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ALACRAO

ALABAMA ASSOCIATION OF COLLEGIATE
REGISTRARS AND ADMISSIONS OFFICERS

ALACRAO College Fair Guidelines

ALACRAO Sanctioned College Fairs

- College Fairs that are planned for high schools and community colleges in Alabama.
- Fall High School Fairs for Seniors are planned for each county to ensure all high schools within the county indicated have access to an ALACRAO college fair. Individual high school fairs can be requested but should ensure over 200 seniors participate.
- Spring College Fairs for Juniors are planned for schools that do not participate in fall college fairs.
- Fall and Spring College Fairs for Community Colleges.
- To prevent duplication of services to students and reduce unnecessary expenses for institutions, ALACRAO does not support unsanctioned fairs (fairs planned outside of the ALACRAO). Our member institutions are forced to choose if they will use their limited resources and staff to attend these fairs. Determining factors often include if they have already been to that area and if their travel budget will allow for unplanned travel. Therefore, if a fair is planned outside of the ALACRAO calendar, attendance by member institutions cannot be guaranteed.

NACAC College Fairs

State-wide college fairs hosted by the National Association for College Admission Counseling ([NACAC](#)) and supported by ALACRAO.

Specially Sanctioned Fairs

The Montgomery Junior League and Mobile County Public School Fairs will be on the calendar annually. A separate registration and fair fee is incurred for these college fairs.

General College Fair Request Guidelines

- Please be mindful of religious holidays.
- Weekend and Holiday fair dates are discouraged.
- Typically, fairs during the day perform best for school and college/universities.
- Fair coordinators are *required* to attend a College Fair Coordinator Meeting to share best practices with fair coordinators and will include an overview of StriveScan.

Request deadline for Fall fairs is May 1. Request deadline for Spring fairs is August 1.

Guidelines for Fair Coordinators

College Fair Coordinators should:

- Attend the ALACRAO College Fair Coordinator meeting.
- Understand that ALACRAO fairs will utilize StriveScan and work to ensure all participating students are registered in advance of the college fair.
 - Students attending fairs will need to register for their StriveScan barcode prior to attending the fair. Barcodes can be used on phones or printed out to be scanned by college and university representatives.
- Work with your district coordinator and participating school administrators, guidance counselors, and career coaches to determine the best date and time for the ALACRAO College Fair.
- Have support from participating high school administration, guidance counselors, and career counselors. Participation by school personnel is integral to the success of the college fair program and its future scheduling.
- Work with facilities at the fair location to make arrangements for all tables and chairs for the program.

- Timeline for Fair Coordinators:
 - As soon as your fair date is set in the Spring: contact all participating high school administrators, guidance counselors, and career coaches.
 - One month prior to the fair, communicate school browse times and begin pushing StriveScan registration.
 - Two weeks prior to the fair: promote fair via school announcements, social media, local newspapers and media outlets, etc.
 - Day before: send reminders via student notifications (Remind, GroupMe, etc) and ensure students have their StriveScan barcode on their phone (and are able to bring phones into the fair) or printed.
- Assist with publicity prior to the college fair, including the following:
 - Contact all area high schools with the advance date of your fair.
 - Notify local media about the ALACRAO College Fair with the provided media release.
 - Email provided posters to all invited high schools.
 - Ask counselors to use their high school social media & electronic communication avenues to notify students, parents, and guardians.
 - Reach out by phone to area school administrators to encourage participation.
- Ask for students and staff to assist college representatives, students, and parents with directions and check-in upon their arrival at your program
- Be familiar with the ALACRAO College Fair Guidelines for College Representatives and provide copies at each table.
- If possible, we recommend providing light hospitality (coffee, juice, soft drinks, cookies, rolls, etc.) for school counselors and college representatives on the day of your program.

Guidelines for Host Institutions

If an institution acts as the host for a college fair, we ask that;

- The institution works with the fair coordinator to handle fair logistics including table set up, parking, signage, etc.
- Host sites must be able to accommodate all representatives (including restroom facilities, adequate parking, and any accessibility needs)
- 6-8 foot tables be provided with 1-2 chairs for the representatives attending
- Boxes for college/university information be provided for HS counselors to collect
- Unfair advantage is not to be given to the host college/university.

- If providing bags for students to collect college materials, the bag should be empty and students must visit the college/university table to gather materials.
- The host institution should understand that no outside activities should be scheduled for the participating students and/or guests during the designated college fair time.
 - This includes campus tours, preview day activities, student meetings, or luncheons for attending counselors and administration.
 - IE, the college fair should not be used as a recruitment event for the host institution.

Failure to adhere to the ALACRAO guidelines may disqualify your institution from hosting future ALACRAO college fairs.

Guidelines for Representatives

The School Relations Committee and ALACRAO strive to follow established best practices to ensure a fair and equitable experience for everyone in attendance. As visiting college representatives, or representatives from host universities, we ask that you follow these guidelines to ensure everyone has a positive experience at this year's college fairs.

The institutional representative should observe the following guidelines:

- Maintain the highest level of personal and professional conduct.
- Remember you are the guest. Arrive early to set up and stay until the program is over.
- Each institution must register for the college fair by designated deadlines and notify the host of any cancellations.
- Representatives must remain behind or beside the table during the shopping portions of the college programs. Aisles in front of the booth must be kept completely clear of promotional and display materials. Recruitment displays cannot exceed or obstruct the view of adjacent tables.
- Student recruiters should be used in limited numbers, recognizing the fact that all participating representatives should always stand behind their table.
- Any items or materials given out at a college fair should be directly related to the admission process.
 - This includes brochures, catalogs, viewbooks, information request cards, business cards or anything else containing information.
 - In no case should anything be given away, that will cause any disruption to the college fair.

- Please remember to confine all recruitment activities to your designated area.
- Transactions involving the exchange of money are never appropriate. Neither are contests, drawings, door prize giveaways, or lotteries of any kind.
- If audio-visual equipment is used, you should ensure that the volume level does not interfere with adjacent representatives.
- Please be respectful by not blocking the view of another representative or interfering with another representative who is speaking with a prospective student(s).

Failure to adhere to the professional and ethical standards as outlined by the National Association of College Admission Counseling's (NACAC) Code of Ethics and Professional Practices or ALACRAO guidelines may disqualify your institution from participating in future ALACRAO college fairs.