

## Academic Centers of Excellence - FAQ

**1. When do I need to submit my application?** The final deadline for submission is August 31st, 2021 by EOD in your respective time zone.

**2. How do I submit my application?** You will need to submit your application via email to your respective Academic Alliance Manager, and put in cc [academic.alliance@celonis.de](mailto:academic.alliance@celonis.de) . After submission, you should receive a confirmation email from your manager within 48 hours. Below, you can find a reference to each Academic Alliance Manager who oversees your region. For any questions, please contact your respective manager. You can submit your application in a word document, PDF, or Adobe Acrobat format. Please do not submit a file with the extension .jpg, .txt, or in a web browser format. We will ask you to resubmit.

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**3. How long should my submission be, and do you prefer a specific template or format?**

We are not mandating a specific minimum length requirement, nor a specific format. We want you to be creative! If you need guidance on how to highlight the strengths of your application, please refer to the guiding rubric below, or reach out to your respective market manager.

**4. How are you judging my submission, how can my university find out how we did, and is there anything I can do to stand out?** We will be judging all submissions holistically while using the rubric we have attached below as a guide AND taking into consideration any additional factors that might shine through outside a traditional application. For every single application, whether your university advances or not, you will receive notification of your results and a copy of your scoring sheet along with comments. For each submission created, we will be evaluating as a global team of 12 to prevent any bias towards a specific region, subject area, or university.

**5. The final deadline for submission is August 31st, 2021. How can I request a deadline extension?** If your university needs a deadline extension, you will need to reach out before August 15th to your Academic Alliance Manager to request an extension. If approved, you will receive a 1- week extension, thus until September 7th.

**6. When will you announce this year's winners?** We will be announcing this year's finalists by mid September 2021, and this year's winners by the end of September 2021.

**7. Should my application outline what I have already done or what our university plans for the upcoming academic year?** While we take note of previously engaging and active universities, your application should be primarily focused on your plans for the upcoming academic year that incorporates Celonis. *There are a few instances where including a previous engagement may help provide more background to your application (for example, curriculum/materials creation). We've indicated below in the rubric exceptions where it is ok to add these examples.*

**8. Do I have to include ideas from each of the core criteria?** No! We want you to highlight and focus on your institution's specific strengths. If you have not fully developed ideas in a particular core criteria, feel free to include them, but you will not be disqualified from consideration if you focus on your University's engagements in a more concentrated way.

**9. Are there any legal documents that Celonis and my university will need to reach an agreement under?** No. Celonis does not mandate entering into a legally binding agreement, unless your application includes requests for proprietary information, or if your standard operating procedures at your respective universities includes an MOU and NDA. If that is the case, we do keep on file a boilerplate agreement. Please reach out to your designated academic alliance manager for details.

**10. In my application, I am submitting my university plans to engage with Celonis. Are we mandated to keep these plans in the upcoming year?** What happens if my idea falls through? In your application, we will be looking for a differentiation between preliminary ideas, and committed plans of action if chosen as a Center. Centers of Excellence are expected to submit a brief report twice a semester updating Celonis on their university plans and activities that have been held, or progress on research initiatives. If you are chosen as a CoE and one of your application plans of action falls through, you should reach out to your respective manager as soon as possible to discuss. We will be evaluating this on a situation by situation basis.

**11. If chosen, how long does my University tenure last as a CoE?** Each school chosen will be a certified CoE for the 2021-2022 school year. Every school has the opportunity to be re-selected each year, should they choose to re-apply.

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## Center of Excellence Scoring Rubric

**0**= not included in application

**1**= 1 Idea included in application, but incomplete or not fully developed

**2**= 1-2 strong ideas included, with start date in mind and some detail provided

**3**= 1-2 very robust ideas, fully developed and plan for execution with planning details

**Number of Students Reached/Educated:** refers to the capacity to reach groups of students in a streamlined way.

**0**= This application is primarily research or project focused

**1**= Institution has access to a smaller number of students, or if student reach is less of a priority on application. One event planned per year, with limited attendance planned. Ex: one guest lecture

**2**= Institution has access to or prioritizes a clear pathway to student engagement through several events or one large engagement event. Ex: 3-4 guest lectures, and a student meetup or brown bag lunch with student clubs

**3**= Institution has massive student reach and a clear, fully developed plan to mobilize and educate this base. Ex: university-wide certification course, hack-a-thon, full partnership across a department, speaking engagements at a tech day

**Curriculum and Education:** This refers to an institution's interest in producing educational materials, creating specialized courses, or integrating Process Mining in the classroom beyond a traditional engagement such as a guest lecture or course support.

**0**= This application does not include material creation

**1**= Faculty plans to attend teaching events such as Train-the-Teacher sessions, but do not have a clear path to integrating Process Mining into their curriculum beyond a class or two. Faculty may include plans to direct students to outside learning opportunities such as Process Mining Fundamentals certification courses or Master-Classes.

**2**= Faculty has flushed out plans to include Process Mining education into their classroom curriculum and have materials prepared. Faculty may include mandatory certification of students through learning paths such as Process Mining Fundamentals, or Masterclass, etc.

**3**= Faculty has robust plans for curriculum integration, and plans to create new Process Mining learning materials that can be replicated across universities and learning. Faculty will integrate a multidisciplinary approach to Process Mining classroom instruction (ex: case study, guest lecture, certification courses). **\*\* If a university has already done this, please include in your application.**

**Community Building and Events:** this refers to a university's engagement using Process Mining in the community, whether that be with a local community group, company, or projects that showcase regional and university values/initiatives. Examples of this include a university mentorship program in the community, using Process Mining for Diversity, Equity and Inclusion initiatives, or ideas to bring multiple different disciplines and stakeholders together for an event on campus (or online).

**0=** This application does not include community-based initiatives.

**1=** This application has an idea for a community initiative or event, but it is incomplete and resources are limited (or something similar has never been executed before).

**2=** This application includes a pretty flushed out plan for a new event or an adaptation of community based programs and initiatives that a university has done in the past, that can be adapted to include Celonis or become a Celonis event. Examples of this include a community mentorship program, Company/University data day.

**3=** This application includes a robust, multi-disciplinary and multi-engagement plan to integrate Celonis into the University and its community at large. The university has concrete plans to execute, allocated department faculty to run point, etc. *Ex: "Every month we have students volunteer at a local food bank. This year, our student cohorts will be using Process Mining to optimize their operations. They will begin on x date"*

**\*\* In this particular core criteria, there might be some overlap between community and students reached. This is okay!\*\***

**Research and Innovation:** refers to an institution's research interest in Process Mining theory, applied Process Mining (ex: Case Study), or collaborative research paper for publication. This includes faculty, students, and collaboration with customers or partners in the space.

**0=** This application is primarily teaching or community engagement focused

**1=** Institution has a research idea, but incomplete or no faculty members yet assigned

**2=** Institution has concrete research idea or several ideas and faculty members who have explicitly expressed interest in pursuing this or collaborating with other universities for a project in a broad field. Institutions may have a proposed way of accessing data or be open to using Celonis demo data.

**3=** Institution has several research ideas, dedicated staff and team or access to graduate students, access to data, and full intent to publish by 2022. Institution is open to collaboration with other institutions as well.

**Research and Innovation \*\*\* if you have students who are signing up for the Celonis thesis program, please indicate this in your application\*\*\***

**\*\*\* if you have a faculty applying to the app-building program, please include in your application\*\***

**Optional Bonus Criteria:**

**The Celonis Values: Live for Customer Value, The Best Team Wins, The Earth is our Future, FISA, We Own It**

**If your university has any ideas of ways to interact with students and Celonis that you think may highlight the company culture we live by, please include 1-2 sentences in your application on this. Or alternatively, highlight which value speaks to your university and why. You can find below more information on our values here:**

**<https://www.celonis.com/company/values>**