

College Fair Guide for Volunteers

- I. Purpose:** The purpose of a college fair is to provide prospective students with information about the College of Charleston and to encourage them to apply.
- II. Steps Prior to the Fair**
- a. The Office of Admissions will register you for the college fair.
 - b. A few days before the fair, you will receive a box of materials that will include
 - i. Table banner (Disposable or cloth)
 - ii. First Looks (Information books)
 - iii. Information cards (For completion by prospective applicants)
 - iv. Pens
 - v. Nametag
 - vi. Pre-addressed return envelope for information cards & cloth banner
 - vii. Additional CofC information
 - c. Please review the frequently asked questions section of the Cougar PAWWS Handbook or the volunteer website. You will be asked these questions so it will be helpful for you to have this basic knowledge down before you arrive at the fair. <http://admissions.cofc.edu/pawws/index.php>
 - d. Take time to think about what makes CofC a unique institution. We have included some information on updates and unique aspects of the College that will be helpful talking points. However, it will be helpful for you to reflect on your experience with CofC as you will likely be asked about this.
 - e. Additional guidelines for attendance at college fairs can be found at <http://www.nacacnet.org/EventsTraining/CollegeFairs/Exhibitor/NCFEXH/Pages/NCFExhibGuidelines.aspx>
- III. At the College Fair**
- a. If you have a large quantity of materials for the fair, you might consider placing items in a rolling suitcase or other container for easier transport. You will see that most admissions counselors will do this.
 - b. Arrive early enough to check-in and set up your table before the program begins.
 - i. Place banner on table and neatly distribute materials on table.
 - ii. If you are sharing a table with another university, please be respectful of their space.
 - c. Ask each student you meet to fill out an information card. Make notes of any students you think may need special attention or are very interested in the College.
 - d. Please remain standing and appear friendly and approachable at all times.
 - e. Answer student questions as best you can. Please refer to the FAQ section of the website or volunteer manual for commonly asked questions. ***If you do not know the answer, please tell students that you do not know and ask them to contact the admissions office.*** We can be reached at admissions@cofc.edu or 843-953-5670. (Contact information is also available in student information booklets.)
 - f. Encourage students to visit our website. www.cofc.edu
 - g. Most importantly, BE EXCITED! The goal is to communicate to students your experience with CofC. Excitement is contagious.
 - h. At the end of the fair:
 - i. Please gather information cards to be mailed back to the admissions office. Indicate your name and the name of the college fair on the top card.
 - ii. If banner is cloth, please include it to be mailed with information cards.
 - iii. Dispose of any extra materials unless you will use them for a future fair.
 - iv. Complete the online College Fair Evaluation: <http://admissions.cofc.edu/pawws/form-collegefaireval.php>

THANK YOU!!