Welcome to the Millersville Student Café Competition – An Innovative Student Challenge

The Ville Perk Café in Gordinier Hall is now open, and we’re using it to showcase a new era in student entrepreneurship at Millersville. With your creativity and initiative, the café will be a hub for community and coffee on our campus. Now it is time for you, MU students, to envision, design, and help to operate this innovative space. This is happening now – all these changes will be implemented in time for the start of the Fall 2022 semester.

We are thrilled to announce the Millersville Student Café Competition.

Let’s start with the stakes: Thanks to the support of President Wubah, the Office of Innovation and the Student Government Association (SGA), the winning student team will receive $5,000 in scholarships! This experience will also be an amazing conversation piece as you embark on your career. Finally, you have the unique opportunity to personally shape a vision of an important part of our campus for years to come.

How to throw your hat in the ring: each team will apply [here](#).

Each application will consist of a short video presentation (3 minutes max) and a written plan (1-page summary) that explains the details of the café renovation:

- Each team will have a budget up to $50,000 to reimagine the café. The focus is on the common space, where students will order, eat/drink, study, and socialize. These funds can be used on many items, including but not limited to furniture, signage, paint, and fixtures. You are limited only by your creativity.

- Each team will come up with a new name for the café, a new look/aesthetic, detailed budget for how to spend up to the $50k, marketing ideas, and products to sell.

- A central question that each presentation must address: how will this café benefit students, build a sense of community and improve campus life?

**Requirements:**

All currently enrolled MU students (undergraduate and graduate), full-time and part-time status, are eligible to participate. This competition is open to all Millersville students across all majors and programs.

You need to be a team to apply. Teams can consist of 2 – 4 students.

Finalists will present a business plan to a group of judges (max: 10 minutes) and respond to questions.
If selected, your team needs to commit to guiding the café into this new era. This means that you will be part of the design process along with Facilities and Dining Services throughout the remainder of the spring term.

You do not have to currently be working at the café to apply. But café workers are permitted to participate in the challenge.

Timeline:
- Tuesday, February 22: a panel of judges consisting of MU staff, faculty, alumni, and small business owners in the region will review all applications and videos, narrowing down entries to the top 10 semi-finalists. For a list of participating judges, scroll down.
- Thursday, February 25: MU students will receive an email asking all students to vote for their top 3 choices from the 10 semi-finalists.
- Sunday, February 28: All MU student votes must be submitted by 11:59 pm.
- Monday, March 1: The top 3 finalist teams, chosen by the MU students, will be announced.
- Friday, March 18: The top 3 finalist teams will present their business plans and videos via an in-person or synchronous presentation (max: 10 minutes) and be able to answer any questions the judges may have.
- Monday, March 21: The winning team will be announced.
- Mid-August: Opening of the renovated café.

Our judges include:
- Dain Estes (Music, director of Entrepreneurship Leadership Center)
- Lexi Hutto (Marketing)
- Nancy Mata (Art)
- Courtney Miller (C’21, Commons Co.)
- Ed Nase (Dining Services)
- Leizel Schott (SGA president)
- Eric Sheppard (Finance & Administration)
- Anna Stefanowicz (student manager, Ville Perk Cafe)
- Marc Tomljanovich (Dean, Lombardo College of Business)
- Jennifer Wood (Communication & Theatre)
- Heather Keck (Dining Services)
- Toby Myers (Dining Services)

If you have questions, reach out to us at andrea.clark@millersville.edu Go Marauders!

Note 1: the $5,000 prize money (per team) will be awarded in the form of student scholarships.