



Challenge and Prize Community of Practice

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## CSCCE Community Profile

CREATED IN COLLABORATION WITH: Wilson Center

### COMMUNITY OVERVIEW

The Challenge and Prize Community of Practice, hosted by the General Services Administration, brings together US government staff interested in crowdsourcing public input to help solve complex problems. Started in 2010 and hosted by the Challenge.Gov program, this inter-agency community engages approximately 800 civil servants from federal, tribal, state, and local governments. The community offers a peer-support network for members, all of whom are at various stages of launching or running projects that involve crowdsourcing solutions from engaged public audiences. Experienced challenge and prize organizers share their best practices and lessons learned, and members newer to the work have opportunities to ask questions and work through use cases.

► Website: [Challenge.Gov](https://Challenge.Gov)

### KEYWORDS

#### Paradigms

- OPEN INNOVATION
- PARTICIPATORY DESIGN
- PRIZES AND CHALLENGES

#### Disciplines / skills

- INTERDISCIPLINARY
- DISCOVERY
- DESIGN
- IMPACT ASSESSMENT
- INNOVATION SOURCING
- TECHNOLOGY DEVELOPMENT

#### Programming and goals

- KNOWLEDGE GENERATION
- PROFESSIONAL DEVELOPMENT
- SKILLS DEVELOPMENT
- MENTORING
- OUTREACH AND EXTERNAL COMMUNICATIONS

### COMMUNITY BASICS



Through various engagements, the CoP connects around 800 people at any given time



Mostly online with some in-person events\*

\*all activities were online during the COVID-19 pandemic



National



Partly Open - The CoP is open to federal, tribal, state, and local government

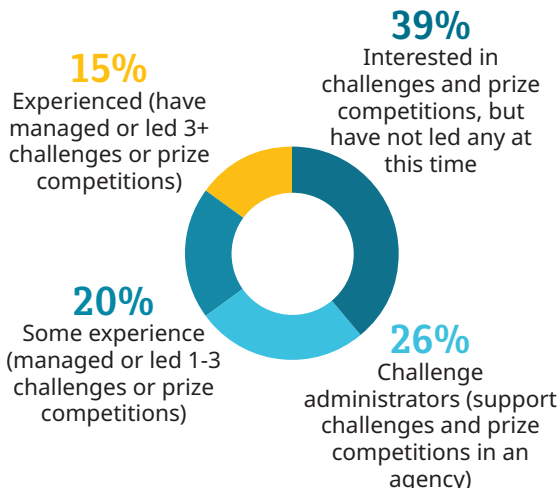
### COMMUNITY STRUCTURE

#### Community Management

Community management is provided by the **Director of Challenge.Gov** (.5 FTE) who also manages the central hub of federally sponsored prize competitions. **Contractors** are hired for other responsibilities (2.5 FTE total). **Community members** lead CoPs and special interest groups within their own agencies.



#### Members



#### Community Configuration





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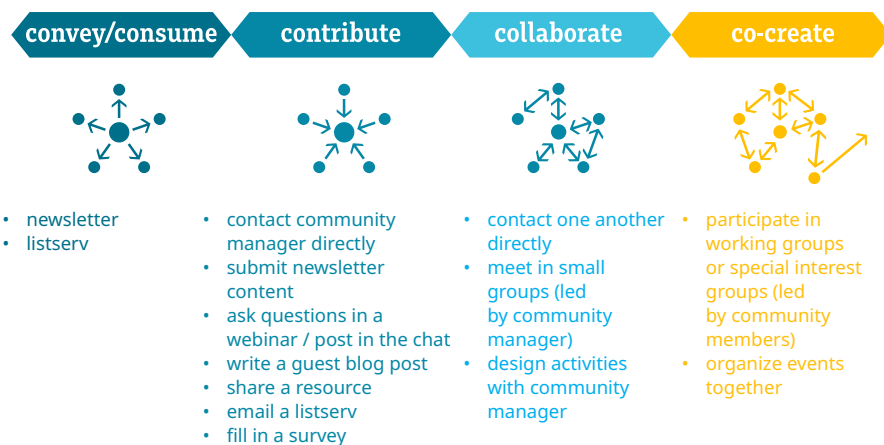
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### PROGRAMMING

In this community, programming includes a monthly newsletter and regular events each month including office hours, spotlight chats, deep-dive experiential learning sessions, and as-requested thematic forums. Community members may also engage at-will via an email listserv.



### champion

### COMMUNITY CHAMPIONS

This community does not currently have a formal champions program. Members act as informal champions in the following ways:

**i** CHAMPIONS take on additional activities to support or advance the community. They are sometimes described as emergent leaders.

- |  |  |   |
|--|--|---|
| <p><b>MAINTAIN</b></p> <ul style="list-style-type: none"> <li>host events for the community</li> </ul> | <p><b>GROW</b></p> <ul style="list-style-type: none"> <li>reshare the newsletter</li> <li>recruit new members</li> </ul> | <p><b>EVOLVE</b></p> <ul style="list-style-type: none"> <li>participate in a focus group or other means of in-depth feedback</li> </ul> |
|--|--|---|

### **i** THE COMMUNITY PARTICIPATION MODEL

The CSCCE Community Participation Model describes four modes of member engagement that can occur within a community – CONVEY/CONSUME, CONTRIBUTE, COLLABORATE, and CO-CREATE – and one that can occur both inside and outside of it: CHAMPION. All modes may be present at once, with some members interacting in multiple modes – or a community may have member engagement that falls into only some of the modes described. The model enables the mapping of community member behaviors to programming and other infrastructural support that the community manager, convening organization, or funder may provide to the community.

► For more information, see the [CSCCE community participation model](#).



### COMMUNITY TOOLBOX

#### Communications

Listserv

#### Productivity

Qualtrics  
Mural

#### Community platform

N/A



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### OUTPUTS & EVALUATION

Success looks like community members being supported in their endeavor to build skill sets for prize competition development; creating relationships and avenues for knowledge sharing among peers; and collectively advancing and maturing the use of challenges and prize competitions in federal government.

#### ✓ Successes over the last year

The CoP's focus on tailoring goals and objectives to personas has allowed them to see opportunities that are more specific rather than general goals. As an example, they have been able to bring inexperienced but interested members into the toolkit development process.

- **Growth** - launched new program or project
- **Growth** - added new members
- **Engagement** - increased activity of members
- **Engagement** - more members acted as champions
- **Activities** - created community outputs together
- **Activities** - an in-person or virtual event
- **Value** - members expressed recognition of the community's value

#### 📈 Evaluation and Reporting

- Reports for community team
- Community member interviews
- Post-event evaluation through surveys or polls

#### 💡 Opportunities

One of the primary goals of this community is to actively engage more members to participate. They want to hear more voices and encourage an atmosphere of collaboration and sharing.

- **Growth** - launch new program or project
- **Growth** - add new members
- **Engagement** - increase member activity
- **Engagement** - more members acting as champions
- **Activities** - create community outputs together
- **Activities** - tailor events specific to sub-sets of the community
- **Value** - more members expressing recognition of the community's value

#### ⚠️ Challenges

Federal-wide access to digital tools that allow for community engagement is a major challenge for engaging the CoP.

- Low activity from community members
- Lack of clarity about community goals
- Member turnover

### FUNDING

**100%**  
Parent  
organization



#### Funding Streams

- 100% funding from Challenge. Gov

*The Challenge and Prize Community of Practice does not currently offer funding opportunities for members.*

### ABOUT THIS PROFILE

This profile is part of a research project conducted by the Center for Scientific Collaboration and Community Engagement (CSCCE) in collaboration with the [Science and Technology Innovation Program at the Wilson Center](#). You can find out more about the project, and view more community profiles, [on the CSCCE website](#).

Information for this profile was submitted by Jarah Meador, Director of Open Innovation at the General Services Administration.

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