



Alumni Admission Volunteer (AAV) Program

College Fair Handbook

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Alumni Volunteers at College Fairs

Kalamazoo College is invited to hundreds of college fairs each year, and we cannot possibly have representation at every one. We base fair attendance on our name recognition in that geographic territory, application volume from the area and representative availability.

There are 11 members of the counseling staff (including the Dean) in the Office of Admission at Kalamazoo College. They currently travel all over the United States and internationally recruiting qualified students. But they can't be everywhere at all times. That's where you come in! By agreeing to represent the College, you are giving K a broader presence geographically, thereby increasing our name recognition in a variety of markets.

The Goal of a College Fair

The goal of the college fair is to:

- Increase name recognition of a college (particularly in an out of state market)
- Reach a larger audience of prospective students (thereby increasing our database of prospective student names)
- Give basic and often introductory information about the College to students who are beginning the college search process

There are a range of students that you may meet while representing Kalamazoo College at these events.

- Some students will be very familiar with K and have already had contact with the College
- Some have been referred to K by their counselor, parent or other contact
- Many will be unaware of specific information about the school, and may choose to just pick up materials, or may ask you some general questions

Fair Preparation

To prepare you for this experience, the AAV Intern will ship to you at least a week in advance all of the materials you will need to represent K at the fair for which you have registered. If you do not receive your fair materials, please contact the AAV Coordinator. While we recognize that situations do arise at the last minute, an empty table at a fair is considered very unprofessional. *If at any time after registering for an event you find that you are unable to keep your commitment, please contact the AAV Coordinator immediately.*

List of Materials

- 2-3 Packages of “Mini Viewbooks”
- Student Information Cards
- Business cards for the Admission Counselor assigned to that territory
- A Large Viewbooks
- Kalamazoo College Pens
- Kalamazoo College Table Cloth
- Reference packet (including the Department Sheets, Kalamazoo College Profile, Financial Aid information, and Creative Expression brochure)
- Confirmation materials from the Fair’s host
- A FedEx Postage-paid, Return Envelope
- Kalamazoo College postcards

The following materials are also available for download at www.kzoo.edu/aav:

- Fair Evaluation
- College Fair Handbook
- Kalamazoo College Slideshow Presentation

At the Fair

Many fairs offer a reception with food either before or after the fair, which you are welcome to join if your schedule allows. When applicable, you will receive information about any receptions offered with the confirmation materials.

If you do not plan to attend the reception, please arrive at the fair 20-30 minutes prior to start time (or by the designated set-up time according to the fair instructions), in order to have adequate time to set up your table and grab some water before students and families make their way in.

Use of Materials

- *To include on the table:* Table Cloth, Large Viewbook, Mini Viewbooks, Student Information Cards, Business Cards, CTCL Table Tent and Kalamazoo College Pens.
Please see page 7 for examples of how to set up a college fair table.
- *To give to students:* Mini Viewbooks, Business Cards, and Student Information cards
 - *NOTE: Large viewbooks are not distributed at fairs. EVERY prospective student on our mailing list will receive one of these large viewbooks in the mail in a specially designed package as an exciting piece in our very intentional publication stream. These large books are expensive; not giving them out at fairs cuts costs and reduces redundancies in our publication distribution. Receiving a viewbook is also an incentive to join our mailing list!!*
- *For your reference:* Reference packet. You should find many facts and figures plus other useful information in this packet. Feel free to bring it to the fair.
- Kalamazoo College postcards are provided if you would like to have a follow-up contact with any student you received an information card from.
 - *NOTE: This is not a requirement! Please be aware that any contacts you make at the fair will receive a follow up contact from our office.*

Words of Wisdom

- Sometimes only talking to a handful of prospective students is a good night for us. Whether you meet five or fifty students at the fair, each contact is valuable!
- All representatives (alumni included) are expected to adhere to the NACAC (National Association of College Admission Counseling) rules of best practice. The top rules to remember are:
 - You must stand behind the table at all times
 - You are not permitted to give away items such as pennants, candy, etc. You should only hand out the approved publications that have been provided.
 - You must stay for the duration of the fair.
 - Smile and be open to students who are passing by, but you should not “wheel and deal” or “call out” to students to get them to your table.
- Be prepared to ask students questions as they come to your table. Some will come very prepared to ask you questions, but many will not. Some ice-breakers:
 - Are you looking at mostly small schools? What other schools?
 - What subjects do you like in high school?
 - What extracurricular activities are you involved in?
- Familiarize yourself with the Kalamazoo College Profile, included in this packet. These fast facts and figures will be the most common information requested of you at a college fair.
- It is ok to say, “I don’t know.” Write down the student’s question on their information card, which will alert the Office of Admission that follow-up is required for that student.
- Certainly as an alum you can speak from experience, but try to remain objective about the school. Be clear when you are stating an opinion.

After the Fair

First and foremost, **THANK YOU FOR YOUR HELP!!** We certainly could not continue to contact as many students as we do without the help of our volunteers! After the excitement of the fair, there are a few things left to do:

- Make sure to include any notes on the Student Information Cards you received to indicate to us if any further contact is needed; this includes sending additional information about specific programs and/or majors.
- Please fill out the evaluation form for us and email it to aav@kzoo.edu. This helps us in determining the effectiveness of this fair and of course, gives us your input on how the process has gone!
- Write short messages on the Kalamazoo post cards to those students from whom you received information - **ONLY IF YOU HAVE TIME.** 😊
- Use the postage paid envelope to return the evaluation, table cloth and student information cards. Please give any leftover materials to the fair location, if possible, or to friends, family, coworkers, and whoever else you know that may be interested in Kalamazoo College.
- Sit back and feel good about your hard work in helping Kalamazoo College recruit another great class!

College Fair table set-up examples

Your fair table does not have to look exactly like examples in the photos. The idea is that we only display the materials which are available to students. If you put out your reference materials, it not only makes for a cluttered table, it is confusing for students when they can't take the handouts.

The symmetrical approach:



The scattered approach:



Getting creative:

