



TCMA

**2023 TCMA Annual
Conference
Intercollegiate Bowl**

Texas City Management Association Intercollegiate Bowl

June 8-11, 2023

Marriott Dallas Allen Hotel & Convention Center
777 Watters Creek Boulevard, Allen

Commitment Deadline: April 14, 2023

The Texas City Management Association (TCMA) invites Texas institutions of higher education to participate in the Second Annual TCMA Intercollegiate Bowl. TCMA believes this will provide an exciting way to learn knowledge and skills critical for leadership roles in local government and for the teams to network with TCMA's biggest asset – its membership.

Questions regarding the competition should be submitted to
Tristan Gideon at Tristan@tml.org or 512-231-7453.

All responses will be posted on the FAQ page at <https://www.tcma.org/370/FAQ>.

NEW!

- **Student-Mixer and ICB Briefing.** On **Thursday, June 8, 11:00 a.m.-2:00 p.m.**, a Student-Mixer and ICB Briefing will be held at [PinStack](#), located at 635 North Expressway in Allen. This event is being offered to allow ICB participating programs to interact, meet, and mingle with one another before the conference and competition begins. **TCMA will cover the cost of lane rentals. Participants are responsible for food and drinks.** All team members are encouraged to attend, but at least one representative from your team is required to attend. A briefing for the ICB will take place with team materials and instructions provided.
- **Pre-Conference Educational Session.** A pre-conference educational session has been developed to encourage and educate students in the field of local government. It will be held at the conference site following the Student-Mixer at **3:00- 5:00 p.m.** One team member is required to attend, but all participants are encouraged to attend.

CONFERENCE REGISTRATION

- Conference Registration is \$50 per participant to attend the conference (you will receive notification when registration and housing opens).
- Optional ticketed events will be available for purchase during registration (**tickets will not be sold on site**).

TEAMS

- Each university may form a single team that is unlimited in size and can be comprised of any discipline whether master or undergraduate.
- One individual should be designated as the team captain. Team captains will have additional requirements during the competition.

- To balance the large program's advantage, no more than five team members can participate for scoring purposes in any single event except competition #5 "Community Service" which as much of the entire student program can and should participate.
- Team commitments must be made no later than **Friday, April 14, 2023**. **One designated** individual should submit: their commitment to participate, a roster, and team name to Tristan Gideon at tristan@tml.org. Multiple submissions by a school or individual team members will not be matched to the school. All event information must be communicated through the designated contact.
- **Participants must be members of TCMA no later than Friday, May 12**. Membership dues are complimentary for students. An application is available [here](#).
- Each team member attending the conference and/or participating in the competition during the conference is responsible for registering as a conference attendee. Regular registration rates have been reduced for student participants. The designated individual representing the team and the team captain will be notified when conference registration is open.
- Separate ticketed events will be available. You must purchase tickets when registering for the Conference. **Tickets will not be sold on site**. Ticketed events include the Awards Luncheon, Friday Night Social Event, and Networking Luncheon. Please note, the Networking Luncheon is on Saturday AFTER the competition concludes but is still valuable for students to attend. A Saturday morning networking breakfast is scheduled to better accommodate the competition's timeline and is complimentary to all registered attendees.
- To control costs, TCMA recommends students make room arrangements in nearby locations well in advance, as conference rooms generally sell out quickly. Other ideas to control costs would be to room share, when appropriate. You will be notified when the conference room rates are available if you wish to try to stay on site. We recommend you book quickly as a limited number of rooms are blocked for Conference attendees. Please note, hotel contracts impose deadlines to receive Conference rates. Teams may also wish to consider an Airbnb.

GENERAL INFORMATION

DIVERSITY/TEAM MAKE UP

TCMA encourages diverse team composition including gender, ethnicity, and rural and urban management aspirations.

AWARD/TROPHY

The winner of the 2023 ICB will receive a monolith trophy to brag on their accomplishment and display at their school. Each year the winning team name will be engraved on the base of the perpetual trophy held by TCMA (Think of the Stanley Cup). The trophy will be on display at each TCMA Annual Conference.

SCORING

- A Scoreboard will be prominently displayed in the convention center lobby.
- Team standings will be updated throughout the conference and following each key event.
- The winner is the team with the highest score after the final event on Saturday morning.
- If a tie occurs, the winner will be determined by a fun sudden death competition.

CONTESTS

Contest #1 – Capstone or End of Year Project Showcase (0-100 pts) (Bonus: 0-100 pts) See Exhibit 1

- In lieu of a research paper, this year students will have the opportunity to showcase their capstone or end of year project assigned by their respective universities.
- Due to varying curricular parameters of each individual university, emphasis will NOT be put on the reading or weighing of the paper; rather the way information is communicated to TCMA members who will visit each team display table. Teams will be judged on the depth of knowledge demonstrated on the research topic, the applicability to local government, and on the ability to put the findings into action.
- Each team will be assigned a single table in the conference pre-function area during the 2023 TCMA Annual Conference where Teams will display and communicate the critical findings of their capstone project.
- Each team will be required to host their table for two (2) hours. The teams will be notified when this event begins.
- Secret judges will come by to visit with each team about their findings and submit a score to the contest scorekeeper.
- Emphasis is placed on the use of visual aids, technology, video, and other multimedia platforms to tell the 'story.' **Any electronic devices must be fully charged. Access to electrical outlets cannot be guaranteed.**
- Scores for this event will be based on their interaction with the team and the team's ability to communicate their research findings verbally and visually.
- Bonus points will be awarded for creativity including thematic tie ins, creative use of technology, and diverse presenters.

Contest #2 – Networking (0-50 pts x 5) See Exhibit 2

- ALL team members may utilize the various networking events offered during the Conference to satisfy the requirements of this event. These include: Welcome Reception, Awards Lunch (separate ticketed event), Friday night event (separate ticketed event), networking breakfast Saturday morning (complimentary), other after-hours informal gatherings, and between/during the Conference educational sessions.
- Team members will be supplied a card for proof of participation in this contest event.
- You should introduce yourself to someone that makes hiring decisions and have a meaningful conversation. Hiring positions include City Managers, Assistant City Managers, and Department Directors/Heads. Meaningful conversations are topics related to the profession, the member's career advice, or direct discussion about the participants aspirations.
- This exercise is designed to help gain visibility and exposure, help motivate, and give you a reason to introduce yourself to groups of people you may not know or otherwise "hang around." While you could easily run around and ask for strangers to sign off on your card, which would gain your team points, you would forfeit the value of having pleasant conversations and meeting new people that could potentially hire you.
- While ALL team members are encouraged to participate so everyone gains the same benefit, scoring will be limited to the 5 team members designated to participate in this contest event.
- Team members are encouraged to make connections with their networking members via LinkedIn and ask for the ability to reach out directly to ask future questions and network.

Contest #3 – Coaching (0-100 pts x5) See Exhibit 3

- Each team will attempt to leverage their networking challenge to secure a coaching meeting with a City Manager, Assistant City Manager, or Department Director/Head.
- Topics for coaching shall be limited to: mock interview, career counseling, resume critique, interview tips, benefits of TCMA/ICMA membership, and benefits of working in the city management profession or other local government positions.
- Scoring will be limited to 5 coaching sessions.

Contest #4 – Share a meal with a TCMA member (0-100 pts x5) (1:1 scored by member) See Exhibit 4

- Teams will attempt to leverage their networking challenge to secure a meal with a TCMA member who is a current or retired city manager/administrator or assistant/deputy city manager.
- The goal is to find someone you do not know who will let you join them for a meal or afternoon coffee, and to share a meaningful conversation. The Saturday morning networking breakfast is the final opportunity to complete this challenge.
- During this time, you are to exhibit appropriate business etiquette, ordering/eating etiquette, and engaging the Member.
- Scoring will be limited to 5 encounters.

Contest #5 – Community Service (0-100 pts) See Exhibit 5

- Each Team will be expected to plan, organize, and implement a community service project by the end of the Spring Semester preceding the Annual Conference.
- While any community service project is eligible, extra consideration is given to those teams that find ways to serve or better their local community.
- A poster summarizing the Community Service Project must be displayed at the Team Presentation Table for full award of points.

Contest #6 – The Spirit Award / New Rules for 2023!

The Spirit award will not count towards the overall score of the competition.
This contest is purely for fun and bragging rights.

- Show your college spirit throughout the conference!
- Teams will decorate a single large spirit stick as a part of the Thursday Pre-Conference Student Mixer event.
- Teams are encouraged to bring school logo stickers to add to the stick when they have it in their possession, but bling or other interesting things should be brought to contribute to the overall décor of the spirit stick on Thursday.
- Each school will compete to earn from the previous owners and awarded to them throughout the conference by showing exceptional school spirit, sportsmanship, TCMA spirit, etc. (Or *steal* the spirit stick when the other team lets their guard down)
- The team in possession of the stick the longest during the conference will be able to carry it home.

Contest #7 – TCMA Game Show Saturday Session (points TBD)

- Teams will participate in a timed Jeopardy event on topics related to city management and their MPA.
- The two teams with the most cumulative points after Final Jeopardy will advance to Family Feud.
- The Family Feud style sudden death game will be based on topics that are surveyed from TCMA membership and top responses will receive the most points.
- It is possible to win Family Feud and still not win the overall contest depending on point spreads.

FINALIST ANNOUNCED

After compilation of all awarded points, the top team will be announced the Winner!

Exhibit 1
(Capstone or End of Year Project Showcase)

Content	20 points	How well is the topic understood
Quality of Information	20 points	How well the information relates to Local Government, the topic, supporting details and/or examples
Mechanics	15 points	Grammar, spelling, and punctuation (no specific format required)
Sources	15 points	Multiple sources used, graphics included
Presentation	30 points	Oral presentation of the research and service project is well articulated, the table display conveys the important findings or recommendations

Exhibit 2
(Example Scorecard)

Note: Scorecards as shown in exhibits 2-4 will be distributed onsite at the preconference briefing.

Contest #2 (0-50 points)

Participant Name _____ **Team Name:** _____

Each contact is worth 10 points. Maximum of 50 points can be achieved per teammate. A team consists of no more than 5 participants. When complete, drop off at the contest table in the appropriately labeled box.

5 points			5 Points
Name of Contact	Title/City	Contact Information (Phone or email)	Connected on LinkedIn, Conference App or other Social Media
			Yes / No
			Yes / No
			Yes / No
			Yes / No
			Yes / No

**Exhibit 3
(Example Scorecard)**

Contest #3 - Coaching (0-100 points)		
Participant Name _____ Team Name: _____		
The first three rows in blue are to be answered by the participant. The fourth row should be addressed by the person with whom you have secured the coaching session. Each team member is limited to one coaching session worth a maximum of 100 points. When complete, drop off at the contest table in the appropriately labeled box.		
25 points	Was a coaching session secured?	Yes / No
25 points	Was the meeting at least 10 minutes in length?	Yes / No
25 points	Were at least one of the following topics discussed in the conversation?: Mock Interview, career counseling, resume critique, resume writing, interview tips, benefits of TCMA/ICMA membership, benefits of working in city management profession or other local government positions.	Yes / No
25 points	<div style="border-bottom: 1px solid black; margin-bottom: 5px; display: flex; justify-content: space-between;"> Printed Name Title City </div> <div style="border-bottom: 1px solid black; margin-bottom: 5px; text-align: center;"> Signature from Coach </div>	

**Exhibit 4
(Example Scorecard)**

Contest #4 – Have a Meal (0-100 points x 5)		
Participant Name _____ Team Name: _____		
The goal is to find a TCMA city manager/administrator or assistant city manager you do not know who will have a meal or afternoon coffee with you and share a meaningful conversation. After your meal, have the TCMA member sign scorecard.		
50 points	Was a meal with a TCMA City Manager/Administrator secured?	Yes / No
50 points	<hr/> Printed Name Title City <hr/> <hr/> Signature	

Exhibit 5
(Community Service)

Teamwork	30 points	<ul style="list-style-type: none">• How well the team worked together to achieve objectives• Your team must show how many members of your group participated and what percentage each participant contributed.
Contribution	20 points	<ul style="list-style-type: none">• The reach/impact of the project vs the goal/target (# of people served, acres of land cleaned, etc.)
Content and Creativity	40 points	<ul style="list-style-type: none">• What did the program determine to do and how to best serve their community?• Visibility of the program in the project (how well observers will identify that the PA program did the project)
Lessons Learned	10 points	<ul style="list-style-type: none">• The individuals/program gained experience from engagement in the project and took away learning outcomes that can be communicated