

Recommendation for College Fair Host/Sponsors

- **COLLABORATION: High Schools are encouraged to work together to plan a college day/night program.** Programs planned on a regional or county-wide basis, where full cooperation and participation occurs between high schools, are among the most successful in Kentucky. Colleges are more apt to attend a college fair that has many high schools in attendance.
- **INVITATIONS/CONFIRMATIONS:** KYACAC will share a calendar college fairs (which will include your registration link and all fair information) with all KYACAC members. However, the sponsoring school(s) has the responsibility to invite those colleges/career/military they wish to participate in their day/night program. The sponsoring school(s) should email invitations to colleges **at least six weeks in advance of the program**. It is also good practice to send a confirmation email in the days prior to the event.
 - Invitation/Confirmation emails should include the following:
 - day, date, and time (start and finish)
 - location
 - program format
 - anticipated number of students attending
 - the grade levels participating – **please limit participation in day programs to juniors and seniors.**
 - contact person at the sponsoring school(s) and the appropriate contact information.
 - high schools participating in the program.
 - directions and a map to the program venue as well as parking information
- **PROGRAM LENGTH:** The length of the program is critical to its success. The sponsoring school(s) should select a length that allows students full exposure to college representatives without significant slowdowns in traffic flow. The sponsoring school(s) should take care to plan program length in relation to the number of students who will attend and their level of interest. One and a half hours is normally enough time for a day/night program, however KYACAC events are held to a two-hour maximum (unless there is an approved circumstance).
- **FAIR LAYOUT:** The layout of your fair will also foster efficiency and effectiveness. KYACAC suggest a format that promotes easy access to all booths, where students are can walk down aisles and view colleges on both sides. It is also not ideal for students to walk behind booths.
 - If you assign tables, be mindful of each institution's position and how that will impact traffic flow. For example, do not place college/universities with widespread interest side-by-side.

- **ATTENDANCE:** In recent years, college fairs hosted in the daytime have been the most attended. While parents may not be able to attend, we have seen low student turnout at recent evening events. With this in mind, consider advertising your program through school announcements, posters, and local/school newspapers. You may also be able to secure free public service announcements through local radio and TV stations.
- **STUDENT ENGAGEMENT:** Oftentimes, students are unsure of what their role is during a college fair. This creates an environment where students are not utilizing the opportunity you have worked hard to create. With this in mind, sponsoring school(s) should strive to help student prepare for the college fair by letting them know well in advance that the event will be taking place, providing students with a list of college/careers/military that will be in attendance, and providing ideas of conversation topics. We have created a resource that helps set student expectations and has a list of potential conversation starters and this can be found at the end of this document and on the KYACAC College Fair webpage.
 - Activities designed to monitor student participation (a mandatory set of questions for each student, collecting representatives' signatures, etc.) tend to interfere with the sharing of meaningful information between representatives and students.
- **KYACAC EVALUATION:** Please provide each representative with a copy of the KYACAC College Fair Evaluation Form and Recommendations for Participants handout. Representatives should submit to you before leaving the fair. You will then scan and email these to the contact listed on the form.
- **MISCELLANEOUS:**
 - Meals before an event are not necessary, although a hospitality room or refreshments are often appreciated. (But not required) If you plan to have food available, please include this in your correspondence to representatives so they can plan accordingly.
 - Having student guides available to assist representatives as they arrive (directions, carrying items) is extremely helpful.
 - Make representatives aware of the order of fair attendees so they can set up their booth with the correct materials. (Will Juniors enter first? Will the groups be mixed grade levels? Etc.)
 - KYACAC discourages the use of non-educational promotional items from college/career representatives. These activities are distracting to students and diminish the importance of the event. We ask that you review the Recommendations for Participants handout, and monitor your event accordingly.

The KYACAC College Fair Planning Committee is here to help! Should you feel the need to talk through your event, we are happy to help you strategize and share what has been successful for others!