

College Fairs – Things ‘To Do’ and ‘Not To Do’

Do...

- Arrive on time to all sessions of the fair
- Dress in a professional manner
- Remain until the end of the fair
- Check in at the information booth if you are an alumni representative
- Be courteous to other exhibitors and fair attendees
- Distribute only informational and educational materials about your institution
- Stay in your booth when having conversations with fair attendees
- Fill out an exhibitor evaluation and return it to the information booth at the end of the fair
- Keep the aisles clear of boxes and materials
- Limit volume on all audio visual equipment to a minimum

Don't...

- Leave your booth unattended
- Extend displays beyond limits of your booth
- Leave materials about your institution in the restrooms or any areas other than your booth
- Allow more than three representatives in your booth at a time

THINGS TO NOTE ABOUT RECRUITMENT PRACTICES

While participating in this college/career day my postsecondary entity will:

Always treat prospective students as mature human beings, acknowledge their interests, and respect the confidentiality of the information communicated to them.

Not seek to recruit solely on the basis of a student's race, sex, creed or personal physical or mental disability.

Not speak adversely of or make disparaging comparisons with other entities.

Never promise admission, financial aid or scholarships to prospective students and/or their families.

Not pressure prospective students once they have indicated that they are no longer interested or have shown strong signs of committing to another institution.

Not encourage students to transfer if they have shown no interest in doing so.

Refrain from recruiting students who are enrolled, registered, or have declared their intent or submitted contractual deposit with other entities unless the students initiate inquiries themselves or unless cooperation is sought from entities which provide transfer programs.

State clearly the admission requirements of their entities, and inform students and counselors about changed admission requirements so that candidates will not be adversely affected in the admission process.

State clearly all deadlines for application, notification, housing, and candidates' reply requirements for both admission and financial aid.

Furnish data describing the currently enrolled freshman class and will describe in published profiles all members of the enrolling freshman class. Subgroups within the profile may be presented separately because of their unique character or special circumstances.

Provide accurate information about the use/role of standardized testing in their entities' admission, financial aid or scholarship processes.

Not contract with secondary school personnel for remuneration for referred students.

Not offer or pay a per capita premium to any individual or agency for the recruitment or enrollment of students, international as well as domestic.

Not use unprofessional promotional tactics by recruiters and other institutional representatives.

Remain in their assigned space for the duration of the college/career fair. Representatives will allow the student to approach them with no coaxing of any kind and will not recruit students away from another entities space.

Refrain from distributing gifts to students at college/career fairs that are or can be exchanged for monetary gain and are not direct promotional items of their institution (i.e. cash, calling cards, or any other item that does not bear the name, logo or insignia of their institution.)

Refrain from displaying any type of weapon/firearms (armed or unarmed) as a display item at a recruitment event.

Refrain from promoting the explicit use of alcohol or drugs through presentation or promotional material.