



## Alumnae Admission Program Tips on College Fairs

The following should be helpful to you as you prepare to represent Smith at a college fair:

### What to do:

Request materials early from the AAC website. Consider purchasing or borrowing a Smith College table banner.

Arrive early enough to register, introduce yourself to the school counselors and to set up your table.

Arrange materials attractively and encourage students to pick up the preview brochure.

Initiate conversations with students who stop at your table. Ask them questions to get started, e.g., "Do you have any special interests?" "What are you looking for in a college?" "Can I tell you something about Smith?"

Be enthusiastic and well-informed about Smith today. Keep updated by visiting the Smith website often and reviewing brochures.

Encourage students to fill out a reply card so we can send them more comprehensive materials.

Give students your personal business card or your AAC card so they can contact you.

Urge students to visit campus, schedule an interview or browse the Web site.

Make a note of the names and addresses of students with whom you've had a good conversation and follow up with a postcard.

Dress professionally – wear a name tag.

Promptly return student reply cards to the Admission Office and complete your college fair online evaluation.

### What not to do:

Leave your table to speak to students.

Distribute "give-aways" such as candies, pens, key chains, etc.

Use tabletop displays which are large or do not look professional.

As a member of NACAC (National Association for College Admission Counseling), Smith has agreed to abide by the college fair regulations established by that organization. Although not all college fairs attended by Smith staff and alumnae are sponsored by NACAC, the Admission Office observes these guidelines at all fairs. You may read more about NACAC, its policies at <http://www.nacacnet.org/college-fairs/Exhibitor/Documents/AlumniGuidelines.pdf>