



**TCMA**

**2024 TCMA Annual  
Conference  
Intercollegiate Bowl**

# **Texas City Management Association Intercollegiate Bowl**

June 20-23, 2024

City of South Padre Island, Texas

**University Commitment Deadline: May 1, 2024**

**Team Roster Deadline: May 31, 2024**

The Texas City Management Association (TCMA) invites Texas institutions of higher education to participate in the 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 Crane Petty at [crane@tml.org](mailto:crane@tml.org) or 512-231-7400. An FAQ is also available at ICB FAQ.

## **ICB Activities**

- **ICB Briefing and Networking.** On **Monday, June 10, 2024 beginning at 11:00 a.m.** an ICB Briefing will be held **virtually**. This is also a Networking event (see Contest #1A). All team members are encouraged to attend, but at least one representative from your team is required to attend.
- **Student-Mixer.** On **Thursday, June 20, 11:00 a.m.-2:00 p.m.**, a Student-Mixer will be held at Clayton's, located at 6900 Padre Boulevard in South Padre Island. This event is being offered to allow ICB participating programs to interact, meet, and mingle with one another before the Conference. **Lunch provided. Deadline to RSVP with headcount is May 31.**
- **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 on **Thursday, June 20, 3:00- 5:00 p.m.** Extra points can be earned (see Contest #6).

## **NEW!**

To assist with costs, the TCMA Board has approved funding to cover the travel costs for one university owned vehicle to carry students to the Conference location. The reimbursement will be made at the IRS mileage rate in place at the time of the Conference. If the university does not have a vehicle, the Board will reimburse mileage for one vehicle to carpool a team to the conference location. A mileage reimbursement form will be provided to each team.

## **CONFERENCE REGISTRATION**

- Conference Registration is \$50 per participant and 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 and can be comprised of any discipline whether master or undergraduate. For scoring purposes, a maximum of five team members can participate in any single event. For competition #3 “Community Service,” the entire student team can and should participate.
- One individual should be designated as the team captain. This individual will be the point of contact for each team.
- Team roster commitments must be made no later than **May 31, 2024**. **One designated** individual should submit: their commitment to participate, a roster, and team name to Crane Petty at [crane@tml.org](mailto:crane@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 May 31, 2024**. 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. 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 housing opens. 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 2024 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

## PRE-CONFERENCE EVENTS

**All scorecards must be turned in at the conference. No virtual submissions will be accepted.**

### **Contest #1 – Networking (0-50 pts x 5) See Exhibit 1**

- ALL team members may utilize the various networking events offered prior to the Conference to satisfy the requirements of this event. See scorecards for additional information and requirements.
  - Networking event A – Virtual ICB Briefing and Networking Event with Drew Corn. (10 points)
  - Networking event B – TCMA Regional Meeting – students will get credit for attending a TCMA regional meeting in or around their area. For information on meeting location and times, contact your Manager In Partnership or contact the Region President. Information on TCMA Regions can be found at [TCMA Regions](#). (15 points)
  - Network event C – Make connections with a minimum of 5 new city management contacts through LinkedIn or direct email to be able to reach out directly to ask future questions and network. The city management contacts should be at the hiring position level, including city managers, assistant city managers, department directors/heads. (5 points per contact, for a total of 25 points)

**Optional: The Team can decide to complete contest #2 at the Conference.**

### **Contest #2 – Coaching (0-100 pts x5) See Exhibit 2**

- This event may be accomplished virtually, prior to the Conference, or during the Conference.
- Each team will attempt to leverage their networking challenge to secure a coaching meeting with a city manager, assistant city manager, department directors/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 #3– Community Service (0-100 pts) See Exhibit 3**

- 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.

## **ONSITE CONFERENCE EVENTS (Saturday, June 22)**

### **Conference Contest #4 – Capstone or End of Year Project Showcase (0-100 pts) (Bonus: 0-100 pts) See Exhibit 4**

- Students will have the opportunity to showcase their capstone or end of year project assigned by their respective universities.
- A team display table should be staffed **Saturday, June 22, 7:30-9:00 a.m.** Access to the Conference Center will be available at 7:00 a.m. Tables will also be available Friday afternoon before 5:00 p.m. Teams will be scored on the way information is communicated to TCMA members who visit the team display table. Teams will be judged based on the depth of knowledge demonstrated on the research topic, the application to local government, visual aids and the ability to put the findings into action.
- Secret judges will come by to visit 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.

### **Contest #5 – TCMA Game Show Saturday Session (up to 500 points)**

- Teams will participate in a timed Jeopardy event on topics related to city management.

### **Contest #6 – Annual Conference Pre-Educational Session (0-25 points)**

- This session will consider how to advance the future of local government and reimagine the field of public administration.
- While not required, each team can earn 5 points per student up to 5 students.

## **FINALIST ANNOUNCED**

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

**Exhibit 1  
Scorecards**

**Contest 1A  
Virtual Briefing Networking Event with  
Drew Corn  
(0-10 points)**

**Attended Participant Names:** \_\_\_\_\_  
\_\_\_\_\_

**Team Name:** \_\_\_\_\_

Each team member is encouraged to attend, however 2 points per participant for a maximum of 10 points per team will be awarded. The team is required to present this scorecard for verification at the in-person Conference event. A drop off box will be provided at Conference.

**Drew Corn's Verification of Attendance** \_\_\_\_\_

**Contest 1B  
Attend a TCMA Regional Meeting  
(0-15 points)**

**Participant Name** \_\_\_\_\_ **Team Name:** \_\_\_\_\_

**Region Meeting Attended** \_\_\_\_\_

**Date of Meeting** \_\_\_\_\_

**Location of Meeting** \_\_\_\_\_

Each team can determine how many team members will attend. Team members are encouraged to network with the attendees and collect business cards from individuals who work for a city. Each card is worth 3 points for a maximum of 15 points. The team is required to present this scorecard and the business cards for verification at the in-person Conference event. A drop off box will be provided at Conference.

**Contest 1C**  
**Virtual Connections**  
**(0-25 points)**

**Participant Name** \_\_\_\_\_ **Team Name:** \_\_\_\_\_

The team will earn up to 5 points per connection, for a total of 25 points. The team member must provide proof of verification that the contact was made between January 2024 and the in-person Conference event. A drop off box will be provided at the Conference.

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 2 Scorecard

### Contest #2 - Coaching (0-100 points) Optional Pre-conference or Onsite Event

**Participant Name** \_\_\_\_\_ **Team Name:** \_\_\_\_\_

This event can be completed prior to the Conference or at the in-person Conference Event. If completed prior to the Conference, a virtual meeting or other format that works best for both the Coach and the team member is acceptable.

The participant should answer the first three questions and provide proof of completion from the Coach.

Each team member is limited to one coaching session worth a maximum of 100 points. The team is required to present this scorecard for verification at the in-person Conference event. A drop off box will be provided at Conference.

25 points	<b>Was a coaching session secured?</b>	Yes / No
25 points	<b>Was the meeting at least 10 minutes in length?</b>	Yes / No
25 points	<b>Were at least one of the following topics discussed in the conversation?</b> 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	<p>_____</p> <p style="text-align: center;"><b>Printed Name                      Title                      City</b></p> <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <p style="text-align: center;"><b>Signature or other form of proof from the Coach</b></p>	

**Exhibit 3**  
**(Community Service)**

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

**Exhibit 4**  
**(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 5**  
**Pre-conference Educational Session**

**Pre-Conference Extra Credit**

**(0-25 points)**

**Attended Participant Names:** \_\_\_\_\_

\_\_\_\_\_

**Team Name:** \_\_\_\_\_

Each team member is encouraged to attend, however 5 points per participant for a maximum of 25 points per team will be awarded. The team is required to present this scorecard for verification at the in-person Conference event. A drop off box will be provided at Conference.

**Speaker Signature** \_\_\_\_\_