

MICROSOFT STUDENT PARTNERS **2010 SELECTION HANDBOOK**

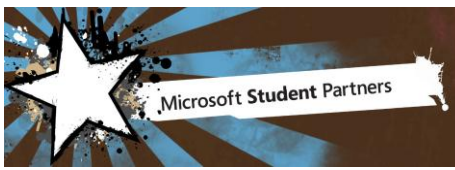
This handbook is intended as a guide for the various rounds, their description and what is expected of you in the Microsoft Student Partners Selection Process. **The MSP Selection process contains multiple rounds. It is important for you to complete each round before the respective deadline.**

This handbook is divided into sections with a description for each round. There is also a Frequently Asked Questions section at the end.

Please go through the entire handbook as it will help answer most of your queries. If you still have any unanswered questions, you can write to studpart@microsoft.com

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Overview:

The Microsoft Student Partners program is a vibrant, global community of technology enthusiasts who love to learn and share technology with their peers.

Being a Microsoft Student Partner enables you to be at the very leading edge of technology- to learn straight from the experts and then share it with peers in your college, city or region. MSPs also get a chance to attend various prestigious events organized by Microsoft, and get support and encouragement from Microsoft to organize events in their college and city. Being a MSP will make you a **Technology champ** among your peers. You will also be able to interact with like-minded students across the country and have lots of fun along the way.

All the information about eligibility criteria, benefits of being an MSP, responsibilities, etc. are available on www.student-partners.com/ApplyNow.aspx. To view it, select India from the country drop-down.

Round 1- Registration

The first step in the selection process is to provide us your contact details correctly. You have to do this by registering here: www.surveymonkey.com/s/mspselection2010

Make sure you enter all your details correctly, and that you register only once.

You will **NOT** get any confirmation email stating that your details have been received.

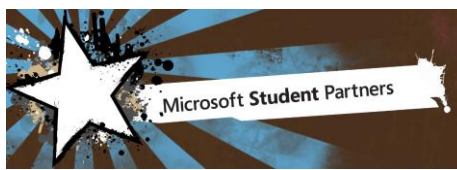
Important:

1. Last date for registration is 15th Aug 2010.
2. You can still register for the MSP Selection Process until 22nd Aug, but will get lower marks than those who submitted before the deadline.

Checklist for Round1

- Have you read the eligibility criteria on www.student-partners.com/ApplyNow.aspx?
- Are you sure that you satisfy all the criteria?
- Have you registered on the form www.surveymonkey.com/s/mspselection2010?
- Have you entered all your details correctly with proper spellings for each?

If you have missed out on anything, please register with the correct details again before you proceed for the next round.



Round 2- Communication and Leadership Round

This round consists of 2 parts: A **Communication** video based on a prescribed set of technologies and a **Leadership** video

Communication

This is to judge your public speaking skills and confidence.

MSPs have to conduct a lot of technical sessions and other such activities in which they have to constantly interact with their peers and colleagues. Thus, an MSP has to be fluent in English and be able to put his/her point across. This is possible only if he/she has good public speaking skills.

In this round, importance and emphasis will be on:

- Clarity of communication
- Quality of content

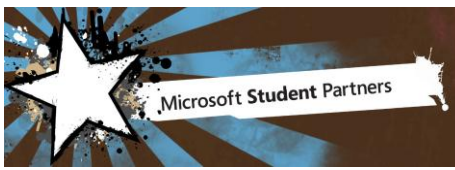
The Communication video:

- The duration of the video has to be between 3- 4 minutes, i.e. minimum 3 minutes and maximum 4 minutes.
- You have to be clearly visible in the video- we want to see and hear you speaking. No PowerPoint presentations, screencasts, webcasts etc. will be allowed.
- All content has to be genuine. It should not contain any copyrighted material without express consent of the owner.
- Make sure the video is of your own creation.
- The video has to be interesting and engaging. Through the video you have to show us why you should be selected for the MSP Program. There will be hundreds of videos submitted, so be original in the video.

Topics for the Communication video:

You have to choose from any one of the following topics ONLY:

- Cloud Computing (Azure, Business Productivity Online Standard Suite)
- Web (ASP.NET, WebPI, Silverlight)
- Mobile (Application development for Windows Mobile 6.x or Windows Phone 7)
- Client (Application development for Windows 7, WPF)
- Windows Embedded
- Microsoft Robotics Developer Studio
- Application development using XNA Game Studio
- Expression Studio
- Windows Server 2008 R2
- SQL Server 2008 R2



Tips to make the video interesting:

- You have to be clearly visible. We want to **see and hear you** speak.
- Make sure you are audible. Audio quality is more important than video quality.
- Be creative. Think of ways to make your video presentation memorable for the audience.
- Don't read from a paper or a computer screen. Make your presentation dynamic, so that people can enjoy watching it.
- Don't just copy a video from YouTube, Channel 9 or a Microsoft video. We want to gain an insight into your understanding and interest in the technology you choose to speak on.
- Make sure you understand what you are saying.

Leadership

This is to judge your leadership skills. When MSPs organize any kind of events, they have to work with a number of people. Thus team-work and leadership are important.

The Leadership Video

- The duration of the video has to be between 3- 4 minutes, i.e. minimum 3 minutes and maximum 4 minutes.
- You can choose one of the following approaches for the content:
 - Interview a person whom you consider to be a Leader (e.g. Entrepreneur, Teacher, NGO Founder etc.) & discuss about Leadership. Both you and the person you are interviewing have to be visible.
 - OR
 - Shoot a video of yourself talking about some leadership initiative that you undertook. In this anecdote, you have to explain about your activity & how it had a positive impact.
- The most important thing to remember is: the video has to be **Inspirational, Impactful** and **Engaging**.

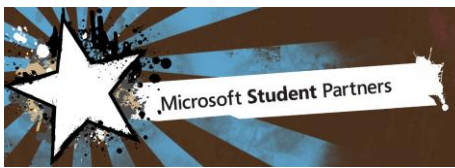
Submit the videos

There are 2 options for you to submit the videos:

<http://www.youtube.com> or <http://skydrive.live.com>

Important: Submit both the Communication video & the Leadership video on the same location. Do not submit one on YouTube & the other on SkyDrive. Make sure you capture the URLs of each video and submit these correctly on www.surveymonkey.com/s/mspround2. We will NOT entertain any emails in case you have entered wrong URLs or forgotten these.

Go through the steps mentioned below which demonstrate how to upload a video.



YouTube videos

- Make sure you “Tag” the video. You have to enter 2 tags: “MSP2010” and “Topic”. For the Communication video, the valid “Topic” tags are:

- Cloud
- Web
- Mobile
- Client
- Embedded
- Robotics
- XNA
- Expression
- WindowsServer
- SQLServer

For the Leadership video, the valid “Topic tags are:

- Interview
- Anecdote

- Make the video “Public”. To do this, select the first option under “Privacy”.

SkyDrive videos

If you are concerned about the privacy of your video, you can also upload it on SkyDrive.

- Go to <http://skydrive.live.com> .
- If you have a Windows Live ID, enter your username and password and click "Sign In".
- If you don't have a Windows Live ID, click on Sign Up.
- Select the folder "Public" and then select "Add Files".
- Select the communication and leadership videos from your computer. Once they have been successfully uploaded, click "Continue".
- Ensure that the video to be uploaded is in .wmv format. You can use Microsoft Expression Encoder for encoding your video to the required format.
- To get the URL, click on the video. On the next page, you will find the web address of your video under "Information".

Submit the video URLs

Once you have uploaded both the videos, you have to submit the URLs at

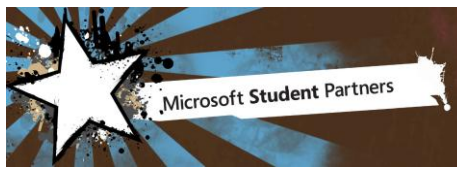
www.surveymonkey.com/s/mspround2

Submit the URLs only AFTER you have completed the first registration form at

www.surveymonkey.com/s/mspselection2010

Important:

1. Last date for uploading the video is 15th Aug 2010.
2. You can still submit a Round 2 entry until 22nd Aug, but will get lower marks than those who submitted before the deadline.



Checklist for Round 2

- Have you completed Round1 by registering at www.surveymonkey.com/s/mspselection2010?
- Have you created your Communication video?
- Are you clearly visible and audible in the Communication video?
- Are you sure you haven't recycled existing content in your video?
- Are you sure you have selected a topic ONLY from the list we have provided?
- Have you created your Leadership video?
- Are you clearly visible and audible in the Leadership video?
- Have you tagged your videos with both tags?
- Have you uploaded both your videos on a single location (i.e. either YouTube or SkyDrive)?
- Have you submitted the URLs of both videos at www.surveymonkey.com/s/mspround2?

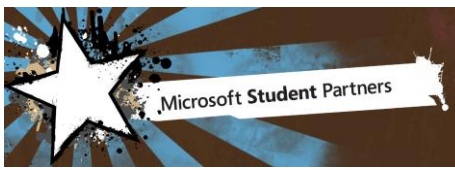
Round 3- Technical Round

You will need to take the first IT Challenge online quiz in September (<http://www.imaginecup.com/competitions/it-challenge>) as part of Round 3.

Keep watching <http://student-partners.com/ApplyNow.aspx> (India section) for updates (including the upcoming Round 3)

Results

The results of the MSP Selection process will be declared by 8th Oct 2010.
Candidates who have been selected will be notified by email.



Frequently Asked Questions

1. I have completed my graduation. Can I apply for the MSP Selection?

No. you can participate in the MSP Selection only if you are a current student pursuing your graduation or post-graduation.

2. I am not studying in an Engineering college. Can I apply for the MSP Selection?

MSPs are not restricted to engineering colleges only. If you are a student of a recognized Science, Technology, Engineering, Math or Design college, you are eligible to participate in the MSP Selection process.

3. Will I get a confirmation email after I register?

No. If you have registered on the correct link and have provided the complete information required, we will get it. There is no need for you to email us informing that you have completed all the steps.

4. Who do I contact in case I have any queries, etc.?

This FAQ is designed to answer almost all questions that you might face. Go through it carefully and if you still have any doubts, you can email them to studpart@microsoft.com.

5. How long do I remain an MSP?

You are a MSP for one academic year, subject to your performance and decision made by the MSP India Team.

6. How many MSPs are selected from a particular college?

We generally take one or two MSPs per college.

7. If I already have an existing Imagine Cup username, can I enter the same on www.surveymonkey.com/s/mspround2?

If you have an active login on <http://imaginecup.com> and you have logged in successfully after 10th July 2010, you can specify the existing username.

If not you can create a new username and you can provide us with the new username.