

## MOACAC GUIDELINES FOR HOSTING A SUCCESSFUL COLLEGE FAIR

These guidelines apply to all those coordinating a college fair. All those hosting **MOACAC Regional College Fairs** must adhere to these guidelines. Those hosting other MOACAC-endorsed college fairs should also follow these guidelines. The college fair schedule has been coordinated by the MOACAC College Fair Committee and approved by the MOACAC Executive Board. Updates to the schedule will be posted on the [MOACAC website](#) in the College Fair section.

### Guidelines:

1. College fair requests should be submitted by March 1 for the following academic year to the MOACAC College Fair Committee using the College Fair Request Form found under "College Fairs" on the [MOACAC website](#).
2. All Missouri colleges and universities and MOACAC member colleges should be invited to participate in each college fair to provide your students the opportunity to investigate a wide variety of institutions. Other postsecondary institutions and opportunities can be invited at your discretion.
3. Official recruiting representatives of the military forces of Missouri and the United States must be provided access to students during the fair on the same basis as colleges and universities.
4. Invitations to your program should be issued by August 1 for the academic year. Include date and time of program, location (i.e. gym, cafeteria), and any specific instructions. For evening/weekend programs, a contact number is helpful to college representatives in case of an emergency. Including a map and parking information for your school is helpful. In your invitation, you may want to ask for colleges and universities to provide information such as current costs, admission tests required, and other pertinent information to be included in a program.
5. Using an online registration system (StriveScan, GoToCollegeFairs, etc.) for students to use with college reps during the fair is highly recommended. It will save time for the students as well as for the college reps.
6. Publicity is of the utmost importance. You should send emails/flyers announcing the college fair to your students and parents at least two (2) weeks before the college fair. Information should include the names of the colleges/universities that will be in attendance and, where possible, general information about the institutions. Listing the college fair on your school's website and/or using social media options (Facebook, Twitter, etc.) is recommended. Publicity could also be sent to the local news outlets. You may also know of other means of publicity in your area that could be effective.
7. The information college representatives disseminate at a college day/night program is most appropriate for secondary school juniors, seniors, and their parents.
8. Be sensitive to the needs of the colleges you invite. Large schools, such as state schools, and other schools in your specific area may be high-interest schools. These schools may need private rooms with specifically stated ending and beginning sessions, or be spaced apart from other large or high interest schools. Smaller schools will generally prefer the "browsing format" so that they can obtain the maximum exposure.
9. Having designated tables for each college/university is best rather than having the college reps take any table as they arrive. Alphabetical order typically works fine and allows everyone to navigate the fair and easily find the colleges/universities they're seeking.
10. Your venue should be open for college representatives at least thirty minutes before the college program is to begin. It is quite helpful to have volunteers/students available at the entrance to direct college representatives and help with materials. However, attendees should not be permitted to enter the college fair until start time to ensure that college representatives are set up and ready.
11. Water and snacks of some sort for college representatives is appreciated.
12. It is very helpful to have printed programs for those in attendance at your college fair. The program should list the colleges present, their locations in the building, whether they will be part of the browsing area or will be seeing students in sessions, and any other current data you may have collected as part of the invitation process.
13. Students benefit from pre-counseling by the guidance staff regarding a description of the types of institutions attending the program, how to create a list of schools to visit during the fair, important questions to ask, etc.
14. You should not combine a college night and a career night. When combined, generally neither the colleges nor career people can fully serve your students. It is generally best to separate college and career nights.
15. Financial Aid sessions may enhance the quality of the program. If a financial aid session is provided, scheduling should allow parents and students to attend both the financial aid session and the college fair.
16. College fair hosts will be aware of the [MOACAC Guidelines for College Fair Representatives](#) and assist in making sure representatives adhere to them.
17. The MOACAC College Fairs Committee endorses the participation of colleges and universities in the programs scheduled by the Committee. The Committee works very hard to promote the support and cooperation of all MOACAC member colleges and universities to best meet the needs of students. Hence, MOACAC *does not* endorse the participation of college attendance at programs not scheduled through the MOACAC College Fairs Committee.