# Challenge Submission Template

**Big 5 Cross Collaboration Project: Phase 2 – Member Data Challenge**

Participants must use the following structure when preparing their submission. Final entries must be submitted in **PDF format** by October 1**, 2025 at 11:59 PM ET**.

## 1. Cover Page

- Title of submission
- Team or individual name
- Primary contact email
- Date of submission

## 2. Executive Summary (Max 500 Words)

Briefly summarize:

- The core insight(s) uncovered from the data
- The problem or opportunity identified
- Your key recommendation(s)
- The potential impact on CAS event strategy

## 3. Data Analysis & Key Findings

Present your analysis with relevant visualizations:

- Tools or methods used (optional)
- Charts, tables, or graphs that support your conclusions
- Explanation of trends, gaps, or patterns discovered
- Interpretation of what the data reveals
- Projected attendance for meeting in 2026 and 2027

## 4. Strategic Recommendations

Based on your analysis, provide actionable suggestions:

- What should CAS do next?
- Why are these actions valuable?
- What member segments, events, or practices would benefit?
- Any risks or considerations CAS should keep in mind?

(Recommendations should be data-backed and limited to 3 pages total)

## 5. Appendix (Optional)

Include any supplemental analysis, references, or detailed notes:

- Code documentation (if applicable)
- Expanded charts or tables
- Additional assumptions or limitations

## Submission Checklist

- Submission is in PDF format
- All required sections included
- Executive summary is under 500 words
- Visualizations are clearly labeled and readable
- Submitted before the deadline

# Evaluation Criteria & Judging Rubric

**Big 5 Cross Collaboration Project: Phase 2 – Member Data Challenge**

Each submission will be reviewed by a panel of three adjudicators using the rubric below. Judges will independently score each category, and final scores will be averaged to determine the winner.

## Scoring Scale

Each criterion will be scored on a scale of 1 to 5:

- **1 = Poor**
- **2 = Fair**
- **3 = Good**
- **4 = Very Good**
- **5 = Excellent**

## Evaluation Categories

### 1. Insightfulness & Clarity of Analysis

- Did the submission identify meaningful trends, gaps, or opportunities in the data?
- Were the insights clearly explained and logically derived?

**Score (1–5): _____**

### 2. Analytical Rigor & Data Integrity

- Did the analysis apply sound methods or reasoning?
- Were conclusions well supported by the data?

- Was the data used appropriately and responsibly?

**Score (1–5):** _____

## 3. Strategic Relevance to CAS Events

- Do the findings and recommendations align with CAS's goals to improve its Big 5 events?
- Do they reflect an understanding of member needs and organizational priorities?

**Score (1–5):** _____

## 4. Feasibility & Actionability of Recommendations

- Can CAS realistically implement the proposed ideas?
- Are they specific, practical, and impactful?
- Were any barriers or risks acknowledged?

**Score (1–5):** _____

## 5. Presentation Quality

- Is the submission well-organized, professional, and visually clear?
- Are charts, tables, and summaries easy to interpret?

**Score (1–5):** _____

# Total Score (25 max): _____