



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 17 and January 31.
 - ✓ **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 Regional 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 page 39.
(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 set-ups. 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)
 - ✓ **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 Regionals Team**
Team must be selected in time that the eligibility form is processed through your Registrar's Office and received by College Bowl Office by February 1, 2008.
 - ✓ **Register for the Regional Championship**
Registration form and Team Roster must be completed on-line at www.collegebowl.com by February 1, 2008
- Now let's get started on making all this happen...

USING YOUR PLANNING CALENDAR

Over the next four pages, we've provided monthly calendars with key College Bowl dates. Use these calendars to help you plan your campus tournament and meet your deadlines.

STEP ONE: Fill in your Campus Highlights

- ✓ Homecoming Weekend
- ✓ Parents Weekend
- ✓ Alumni Weekends
- ✓ Holidays on which the campus is closed

STEP TWO: Pick your dates and fill out your calendar

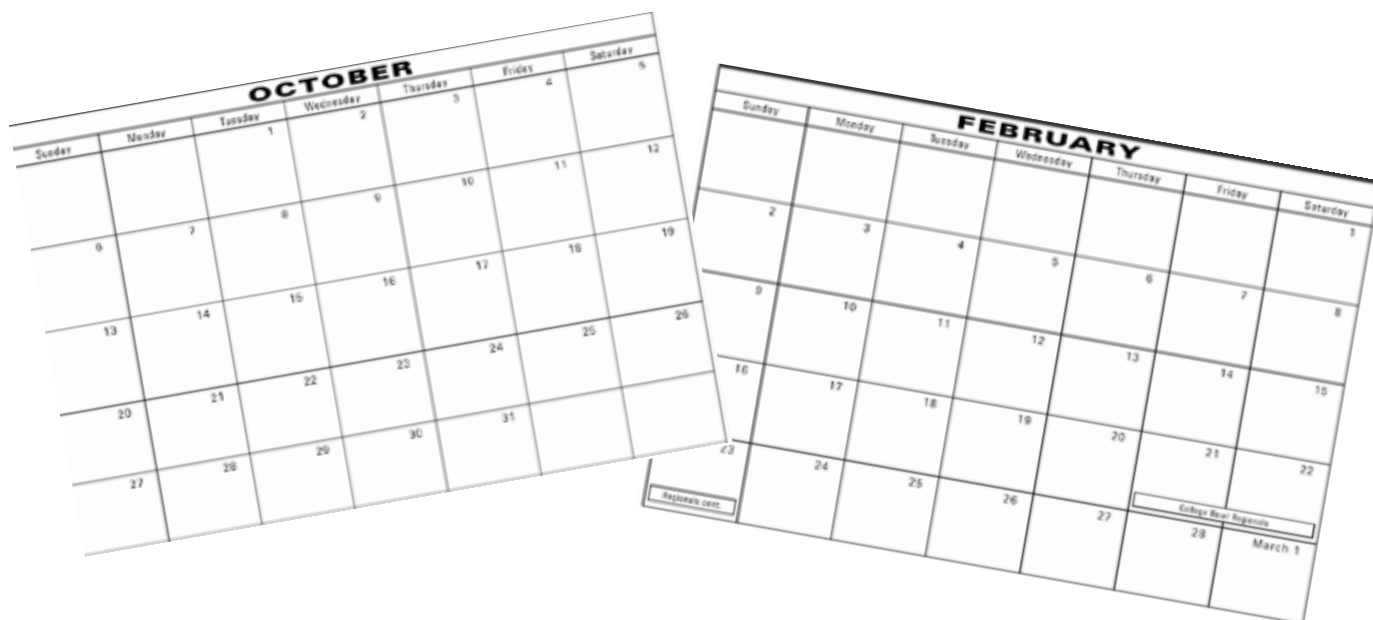
Following our guidelines on p. 12, fill out your calendar with reminders of your key targets

- ✓ Campus promotion
- ✓ Tournament Sign-Ups
- ✓ Volunteer recruitment
- ✓ Pre-tournament training sessions and meetings
- ✓ Campus Tournament
- ✓ Varsity Team selection
- ✓ RCT Team selection

STEP THREE: Specify a practice schedule

- ✓ Mark practice days with the Coach
- ✓ Set different practice drills for different days
- ✓ Jot down all intercollegiate tournaments as they are announced (check the College Bowl bulletin board at www.collegebowl.com for up to the minute information.)

Use this as your working College Bowl calendar. As you schedule demonstration matches, meetings, campus tournament games, and post-tournament practice sessions, be sure to keep this calendar up to date. You may wish to distribute copies to key volunteers and, once selected, to the Varsity Squad.



SEPTEMBER 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
August 26	August 27	August 28	August 29	August 30	August 31	1
2	3 LABOR DAY	4	5	6	7	8
9	10	11	12	13	14 Campus Program Kits Ship	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

OCTOBER 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Sept. 30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

NOVEMBER 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Oct. 28	Oct. 29	Oct. 30	Oct. 31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
		(S)		THANKSGIVING BREAK		

DECEMBER 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
CB HEADQUARTERS CLOSED FOR THE HOLIDAYS						

JANUARY 2008

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Dec. 30	Dec. 31	1	2	3	4	5
CB HEADQUARTERS CLOSED FOR THE HOLIDAYS						
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY 2008

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
				College Bowl Regionals		
24	25	26	27	28	29	
Regionals cont.						

MARCH 2008

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
	ACUI ANNUAL CONFERENCE					

APRIL 2008

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
March 30	March 31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

SELECT A DATE

You will receive everything you need in order to run your campus tournament in mid-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 many 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 College Bowl 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.

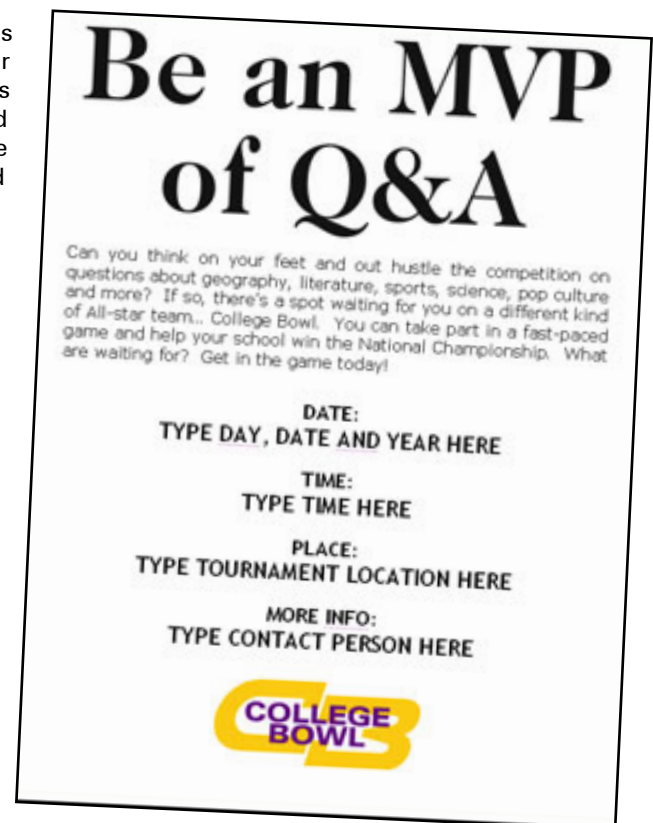
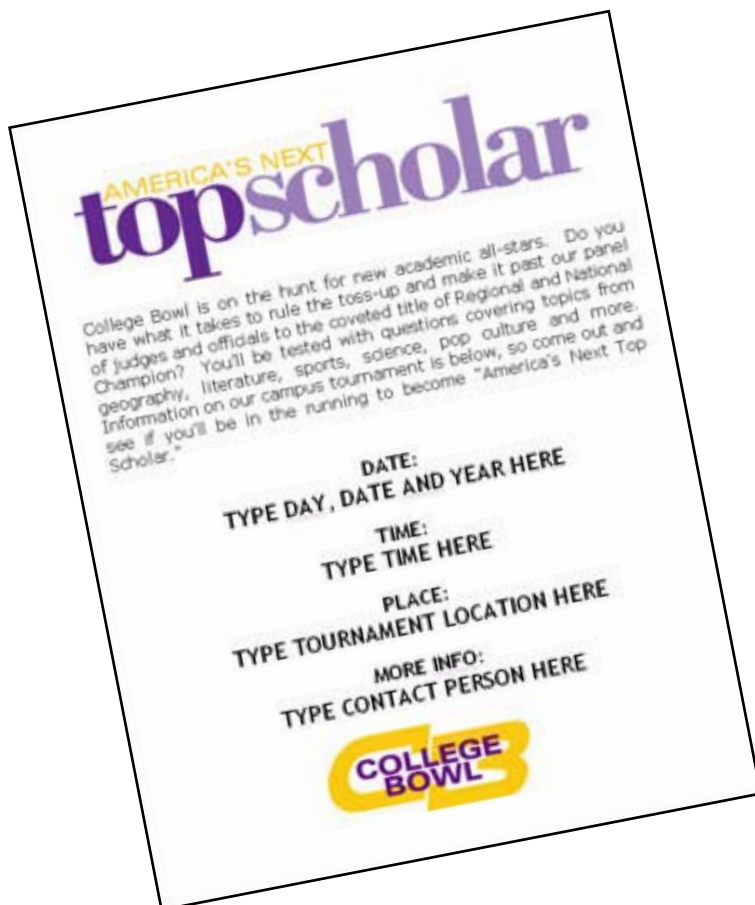
Once you've scheduled your campus tournament, be sure to call College Bowl Headquarters to confirm your date and to reserve a lockout system.

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.

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!



*Promotion is essential.
Customize the materials
on the enclosed CD-ROM
to maximize exposure!*

OTHER PROMOTION AND PUBLICITY IDEAS

There are a number of creative ways to publicize your College Bowl program. Consult the Public Info/Public Relations and President's Offices for assistance. Your imagination is the limit. Send us copies of your best promotional efforts for our archives.

- ✓ Posters and flyers are an effective way to get the word out. The CD-ROM has lots of templates for door hangers, table tents and flyers that you can customize for your campus tournament. Use different designs to build the excitement and keep the program fresh on your campus.
- ✓ Contact campus organizations, such as honor societies, fraternities and sororities, residence hall associations, clubs and other campus groups that might be interested in putting together teams.
- ✓ Utilize your campus radio and television station to promote College Bowl. Clever ads can generate excitement and promotional videotapes can be used on closed-circuit television.
- ✓ Set up special matches to promote the tournament, such as: deans versus students, faculty versus faculty, etc. Teams from other area schools may also be willing to travel to play exhibition matches.
- ✓ Advertise in television lounges where students gather to watch game shows. These students are often excellent College Bowl players.
- ✓ Send letters to faculty members asking them to publicize the program to their classes and advisees.
- ✓ Post large tournament charts on campus so that everyone can follow the progress of the tournament.
- ✓ Show tapes of College Bowl games in public areas. Promotional videos are available from College Bowl headquarters.
- ✓ Place a link to the College Bowl website on your institution's homepage or send a group e-mail to all subscribers to your mail server.
- ✓ The local media are often interested in following College Bowl. Campus and national tournaments are often the subject of newspaper, television and radio stories. The public information office on your campus can help coordinate this.
- ✓ Host an intercollegiate tournament. Bringing other teams to campus for an invitational increases the visibility of the program and helps prepare your team for the Regionals.
- ✓ Souvenir t-shirts given to players and volunteers can help publicize College Bowl all year long.



PROMOTIONAL SUGGESTIONS

- ~ Customize the promotional flyers on the College Bowl CD-ROM with your institution's name and logos.
- ~ Put sample questions and answers on t-shirts and other publicity items.
- ~ Use the supplied College Bowl art work to design a t-shirt.



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 College Bowl. 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.

WALNA PLAY???
Call Mabel Jackson x.3347

PLAYER RECRUITMENT SOURCES

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

SENDING LETTERS

An excellent way to drum up support is a mailing to the campus boxes of all student organizations with a flyer and a sign-up form. Make sure that the faculty advisors for the groups (especially the fraternities and sororities) know that program is coming and how they can be involved.

Players can sign up either individually or as complete teams. Registration is simpler to administer when entire teams sign up so encourage team sign-up. In this case, four students agree to play together, select a team name and designate one member as captain.

A well-balanced team consists of players majoring in different subjects, who bring a broader base of knowledge to the team.

When students sign up as individuals, the Campus Coordinator puts them into groups of four to form teams. This is an excellent way to encourage students who may not be able to form teams on their own. It is not unusual for such a team to be very successful.

Once teams have registered, they should receive written confirmation of the schedule and site. Each team should receive a copy of the game play rules.

In any case, it is important to make the sign-up procedure clear and simple.