



COLLEGE FAIR GAME PLAN

1

Plan Ahead

Plan ahead to maximize your time.

Do your research before you arrive at the college fair. Which college representatives do you want to meet? What do you know about their college already, and what more do you want to know?

Depending on your priorities, you may want to focus on specific topics, such as strong intended major programs, scholarships, out-of-state, in-state, private, public, etc. to be better informed.

2

Ask Questions

Ask colleges great questions.

If a college rep can clearly see you are interested and familiar with the school, that impression can have a huge impact during the admissions process. A few thoughtful, well-researched questions are best (see below). If you can find the question on their website (like, where is your school located or what are your average test scores), ask something else.

3

Dress the Part

Dress like you are invested in the process.

While you do not need to dress in a tux, showing that you cared and are invested in the process is important. Consider wearing a well put-together outfit. Be sure to make eye contact, shake hands, and be polite.

It is a long evening/day for them so presenting yourself well is greatly appreciated.

4

Go Off Script

Talk to schools you are unfamiliar with.

It is okay to approach a school you are unfamiliar with. There may be opportunities at the school you are not aware of that would be a good fit for you. Also it helps you prepare your questions and know what to ask for the schools that are part of your game plan.

Students are often pleasantly surprised at what they learn from schools they were not thinking of.

5

Contact Info

Get contact information and use it.

More colleges are tracking how interested students are in their school to make admissions decisions, called demonstrated interest. The rep at your college fair is usually your area's designated person of contact and the person that has the most contact with your application. Follow up with them in you have further questions.

Questions to Ask

1. What do students like most about your school? What is the biggest complaint from students?
2. What kind of student is happiest at your school?
3. Where do students hang out on campus? Do students live mostly on or off campus?
4. Do admission officers make decision solely on numbers and stats, or do extracurricular activities matter?
5. What financial aid and scholarship programs does your college offer?
6. What academic programs are the most popular at your college?
7. How would you describe the academic pressure and workload?
8. How does your career planning department compare to other colleges/ universities?
9. What are the faculty like and how accessible are they outside of the class?
10. What do you like most about working at your college?