

College Fair Volunteer Training

Please see read through this guide to help you understand our process and how you can help recruit new Auburn students!

What is a College Fair?

- A college fair is a gathering of representatives from different universities allowing students to learn information about different colleges at once.
- College fairs can be in the form of day programs, evening programs, district-wide events, national fairs, etc.
- Some fairs cater to high school seniors while others may allow any interested student to attend.

When do you want me to volunteer?

- The Office of Recruitment receives notification of the college fair (date, time, location).
- The office assesses the availability of an Admissions staff member to cover the event.
 - If a staff member can cover an event, it is added to their schedule of travel
 - If the program cannot be covered by staff, then the Admissions Office will try to solicit you, a FANS volunteer, to cover the program
- Upon locating a willing volunteer, the staff member contacts the host of the fair and relays information on who will be representing Auburn at the program.

What materials do I need and how do I get them?

- The Admissions staff will work with alumnus with respect to shipping materials needed to cover the fair.
 - Typically the materials are mailed to the volunteers home or directly to the college fair
- Materials we will supply to you:
 - Business Cards for Territory Manager
 - Road Pieces: Comprehensive brochures to give to interested students
 - Bookmarks
 - Volunteer FAQ Sheet: A quick reference sheet of commonly asked questions
 - Table blanket/banner (a prepaid shipping label is included because the table banner must be returned to the Admissions Office)

How do I set it all up?

- There will be a table at the fair reserved for Auburn University for all of the materials that we provide.
 - Typically there will be an area for check-in and someone will escort you to your table
- Upon arrival, many fairs have student helpers to assist with boxes and other materials that need to be transported to the reserved table.
 - However, there are also programs for which this luxury is not included.
- Tables should be set up no less than **30 minutes** prior to the start time of the program.

What do I say to the students who visit the table?

- For the 2 hours or so that the fair is in progress, the display table serves as your office.
 - Our road pieces have all of the colleges/schools listed out along with all majors and this is typically a good talking point
- Whatever is placed on the table is “fair game” for students:
 - Road pieces, bookmarks, etc.
- The most important factor is the interactions that you, the representative, have with the prospective students.

What do I do once the college fair is over?

- The Admissions Office will email the field report evaluation to the volunteer, and this form needs to be completed and returned to Candice Brooks within a few business days of the event.
 - Such details as: turnout, approximate number of road pieces handed out, information regarding the fair (i.e. was the fair well organized?), and finally a recommendation on whether or not Auburn should attend the event in the future
 - This should be faxed, mailed, or e-mailed to Candice Brooks

Thank you and War Eagle!

For any additional questions about volunteering
for a college fair please feel free to contact:

Candice Brooks

Admissions Advisor and FANS Contact

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