

## College Fair Steps to Success:

For more information about becoming an Alumni Student Recruiting Volunteer, please review the Student Recruiting Handbook, posted on this site.

### Step 1: Find local college fairs.

A list of college fairs throughout the country is updated often and posted on the Student Recruiting website. If you see a fair in your area and would like to participate, contact the Student Recruiting Chairperson or President of your local alumni club (these officers are listed on the Georgia Tech Alumni Association's website, at <http://gtalumni.org/Clubs>), or contact the Student Recruiting office directly.

**If there are no fairs listed in your area**, but you would like to help recruit students for Georgia Tech, please contact the Student Recruiting office. There are many alternatives to attending college fairs, such as contacting local high school counselors and offering your assistance. We must coordinate all visits with the Office of Undergraduate Admission, so **please do not attend any fair or high school without first contacting the Alumni Association.**

### Step 2: Register for the fair and request materials.

Materials for a college fair are available through the Georgia Tech Alumni Association. When you know you will be able to attend a fair, please fill out the College Fair Materials Shipping Form on the student recruiting website. Please notify the Alumni Association at least **three weeks** in advance of the fair you plan to attend. The Alumni Association will fill out all registration forms, pay any associated fees, and send you a box of materials about two weeks prior to the fair.

You will receive the following materials in your box: nametags, business cards, table cloth, GT table runner, pens, GT pennant, GT poster and admissions information.

### Step 3: Review materials before the fair.

You will feel more comfortable answering student questions if you take a moment to review the materials prior to the fair. You may also want to take the GT Quiz, provided to test your knowledge on the Alumni Association website: [gtalumni.org/StudentRecruiting](http://gtalumni.org/StudentRecruiting).

## Step 4: Arrive early and set up your table.

Please arrive 30 minutes prior to the start of the program. Place the black plastic tablecloth down first, making sure that the front part of the cloth covers up most of the space between the front of the table and the floor. Center the table runner/banner with the Institute logo, so that the logo is displayed in the front center of the table. Put some of the materials on the table runner to hold it in place.

Please make sure the materials are easily accessible to students. Display the pennants and poster and offer to give them to the coordinator after the fair.

## Step 5: Answer students' questions and distribute literature.

Most questions pertain to programs of study, admissions criteria, cost, scholarships, financial aid, and campus life. This handbook is designed to help you answer those questions. The Road Piece, which you will distribute at your table, also contains information on many of these topics, along with helpful Georgia Tech websites. While it is great to interject your own Georgia Tech experience in the conversation, **please remember to be accurate and up-to date on information about Georgia Tech as it is today.**

## Step 6: Evaluate the fair.

After each fair, please fill out the College Fair Evaluation form on-line or on the form provided in your box. This step is extremely helpful to the Alumni Association and the Office of Undergraduate Admission as we evaluate each fair for quantity and quality of students and decide on future participation.