

## WHAT IS A COLLEGE FAIR?

College fairs offer prospective students and their parents the opportunity to meet with representatives from colleges and universities, and receive information from the schools they may be interested in attending. These fairs are often a student's first contact with Norwich University and it is to our advantage to attend as many of these college fairs as possible! This is where NUAAP will directly benefit the University and the many students and parents who will gain knowledge of Norwich University.

We provide concise and easy to read information on our two lifestyles, academic offerings, financial aid, and student life. The prospective student that visits NU's table may range from those who have a vast knowledge of Norwich, to those who may have never before heard of Norwich! There will be some that have a preset list of questions that they ask every school that they talk to, and some will have no questions at all and expect the representative to "sell" the University to them. We have a lot to be proud of at Norwich University and the most important goal of this program is to have more people aware of our excellence!

### BASIC POINTS

- \* Be positive, enthusiastic and professional!
- \* Never speak negatively about another college or university!
- \* Never stand in front of your table; always remain behind it! It is a far less intimidating position to take and in most cases is part of the college fair etiquette/rules
- \* Be courteous to exhibitors and fair attendees near you. If you are using audio-visual equipment it should not interfere with other exhibitors
- \* Do not allow students to fill out Norwich University inquiry cards at the tables of other colleges
- \* Never crowd too many volunteers behind a table at a fair, generally booths are restricted to 2 representatives
- \* Promotional giveaways are strictly prohibited. Only literature pertaining to the college or university is permitted

## BEFORE THE FAIR...

Please take the time to review your NUAAP material. It would be unfair for us to ask you to know all of the information about NU, but knowing the basics will help you to feel more comfortable when talking to students and parents. Keep in mind that you are not an Admissions Counselor, but an Admissions Ambassador. If specific questions should arise concerning admissions requirements, please be sure to direct those questions to the Admissions Office.

Before going to the college fair and talking to students, it helps to know some general information to share with them. Take some time to go through all of the admissions and recruiting materials.

Also go through the viewbook to learn the layout. This way if a question should arise that you do not know the answer to, you can quickly look it up. The more you review it, the easier it will be to answer questions that may come up. Remember, most questions can be answered by the materials right in front of you!

If you can, familiarize yourself with Norwich University's website, [www.norwich.edu](http://www.norwich.edu), and all that it offers- XNU, an interactive "day in the life of", applying online, setting up day visits and overnight visits, financial aid, recommended high school course work, etc. Students are now utilizing the web more than ever in their college search proves, so it would be beneficial for you to have some knowledge of what is available online.

## SETTING UP SHOP...

The following are some suggestions for a table set up that is both attractive and efficient. You, however, are in charge and are free to arrange things in a manner that works best for you.

- \* Put out the supplied number of college fair pieces ("Are You Norwich?"), U Earned It, ROTC brochures, LCW brochures, and inquiry cards for students to pick up.
- \* If you have a set of the NUAAP Display Boards, please stand those up as a nice backdrop to the materials. Also, consider unfolding one of the college fair pieces to attract students' attention or use the application or viewbook as part of the display as well.
- \* Bring along a Norwich sweatshirt, hat, banner, etc. Anything you think might add pizzazz to the display!

## AT THE FAIR...

Review the location, distance, time, and other important information about the event. Plan to arrive at least 30 minutes prior to the start time so that you have sufficient time to register, get to the NU table, and then set up. Many schools also offer refreshments for college representatives before the program; if so, help yourself! This is a great opportunity to grab a quick bite and chat with other college reps and high school staff members.

Remember, there is no guarantee how many students at the program will be interested in Norwich. If you're in an area where we traditionally attract students, you may have a busy night! If, however, you live in an area where Norwich is not as well known, it could be a slow evening. If this happens, please don't be discouraged! Just being present is important – not just to students and parents, but to high school counselors as well. Keep in mind that one good conversation with an interested and enthusiastic young man or woman can be much more rewarding than 20 conversations with 20 different students with limited interest in NU!

At the fair one of your primary goals will be for students to fill out the Inquiry cards and return them to you. When these cards are returned to the Admissions Office the prospective students will be added to our database, allowing us to remain in contact with those who are interested.

During your time at the fair, let students come to you. You are there solely to provide information; there is no need to “hard sell” the University. Remain standing behind the table during the course of the fair and remember that it's best not to summon a student to your table, let them come to you!

Last but not least... relax and have fun! You're not going to know the answer to every question, no one does, but prospective students and their parents always appreciate someone who is warm and friendly, and who is sincerely interested in helping them learn more about our school. And remember, a lot of folks will be impressed that you're willing to volunteer your time to promote NU as a viable college option for them!

## **IMMEDIATELY FOLLOWING THE FAIR...**

Make sure that you clean up your area, pack up, and take everything that you brought with you. Keep all the undistributed materials for use at future fairs, or distribute the information out to teachers who are present or high schools in your area.

Now go home, kick off your shoes and relax! Feel free to pat yourself on the back for a job well done. And know that the Admissions Office sincerely appreciates your willingness to represent Norwich on their behalf. Thank you!

Please mail all completed inquiry cards and the fair evaluation form to:

Eddie Habeck  
*Associate Director of Admissions/NUAAP Director*  
Admissions Office  
Norwich University  
27 I.D. White Avenue  
Northfield, VT 05663

## COLLEGE FAIR DO'S AND DON'TS...

### DO'S...

- ☺ Be friendly, attentive, and **SMILE!** The best thing you can do is convey your pride and enthusiasm for Norwich with those who come to talk with you. They are more apt to remember their impression of the Norwich representative than the information you discuss!
- ☺ Enjoy the fact that you are sharing your experiences with interested students and their families...Stress your feelings about the University and how it prepared you for your professional and personal life.
- ☺ Realize that Norwich is not for everyone...It's ok if the student isn't interested!
- ☺ Realize that the way you represent yourself is the way you are representing Norwich University!
- ☺ Make sure the students and families know that you are an Admissions Ambassador, not an Admissions Counselor.
- ☺ Make sure that if you do not know the answer to a question, you write down the student's information and tell them that a Counselor will get back to them with the answer.
- ☺ If you tell a student or parent that you will get back to them, make sure you do!
- ☺ Dress professionally and wear comfortable shoes.

- ☺ Stay behind your table. Never stand in the aisles and remember to keep all walkways clear of materials.
- ☺ Allow students to freely choose to come to your table. Never call them over!

### DON'TS...

- ☺ Don't say negative things about other institutions. Discuss our strengths, not other schools perceived weaknesses. Encourage the students to learn about other schools and draw their own conclusions.
- ☺ **DO NOT** guarantee admission or even speak of specific possibilities! Only the Admissions Office can make these decisions!
- ☺ Remember to try not to talk about the "old days." Much has changed on our campus in the past years and students will not have a high interest in these stories.
- ☺ Don't force information on a student who is just looking for the basics. If all they want is to pick up a brochure, let them! It's ok that not everyone wants to get all the details at once.
- ☺ Please remember that the Corps of Cadets is not for everyone...do not force a student who says (s)he is interested in the Traditional lifestyle to look at the Corps material as well.

## GOOD OPENING QUESTIONS...

Occasionally students will be hesitant to ask questions of you. The following are some great icebreakers which will help initiate a conversation.

- ◆ What academic areas are you considering?
- ◆ How are you doing academically?
- ◆ Which lifestyle are you looking at?
- ◆ Have you ever visited Norwich?
- ◆ What other colleges or universities are you considering?
- ◆ Are you interested in ROTC or our Corps of Cadets?
- ◆ What type of extracurricular activities are you involved in? Do you hope to continue any of those in college?
- ◆ Would you like to be on our mailing list so that you can receive additional information on Norwich University? If so, please fill out an inquiry card.





## Fair Rules & Guidelines

- ◆ Institutions may have up to two representatives occupying each allotted space.
- ◆ Institutions will not distribute toys, shopping bags, calendars, bumper stickers, buttons, pennants, pencils, posters, candy, or the like.
- ◆ Institutions will only hand out written materials containing factual information.
- ◆ Institutions will not conduct physical or academic exams.
- ◆ Institutions will not use visual-aid or audio equipment with the possible exception of laptop demonstrations that will not block other tables or obstruct aisles.
- ◆ Institutional displays will not exceed 18 inches in height and 40 inches in width.
- ◆ Institutional representatives will remain behind each table if conducting interviews.
- ◆ Institutions will not conduct transactions involving the exchange of monies, nor will it conduct drawings, lotteries, or contests of any kind.
- ◆ A representative of each institution will arrive prior to the start of the fair and remain until the fair has concluded.
- ◆ Representatives will not alter any sign from the appropriate format (name of institution, town, state).
- ◆ Representatives of each institution will not engage in any behavior that is offensive or bothersome to another institution's representative.
- ◆ Institutions will provide written notice in the event it is unable to participate in a fair for which it's registered.
- ◆ Trained alumni representatives may represent an institution, provided they adhere to the rules listed above.



**National Association for  
College Admission Counseling**  
*Guiding the way to higher education*

## Guidelines for National College Fair Alumni Representatives

### NACAC National College Fairs Background

The National Association for College Admission Counseling (NACAC), founded in 1937, is an organization of professionals dedicated to serving students as they explore options and make choices about pursuing higher education. NACAC is committed to maintaining high standards that foster ethical and social responsibility among those involved in the transition process.

The mission of the association is to support and advance the work of counselors as they help students realize their full educational potential, with particular emphasis on the transition from secondary schools to colleges and universities and with attention to access and equity for all students.

The National College Fair (NCF) program has been one of the most visible and professional college recruitment programs since its inception in 1972. Today the association sponsors 48 NCFs nationwide, attracting over 500,000 students each year. Through the participation of colleges and universities, students are afforded the opportunity to learn first hand about college admission, campus life, financial aid, and other essential information that will assist them in their college selection.

These individuals agree to abide by guidelines set forth in the association's Statement of Principles of Good Practice, a code of ethical conduct for all individuals involved in the admission process. NACAC takes great pride in its National College Fair program, and it seeks to enforce professional standards of operation. Individuals representing colleges and universities are expected to uphold these standards.

Since fall 1994, alumni have been permitted to serve as primary representatives for their institutions at the NACAC National College Fairs. Prior to this, exhibiting institutions were required to have at least one salaried staff member present in the booth, which limited some institutions to registering only for those fairs where they could send a member of the admission staff. While this new policy allows colleges to participate in more National College Fairs through the use of alumni, it is expected that all exhibitors will maintain a professional bearing and will abide by NACAC policies while representing their particular colleges and universities.

### National College Fair Exhibitor Guidelines for Alumni

The purpose of the National College Fair is to expose students to the wide variety of options available to them as they pursue their education beyond high school. As an alumnus/alumna representing a college or university, it is important to remember that the students and parents visiting the National College Fair will be expecting to receive information about the

institution that is current, accurate and factual. In addition, the following guidelines for NCF exhibitors must be observed:

- ◆ Only three representatives, including alumni, can staff an exhibit booth at one time.
- ◆ When interviewing students at the National College Fair, representatives must remain behind their tables at all times. Talking with students and distributing materials in the aisles is not permitted.
- ◆ All exhibits must conform to the specified dimensions of the individual booth space and may not violate any building rules or ordinances. Balloons, stickers, and elaborate displays are not permitted at the fairs.
- ◆ Exhibitors are expected to arrive on time at the fair and staff their booth during the fair hours.
- ◆ Plastic bags, bumper stickers, buttons, pennants, candy, pencils, pens and other advertising and/or promotional items may not be distributed.
- ◆ The selling of products by exhibitors during the college fair is prohibited.
- ◆ Disseminating information that has no relevance to the college fair and/or the institution is prohibited.
- ◆ Audio visual equipment is permitted but must be confined to the participant's booth. Volume levels must be kept to a minimum.

### Your Training as an Alumni Representative

As an alumni admission representative, your training is the direct responsibility of the institution you are representing. It is crucial that the information you give be accurate, since the students and parents who will attend the National College Fair will ask many specific questions regarding your college or university. Regardless of the fact that you attended the institution and also participated in a formal admission training session, you should

facilities on campus, student activities, and as many other aspects of the institution as possible. Colleges are constantly changing, and the institution you attended may be very different now than it was when you were there.

Students and parents attending a National College Fair expect to speak with someone who can converse knowledgeably about all aspects of the institution as it is today.

- ◆ Is yours a “suitcase college,” where students go home on the weekend?
- ◆ How are roommates selected?
- ◆ What are some of the causes of students being suspended or dismissed from your institution?
- ◆ Is there an appeals system?
- ◆ How safe is your school? Where can I obtain statistics about crimes on your campus?
- ◆ How effective is your institution’s honor code?
- ◆ What is the penalty for cheating?
- ◆ What is the average age of your student body?

### National College Fair Expectations

The National College Fair program promotes professional standards in the admission recruiting process. Students and parents expect quality service from each exhibitor who represents their respective institution. Consequently, each college representative should project a professional demeanor while attending a National College Fair. Here are a few tips to help alumni representatives do an effective job at the college fair:

- ◆ Review all the information in the Guidelines for National College Fair Alumni Representatives. Be familiar with all the questions that appear in this training guide as they pertain to your institution. Parents and students view you as an expert on the institution you are representing. If you are uncertain about the answer to a question do not give misleading and/or incorrect information. Let them know that you will either get back in touch with them, give them a person to contact or have someone contact them with the correct information.
- ◆ Do not promise admission and/or financial aid to students.
- ◆ Familiarize yourself with admission terminology, especially such terms as early decision, early action, regular decision, rolling admission and waiting list.
- ◆ Remember most consumers attending the fair do not view you as an alumni representative. You are viewed as a member of the admission staff. They expect to receive the highest quality of professional service. Be fa-

miliar with the institution you are representing and its programs.

- ◆ Arrive at the fair on time. Check with your institution to make sure you have the time, place and travel information. You should arrive at the fair at least an hour before the fair begins to set up your booth and to make sure all of your materials have arrived. Do not be late because attendees may be disappointed if they stop by your booth and no one is there. You should be in your booth, ready to promote your institution when the fair opens.
- ◆ Check in at the registration booth to pick up a name tag if not provided by the institution you are representing. You also need to pick up the Alumni Representative Questionnaire. Do not wait until the close of the fair to pick up these materials.
- ◆ Do not spend too much time in the hospitality room talking to colleagues. There are students waiting to see you.
- ◆ Do not leave the fair until it closes. Parents and students travel great distances and will be disappointed to find that you have left the fair before they had a chance to learn about your institution.
- ◆ Do not sit in your booth reading the newspaper and/or other materials. Be eager and enthusiastic to talk with students. Remain at your booth, behind the table, when talking with students. Refrain from recruiting students in the aisles.
- ◆ Be familiar with your institutions’ criteria for admission, i.e., class rank, test score requirements, grade point average, etc.
- ◆ As a representative of your institution, you are attempting to find the right fit for each student who stops to speak with you. Be fair with your assessment of a student’s abilities and interests. Do not be afraid to recommend him/her to other institutions that could meet his/her particular needs. You should never make disparaging comments about another institution or representative.
- ◆ Make sure you return your Alumni Representative Questionnaire and the evaluation to the appropriate person before you leave the fair.
- ◆ Be a professional—treat each student with dignity and a smile.