



College Fairs: Attending and Evaluating

2022-23

Overview

During the fall and spring, the University is invited to attend college fairs where representatives meet with high school students interested in attending Notre Dame. The fairs are usually held in a large gymnasium, cafeteria, or convention hall; while they may not be the best method to make quality contact with students, they do provide an opportunity for institutions to reach out to a large quantity of students.

Preparing for the Fair

- Review training materials, including suggested questions provided by NACAC
- Review the fair invite and/or confirmation for directions and special instructions

Arriving at the Fair

- The fair confirmation should have the information of when to report to the fair.
- Arrive at the fair location with plenty of spare time to situate yourself and organize your table. We recommend at least 30 minutes in advance.

Set-Up

- Use the tablecloth provided by your AVC or that you ordered through the material order site.
- Handouts include Undergraduate Admissions Fact Sheet, Financial Aid Brochure, and inquiry cards.

During the Fair

- Stay at your table throughout the fair, even if there seems to be little interest.
- Students can fill out inquiry cards or they can request information through the website (<https://admissions.nd.edu/visit-engage/request-information/>)
- Answer questions the best that you can—if you do not know an answer, it is ok to say that you do not know. Refer the student to the office, or take their name and send the question to their admission counselor.
- Do not talk to students about the specifics of their grades and test scores—keep the conversation general and refer to the admission statistics provided.

Inquiry Cards

- Please send any inquiry cards back to the Office of Undergraduate Admissions, McKenna Hall, Notre Dame IN 46556 or take photos (4-6 at a time) and email them to ndforms@nd.edu
 - o If you are emailing them, please make sure to shred the inquiry cards for confidentiality purposes.

Feedback

- 24 hours after the fair, you will receive an evaluation in the mail
- The evaluation asks for the following information: Date and name of fair, volunteers who assisted you at the fair, estimated number of students, overall experience at the fair, among other questions. The evaluation should only take 5-10 minutes to complete.

NACAC Fair Guidelines

The National Association for College Admission Counseling recommends guidelines for alumni and parent representatives to follow at fairs. Even if you are not attending a NACAC sponsored fair, we ask that you still respect the guidelines, including:

- All registered booth representatives must wear a name badge.
- No more than three representatives may staff a booth at one time.
- Representatives must remain within their booths when interacting with attendees.
- Promotional materials (pens, pencils, buttons, bags, pennants, food items, etc.) may not be distributed to attendees.
- Demonstrations such as food preparation, drawings (raffles) or similar activities are not permitted.
- Audiovisual equipment is permitted, but must be confined to the registrant's booth and used at a low volume.