College Fair Instructions for Alumni Admission Ambassadors
Revised 8/16/16

**Before the Fair**
Check the time, location, and location of parking for the college fair in advance. Bring copies of the invitation, registration, and any other directions about the fair with you. Allow plenty of time to arrive, find parking, and check in at the fair. You will also need some time to set up the table.

Bring the CWRU materials with you that were shipped to you. Bring your CWRU tablecover if you have one, or bring tape for the fold-out CWRU poster, to tape the poster to the front of the table at the college fair.


**At the Fair**
Check in at the registration table for college representatives if applicable. The tables are often arranged in alphabetical order by school.

Place the CWRU tablecover or poster – whichever one you have – on the table. If you have only the poster, tape it to the front of the table so it hangs down in front. Be sure the CWRU name is visible. Wear your name tag.

Place the inquiry cards and brochures neatly on the table. You should be set up and ready to go in time for the fair start time.

Stand behind the table at all times during the fair, as opposed to the side or in front of the table. (A National Association of College Admission Counseling guideline.) Remain alert and receptive to the fair attendees. Please refrain from reading, talking on a cell phone, texting, or other behavior that may not appear welcoming to the families.

Smile and greet guests as they approach and ask how you may help them. Present CWRU in a positive light.

Encourage students to take a brochure and complete an inquiry card to leave with you at the table. Even if the student says they are already receiving our communications, you may say that the card helps us remember we saw them at the fair and allows us to make any necessary updates. Refrain from being too forceful about it, though – if they don’t want to complete a card, so be it. **The cards must be left with you at the table – they cannot be mailed later by the student.**

Our brochures include information about most of the basic kinds of questions families will have – average test scores, majors, current cost, location. Refer to the brochures as needed.

Focus on sharing your own experiences at CWRU. If a family asks very specific questions you are not able to answer, politely explain that they should direct that question to the admission staff. They may find their territory admission counselor on our website, call our main number at 216-368-4450, or email admission@case.edu. This phone number and email address are **answered directly by admission counselors** who will be able to help them. We have also enclosed business cards for the territory counselor – feel free to give them to students with an especially strong interest or to those who have many specific questions. It is a good opportunity for us to make another personal contact with the student.

Stay until the end time for the fair unless formally dismissed early by the fair organizers.

**After the Fair**
Please keep your nametag to use for future events and college fairs.

Bring any leftover materials home, including the CWRU tablecover if you have one. Complete the College Fair Report Form online at [https://go.case.edu/register/cfreport](https://go.case.edu/register/cfreport). There is no paper report to be returned by mail.

Wrap the completed cards with the sheet that identifies the fair, and return the completed and blank inquiry cards in the postage-paid envelope provided.

You may keep or recycle the CWRU logo poster. If you have a CWRU tablecover, please keep it in a safe place until you need it again. If we ask you to return it, we will supply a postage-paid envelope for it.

If you have a large number of brochures leftover, please notify Christine (christine.desalvo@case.edu) and she will provide a pre-paid return label to ship them back to CWRU. If you have a small number left, you may keep or recycle them.

Thank you very much for attending the fair!