

# CONNECTING THE DOTS

..... SHUTTLE-UM LIFE HACKS .....

## STUDENT VIDEO CONTEST

**SHUTTLE-UM SERVES MORE THAN JUST CAMPUS; IT'S THE DRIVING FORCE OF MARYLAND. ITS 23 ROUTES COVER LOCAL NEIGHBORHOODS SUCH AS GREENBELT AND HYATTSVILLE AND EXTEND AS FAR AS 20 MILES NORTH TO COLUMBIA—THAT'S A LOT OF TERRITORY TO NAVIGATE! WOULDN'T IT BE HELPFUL IF SOMEONE SHOWED YOU HOW TO GET THE MOST MILEAGE OUT OF SHUTTLE-UM'S VAST NETWORK? HOW WOULD YOUR LIFE BE DIFFERENT IF YOU WERE A WHIZ AT TRACKING ETAS OR KNEW WHICH ROUTES COULD TAKE YOU TO THE GROCERY STORE?**

If you're a Shuttle-UM expert, it's time to share your Shuttle-UM life hacks. And we'd like to help! We are offering \$1500 to the student that can create the best two- to five-minute video that provides a helpful and informative introduction to the bus system at UMD. The winning video will provide a newcomer to campus with the knowledge and tools to help them navigate Shuttle-UM!

Videos should be creative and fun as well as informative. Videos will be judged on their content (all of which should be factual – no urban legends, please), originality and creativity.

### **TO BE ELIGIBLE TO WIN, VIDEOS MUST CONTAIN THE FOLLOWING:**

- How to read a Shuttle-UM schedule and where to find them
- How to use NextBus and NextBus alerts to determine when your bus will arrive and if it's on time
- Which Shuttle-UM routes can take you to your favorite off-campus locations, such as the grocery store, shopping mall, restaurants, metro, movie theater, and other essential locations for students.

### **YOU MIGHT ALSO WANT TO INCLUDE INFORMATION ON ANY OF THE FOLLOWING:**

- When reduced schedules usually go into effect and where to find that information.
- How to plan your Shuttle-UM trip to ensure that you arrive on-time (Hint: we always recommend that Terps take the bus before the one they actually need).
- Break transportation that Shuttle-UM provides to students
- How Shuttle-UM is helpful for commuters: which routes are considered commuter routes?

To enter post your video to YouTube and send the link to [dotsMarketing@UMD.edu](mailto:dotsMarketing@UMD.edu). Emailed entries must also include contestant's name, email address, university ID number, phone number and title of the video.

**ALL VIDEOS MUST BE RECEIVED BY 11:59 PM MONDAY, APRIL 16, 2018, IN ORDER TO BE ELIGIBLE TO WIN.**

# OFFICIAL RULES AND REGULATIONS

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## WHO CAN ENTER?

The contest is open only to University of Maryland students. Participants must be registered as a student and enrolled in classes during the Spring 2018 semester. The contest is not open to faculty or staff employed by the University. Students, staff and their families employed by The Department of Transportation Services are not eligible to win.

## HOW DO I ENTER?

Create a two to five minute video that provides an introduction to the bus system at UMD. Videos should be no longer than five minutes. To enter, post your video to YouTube and email the link to [dotsMarketing@UMD.edu](mailto:dotsMarketing@UMD.edu). Emailed entries must also include contestant's name, email address, university ID number, phone number and title of the video. All videos must be received by 11:59 pm Monday, April 16, 2018, in order to be eligible to win. The winner will be asked to provide the original video file for DOTS' use.

## HOW ARE VIDEOS JUDGED?

The winning video will be chosen by a committee of UMD students. Videos will be judged based on their content, creativity and originality. Quality is an important aspect of the video but the video does not have to be a high budget production or look amazing. The judges will not award the prize to a video simply because it looks really good or has lots of special effects.

## HOW WILL THE WINNER BE ANNOUNCED?

An announcement of the winner will be made on the Department of Transportation Services' website (<http://www.transportation.umd.edu>).

## PRIZE

\$1,500 will be transferred to the winner's Student Account. The prize is nontransferable.

## DISCLAIMER

All contest decisions are the sole right of The Department of Transportation Services, University of Maryland, College Park and are considered to be final. By entering the contest, participants agree that submitted videos become the property of DOTS, understand their name may be released to the general public and that their video may be posted online. The contest winner is required to provide the video file to the Department of Transportation Services.