

Bronco Challenge for Sustainable Impact

<https://wmich.edu/sustainability/initiatives/broncochallenge>

Weekly Newsletter #8



November 6, 2023

This newsletter will be issued each Monday starting with September 18, 2023; through November 10 when the Bronco Challenge Phase 1 deliverable, Solution and Project Description, is due. The purpose is to provide tips and related information on team formation, project selection and other information that may be helpful to students competing in the Challenge. Previous issues of the newsletter may be found on the Bronco Challenge website noted above.

It's More Than the Money: Take a Listen

This last newsletter in the series leading up to the submission of the Bronco Challenge Phase 1 deliverable makes one important point.

That important point is that the major value of participating in the Challenge is NOT the money you might win. The major value, and one that accrues to all participants for a life time, is the value that participation adds to your resume.

As you hopefully know, when you reach the stage of interviewing for a job, interviewers not only look for specific expertise to fill a particular job. Equally important they are on the lookout for candidates who can be next generation leaders in their organization – be it a business, a non-profit or government agency. One overarching characteristic that all recruiters have on their radar, as a signal of leadership potential in interviewees, is sustainability awareness and interest. This is because sustainability is increasingly a source of competitive edge for nearly all organizations.

A recent podcast titled, *The New Business Model for Sustainable Competitive Advantage*, makes the above points more eloquently. While the [podcast](#) was directed to an audience of women, the message applies equally to men. It is worth a listen.

Recruiters know that most college grads cannot have a major or a minor or even a course in sustainability. As noted above, what they often look for is sustainability awareness and interest. One indicator can be a sustainability-related internship. Another is participation in a sustainability-focused cocurricular activity; participating in the Bronco Challenge for Sustainability Impact can serve that purpose and strengthen your resume.

All of this is to say that if you are on the fence about participating in the Challenge, or have not yet even thought about it, keep in mind that the decision to do so can open career opportunities for you. If you don't know, the Challenge brought [international recognition](#) to Western a few months ago for sustainability innovation in higher education, and participation in the Challenge can reflect favorably on you too.

Questions: Contact Neil.Drobny@wmich.edu, Bronco Challenge for Sustainable Impact, Program Director.