Bring Flair to Your College Fair!

Session C
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Agenda

• Welcome and Introductions
• Who is in the room?
• Transfer Day/College Nights (TD/CN) Fall 2016 College Fair Data
• Program Planning Guidelines
• Expectations of College Reps
• Tips for Selecting your Date
• Value Added
• A – Z list
• Small Group Conversations and Networking
Data from 2016 Fall College Fair Circuit

Host Survey
• 98 Responses
• Last minute cancellations and no-shows
• More than 70% of hosts reported 4 or less cancellations/no-shows
• Don’t forget to invite your local CC!
• Hold harmless waivers
• Appreciated reps who were available for workshop sessions
Data from 2016 Fall College Fair Circuit

Representative Survey

- 164 Responses
- Communication from hosts rated excellent overall
- Student attendance a concern - more than 60% reported seeing less than 75 students
- Let reps know ahead of time if middle school students will attend
- Concerns shared about parking and table location
- Many great comments about hospitality
- Alpha order (or not?!)

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Program Planning Guidelines

▶ Overview of TD/CN Committee


▶ Best practices and guidelines for the College Fair Coordinators in the planning and execution of their events.

Expectations of College Reps

- Outreach etiquette
- Arrive early and stay until it’s over!
- Cancellations:
  - If absolutely necessary to cancel your attendance at a fair, try to give at least one day notice
  - Call and email that you need to cancel
- Pizza at your table?!
Tips to Selecting Your Date

Determine fairs already on the landscape:

- Review TD/CN calendar for fall
- WACAC/NACAC fair schedule

Fair location and date:

- What’s happening on your campus
- Scheduling conflicts
Value Added

- Workshops, case studies, FAFSA, DACA, etc.
- Spanish presentations
- NCAA eligibility
- Independent counselor participation and support
A – Z List

C – Calendar: conflicts, collaboration, date planning
D – Deadlines: save the date flyers, invitations, confirmations
H – Hospitality
I – Inclusivity: inclusive and relevant
J – Justification: to hold event, administrative support
O – Optional workshop sessions
V – Volunteers
Small Group Conversations and Networking

- Form a small group

**Guiding questions:**
- Which ones stand out as “easy”, and which ones as “hard”?  
- Who are you trying to reach by organizing this fair, and how can you make it relevant for ALL of your students?  
- Who can help you do this without making you lose your mind?  
- When does it fit in to: 1) your curriculum/planning cycle and 2) what’s already happening in the region?
Thank you!