

## ***Office of Admission Information*** ***Alumni Assistance Regarding Recruitment/College Fairs***

Recent years have witnessed a tremendous growth in the number of applications received by Auburn University. This past cycle amassed over 14,000 applications. Much of the credit is owed to members of the 109 Auburn Clubs throughout the United States, which provide the Admissions Office with invaluable assistance in covering various college fairs.

Each fall, the Admissions Office embarks on its annual recruitment cycle. The office covers college fairs in a number of states with the admissions staff and then looks to the help of its alumni base to lend a hand wherever they can. Maximizing Auburn's exposure is the name of the game. College fair programs typically run for approximately 2 hours in the evening at a well-publicized venue. Below is a sample of the steps the Admissions Office takes when receiving a college fair invitation.

\*Office receives notification of a college fair. (Dates, times, location)

\*Assesses the availability of a staff member to cover the event. If a staff member can cover the event, it is added to their schedule of travel. If the program cannot be covered, then a member of the staff in charge of alumni coverage would try and solicit the help of an alumni club member to potentially cover the program.

\*Upon locating a willing volunteer, the staff member contacts the host of the fair and gives the pertinent information as to who will be representing Auburn University at the program.

\*Finally, the staff member works with the alumni club member with respect to shipping materials needed to cover the program.

### **Purpose of the college fair**

College fairs are an excellent way for high school students to gather information related to their list of potential colleges. In a single venue there could be more than a hundred colleges/universities represented making it both easy and at times overwhelming to the prospective student.

### **Types of college fairs**

College fairs come in several varieties. There are 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. Knowing one's audience is important because it may determine which materials to bring to the event. (i.e. one would probably not want to hand applications to a sophomore or bring fraternity information to an all girls' school).

### **Location**

College fairs can be held in any number of venues. High school gymnasiums, libraries, convention centers, local community colleges, and even shopping malls are common places. Some fairs provide ample space for displaying materials, while others offer less spacious accommodations. Some tables are rectangular, while others are square or even the "dreaded circular type". Many fairs have some

form of hospitality room which can range from snacks to a full sit down type dinner for the college representatives.

### **Arriving at the college fair**

Upon arrival, many fairs will have student helpers to assist with boxes and other materials that need transporting to the reserved table. Having said this, there are also those programs for which this luxury does not come as part of the deal. Tables should be set up no less than 30 minutes prior to the starting time of the program.

### **Attire**

Attire at college fair programs is professional. A college representative should also always wear his/her nametag to make communicating with the student and/or parent a more personalized experience. If the venue is particularly warm, it is perfectly acceptable to remove one's jacket or garment to be more comfortable.

### **Table Display**

For the 2 hours or so that the fair is in progress, one's table is one's office. Understanding that at most college fairs whatever you place on your table is "fair game" for a prospective student to acquire is an important fact. If you put 20 pens on your table at a busy college fair you are likely to come away with far fewer. Students are in a rush at college fairs to try and visit with as many schools as possible in their allotted time and thus remembering to place the pen back on the table is not at the forefront of their mind. If you only have one bulletin or one student handbook remaining it is a good idea to write "table copy" on the front cover. A good trick to not losing too many pens is to take the caps off prior to the fair beginning as this makes for a less "collectable" item. These tips are penned in good humor (pun intended) but they are observed occurrences.

### **Information**

The main ingredient at the college fair is the interaction that the college representative has in the little bit of time when the prospective student visits the table. One need be on their "A" game for this fleeting passage of time. What you say can make or break whether or not the student remains/gains interest in Auburn University. Also keep handy one important phrase, "I don't know". It is far better to use this phrase than to give incorrect information. Pass along an appropriate phone number or e-mail address when in a bind.

For the most part there are several pieces of information that a student will want to ascertain. The following is a partial listing of these items.

**Admission Requirements:** SAT/ACT scores, GPA , core classes needed, etc.

**Dates:** Deadlines for applying for admission as well as scholarship deadlines.

**Scholarship Criteria:** what types of test scores, and GPA might yield scholarship dollars.

**Honors College:** Benefits of being in the honors college, and criteria.

**Housing Information:** How to apply for housing, different styles of on-campus housing, etc.

**Social Clubs and Activities:** What is there to do on-campus and in the surrounding area.

**Contact Information:** Phone numbers, e-mail addresses, and department contacts.

**Meal Plans:** Knowing that there is a wide range of choices so that a student can customize their ideal plan.

**Miscellaneous:** An application for admission as well as other important pieces of information can be located on the website: [www.auburn.edu/admissions](http://www.auburn.edu/admissions).

### **Helpful Auburn Facts**

*Please keep in mind the numbers used here are current as of fall 2004. Over the course of time these figures can, and more than likely, will change.*

Average SAT score of an incoming freshman = 1122

Average ACT score of an incoming freshman = 24.3

Average High School GPA of an incoming freshman = 3.32/4.0

Over 19,000 undergraduate students.

Approximately 23,000 total students including graduate students.

Students from all 50 states and more than 90 countries.

\*130+ majors, 12 schools and colleges.

\*Auburn operates on a “semester system”

\*June 1<sup>st</sup> signifies the starting date each year when students may apply for admission.

\*December 1<sup>st</sup> signifies the deadline for all materials to be in the admission office for scholarship consideration.

\*February 15<sup>th</sup> signifies the priority deadline for financial aid forms to be submitted. (may begin submitting on January 1<sup>st</sup> of the student’s senior year of high school).

\*May 1<sup>st</sup> signifies the last day to receive a refund of one’s admission deposit. (A refund will not be issued to those who have applied under the “Early Decision” option).

### **Follow-Up**

At the close of each college fair a summary report should be filed by the alumni representative. The summary should provide the Admission Office with the pros and cons of the event. Such details as: turnout, approximate number of view books handed out (by box), was the fair well organized, finally a recommendation on whether or not Auburn should attend the event in the future. This should be faxed or mailed back to the Admission Office in a timely manner.

### **Conclusion**

The obvious goal of the whole recruitment cycle is to attract and enroll the nations finest students. While we know that only a percentage of the students we meet with will actually attend Auburn, the work of disseminating information regarding Auburn is a never-ending process. The assistance that the Auburn Clubs provide is critical to the future success of Auburn University.

### **HAVE FUN!!!**

*College fairs typically are a great deal of fun. It is a way of representing your alma mater for a couple of hours. Meeting with prospective students and their families is an enjoyable experience. Knowing that you have some influence through the power of the words you utter is quite rewarding. So relax, and have a great time. War Eagle!*