



## COMPETITION

Call for applications for the FQPPU'S promotional campaign:

“University: It'll Change Your Life”

January 2017

## General Terms and Conditions

To prepare for its promotional campaign using web-based social networks, the Fédération québécoise des professeures et professeurs d'université (FQPPU) is holding a competition for university students (individuals or teams). Winners will receive a budget of \$5000 to produce a **video clip of maximum 90 seconds in length**. Each participating student will also receive a \$500 grant (maximum \$2500 per team) if the video clip is delivered within the given time frame.

Interested students are invited to submit a proposal by February 13, 2017 at noon. To do so, they must send the proposal in PDF format to [federation@fqppu.org](mailto:federation@fqppu.org) or by mail to:

FQPPU

“University: It'll Change Your Life” Competition

666 Sherbrooke Street West, Suite 300

Montréal, Québec H3A 1E7

The postmark will be used to determine if the competition deadline has been respected.

## Context

The “University: It'll Change Your Life” campaign is being launched in a context in which the image of the Quebec university in public opinion is tarnished due to a profound misunderstanding of its mission and the work of its architects, as well as to expressions of anti-intellectual positions. A climate of mistrust of the elite, maintained by certain media with populist leanings, is undermining the efforts of academics to share the benefits that their work has for Quebec society.

## Objectives

The campaign is intended to promote 1) **the university mission** focused on economic, social, and cultural progress for Quebec, as well as a deeper study of democracy, by reinforcing critical thought and deliberative skills, 2) **the benefits of the attendance and presence of universities** for individuals, communities, and areas, in terms of the advancement and control of catalysts for development, and 3) **the work of the architects of academic life** (professors, lecturers, researchers, employees, students), by illustrating their specific contributions to the production and dissemination of knowledge.

As the clips will be released in both Francophone and Anglophone settings, the jury will favour scripts/synopses that can be easily translated.

## Target Audience

The script/synopsis must be directed at Quebec young people under 30 years old. We are targeting social network users who are likely to share the video with those around them so that it becomes viral.

## Mandate

- Develop the script/synopsis for a promotional video clip of maximum 90 seconds in length to be released on the Web, while accounting for the context, objectives, and the target audience.
- Provide a detailed production budget for the video clip (maximum \$5000).

- Propose a campaign slogan, which can be “University: It’ll Change Your Life” or something else.
- Suggest a realistic (web) media roll-out plan that accounts for the objectives and target audience.

## **Budget and Production**

The application must include a detailed, realistic production budget that includes all elements related to filming (shooting, sound recording, etc.), editing, as well as managing and sending the files. Students are responsible for obtaining the equipment needed for filming (cameras, tripods, microphones, memory cards, etc.) and for editing (computers, software, etc.). The FQPPU will not provide students with any equipment.

The candidate(s) selected will be awarded a maximum budget of \$5000 and must deliver a “turnkey” video clip that is copyright free. The FQPPU reserves the right to ask the winners to make changes or minor corrections before the clip is released.

Reasonable travel expenses (with receipts) may be allowed beyond the \$5000 if the project warrants it. An estimate of these costs must be presented with the budget included in the competition application.

## **Schedule**

- February 13, 2017 (noon): Deadline to submit an application
- February 20, 2017: Announcement of the winner(s)
- May 1, 2017: Deadline to deliver the video clip

## **Evaluation Method (Weighting)**

1. Context accounted for and aligned with objectives (5/20)
2. Originality of the script and demonstration of its viral potential (5/20)
3. Team experience (portfolio) (4/20)
4. Feasibility of the project based on the submitted budget (4/20)
5. Reference(s) (2/20)

## **Proposal Submission**

Individuals and teams that would like to submit a proposal must do so by February 13, 2017 at noon. The submission must include the following:

1. A script (about 2 pages) and/or a synopsis (maximum 1000 words) for a video clip of maximum 90 seconds in length.
2. A production budget.

3. Suggestions with regard to distribution platforms and conditions.
4. Suggestions for a campaign slogan, which can be “University: It’ll Change Your Life” or something else.
5. A curriculum vitae that includes relevant experience and the field of study of the individual or team members. Be sure to include all of your contact information (address, phone number, and email).
6. A portfolio (for videos, please include hyperlinks) that includes relevant previous projects. This can include school projects.
7. A letter of recommendation from a professor in the fields of communication, visual arts, marketing, or other related disciplines.

### **About the FQPPU**

The Fédération québécoise des professeures et professeurs d’université (FQPPU) is a politically oriented organization with an overall mission to maintain, defend, promote, and develop the university as a public service and to defend the idea of an accessible, high-quality university.

The FQPPU, a consultative body focused on democratic union action, is dedicated to defending and promoting the interests of its members and of the university.

Respecting the autonomy of its affiliated members, the FQPPU is a voice on all issues related to higher education and research, as well as the status and development of the university as a public service.

The FQPPU bases its actions on the activist involvement of professors, free debate, respect for the opinions of others, and solidarity. One of its goals is to achieve gender parity in all of its bodies and committees.

The FQPPU strengthens cooperation and solidarity with unions of professors and the union movement at the national and international level, as well as with organizations, in the field of higher education in particular, that pursue similar goals.

Founded on May 16, 1991, the FQPPU brings together 15 unions and associations, which represent approximately 5300 Quebec university professors.