Calling All Firebirds!
Enter an exciting new competition!
Design a slogan for the 2016 Self-Study Initiative for the University of the District of Columbia
Grand Prize Award of $300.00

**Competition Details**

The Self-Study Steering Committee is looking for a slogan for the Self-Study Initiative, which will culminate in a site visit from the Middle States Commission on Higher Education in Spring of 2016. The slogan must be captivating and relevant to the Self-Study Design and to the University’s efforts of moving towards an institutional culture of assessment. Assessment, for this purpose, is described as “a continuous cycle of measuring our effectiveness and making data-driven adjustments to our programs and University initiatives.”

Two of the five outcomes for the Self-Study are (see the “UDC Self-Study Design,” March 2014):

1. To expand assessment initiatives and strengthen the foundation for a culture of continuous assessment that will be the catalyst for institutional planning and growth towards achieving continued excellence; and
2. To provide recommendations related to a strong and unified approach to the provision of post-secondary education in the District of Columbia, from workforce development to graduate degrees and beyond.

Applicants should read the [Self-Study Design](#) for more information that will help them in developing the most powerful Self-Study slogan.

**What should the slogan include?**

The slogan we are looking for must be [original](#), use a [maximum of six words](#) to provide a snapshot of the focus of our self-study—and be accompanied by a [few bars of music](#). In general, a [slogan](#) (also called a tagline, motto, strapline, signature, claim, payoff, or baseline) is a short phrase or sentence meant to gain attention and get a specific message across quickly.”

The bars of music chosen will be the signature for every Self-Study activity on or off the campus.

**Application Instructions:**

1. Read the Self-Study Design carefully.
2. Familiarize yourself with the idea of an institutional culture of assessment.
3. Develop and finalize your slogan, including the bars of music.
4. Submit by 6:00 p.m., Tuesday, October 28, 2014, by email to lwalton@udc.edu with the subject line UDC Self-Study Slogan.
5. Be available and prepared to meet with the selection committee to pitch the slogan (including explaining its origins and significance to our activity).

You must include the following in your application:
1. Name(s) of applicant(s) – Groups are welcome to apply.
2. Contact information – If applying as a group, submit only one person’s contact information, but be sure to list the other member(s).
3. The slogan (maximum 6 words).
4. Explanation/Reasoning for the slogan submitted (maximum of 2 pages, font 12 pt., double-spaced) – that describes the significance of the words or phrase chosen as well as the bars of music used; the message you are trying to send; and the relationship of the slogan to the Self-Study process.

**Scoring Guide**
The project will attract a maximum of 100 points:

- Name and contact information within the proposal (3 points)
- Document sent as an attachment to the email sent to lwalton@udc.edu (2 points)
- Maximum of 6 words (5 points)
- Slogan is original (No Plagiarism) (10 points)
- Slogan is captivating (10 points)
- Music is enchanting and cheerful (20 points)
- Justification
  - Maximum 2 pages, font size 12 pt., double-spaced (5 points)
  - Significance of words or phrase and music (20 points)
  - Message is applicable to the Self-Study Initiative and the University’s efforts at moving in the direction of a culture of assessment (25 points)