

Peer to Peer: Challenging Extremism

The Power of Student Innovation

A Global University Youth Initiative
and International Competition

EdVenture Partners
www.edventurepartners.com



The P2P Challenge

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Students form into a student-led social media agency, perform primary research on the target audience, then using a **\$2,000 USD** operational budget design, pilot, implement, and measure the success of a social or digital initiative, product or tool that:

- ◆ Motivates or empowers students to become involved in countering violent extremism.
- ◆ Catalyzes other students to create their own initiatives, products, or tools to counter violent extremism.
- ◆ Builds a community of interest/network focused on living shared values that also counter violent extremism.

P2P Program Overview

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- ◆ **Universities** challenged to counter the pervasiveness of extremism on social media
- ◆ Teams compete for the chance to present their campaigns in Washington, D.C. to senior USG officials, earn scholarship awards
- ◆ Most students earn academic credit in marketing, communications, social/digital media, conflict, human rights and terrorism studies
- ◆ No limits on creativity or scope, but students **must implement their projects and demonstrate effectiveness**
- ◆ Sponsored by the U.S. Department of State with support from other inter-governmental agencies
- ◆ 93 documents (over 1,000 pages) of basic research on radicalization and social media recruitment provided to guide student efforts

Past Domestic Schools

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Arizona State University

Brandeis University

California State University, Dominguez Hills

Case Western University

Concordia University

Drexel University

George Mason University

Georgia State University

James Madison University

Los Angeles City College

Loyola Marymount University

Marymount College University

Michigan State University

Middle Tennessee State University

Missouri State University

New York University

Oklahoma State University

Rochester Institute of Technology

Texas A&M University

The Citadel

University of Arkansas, Fayetteville

University of Arkansas, Little Rock

University of California, Los Angeles

University of Cincinnati

University of Maryland, Communications

University of Maryland, START

University of Massachusetts, Amherst

University of Nevada, Las Vegas

University of New Hampshire

University of New Haven

University of New Mexico

University of Southern California

Wayne State University

West Point/U.S. Military Academy

West Virginia University

Past International Schools

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Al Akhawayn University	Morocco	Princes Rahma University	Jordan
Al Faisal University	Saudi Arabia	Saxion University	Netherlands
American University of Kuwait	Kuwait	Turku School of Economics	Finland
Amman Jordan University	Jordan	Universita della Svizzera Italiana	Switzerland
Beder University	Albania	Universiti Teknologi	Malaysia
Bournemouth University	England	University of Jammu	India
Curtin University	Australia	University of Applied Sciences	Germany
Essec Business School	France	University of Bedfordshire	England
Gulf University for Science and Technology	Kuwait	University College London	England
Lahore University of Management Sciences	Pakistan	University of Montenegro	Montenegro
Mohammed V University	Morocco	University of Waterloo	Canada
Mount Royal University	Canada	Youth Education Committee	Serbia
Nanyang Technological University	Singapore		

Sample Course Titles

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E-Marketing

Campaign for Tolerance and Social Engagement

Cross-Cultural Digital Business

Strategic Brand Management

Entrepreneurship for Social Change

Introduction to Western Political Philosophy

Global Marketing Strategy

Integrated Marketing Communications

Peer 2 Peer Special Topics

Global Understanding

Terrorism and Conflict Studies

E-Commerce and Social Media

Promotion Management

Campaigns

International Relations

Public Relations

Advertising

Topics in Homeland Security

More Student Work

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HOW TO GET STARTED

creating an event
an Ujmanah

- Create an account**
Share your story and what difference you want to see in this world.
- Find a cause**
What's bothering you? Is there already something about it on what you care?
- Create an event**
Choose a date and an idea that will make sure your message is heard.
- Post it and invite**
Begin rallying! Share the social media for optimal exposure.
- Dedicate roles and responsibilities**
You can't light the power on your own, so let people know how they can help.
- Name your budget**
Get the support you deserve! Ujmanah allows you to begin fundraising from the start.

(U)NITE



THE DAILY BOOST

Empowering Connectivity

DREXEL
April 15th, 2015

What's up?

ONE95
195 countries. One goal.
#EndViolentExtremism

Tweets: 9 | Following: 41 | Followers: 22

RT We have ONE 95 here. One goal and 195 countries. Let's #EndViolentExtremism @MGEducation @KCMO @AllenWageSch

SOUT
لمر لا صوت له

SPEAKING ON BEHALF OF THE VOICELESS

Sout
@Sout_AUK

Sout is a youth led NGO that advocates human rights in order to develop a platform for the youth via social media campaigns to address social cohesion in society.

Location: salmiya, Kuwait

Tweets: 9 | Following: 54 | Followers: 15 | Favorites: 1

Tweet: The troops shooting the advertisement for #sout_auk #voicesheard

peacebypiece121

peacebypiece We are an organization dedicated to educating and empowering like-minded individuals to help spread awareness about extremism and stop the violence.

20 posts | 455 followers | 1,486 following

http://www.facebook.com/ourpeacebypiece

P2P Videos

Click on images to view all videos



Missouri State University developed lesson plans aimed at educating middle school students about the dangers of extremism.

ASU students prepare for jobs fighting violent extremism

BY: Justin Paves
POSTED: 4:44 PM, Apr 1, 2015
UPDATED: 7:30 PM, Apr 1, 2015
TAG: tempe | southeast valley



ABC 15 News story on Arizona State University's (U)mmah campaign.

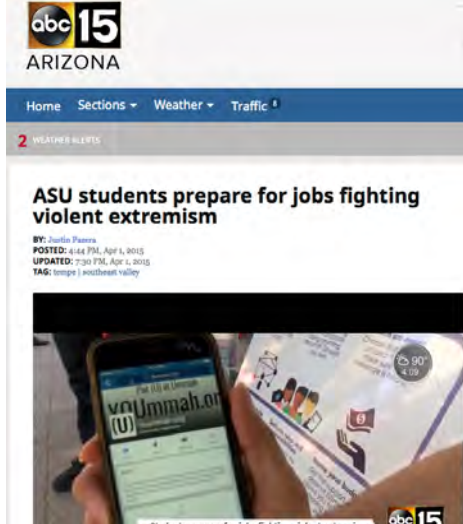


Youth Education Committee student-developed video "Our Choices Make Us" as their main tool to engage others in a dialogue about extremism.



Curtin University developed mobile application 52Jumaa to provide positive alternative pathways for young Muslims.

P2P Campaign in Action



Sout @Sout_AUK · Apr 12
Speak on behalf of the unspoken. Join us. #sout_auk #speakout #voicesheard

My Religion has been Hijacked, My Jihad is My Pen, My Voice, My Peace



Meet EdVenture Partners

Program Model

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University students become their client's marketing agency focused on researching a defined target audience, creating a plan, and **activating** a customized campaign using a real budget over the course of an academic term.

This program provides enterprises and government agencies an innovative and effective way to communicate with and engage university students and educators in solving real problems through a program that provides a genuine learning experience and real results.

How It Works

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First...an open invitation announcement is sent to faculty and national student organizations challenging them to organize into a functioning agency to design and in most cases **activate** a customized campaign.

Then...students conduct research and design their strategy based on client-focused objectives.

Next...students test, validate and revise their strategies and submit a plan, or take the unique step of activating their strategy utilizing a real budget.

Following...teams submit their campaigns and results for judging.

Finally...the top teams receive an all expenses paid trip to the client's headquarters to present and compete for cash awards.

The Process

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What Students Do

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- ◆ Students form a social media agency
- ◆ Read the Project Brief and safety protocols
- ◆ Utilize resources and research links posted on Basecamp
- ◆ Conduct primary research
- ◆ Develop strategy and creative campaigns
- ◆ Submit to EdVenture Partners for review
- ◆ Implement and execute social media strategy using \$2,000 USD
- ◆ Analyze campaign for effectiveness
- ◆ Submit a report outlining the campaign and results
- ◆ Top teams compete in Washington D.C. in front of inter-agency panel

Our Clients

Since 1990, EdVenture Partners (EVP) has been building academic partnerships for companies, trade associations, NGO's, governments and nation clients.



Our Partners

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EVP has partnered with over **1,000 professors and academic institutions** throughout North America and internationally. Over **125,000 students** have participated in an EVP program.



P2P Program Video

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Click on image to view video



The U.S. Department of State interviewed students and faculty to learn more about their campaigns and the overall impact of their program experience.

P2P: Challenging Extremism



Bureau of Educational and Cultural Affairs

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“EdVenture Partners clients ask each class to devise a marketing plan for a new product, help address a situation of interest, or to help recruit staff or do research. The students, monitored by EVP, set up teams handling research, strategy, finance and product marketing. Corporate clients have been pleased with the results.”



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