

# Getting Started



# YOUR CAMPUS TOURNAMENT CHECKLIST

This planning checklist will help you establish a workable timetable to keep things running smoothly. Activities are listed in chronological order and indicate in **italics** when the tasks should be completed. The rest of this chapter is structured to sync up with this timetable so you can follow your planning step by step until the Tournament is complete!

- ✓ As the Campus Coordinator, contact faculty and staff members about being a part of your tournament team
- ✓ **Select a date** for the campus tournament. It should fall between September 30th and November 30th. Make sure you **inform the HCASC Headquarters** of the date once it's set. *(September 15th Deadline)*
- ✓ **Link to HCASC Facebook and Twitter pages:** Gather Facebook and Twitter information from students to help spread the word [See *Using Facebook and Twitter*, p.12]
- ✓ **Develop a promotional game plan:**
  - To give program overall visibility on campus
  - To recruit players and teams
  - To recruit volunteer game officials
  - To publicize the National Championship*(Two months in advance of your tournament)*
- ✓ **Start team sign-up.** Sign-up sheets should be widely distributed and returned to a central location. *(One month in advance of your tournament)*
- ✓ **Send letters to likely sources of teams.** Be sure to explain the program, the benefits and enclose a sign-up form. *(3 weeks in advance)*
- ✓ **Reserve rooms and equipment** for tournament. See *Equipment Checklist* on p. 31. *(One month in advance)*
- ✓ **Recruit volunteer game officials.** *(at least 2-4 weeks in advance)*
- ✓ **Train Volunteers** for game official duties. Plan a 2-4 hour session. *(Week before tournament):*
  - Hand out the rules, scripts and job descriptions
  - Hand out game schedules
  - Play practice games
  - Use the rules quiz
- ✓ **Tournament Time!** Now you're in the home stretch. The next few items need to be done in the week right before your tournament takes place.
- ✓ **Set final game schedule,** once sign-ups are completed. *(After sign-up deadline, about 1 week before tournament)*
- ✓ **Post tournament charts** around campus to publicize tournament schedule and recruit audience. *(Week before tournament)*
- ✓ **Make team and player nameplates.** *(Week before tournament) Note: Have extra paper stock on hand for last minute corrections and/or changes.*
- ✓ **Meet with team captains** *(Week before tournament):*
  - Hand out rules and game schedules
  - Answer any questions
  - Use the rules quiz if necessary
- ✓ **Double-check all arrangements** and equipment setups. Run practice games if possible. *(2 days before tournament)*
- ✓ **Congratulate your volunteers support team!** You've put a lot of hard work into this tournament. Make sure everyone knows how much their efforts are appreciated. *(All the time)*
- ✓ **Submit NCT Part 1 qualification materials** to HCASC Headquarters Immediately following tournament *(December 1st Deadline)*
- ✓ **Select Varsity Squad** Eight to twelve of your best campus tournament players. *(Immediately following tournament)*
- ✓ **Begin coaching the Varsity Squad** *(Immediately following tournament)*
- ✓ **Select the Nationals Team** *(In time to complete Part 2 forms due January 26th)*
- ✓ **Submit NCT Part 2 qualification materials** to HCASC Headquarters. *(January 26th Deadline)*

Now let's get started on making all this happen...

## SELECT A DATE

You will receive everything you need in order to run your campus tournament by early September. This allows you time to increase awareness of the program and its benefits early in the Fall term.

The tournament should take place early enough in the semester or quarter when there are not a lot of conflicting events. For example, Homecoming activities will pull students in a number of different directions, so an early semester tournament may suit you best.

You should decide when the campus tournament best fits into your campus schedule. Whenever the tournament is scheduled, be sure to allow two to four weeks for promotion and registration.

While some institutions play HCASC in one evening or weekend, others play two or three games at a time over several weeks. You are free to choose a schedule that works best for you.

Once you've scheduled your campus tournament, be sure to call HCASC Headquarters to confirm your date and to reserve a lockout system, if needed.

## DEVELOP A PROMOTIONAL PLAN

Promotion of your tournament goes hand-in-hand with recruiting players. The more exposure the tournament has, the more interested your students will be in participating. Twitter and Facebook will be invaluable in helping to raise awareness [See *Using Facebook and Twitter*, p. 12].

Your goal here is two-fold. One, you want as many students as possible to know about the chance to play in this game. There's a lot at stake and school pride goes a long way in inspiring participation. Secondly, you want to raise general interest and build an audience for the tournament.

Your promotion efforts will also help you recruit volunteers for the games, so talk to students and peers to gather promotional ideas. We've included promotional templates as Microsoft Word and Powerpoint files on the enclosed CD-ROM. With a few keystrokes, you can customize these flyers, table tents and doorhangers to your campus and start spreading the news! Be sure to use the official Honda Campus All-Star Challenge name and logo or you will not qualify for the NCT. [See *Logo and Program Title Use* p. 13]

**Photos of last year's NCT teams are included on the CD-ROM so you can add your them into your promotions**



**You will find these in the "NCT Team Photos" folder in "Tools for Promotion" on the disk**



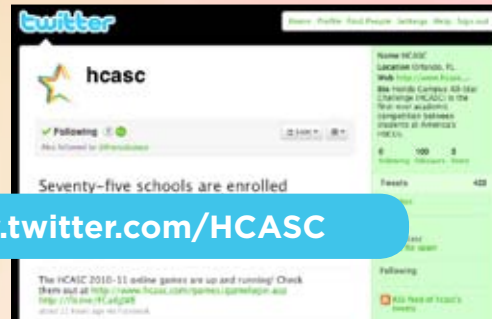
## USING FACEBOOK AND TWITTER

An excellent way to drum up support is by leveraging the power of social media. Facebook and Twitter are the most popular ways for students to keep in touch, receive updates and share information with each other. More importantly, students use these services on their cell phones. That means they will receive multiple notifications about the program as their friends become involved.

Creating profiles for Facebook and Twitter is easy (have a student help if you need it!). Once you're set up, you can "Like" the HCASC Facebook page ([www.facebook.com/HCASC](http://www.facebook.com/HCASC)) and "follow" the HCASC Twitter feed ([www.twitter.com/HCASC](http://www.twitter.com/HCASC)). Tracking these two sites will keep you informed with the latest updates that you can pass on to your students.

The HCASC Facebook and Twitter pages are promoted on all the flier templates, so encourage participants to add these pages to their social media connections.

It's also a good idea to designate a student with a lot of "followers" and "friends" to post updates on behalf of your campus program. You'll be amazed at the turn out for your tournament when you incorporate these new media tools into your program.



## PLAYER RECRUITMENT SOURCES

- ✓ Fraternities & Sororities
- ✓ Residence Hall Associations
- ✓ Student Government
- ✓ Clubs/Organizations
- ✓ Honor Societies
- ✓ Academic Departments
- ✓ Faculty
- ✓ Incoming Freshmen and Transfer Students

Remember: A minimum of EIGHT teams must participate in the campus tournament for your institution to qualify for the Nationals.

## STARTING TEAM SIGN-UP

Where are the players? A great way to gather teams is to capitalize on existing rivalries. Freshman love to "one up" the Seniors. What about Ladies' dorms vs. the Men's Halls? And of course, there's always competition between the Greek-letter organizations.

Another great idea is to use last year's players as "team builders." Make each returning student responsible for pulling together a four-person team of his/her own. This method offers the added advantage of mixing these strong players with newcomers, thereby strengthening your pool of players.

It helps to have a "point person" to provide the forms and answer questions about HCASC. That person may be you, but this is a great job for someone who knows the program and is well-suited to handling paperwork. Put this person's campus phone number on your promo flyers so sign-up is easily accessible.



# LOGO AND PROGRAM TITLE USE

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## LOGO USE

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The HCASC program has an approved logo which must be used in all promotional materials for your campus program. For your convenience, we have provided copies of the logo in various formats (.eps, .wmf, .jpg and .tif) for use on your fliers and other promotional items on the enclosed CD-ROM.

Both the color or black and white logo are acceptable, but the logo must be displayed on your materials to fulfill the Part 1 Qualification paperwork. Since all of the promotional materials on the CD-ROM include the appropriate logo, you may choose to use only those. However, you are free to design whatever materials you like.

Suggested locations for logo placement are: flier corners or centered at the top or bottom of the flier. There are several designs for you to choose, so you may vary your fliers throughout the season and keep the program fresh on your campus.



## PROGRAM TITLE

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The name of the program is the Honda Campus All-Star Challenge. **Materials that refer to program as "Brain Bowl" or "Quiz Bowl" will not be accepted for Nationals qualification.** All of the enclosed forms, sample letters and promotional materials use the correct name. Therefore, your best bet is to customize the enclosed materials for your campus tournament. Of course, you may feel free to create your own fliers; however, all materials must refer to the program as the "Honda Campus All-Star Challenge" only.

When typing out the program name, standard "upper/lower" construction is preferred due to Honda guidelines (as below). You may use any font or typestyle you like, however. Again, submission materials that do not feature the official program name will not be accepted and may compromise your chances of being one of the NCT teams. If you have any questions at all, please feel free to contact HCASC Headquarters at 800-388-2272 x115.

# Honda Campus All-Star Challenge

# PART 1 QUALIFICATION

## REQUIREMENTS

1. Updated Key Contacts: on-line submission
2. Campus Program Report: on-line submission
3. Tournament Team Sign Up Forms or Sign-up List
4. Tournament Chart
5. Tournament Scoresheets
6. Tournament Publicity
7. Community Service Project

### Updated Key Contacts:

Inform us of your Key Campus Contacts and update every time there is a change. Complete as soon as possible. Do not wait for Part I deadline.

### Campus Program Report:

Submit details of your tournament.

### Team Sign-Up Forms/Sign-Up List:

Provide team roster of all players. Required information: First and last name, classification, major, last 4 digits of social, date of birth, contact phone number, email address and twitter account (as available). If a player played on more than one team, please record their information with any additional team.

### Tournament Chart:

Please utilize a single or double elimination format. Permission for a round robin format is required in advance. Submit a legible chart that can be reconstructed following the submitted scoresheets.

### Scoresheets:

Final submission must be the Excel spreadsheet only.

- The Excel spreadsheet can only be used on a computer. IT CANNOT BE PRINTED AND USED MANUALLY. The sheet has a built-in formula for keeping the running total. Insert the game play info at the top, and team & player names. At the end of the game, save it, print it and have each captain initial.
- If a laptop and printer is not available during game play, the manual scoresheet can be used. Everything must be filled in and the captain for each team must initial the bottom. You must then transfer data from the manual scoresheet to the Excel spreadsheet and submit both versions.

Every name appearing on a scoresheet as having played in a game must be recorded on either a team sign-up form or on a team sign-up list.

## COMMUNITY SERVICE PROJECT

This year in an effort to have you reach out to your communities, we have included a service project as a requirement for Part I. This effort will be recognized and rewarded at the Nationals with the presentation of a grant to the organization of the winning institutional presentation. Winner does not need to be in the Great 48!

### What is required?

Select a tax-exempt 501(c)(3) public charity and serve in any one of their projects OR coordinate a project that benefits the charity. Capture/record your players, game officials, faculty, staff and administration in the act of giving back and send it in with photos and/or video footage.

### Eligibility:

All submissions received in the HCASC Headquarters office by the Part I deadline will satisfy that requirement. To be eligible for consideration for the monetary grant, institutions must meet the following criteria with their choice of project(s):

- Creativity/Community Need: Construction, Disaster Relief, Clean-up/Painting, "Green", Mentoring/Teaching, Meals, Fundraising for a Cause are just a few ideas for your HCASC-driven community service projects.
- Location: on campus, in the community, etc.
- School Participation (# of players from current tournament and/or HCASC Club members, # of faculty/staff/administrators and other students)
- People Impacted/Benefit
- Presentation/Submission of Project
- Organizational References

### Winning Project:

Eligible entries will be judged by a panel from American Honda and the winning institution will be announced during the Closing Awards Banquet at the 2011 National Championship Tournament. The charity/organization served by the winning institution(s) will receive a monetary grant.

\*\* Schools in close proximity can collaborate on a particular community service project.

*In an effort to encourage outreach to your communities, a service project has been added as a requirement for Part I.*