Dear Volunteer,

Thank you for participating in our college fair program. We appreciate your willingness to chat with prospective students and their parents at this venue.

In preparation for the college fair, please review your AU recruitment materials so that you feel comfortable with current information.

Please arrive 30 minutes prior to the event location so that you have time to check in with the on-site coordinators as well as set your table display.

Enjoy your conversations with some fantastic college-bound students!

Pat Rabb
Associate Director, Alumni Admissions Volunteers
E-mail: admissionvolunteers@american.edu

---

**General Overview: College Fair**

College fairs, usually held in the fall and spring, allow prospective students to learn about many different colleges and universities at one time. Most fairs take place in high school gyms or convention centers and involve anywhere from 20 to 200 colleges and universities. The Undergraduate Admissions Office receives more than 500 invitations for college fair participation each year, which is many more than AU’s admissions staff members can cover. When volunteers attend these events, they enable AU to make additional connections to prospective students.

Prior to your first college fair assignment as a volunteer, you will receive recruitment materials and information about the event.

College fairs are informal, and students and their families move from table to table to gather information about colleges and universities that interest them. Most students have brief questions you can answer based on the information in the mailing and in the event materials and displays. For more specific questions, or if you are not sure of the answer, refer students to the appropriate campus office or the AU Web site.

Please encourage students to complete inquiry cards at the event and return them to you. When you submit them to AU, the admissions office staff members will add those students’ names to the
mailing list and send them a view book, which contains information regarding majors and special programs, as well as admissions and financial aid information.

After the event, it is beneficial for our records to complete and return the event evaluation sheet. We value your impressions and feedback, and your responses may help admissions staff members gauge high school visits and future travel scheduling. Please return the evaluation and inquiry cards promptly.

**How college fairs are organized**

High schools, PTAs or other colleges sponsor most college fairs. AU’s Undergraduate Admissions Office handles invitations and RSVPs. Admissions staff members select those fairs that they believe will allow strong contact with a number of interested students.

The number of colleges and universities as well as the number of students who attend varies at each college fair. Most college fairs are set up in an open browsing style and last 1 ½ to 2 hours. This format allows students and parents to roam freely through the fair to pick up information and speak with admissions representatives.

**Preparing for a college fair**

Before going to the college fair, please review the materials that were sent to you, including the official AU information that you will be distributing. You may also wish to review AU’s Web site at [www.american.edu](http://www.american.edu) for additional information.

Double check the date and time of the fair, review or map your directions and make certain you know where you are going. AU has registered for the fair and in some cases paid a registration fee; you may be presented with a receipt upon your arrival. Please send this to me with your evaluation. If for some reason you are not on the list, show them the material you have from AU and ask if they can accommodate you. It may also be the case that another name is on the registration list. Sometimes the registration materials are misplaced or cross in the mail.
General guidelines for college fairs

- Arrive 30 minutes prior to the scheduled start of the program. Often there is a hospitality room available; you may want to get something to eat or drink before the fair begins.

- Attire and conversation for these events is professional. Please make every effort to stand behind your table at all times, if you’re able. Admissions representatives are not allowed to stand in the aisles or in front of their tables. Please do not bring children or friends along to the fair; if they must attend with you because of scheduling, please find a location at the venue to allow them to wait for you.

- Turn off your cell phone and do not answer it at the table; your attention should be focused on the students and parents who approach your table. Please also do not bring reading material or a laptop in case the fair is slow, it is not appropriate to read behind the table.

- Wait for students and parents to approach your table. Admissions representatives are not to call out to students or coerce them into stopping at their table.

- In the event that you are unable to answer a question, encourage the student to write the question on the inquiry card. Admissions representatives will respond to questions.

- Do not guarantee admission to the university to any student regardless of his/her credentials. The admissions review committee makes all admission decisions.

- Do not compare AU with any other school. It is your job to provide information about AU and then allow parents and students to make their own comparisons.

- Do not distribute anything to prospective students other than the information provided to you. It is a violation of NACAC rules to distribute key chains, pens, pencils, candy, etc. (NACAC is the professional organization for college admission counseling.)

- Should you run out of inquiry cards, please record the student’s name, address, phone number, high school, and year of graduation on a sheet of paper or your evaluation and return it with the other inquiry cards.

- Be honest, enthusiastic, and positive about your experience with AU.
- Leave a packet of materials at the end of the event with a guidance counselor (or on your table) for the high school’s college resource library, or you may also keep all materials for other college fairs you have volunteered to do.

Materials to use at the college fair

**AU inquiry brochure, fall profile, and financial aid brochure** – Each student you meet should receive one of these. These publications are full of information, including basic statistics, academic programs, admissions information, student activities, and financial aid information.

**Inquiry cards** – Please have the students you meet complete these cards and leave them with you. You will return these cards to the admissions office, and students will be placed on the AU mailing list. (Students may want to take the card with them and mail it themselves – this is fine.) Double checking that the birth date is completed is important. You may also meet students who are already receiving information from AU. They do not have to complete a card; however, if they do, their records may be updated to reflect that they attended a college fair.

**AU catalog and AU view book** – Table copies have been provided in your box. All students on the mailing list receive an AU view book.

**Honors brochure and AU abroad brochure** – You’ll want to have a table copy of these brochures. If a student seems particularly interested, feel free to give one of your copies to the student. If you run low, feel free to note on the inquiry card that the student would like a copy of one or both of these brochures.

**Pens** – You may place them on the table for students to use when completing the inquiry cards.

**Business cards** – Enclosed in your college fair box, you will find business cards for the regional admissions assistant director for your area; these are for you to distribute to students if they wish to contact the admissions office.

**Table banner** – Please display the blue AU table banner by taping it to your table or laying it across the table as part of your display. If you will be participating in future college fairs, please re-use the table banner.

**Evaluation and Follow-up**
Following the college fair, please complete our evaluation form, noted below for your use. The admissions staff members can use this data when they decide upon future fair attendance. Please return all completed inquiry cards as soon as possible so that students may receive recruitment materials in a timely fashion; if possible, please submit your evaluation form electronically to admissionvolunteers@american.edu.
Alumni Admissions Volunteers
College Fair Evaluation

Your Name: ______________________________________________________________

Your E-mail: ______________________________________________________________

Name of College Fair Location (high school or other venue): ______________________

Approximate Number of High Schools in Attendance: ____________________________

Number of Inquiry Cards Received: __________________________________________

Approximate Number of Students Contacted: _________________________________

Guidance or College Counselors with Whom You Spoke: _______________________

Please describe your experience at this event. (Please type/write your responses following the question section.)

- What was the set-up of this event?
- What type of response did AU receive?
- Did any problems or concerns arise?
- Which other institutions from the DC metro area also attended?
- Do you believe that AU should continue to attend this event in the future?
- Do any students need specific follow up? If yes, please include the student name, phone and/or email contact, and the question(s). (You may make note on the inquiry card.)
- Did any prospective students or parents request additional information at the event? If yes, please include the student or parent name, phone and/or email contact, and the information requested. (You may make note on the inquiry card.)

Please submit your evaluation(s) no later than one week after the college fair date; we ask that you submit your evaluation(s) electronically to admissionvolunteers@american.edu. You may also fax the report to 202-885-5964 or mail it to Pat Rabb, Office of Alumni Relations, 4400 Massachusetts Ave. NW, Washington DC 20016-8002.

Should you have questions about this process, please contact Pat Rabb, associate director, alumni admissions volunteers, at admissionvolunteers@american.edu.