



27 SEPTEMBER 2023

COACHING CALL #7: Recruiting Mentors and Jury



DigiEduHack is an initiative under the Digital Education Action Plan (2021-2027) of the European Commission



AGENDA



- 01 - THE ROLE OF MENTORS**
- 02 - IDENTIFYING MENTORS**
- 03 - RECRUITING MENTORS**
- 04 - THE ROLE OF THE JURY**
- 05 - IDENTIFYING JUDGES**
- 06 - RECRUITING JUDGES**

RECRUITING MENTORS



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01 THE ROLE OF MENTORS



Guidance and Support

Learning



Networking

Validation of Ideas

01 THE ROLE OF MENTORS



GUIDANCE AND SUPPORT

Hackathons are **fast-paced events** where participants need to ideate, build, and present their projects within a limited timeframe.

Mentors provide guidance, support, and expertise to participants, helping them overcome challenges and make **progress**.

01 THE ROLE OF MENTORS



LEARNING

Mentors bring a wealth of experience and knowledge to the table. They can teach participants new skills, best practices, and innovative approaches to problem-solving – making the hackathon a valuable **learning experience**.

01 THE ROLE OF MENTORS



VALIDATION OF IDEAS

Mentors can help **validate the feasibility and potential** of participants' ideas. Their feedback can be instrumental in redefining concepts and ensuring that projects have a viable direction. Mentors can also have valuable insights into already existing solutions, so teams can avoid duplicating existing work.

01 THE ROLE OF MENTORS



NETWORKING

Mentors often come from various industries and backgrounds, which allows participants to establish valuable connections and expand their professional network. Mentors can be a powerful **driver for recruitment** of participants.

Mentors will navigate from team to team, fostering meaningful interactions and **connections** with participants.

02 IDENTIFYING MENTORS



Define the Expertise Needed

Identify the specific skills and knowledge required for the hackathon.

Encourage Diversity

Strive for diversity among mentors and jury members to bring in different perspectives and experiences.

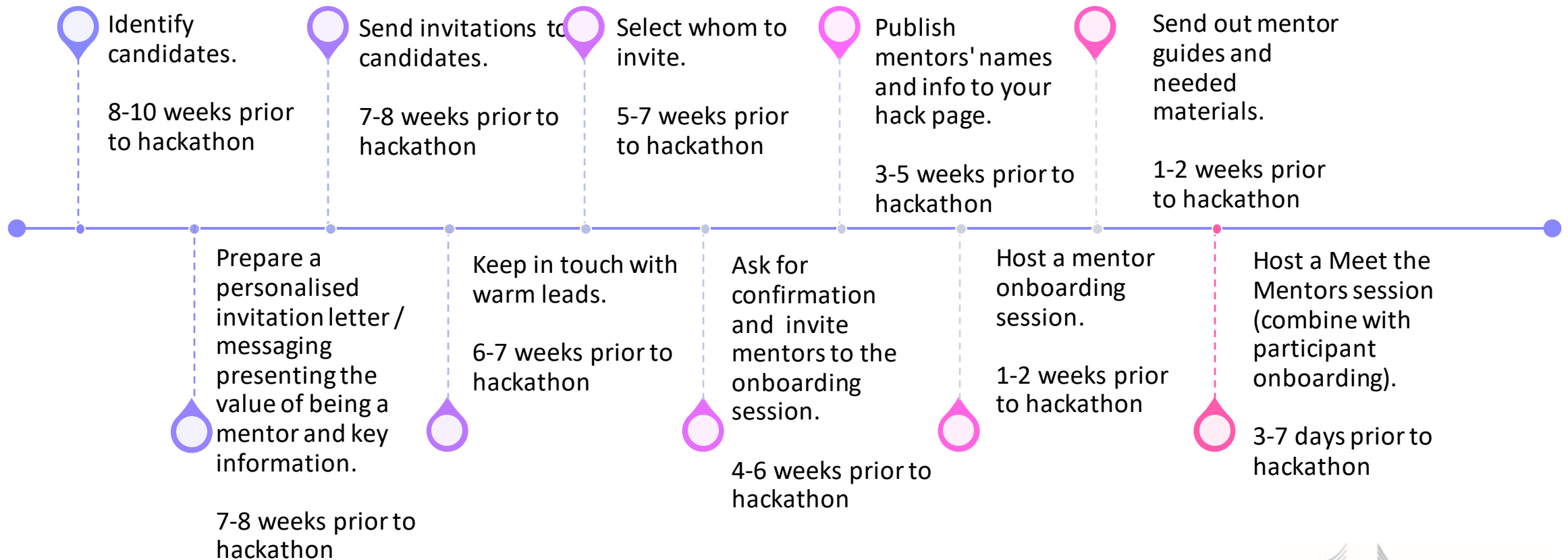
Utilise Personal Networks

Tap into your personal network and ask for referrals for potential mentors and judges.

Provide Clear Expectations

Clearly communicate the roles, responsibilities, and time commitment expected from mentors.

03 RECRUITING MENTORS



03 RECRUITING MENTORS



IDENTIFY CANDIDATES

Section 02 – IDENTIFYING MENTORS – covers in detail the steps to follow and best practices.

03 RECRUITING MENTORS



THE INVITATION

Prepare an invitation letter / messaging

Your message should :

- quickly cover what DigiEduHack is, for context
- what your challenge is about
- how their profile relates to the challenge
- why and when you need them
- what's in it for them

**Link to invitation
letter template:**

[https://discord.com/channels/
1089970864591749170/1156
482940918841354/11564837
47609329754](https://discord.com/channels/1089970864591749170/1156482940918841354/1156483747609329754)



03 RECRUITING MENTORS



SEND INVITATIONS TO CANDIDATES

Email: if you are reaching out to more than a couple dozen candidates, think about using a tool with **merge fields** to keep the names personalised. The same tool you use for participant outreach will work well.

Phone calls: highly **effective** when possible.

Social media: strongly advised to **leverage** LinkedIn search and InMails.

03 RECRUITING MENTORS



SELECT YOUR MENTORS

Advised mentor to team ratio: 1 mentor for every 3-4 teams

Out of the people you have contacted and who have shown interest, select a fitting and **balanced** amount based on your requirements and envisioned number of teams.

Keep in mind **diversity** when making your final selection.

Always have a pitching/presentation mentor.

03 RECRUITING MENTORS



CONFIRM COMMITMENT

Make sure you have total buy-in of your mentors. It is always good practice to book one extra mentor of the most crucial expertise in case there is a cancellation.

An easy way to collect confirmations and needed materials is to create and send a form. Ask for the following:

- confirmation
 - personal data (name, email and phone)
 - title and organisation (if any)
 - consent to publish their names, photos and LinkedIn account link
 - picture and LinkedIn account link
- *Always good to add a save the date to the onboarding sessions.



03 RECRUITING MENTORS



PUBLISH YOUR MENTORS

There is a section on the hackathon challenge pages dedicated to showcasing your mentors.

Adding the mentors to your challenge page can **attract** participants based on the mentors' profiles and organisations they are representing.

03 RECRUITING MENTORS



HOST AN ONBOARDING SESSION

2-3 weeks prior to the start of the event, schedule a meeting with all your mentors. Present the project in more detail. What is the challenge about? What are the objectives and requirements? The purpose is to **align** mentors to your vision. You can use the guide as a reference for content.

Make sure to emphasise the mentors' **schedule** within the event.

Explain how the mentoring will take place: do they drop in and chat with whichever teams they want, or do you assign them teams?



03 RECRUITING MENTORS



FOLLOW UP

Prepare and distribute the mentor guide and needed materials.

To follow up on the onboarding session, send out the **presentation material** and recording of the session.

Prepare the **mentor guide** and send it out with the session material. The point of this guide is to summarise all the information mentors could need during the event.

See our example template [here](#).

It is always good to send a **calendar invitation** for the event date and time when mentors are expected.



03 RECRUITING MENTORS



HOST A MEET THE MENTORS SESSION

1 week prior to the event. This step is optional but advised.

The point of the Meet the Mentors session is for teams and mentors to meet ahead. Mentoring and communication will be much more natural during the event.

Tip: make the Meet the Mentors session the first part of your participant **onboarding**.

Have teams give a pitch (2 min max, no slides) of their early project idea. Mentors can give **feedback**, pointers, and comments to help teams refine their idea.

RECRUITING JUDGES

04 THE ROLE OF THE JURY



Evaluation of Projects



Feedback for Improvement

Recognition and Incentive

Fair and Objective Evaluation

04 THE ROLE OF THE JURY



EVALUATION OF PROJECTS

The jury consists of **experts** and **professionals** who impartially assess the projects developed during the hackathon.

They evaluate the projects according to the evaluation grid provided. Find the evaluation grid in the website resources.

04 THE ROLE OF THE JURY



FAIR AND OBJECTIVE EVALUATION

Having a diverse panel of judges ensures a fair and objective evaluation process. Different perspectives and expertise can lead to a more **comprehensive and unbiased** assessment.

It is fine if some of your judges are also mentors. However, a mentor-judge should split their time as equally as possible between all teams. Teams could perceive a mentor-judge spending more time with some teams as an unfair advantage.

04 THE ROLE OF THE JURY



RECOGNITION AND INCENTIVE

Winning a hackathon can be a significant achievement for participants, providing recognition for their hard work and innovation. Being awarded by a prestigious/professional panel of judges adds **credibility** to the event and **motivates** participants to give their best effort.

04 THE ROLE OF THE JURY



FEEDBACK FOR IMPROVEMENT

The feedback provided by the jury can be invaluable for participants to understand their strengths and weaknesses. **Constructive criticism** helps participants grow as problem solvers.

05 IDENTIFYING JUDGES



Define the Expertise Needed

Identify the specific skills and knowledge required for the hackathon.

Encourage Diversity

Strive for diversity in the jury panel to bring in different perspectives and experiences

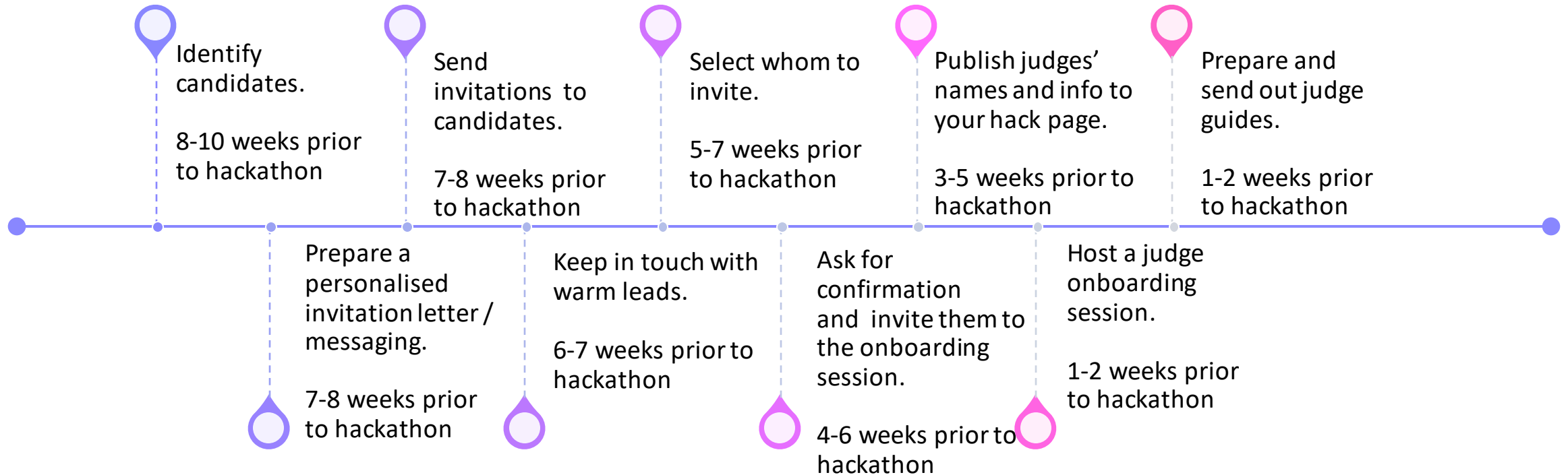
Utilise Personal Networks

Tap into your personal network and ask for referrals.

Provide Clear Expectations

Clearly communicate the roles, responsibilities, and time commitment expected from mentors.

06 RECRUITING JUDGES



06 RECRUITING JUDGES



IDENTIFY CANDIDATES

Section 05 – IDENTIFYING JUDGES - covers in details the steps to follow and best practices.

06 RECRUITING JUDGES



THE INVITATION

Prepare an invitation letter / messaging.

Your message should :

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06 RECRUITING JUDGES



SEND INVITATIONS TO CANDIDATES

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Phone calls: highly **effective** when possible.

Social media: strongly advised to **leverage** LinkedIn search and InMails.

06 RECRUITING JUDGES



SELECT YOUR JUDGES

Advised 3 to 5 judges in the panel. If you are dealing with more than 15 teams, aim for 4 to 6 judges divided in 2 panels and each pre-screens half the teams.

Out of the people you have contacted and who have shown interest, select a fitting and **balanced** number based on your requirements and envisioned number of teams.

Keep in mind **diversity** when making your final selection.

06 RECRUITING JUDGES



CONFIRM COMMITMENT

Make sure you have the total buy-in of your judges.

An easy way to collect confirmations and needed materials is to create and send a form. Ask for the following:

- confirmation
 - personal data (name, email and phone)
 - title and organisation (if any)
 - consent to publish their names, photos and LinkedIn account link
 - picture and LinkedIn account link
- *Always good to add a save the date to the onboarding sessions.



06 RECRUITING JUDGES



PUBLISH YOUR JUDGES

There is a section on the hackathon challenge pages dedicated to showcasing your judges.

Take the usual steps to editing your hackathon webpage. Adding the jury to your challenge page can **attract** interested participants based on the mentors' profiles and organisations they are representing.

03 RECRUITING JUDGES



HOST AN ONBOARDING SESSION

2-3 weeks before the event starts, schedule a meeting with all your judges. Present the project in more detail. What is the challenge about?

Explain how the evaluation **process** takes place (pitches, Q&A, deliberation). Present the evaluation grid and try to build bridges between the grid and your challenge through examples. You can use the guide as a reference for content.

Make sure to emphasise the judges' **schedule** within the event.



03 RECRUITING JUDGES



FOLLOW UP

Prepare and distribute the jury guide and needed materials.

To follow up on the onboarding session, send out the **presentation material** and recording of the onboarding session.

Prepare a **guide** and send it out with the session materials. The point of the guide is to summarise all the information judges could need during the event. See an example [here](#).

It is always good to send a **calendar invitation** for the event day and time when judges are expected.





THANK YOU!

contact@digieduhack.com



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