

MOACAC GUIDELINES FOR HOSTING A SUCCESSFUL COLLEGE PROGRAM

1. **ALL** Missouri Colleges and Universities and MOACAC collegiate members should be invited to participate in each college fair. This provides your students with the opportunity to investigate institutions they may not be familiar with. Where applicable, a postsecondary education institution from a neighboring state may be invited as well.
2. Official recruiting representatives of the military forces of Missouri and the United States must be provided access to students on the same basis as colleges and universities.
3. Invitations to your program should be issued by September 1. Include date and time of program, location (i.e. gym, cafeteria), driving directions. For evening programs, a contact number is helpful to college representatives in case of an emergency. Including a map and parking information to your school may be 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.
4. Publicity is of the utmost importance. Information regarding your programs should be in the homes of students and parents at least two (2) weeks before your program or the program you will be attending. Information should include the names of the schools that will be in attendance, and where possible, general information about the school. Publicity should also be sent to the local newspaper and radio public service where applicable. You may also know of other means of publicity in your area which may be effective.
5. The information college representatives disseminate at a college day/night program is most appropriate for secondary school juniors, seniors, and parents.
6. 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.
7. 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.
8. Your venue should be open 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 colleges 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.
9. It is very helpful to have printed programs for those in attendance at your college fair. The program should list the colleges present, their location 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.
10. Students benefit from pre-counseling by the guidance staff regarding: important questions to ask, a description of the types of institutions attending the program, etc.
11. 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 session.
12. The MOACAC College Day/Night 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 schools and colleges throughout the state to best meet the needs of students. **Hence, MOACAC DOES NOT endorse the participation of college attendance at programs not scheduled through the College Day/Night Committee.**

MOACAC GUIDELINES FOR COLLEGE FAIR REPRESENTATIVES

- 1. These guidelines apply to all college fair representatives such as colleges, military, proprietary schools, alumni, etc. It is expected that college fair hosts will be aware of these guidelines and assist in making sure representatives adhere to them.**
- The college day/night schedule has been coordinated by MOACAC. **Invitations to participate are being issued by the host schools.** Inquiries regarding invitations, starting times, etc., should be sent directly to those schools.
- Each school that you receive an invitation from should be notified promptly of your decision to attend or not. If you plan to attend, you should tell them about any special arrangements you will need. Be sure to indicate the type of arrangements you wish to have concerning location if a choice is given.
- This is the official planned schedule for fall. Please keep these as your priority. Any programs not scheduled have not been endorsed by MOACAC. Updates to the schedule will be posted at www.MOACAC.org in the Members Only section.
- Arrive early, and stay late. Plan to arrive at the school at least 30 minutes before the program is to begin. Plan to stay the entire length of the program unless the host school announces an earlier departure time.
- Institutions must notify the on-site coordinator of a program if a scheduled representative is unable to attend.
- Representatives must remain behind their table; counseling and providing information in the aisles or in the front of the table will not be permitted.
- Please try to send an official representative of your institution.
- Refrain from using personal devices during scheduled programs such as speaking on your cell phone, texting, etc.
- Please be prepared to have appropriate materials for students and parents. Advertising gimmicks such as pens, pencils, bumper stickers, iron-ons, lapel buttons, posters, pennants, etc., may not be handed out to participants. Only promotional/informational literature (i.e., brochures, catalogs, order cards, view books) may be distributed at the program site.
- Audio and/or visual aid equipment, posters, wall hangings, free standing vertical displays higher than 36 inches, backdrops, flag stands, and all other such items are strictly prohibited. Only table front banners will be permitted. All display items must remain directly behind the table and not blocking other tables.
12. Do not use audio if you are planning to use audio/visual equipment or laptop computers. At most fairs, power sources will not be available (laptops must be self supported).
- Professional and ethical standards as outlined by the National Association of College Admission Counseling (NACAC) in its Statement of Principles of Good Practice will be observed at all times. Institutions that do not observe these standards will not be allowed to participate in future Missouri ACAC College Day/Night Program.