy Corps and/or the Department of Transportation
4. Clarity of the idea
5. Success leveraging social media trends or platform-specific features

WHEN IS THE CONTEST OPEN?

LevelUp Gov opens Nov. 10, 2022, and closes Feb. 6, 2023, at 11:59 p.m. PST.

HOW CAN I ENTER?

Submit your entry through [AwardForce](#).

WHO CAN I CONTACT IF I HAVE ADDITIONAL QUESTIONS?

Please direct questions to levelupgov@volckeralliance.org.

Your Submission

YOUR GOAL IS TO CREATE a fresh, bold messaging campaign to get the next generation of technology professionals excited about working in the federal government. The federal government needs tech talent all over, but there's especially strong need in key agencies tasked with tackling the climate crisis and upgrading our nation's infrastructure.

Specifically, the Department of Energy recently launched the Clean Energy Corps, an innovative effort to turbocharge the fight against climate change by hiring 1,000 government workers who can implement the historic $62 billion in clean energy investments from the Bipartisan Infrastructure Law. They need people with technology skills.

And the Department of Transportation, one of the lead agencies implementing the Bipartisan Infrastructure Law, is dedicated to upgrading the nation's transit systems, including aviation, highways, rail, ports, and more. They need people with technology skills.

YOUR MESSAGING CAMPAIGN should focus on attracting technologists to these two critical agencies. (You can learn more about relevant efforts at the Departments of Energy and Transportation in the "Background Material" section of this packet.)

Creating a submission for LevelUp Gov is straightforward. In addition to providing basic background information about yourself, you will be asked to do the following:

- ▶ Create two–four core messaging points and explain why you think these messages would interest people with tech skills in working for the Department of Energy Clean Energy Corps and/or the Department of Transportation.

- ▶ Create two social media posts—one on LinkedIn, and one on one other social media platform of your choice—that bring these ideas to life. Your posts can include graphics, video, photos, and more. Be creative!

CONTEST SUBMISSIONS must be uploaded through Award Force. Please do not post or upload your submissions directly to any social media platform. Please submit your completed entry no later than 11:59 p.m. PST on Feb. 6, 2023. See the full submission template below.

Submission Template

THIS IS A SAMPLE TEMPLATE TO HELP YOU PREPARE. Submit your entry at
https://levelupgov.awardsplatform.com.

Start Here

LevelUp Gov is a national contest to collect fresh, bold messages to get people with technology skills to pursue government jobs.

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Two winners will receive a $10,000 cash prize; two runners-up will receive $2,500. Up to six honorable mentions will each receive $500.

We need your vision and ideas! Help us level up government and set the course of our future.

Contest submissions must include the following three (3) components:
   A. Core message and reasoning
   B. One (1) proposed LinkedIn post; and
   C. One (1) proposed post for a social media channel of your choosing, including Twitter, Instagram, YouTube, TikTok, Snapchat, or another platform.

Detailed instructions for completing each of these components appear in the corresponding tabs.

DO NOT PUBLISH YOUR SUBMISSIONS ON SOCIAL MEDIA.

Your Name:

Confirm Eligibility

LevelUp Gov is open to creative people between the ages 18–25 at the time of entry. There are no educational requirements to participate. When you have filled out these questions, you must click "Check Eligibility" before you can start your submission.

As of the date of your submission, are you 18 years of age or older?
- ▶ Yes
- ▶ No

Are you a member of Generation Z, born on or after January 1, 1997?
- ▶ Yes
- ▶ No

Are you a US citizen or legal permanent resident?
- ▶ Yes
- ▶ No

A. Core Message and Reasoning

A. CORE MESSAGE AND REASONING

The audience for your messaging campaign is people with tech skills.

What messages will inspire early career technologists to take critical jobs (e.g., averting the climate crisis, accelerating our nation's transition to green energy, modernizing America's crumbling transit systems and infrastructure) in agencies like the Clean Energy Corps and the Department of Transportation? Read more about these agencies in the Contest Information Packet at volckeralliance.org/LevelUpGov.

Your core message and reasoning are the building blocks for your campaign. These can be a couple of sentences or bullet points stating key ideas that will guide content creation for your campaign.

What is your hook? Why do you think your approach will resonate with people with tech skills and attract them to jobs in government? Please provide your core message and your reasoning behind in the text box below.

B. LinkedIn Post

B. SAMPLE LINKEDIN POST

Your campaign should include one (1) sample LinkedIn posts. The post must include written content and visual content (e.g. a photo, graphic, image, or video file). Upload each component in the appropriate box below.

Don't be afraid to bring your ideas to life! Visual content—photo, graphics, video—captures short attention spans in a busy world.

Do not publish your sample posts on LinkedIn.

ONE (1) PROPOSED LINKEDIN POST

LinkedIn Written Content
Enter the written content for your proposed post. Please share your original ideas. Be creative!

LinkedIn Visual Content
Upload a photo, graphic, image, or video file to accompany your written content. Use your creativity, design skills, and mastery of social media to generate eye-catching content to help attract people with tech skills to jobs in the federal government.

Remember, you are designing this for use on LinkedIn. This visual content should help bring your message to life.

Drag your file here
or
Select file

C. Other Platform Post

C. SAMPLE POST FOR OTHER PLATFORM

Your campaign should also include one (1) sample social media post for one other platform of your choosing. The post must include written content and visual content (e.g. a photo, graphic, image, or video file). Upload each component in the appropriate box below.

Don't be afraid to bring your ideas to life! A quick, engaging TikTok or Instagram Reel could relay one of your key messages, or maybe a powerful image or graphic will.

Do not publish your sample posts on social media.

ONE (1) PROPOSED POSTS FOR A SOCIAL MEDIA CHANNEL OF YOUR CHOOSING, INCLUDING TWITTER, INSTAGRAM, YOUTUBE, TIKTOK, SNAPCHAT, OR ANOTHER PLATFORM.

State your social media channel choice and explain, in no more than 100 words, why you chose this social media channel for your messaging campaign in the text box below.

Other Platform Written Content

Enter the written content for your proposed post. Please share your original ideas. Be creative!

[text box]

Other Platform Visual Content

Upload a photo, graphic, image, or video file to accompany your written content. Use your creativity, design skills, and mastery of social media to generate eye-catching content to help attract people with tech skills to jobs in the federal government.

Remember, you are designing this for use on Facebook, Twitter, TikTok, Instagram, or another platform. This visual content should help bring your message to life.

Drag your file here
or
Select file

About You

The Volcker Alliance is collecting information to help us assess the effectiveness of our diversity, equity, and inclusion efforts. Please tell us some more about yourself.

Which of the following best describes you? Please select all that apply. (optional)
- ▶ African American/Black
- ▶ Asian/Asian American
- ▶ Caucasian/White
- ▶ Decline to state
- ▶ Hispanic/Latino
- ▶ Middle Eastern/North African
- ▶ Native American/American Indian/Alaska Native/Other Indigenous Groups
- ▶ Native Hawaiian/Other Pacific Islander

Which of the following best describes you? Please select all that apply. (optional)
- ▶ Female
- ▶ Male
- ▶ Non-binary/Genderqueer/Gender non-conforming
- ▶ Transgender
- ▶ Decline to state

Are you currently enrolled in school? (optional)
- ▶ No
- ▶ Yes, in high school
- ▶ Yes, in a non-degree postsecondary program
- ▶ Yes, in a two-year degree program
- ▶ Yes, in a four-year degree program
- ▶ Yes, in a graduate degree program

What is the highest degree or level of school you have completed? (optional)

- ▶ Some high school, no diploma
- ▶ High school graduate, diploma, or the equivalent (for example: GED)
- ▶ Associate's degree
- ▶ Bachelor's degree
- ▶ Master's degree
- ▶ Doctorate degree

Zip Code (optional)

Submit

BY CHECKING THE BOX BELOW and participating in the contest, each applicant agrees to comply with and be bound by these terms and conditions, so please read them carefully.

No purchase is necessary to enter or win this contest. Void where prohibited by law.

☐   I agree to the Terms and Conditions.

When you are finished, click submit below. You will receive an email confirming receipt.

Background Material

THIS MATERIAL IS BEING PROVIDED for informational purposes only. The contest is not endorsed, sponsored or administered by any governmental agency or department. The Department of Energy and the Department of Transportation are not affiliated with this contest and winning the contest does not guarantee that your submission will be used by them or any other governmental agency.

Department of Energy, Clean Energy Corps

MISSION

The mission of the Department of Energy Clean Energy Corps is to supercharge the clean energy revolution. With a focus on deploying next-generation clean energy technology, the CEC will help the US meet its goals of a carbon-free power sector in 2035 and a decarbonized economy in 2050.

BACKGROUND SUMMARY

With the passage of the Bipartisan Infrastructure Law, the CEC is charged with investing more than $62 billion to provide a more equitable clean energy future for the American people by:
- ▶ investing in American manufacturing;
- ▶ creating good paying jobs;
- ▶ expanding access to efficient and clean energy for families, communities, and businesses;
- ▶ delivering reliable, clean, and affordable power to more Americans; and
- ▶ building the technologies of tomorrow through clean energy research, development, and demonstrations.

Staff positions are available across the country. The Department of Energy has launched a special application portal for applicants to the CEC that simplifies the process for qualified candidates.

BENEFITS OF WORKING IN THE CLEAN ENERGY CORPS

- ▶ Flexible work schedules and locations
- ▶ Annual salary increase
- ▶ Career development
- ▶ Student loan repayment

SAMPLE TECHNOLOGIST JOB WITH THE CLEAN ENERGY CORPS

DATA SCIENTIST
Salary: $44,740–$176,300 annually
Location: Multiple

A data scientist with the CEC has the following duties:
- ▶ Develops and oversees computational algorithms and statistical methods that find patterns and relationships in large volumes of data sourced from advanced hardware and software.
- ▶ Designs and oversees data modeling processes, and creates algorithms and predictive models to extract data.
- ▶ Develops acquisition data analytics budget to implement strategy, and advocates and explains budget goals to the DOE, other federal agencies, the Office of Management and Budget, and legislative branch officials.
- ▶ Creates computational algorithms and statistical methods that find patterns and relationships in large volumes of data sourced from advanced hardware and software.
- ▶ Presents results to the scientific community at professional meetings and conferences.

RELEVANT VIDEOS

We're Hiring – Join the Clean Energy Corps (21 minutes)

Robert Downey Jr. Joins the Department of Energy's Clean Energy Corps (2 minutes)

DEPARTMENT OF ENERGY SOCIAL MEDIA

LinkedIn, Twitter, Instagram, Facebook, YouTube, Flickr

Secretary Jennifer Granholm: LinkedIn, Twitter, Instagram

Department of Transportation

MISSION

The mission of the Department of Transportation is to deliver the world's leading transportation system, serving the American people and economy through the safe, efficient, sustainable, and equitable movement of people and goods.

BACKGROUND SUMMARY

The Department of Transportation (DOT) is the lead federal agency responsible for implementing the Bipartisan Infrastructure Law, which authorized more than $550 billion in new spending to revolutionize the nation's transportation infrastructure over the next ten years. Through this funding, the DOT will be investing in aviation systems, highways, railways, public transit, ports, and traffic safety.

Staff positions are available around the country.

BENEFITS OF WORKING AT THE DEPARTMENT OF TRANSPORTATION

  ▶ Alternative work schedules, telework, and remote work
  ▶ Student loan repayment
  ▶ Recruitment incentives
  ▶ Federal Employees Retirement System

SAMPLE TECHNOLOGIST JOB WITH THE DEPARTMENT OF TRANSPORTATION

CIVIL ENGINEER
Pathways recent graduate—Federal Highway Administration
Salary: $39,817–$78,432 annually
Location: Multiple

WHILE IN THE PROGRAM the recent graduate will have several developmental assignment options, which should include many of the following: design, construction, environment, safety, pavements, materials, bridges, traffic operations, hydraulics, utilities

and right-of-way, planning, surveys, geotechnical, and value engineering. The recent graduate will receive an orientation to the essential functions and the structure of the Washington headquarters, Federal Lands Highway (FLH), and division office, and is introduced and instructed in the functional areas of the division.

THE IDEAL CANDIDATE is an entry-to-beginning-level technical engineer who has a desire to learn about the various aspects of technical highway engineering, including highway design, construction, bridges, geotechnical, survey and mapping, hydraulics, and materials testing. The ideal candidate should have between zero and five years of experience, be mobile and willing to travel to remote locations for extended periods, and be able to work both independently and in a team environment.

RELEVANT VIDEOS

DOT Is Hiring! (33 seconds)

Welcome to the New USDOT (1 minute)

DEPARTMENT OF TRANSPORTATION SOCIAL MEDIA

LinkedIn, Twitter, Instagram, Facebook, YouTube, Medium

Secretary Pete Buttigieg: Twitter, Instagram, Facebook

Other Resources

YOU CAN USE WHATEVER DIGITAL TOOLS you like to create your contest submission. Below are some free tools that may help bring your most creative ideas to life. Please check the relevant Terms of Use and content licenses for these tools to ensure that you have the right to use content from these tools for purposes of the contest:

CANVA is an online graphic design and publishing tool with free templates, photo-editing capabilities, and design ideas.

HUBSPOT's suite of products includes fifteen free infographic templates for PowerPoint and five free templates for Illustrator.

SPLICE is a video-editing app optimized for mobile devices with the power of a desktop video editor.

IMOVIE is a simple and intuitive video-editing software included with Apple products.

KAPWING is an online video editor equipped with intuitive smart tools for repurposing content across social media platforms.