

Generation Texas Decision Day 2017 Challenge

Contest Rules

Let others know how you made your college decision and how it is impacting your life or someone else close to you. Here is how you can be featured on our websites and social media and possibly win a prize!

Contestant Eligibility

To be eligible to win prizes, contest entrants must be students in a Texas secondary school.

Only high school seniors (12th grade) students enrolled in a Texas secondary school are eligible to win an iPad or comparable tablet.

| <u>Student Contestant Type</u> | <u>Prize Categories</u> |
|--------------------------------|---|
| High School Seniors Only | IPad or comparable tablet |
| All other Students | Generation Texas Prize Pack (T-shirts, bracelets, lanyards, bags) |

The following persons are ineligible to enter the Contest:

- Any employee of the Texas Higher Education Coordinating Board
 - Advertising and promotional agencies
- The respective officers, directors and agents, and the immediate family members and persons living in the same household of each of the above (NOTE: Immediate family members include parents, siblings, spouses, and children).

How to Enter

1. Create and post an entry that includes a video and a comment or statement of appropriate length on social media (Twitter, Facebook, Instagram, YouTube). Follow the Judging Criteria and Entry Criteria to create your entry.
2. Include the Twitter handle [@GenerationTexas](https://twitter.com/GenerationTexas) and official hashtag [#GenTXDay](https://twitter.com/GenTXDay) in the text of the social media post.
3. Share the post to gain likes, follows, shares, reposts, and Retweets.
4. When the contest closes, Generation Texas will review posts and announce contest winners on Generation Texas social media and will contact winners to receive contest prizes.

Entry Criteria

1. One entry per high school senior . Any excessive entries may be discarded.
2. Incomplete or illegible entries will be disqualified. Entries submitted with inaccurate information or that do not follow the contest rules may be disqualified.
3. Entries should:
 - Be in video format;
 - Address the main theme topic of how you made your college decision;
 - Mention Generation Texas and Decision Day;

- Let the audience know they can learn more at GenTX.org, Generation Texas Facebook, or Twitter.

Judging Criteria

Winners will be chosen based on the following factors:

- Creativity;
- Originality;
- Impact (likes, follows, shares, reposts, and Retweets);
- Inclusion of #GenTXDay and @GenerationTexas;
- Grammar, punctuation, and appropriateness;
- Following all Contest Rules and Entry Criteria.

Contest Deadline

The contest period begins at 12 AM (CT) on Monday, April 3, 2017. All entries must be received by 5 p.m. (CT) on Monday, May 15, 2017. Winners will be notified on or by May 19, 2017.

Resources

Need ideas and inspiration? Go to and like or follow the websites and social media profiles in the list below to get started. Please note all examples are from previous contest and may not meet current rules to be considered for the 2017 contest and prizes:

- Generation Texas Website - www.Gentx.org
- GenerationTX Decision Day - <http://gentx.org/events/gentx-day/>
- GenTX.org Videos - <http://gentx.org/about/videos/>
- Twitter - <https://twitter.com/generationtexas>
- Facebook - <https://www.facebook.com/GenerationTX/>
- Instagram - <https://www.instagram.com/generationtx/>
- YouTube - <https://www.youtube.com/user/GenerationTexas/videos>

Disclaimers

The official contest rules are available at <http://gentx.org/events/gentx-day/>. Proof of submitting an entry does not constitute proof of delivery or receipt. THECB reserves the right to modify the scheduling of the contest without prior notification. All submissions shall become, and shall remain, the sole property of THECB. Upon submission, THECB shall exclusively own all rights to and shall be entitled to unrestricted use of all such submissions without compensation, including without limitation the use of all submitted written text and pictures. By participating in the contest, you confirm that your submission is original and that you have the right to transfer all rights in it to THECB. THECB may require proof as to the accuracy or verification of the stories submitted. The sole sponsor of this contest is the Texas Higher Education Coordinating Board (1200 E. Anderson Lane, Austin, Texas 78752).

By submitting this entry, entrants grant the creators of the Generation Texas movement (THECB) with permission to their name, picture, voice, likeness, and/or biographical information to be used for promotional purposes, including but not limited to printing, publishing, audio and video recording, and broadcast and use in any media and at any time without compensation. THECB reserves the right to withdraw any submission.