

Website Challenge 2010 – in Partnership with IBM.

Background

The Challenge was initiated in 1998. IBM wanted to assist in improving the ICT skills of local young people, with the long-term aim of attracting high quality employees to the industry. The challenge took place initially with one school, and has now grown into a competition for 12 schools.

Aims

To provide a 'real' work related learning project, which enables students to develop key skills for employment, particularly team-work, communication, presentation skills and ICT. The focus is on the web-site but the students involved should not all be ICT 'specialists' - research, presentation, innovative design, graphics, and project management skills are equally important. The Challenge can be used effectively to bring a work related learning element to many aspects of the curriculum including English (presentations); ICT; and Business Studies. It will also help to develop student's 'enterprise skills'.

The Project

- Teams of between 5 and 10 students from Year 10
- Teams should consist of 50% male students and 50% female students (except single sex schools)
- Ongoing support to the teams to be provided by the teachers, together with advisors from IBM.
- Teachers & students attend the launch on 15 December 2009 to have a briefing about the project, meet the 'customer' and to see the auditorium where they will be doing their presentations.
- Each team has to design and build a website
- 3 heats of 4 schools will take place at IBM North Harbour in April 2010. (this number may vary depending on the schools wishing to take part)
- At the heat each team must give a 15 minute presentation (all team members to take part in presentation) and take 5 minutes of questions from the judging panel
- The 3 winning teams will go through to the final with an overall winner announced at the final.
- Prizes will be provided for individual students in the winning team, as well as a trophy for the school.
- Schools must provide a link teacher for the project and **be prepared to make a commitment to the full period of the project.** (It will be unfair on schools who have not got a place on the Challenge, if other schools then drop out half way through).

Content of websites

Full details of the task will be provided at the briefing for teachers and the launch day. The team will be producing a web-site with a brief given by a 'real life' customer. They will need to take into account the requirements of the customer, target audience etc.

Judging Criteria

The Challenge is set up as a competitive one, to equate it as closely as possible to the 'world of work'. Independent judges will choose a winner at each heat. The winner will be judged on - quality of web-site (appropriateness of content and design for the target audience), innovative ideas and design, evidence of team-work and standard of presentation.

Project Timetable

Event	Date
Schools enter Challenge	By 30 November 2009
Launch to Teachers & Students	15 December 2009 IBM North Harbour
Period of Project	Mid December – end of March 2010
Heats and finals at IBM North Harbour	Dates in April– to be confirmed

Conclusion

The project has been very successful in previous years. The role of the EBP is to manage the overall project and provide the link between the schools, IBM, the customer and other partners. We send out paper-work to participating schools, ensure each team is progressing successfully, organise external judges and arrange the heats/final. The success of the project is down to the enthusiasm of the schools, the commitment of the customer and to IBM who provide the, prizes, the auditorium and refreshments for the launch and the heats and finals. We would like to thank in advance all those involved who have committed their time to make this a success.

Cath Longhurst
Chief Executive
Education Business Partnership