BREAKING THE ICE: UTILIZING YOUR PARTNERS ON THE OTHER SIDE OF THE DESK

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We are all here to accomplish the same goal, to promote higher education and help students achieve their dreams!
Agenda

1. Why?
2. Benefits
3. Points of connection
4. How to be seen by Representatives
5. Professional Organizations
6. College Fair!
Why is it important to connect with a college rep?

- Knowledge of how schools review students
- Resources for getting your questions answered
- Connection to the colleges and universities
How can your students benefit?
How can you benefit?

- Connections for programing and colleges nights
- Increase visits and visibility
- Build credibility as a knowledgeable college counselor
- Don’t be afraid to request a counselor call.
How do you connect with a college Rep?

- **High School/ Community College Visits**
  - Do you have 5 minutes for the college representatives?!
- **College fairs**
- **Professional Groups**
  - Are you a WACAC Member? Join, get involved, learn, and grow!
- **Counselor update events**
  - UC & CSU Conferences
  - RACC Luncheons
  - Individual update events
Bringing Reps to your schools? How to be seen in sea of high schools!

- **Use an online visit sign up**
  - RepVisits
  - Sign up Genius
  - “You can book me”
  - Google form sign ups
    - *great for community colleges*

- **Request Presentations**
  - AVID & specialty classes
  - private vs. public
  - college essays Workshops
  - mock interviews
  - Career presentations
  - Parent presentations
From the College & Career Center

- Introduce your families to new colleges
  - I use the College and Career Center newsletter
- Make an effort to get to introduce yourself to new reps
- Take the Rep into consideration
  - Offer a bottle of water during a visit
  - Provide dinner at an evening event
  - Provide recommendation for things to do in your area
Building connections in professional organizations.

- **WACAC**
  - *Western Association of College Admission Counseling*
  - *Membership consists of*
    - High School Counselors
    - Community College Counselors
    - Independent counselors
    - CBOs
    - College Admissions Counselors.
  - *Get Involved and build connections!*

- **NACAC**
  - *National Association of College Admission Counselor*
    - More than just college fairs!
Regional Admission Counselors of California
Promoting out-of-state educational opportunities for Californians

- Organize Events
  - *Mini fairs!*
  - *Why Go Out of State!*
  - *Case study!*
  - *So much more!*
- Access to speakers and presenters
- Access to resources and local representatives.
- Become a RACC Partner at: [www.regionaladmissions.com](http://www.regionaladmissions.com)
Go Forth and Mingle!

- Today, during the counselor college fair, we challenge you to introduce yourself to 5 different reps, at 5 schools you don’t know very much about!