

Alumni Admission Ambassadors

College fair Coverage

College Fair Overview

Many schools and localities around the world sponsor college fairs for prospective college students. Typically, high school sophomores and juniors attend these college fairs to begin their college search. Because of the number of fairs, it is not feasible for professional staff to cover all of the programs. If available, Alumni Ambassadors are asked to cover college fairs in their region when possible.

- Staffing a college fair on behalf of the Office of Undergraduate Admission provides an opportunity for the alumni ambassador to positively represent CWRU to prospective students and families who will ultimately make a choice about which university to attend. The main goal is to encourage the student to look further at the opportunities at CWRU, visit campus, and to apply for admission.
- Alumni Ambassadors are not expected to know all of the admission statistics and current university procedures. The primary role of an Alumni Ambassador at a college fair is to share personal stories about their own experience at CWRU and encourage further exploration.

Procedure

Before the Fair

- Check the time, location, and parking arrangements (if any) for the college fair in advance. If special parking instructions or passes were included in the registration materials, they will be included in the box of recruitment materials sent by mail prior to the program. 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. Programs typically start promptly and the largest volume of attendees are there at the beginning.
- Bring the CWRU materials that were shipped to you. Bring your CWRU tablecover if you have one, or bring tape for the fold-out CWRU poster that should be affixed to the front of your table.
- Review the [CWRU undergraduate admission website](#) for information about application procedures and deadlines, programs of study, campus visit opportunities, costs, financial aid, and scholarships. Also look at the [CWRU Facts and Figures page](#) to become familiar with some of the current data.

At the Fair

- Check in at the registration desk for college representatives if applicable. The recruitment 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 that was included in the sent materials.
- 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. (This is 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.
- It is IMPORTANT to note that following our professional organization's ethical standards, institutional representatives should not ask students what other colleges they are considering. (If students volunteer that information that is fine.)
- Focus on sharing your own experiences at CWRU. If a family asks very specific questions you are not able to answer, please 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

- If you are asked to provide contact information for future invitations or any other correspondence, please use Rae Ann DiBaggio's name and contact information rather than your own. It is important that the office tracks all invitations and correspondence for these programs.
- Bring any leftover materials home, including the CWRU tablecover if you have one. Complete the [College Fair Report Form online](#). 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 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 Rae Ann DiBaggio 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. Please keep your nametag to use for future events and college fairs.

Undergraduate Admission Staff Contacts

- Tom Fanning, Associate Director, manages the Alumni Ambassadors Program at CWRU. He may be reached at thomas.fanning@case.edu or (216) 368-5450.
- Xavier Nieves, Admission Counselor, coordinates Alumni Ambassador coverage of specific college fairs. He can be reached at xavier.nieves@case.edu or (216) 368-4453
- Rae Ann DiBaggio, Senior Associate Director, manages the travel schedule for the entire staff. She can be reached at raeanndibaggio@case.edu or (216) 368-6568
- All questions may also be sent to the Office of Undergraduate Admission at admission@case.edu or (216) 368-4450.