



Student Tryout Testing & Promotion



Student Tryout Testing

Zain is keenly concerned about the integrity of the Zain Africa Challenge competition. In order to provide complete transparency in the student selection process, each university must conduct a tryout that is open to all students who meet the eligibility requirements as stated in the "Getting Started" section of this guide.

Zain Africa Challenge is a fast-paced game involving three students on each of two teams.

Because this is a game, students with the highest marks in class MAY NOT be the best players. Quick recall of facts is critical.

The tryout test is timed. The questions are designed to determine a basic knowledge level and to help Coaches evaluate the knowledge base of students and how potential players respond to the pressure of a game of this type.

The test masters, answers, and scoresheets will be delivered via email to the Liaison and Coaches for photocopying before the date of the tryout test(s). Different versions of the test are utilised so that students cannot acquire test questions in advance. Each university may receive up to five tests.

Conducting the Testing

There are several issues to consider in the administration of the student tryout test.

1. How many students will be permitted to sign up for the tryout test?
2. Where will the test be administered and who will monitor the students being tested?
3. Will the location accommodate all the students at once, or will multiple testing shifts be required?

*Multiple shifts require different dates to administer the test. Please contact the Zain Africa Challenge Office for assistance in coordinating test dates.
4. How much time will be required to score the tests? Who will score the tests?
5. How will students be notified after the tryout test results are known?

Every university is different, so each plan will be different. Universities with multiple constituent branch campuses will need to coordinate the tryout tests with assistance from those other locations.

Coaches and Liaisons will need help to make the programme a success. Because this is a programme for students, it is likely that students will offer to provide assistance in implementing the programme at the university.

However, students may not assist in any aspect of the Student Tryout Testing process.

There will be an undercurrent of excitement about Zain Africa Challenge among the students. Make use of the energy of youth to maximize the awareness of the programme at the university.

The Zain Africa Challenge office in Nairobi is ready to answer questions and assist Coaches and Liaisons with any challenges should they arise. Remember, the website is an excellent resource that is available 24 hours a day. As the programme progresses, more and more information will become available.

Developing a Promotional Plan

Recruiting players goes hand in hand with recruitment for the tryout test. The more exposure the tryout test has, the more interested your students will be in participating.

Your goal here is two-fold. Firstly, you want as many students as possible to know about the chance to play the Zain Africa Challenge. The prizes, grants and university pride are major incentives to participate.

Secondly, you want to create a sense of excitement about the programme that will inspire your colleagues to assist in training the team.



Promoting the Tryout Test

Zain Africa Challenge provides a variety of customisable colour posters to raise awareness of the programme and the tryout testing. There are two types of posters. The first is a general information poster to raise awareness about the programme.

The second type has a blank space which may be customised with the location, date and contact information of the Liaison who will administer the tryout test.

These are included in the package of materials supplied to the universities.

Posters should be placed in the library, cafeteria, etc. everywhere that students gather. It is strongly recommended that a sign-up sheet (or sheets as needed) be maintained at a central location so that the Liaison has a good idea of how much space will be needed to administer the tryout test.



Other Promotional Ideas

There are many ways to raise awareness about the Zain Africa Challenge programme and tryout test. The Public Relations office or Vice Chancellor's office may offer assistance to spread the word across the University. Contact campus organisations, such as honor societies, clubs and other campus groups that might be interested in taking the test as a group.

- Send letters to faculty members asking them to publicise the programme to their classes.
- Show DVDs of Zain Africa Challenge games in public areas. Copies are available from ZAC headquarters.
- Place a link to the Zain Africa Challenge website on your university's homepage or send a group e-mail to all students and staff.

Logo and Programme Title Use

Some universities may choose to develop other promotional announcements. The Zain Africa Challenge programme has an approved logo which must be used in all promotional materials for your university.

For your convenience, we have provided copies of the logo in various formats (.eps, .png, .jpg and .tiff) for use on your fliers.

Suggested locations for logo placement are: flier corners or centered at the top or bottom of the flier. You may want to include a photo of the facility where the tryout test will take place along with the date and time. Or you may include pictures of your university or students. It's up to you!