

ARIZONA  GEAR UP

# College & Career Fair

TOOLKIT



# College and Career Fair ♦ T O O L K I T

## PURPOSE

This Toolkit provides information about hosting an effective, engaging College and Career Fair.

*“Researchers have found that students’ participation in career interventions, such as career exploration classes and career fairs, led not only to improved scholastic achievement, but also to more successful outcomes in students’ lives ...”*

*-Jason J Horstman, EdD<sup>1</sup>*

## OBJECTIVE

The objectives of hosting a College and Career Fair include:

- give students the opportunity to learn about a variety of careers
- give students the opportunity to meet employers and practice professional behavior
- help students understand the education, credential or degree needed for various careers.

## STUDENT GRADE-LEVEL

This toolkit is intended for those planning college and career fairs for high school students in 9<sup>th</sup>-12<sup>th</sup> grade.

## TARGET AUDIENCE FOR TOOLKIT

The toolkit is written for GEAR UP Coordinators. However, school counselors, school administrators, and college access professionals could potentially benefit from this information.

## TOOLKIT CONTENTS

- Overview of a college and career fair – What & Why
- Checklist for a successful college and career fair
- Sample documents:
  - Invitations to potential college and business reps
  - Tracker for college and business responses
  - Table signs & tent cards
  - Donation Solicitation
  - Volunteer , Student and Staff Surveys
  - Thank you letters
  - Purpose/Schedule/Logistics for teachers
  - Bell Schedule
  - Student Prep – Guide for teachers
  - Student Prep - Instructions for students
  - Participation Card/Booklet
  - Fair Map
  - Debriefing Guide
  - Social Media posts
  - Flyer
  - Press release
  - Photos

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<sup>1</sup> Horstman, JJ (2017) Comparing Career Decision among high school students. Downloaded 6/11/2019.  
[https://etd.ohiolink.edu/!etd.send\\_file?accession=findlay1500763334896801&disposition=inline](https://etd.ohiolink.edu/!etd.send_file?accession=findlay1500763334896801&disposition=inline)

The GEAR UP community across the nation is dedicated to student success, and generously shares information and resources among programs. This toolkit was created from wisdom and experience shared by many GEAR UP projects, but we'd particularly like to thank Washington State GEAR UP, who provided photos of their College and Career Fair, and Oregon GEAR UP, whose Career Fair Toolkit inspired us. Their toolkit can be found at:  
[oregongearup.org/sites/oregongearup.org/files/toolkits/careerdaytoolkit.pdf](http://oregongearup.org/sites/oregongearup.org/files/toolkits/careerdaytoolkit.pdf)



## What is a College and Career Fair?

A college and career fair, sometimes called a college and career expo, hosted by a high school or school district, is an event at which college admission representatives and industry professionals are all gathered in one place with the goal of helping students learn about a variety of careers and the educational pathways to those careers.

## Why host a College and Career Fair?

One of the goals of GEAR UP is to increase the number of students prepared to enter and succeed in postsecondary education. This is clearly a worthwhile goal in light of these two facts:

- Compared to high school graduates, students who complete some form of postsecondary education are more likely to: do work they enjoy; have more stable employment even through economic downturns; earn more money over their lifetime; make a difference in their community; and even to be healthier and happier.<sup>2</sup>
- In 2019, only 45% of Arizona 25-64 years olds had completed a 2 or 4-year degree or certificate, yet, in 2020, it is estimated that at least 65% of jobs require training beyond high school.<sup>3</sup>

Students from more affluent families and communities, whose parents have gone to college, and who speak fluent English generally have access to information about a wide variety of high-paying, growing careers and the educational pathways to pursue them. And we believe that all students should have equal access to career and college information and resources when making choices about their future.

School/district-hosted college and career fairs are a way to level the ‘playing field’ in terms of access to important information about career and education pathways. College and career fairs provide all students at a school, or in a community, the opportunity to talk directly with professionals from a variety of occupational fields to learn about their work, the education and credentials required for their field, and to receive tips and advice for steps to take in high school to position themselves for success in a variety of careers. By including college representatives in these events, students also have the opportunity to talk directly with them to find out about the programs and majors offered at different institutions, and their admission requirements.

A college and career fair, or expo, alone, cannot increase the postsecondary enrollment rate for a high school. But it can contribute to it if the fair is implemented effectively, in a manner that is developmentally appropriate and engaging for students, includes relevant careers and colleges and, perhaps most importantly, that students are prepared to effectively participate in the event. This toolkit provides information and sample documents to help you do this.

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<sup>2</sup> <https://www.luminafoundation.org/files/resources/its-not-just-the-money.pdf>

<sup>3</sup> [cew.georgetown.edu/cew-reports/recovery-job-growth-and-education-requirements-through-2020/](http://cew.georgetown.edu/cew-reports/recovery-job-growth-and-education-requirements-through-2020/)

## Checklist for a Successful College and Career Fair

GEAR UP Coordinators are advised to use the checklist below, along with the referenced resources, which are included as downloadable, editable attachments in this toolkit, to plan and host a successful college and career fair or expo.

### PRE-EVENT PREPARATION

**Review Arizona GEAR UP Event Standards**

A college and career fair is an event. As you approach each of the steps below, ensure you comply with relevant requirements set forth in the standards.

**Review your GEAR UP workplan task(s) related to this event.**

For some schools, this is the first-ever college and career fair, while for others, such a fair has been hosted annually for several years. Any prior experience will have been taken into account when developing your workplan. The coordinator's role, and GEAR UP support, may be larger or smaller depending on the school's experience, as GEAR UP must supplement, not supplant existing resources. Your workplan will also indicate who from your school and/or district are committed to helping plan and implement this event.

**Review data from your students' most recent Postsecondary Education Planning Sessions (PEPS)**

PEPS data will inform on your students' career interest areas. PEPS data also includes information about the colleges students are thinking about attending. That data will help you determine which companies/organizations and postsecondary institutions to invite to participate.

### EVENT PLANNING

**Meet regularly, starting early in the year, with those named in your workplan as involved in the planning and implementation of the fair** (Your Career & College Fair Planning Committee).

At these meetings, the committee should:

- Decide which grade levels will be involved. This may be specified in your GEAR UP workplan. Keep in mind that freshmen and sophomores may have very different needs than juniors and seniors, so involving all grades will require more planning.
- Review PEPS data together
- Discuss and resolve the event structure. This may be specified in your GEAR UP workplan. Some schools host a daytime event targeted primarily at students. This ensures virtually all students have the opportunity to participate. Another option is an evening event to which students and families are invited. In districts with more than one high school, we strongly encourage this to be a district-wide event, with different

schools rotating in and out of the event throughout the day. Volunteers are more likely to say yes to your invitation if they know they will have the opportunity to reach a large number of students.

- Discuss and resolve date(s), time(s), location(s). It is important that students not have to rush through the event. The fair should be long enough to allow each group of students at least half an hour in attendance.
- Review any district policies and procedures relevant to event planning, such as reserving space, soliciting donations, the volunteer approval process, etc.
- Create a plan for preparing students for the event – who, when, what, how. The sample documents in this toolkit are written assuming specific teachers (e.g., all 1st period teachers) are designated to prepare students for the event.
- Create a plan for marketing the event to: students, parents (if applicable), (see Sample - flyer) college representatives, and industry professionals (see Sample- invitations and Sample – press release)
- Brainstorm businesses and organizations to invite based on students PEPS data, assign contacts. Try to have representation from all 16 career clusters.

*(Note – for the Law, Public Safety, Corrections and Security cluster, consider not inviting members from law enforcement or border patrol agencies – or discourage participation from guests who wear uniforms from these agencies as they can provoke PTSD triggers for students who have had negative encounters with these agencies. Instead, consider inviting lawyers, judges, lifeguards, detectives (in civilian clothes), or a School Resource Officer with whom students are familiar. If police officers and/or border patrol agents are invited, consider the placement of their table/booth – do not locate them near the building main entrances or near the only path to restrooms so that students can easily avoid passing by their booth).*

- Monitor responses to invitations; follow up with non-responders and expand list of invitees, as needed. (See Sample– Tracking Document)
- Create a plan for ensuring educators at the school are aware of the event, the value of such an event, and their role in preparing students for the event and chaperoning students during the event
- Discuss and resolve event logistics, staffing, details and materials
- Discuss and resolve feedback/survey plans (from students, staff, and college and career reps). See sample – surveys.
- Create and monitor progress on a project management plan, based on these “Event Planning” steps and the “Student Preparation,” “Event Hosting,” and “Post Event” steps listed below, with deadlines, to ensure that all tasks are completed on time.

- Communicate regularly with your principal/supervisor about the committee’s plans and progress.**

Get principal/supervisor approval as needed.

- Reserve the space and equipment needed for the event(s).**

Since the size of the space will depend on the options available in your district or community, as well as the number of businesses and colleges participating, and the number of students (and/or parents) who will attend at any one time, you may want to do this after you have determined your complete list of participants – both presenters/ reps and students/families. Inform the facility manager of all needs including tables, chairs, technology, room set-up, etc. Make sure that air-conditioning or heat is scheduled to be on if needed.

**Submit required Event Notification Form to the GEAR UP State Office**

**Invite Business and College Representatives; Track responses**

See sample invitations in this toolkit. Your invitations should encourage businesses to bring visuals, hands-on activities and tools of their trade, as our sample does. See the photos in Appendix 2 for examples of interactive booths. Track the responses you receive to your invitations on a spreadsheet, with contact information. See Sample 2.

**Prepare/Create the materials you'll need for the College and Career Fair**

○ **For College and Business Reps**

- Table signs and/or tent cards with name of business, career cluster and representative name(s). (See Sample 3)
- Name tags
- Surveys (See Sample 5)

○ **For teachers/high school staff**

- Purpose / Schedule / Logistics of Event and Event Prep (See Sample 7)
- Guide for preparing students for the event (See Sample 9)
- Instructions for debriefing the event with students (See Sample 10)
- Surveys (See Sample 12)

○ **For students**

- Prep for Students, including College and Career Rep questions (See Sample 9 and Handouts 1 and 2)
- Participation Cards/Booklet (see Sample 9 /Handout 3)
- Map of the space where the event will be held showing the location of each business and college (see Sample 9/Handout 4)
- Student Survey (Sample 11)

○ **For school**

- Promotional flyers or posters to hang around campus and in classrooms (see Sample 15)
- Social Media Posts - Instagram, Facebook, school website (see Sample 13)

**Designate an event photographer**

Consider students, staff and/or volunteers as options. If a photographer is one of your career reps, consider whether s/he could take photos at the event while talking to students.

- Arrange for refreshments or lunches for volunteers (business and college reps)**  
Based on the timing of your event, reps may need only water, coffee and a light snack, or may need lunch. Check your GEAR UP budget to see if federal or match funds were designated for food for this event. Consider having your school's Culinary Arts students cater the food, if applicable. Order or solicit donations for food for the volunteers for the date of the event. (See Sample 4 - donation letter)
- Solicit donations for prizes, or purchase prizes for completed participation cards/ booklet** (See Sample 4)  
Consider school supplies, college themed items, preferred school parking spots, movie passes or gift cards. Teachers may want to incorporate the college and career fair as part of an assignment, or give extra credit. Check your GEAR UP budget to see if federal or match funds have been designated for this; **gift cards, movies or restaurant passes may not be purchased with federal funds.**
- One week before the event, email reminders to all confirmed business and college reps.**

#### STUDENT PREPARATION

- One week prior to the event, using the teacher guide, (Sample 9), designated teachers (e.g., 1st period) explain to students the event purpose and logistics, distribute and review Student College & Career Fair Preparation document, including expectations for behavior and attire and how the Participation Cards/Booklet work (see Sample 9-handouts)**
- Daily, for the week leading up to the event, make PA announcements reminding of the event and how students should dress for day, and any prizes that will be offered / drawings held**

#### EVENT HOSTING

- Day before, or morning of, as applicable, designated staff set up, and decorate space according to established plan**
- Designated person(s) greets volunteer reps from colleges and businesses / organizations, gets them set up at their assigned tables, and asks them to complete a cost share contribution form**
- As teachers prepare to escort their students to the event space, they distribute participation cards to every student**
- Designated photographer takes photos throughout the event, posting live on social media, as allowed**

Follow district policy; obtain photo release forms as needed

- Designated caterer ensures all volunteers/ reps are provided appropriate refreshments, including water at each table**
  
- Before the end of the event, College and Career Fair Committee members and/or student government and honor society members personally thank each volunteer as they pack up for the day, ask them to complete the survey (see Sample 5) and offer to assist with carrying things out, as appropriate.**



## POST EVENT

- Designated staff clean up space, return furniture, etc.**
- Collect and review participation cards with committee; complete drawing for prizes from pool of eligible students (based on completed participation cards).**  
Be sure you keep participation cards together based on the teacher/period, so you can easily return them.
- Designated teachers administer student survey in class no later than the day after the event, preferably, immediately after the event.** (See Sample 11)
- Email link to event survey to all staff** (see Sample 12)
- Collate results of surveys, review with committee and principal, then distribute more broadly as deemed appropriate/necessary**
- Process and post event photos, as deemed appropriate**  
Consider emailing photos to all staff with a “thank you for your support and cooperation” and data on the impact of the fair based on surveys. Also, consider posting on website.
- Send thank you note or email to all volunteer reps**  
Consider including photographs and data on the impact of the fair based on surveys.(See Sample 5)
- Within one week of event, return participation cards to designated teachers. Designated teachers return them to their students, and facilitate a debriefing.** (see Sample 10 - Debriefing Guide)



# Appendix 1

## Sample documents

### Volunteers

1. Invitations to potential college and business reps with attachment (commitment form)
2. Tracker for college and business responses
3. Table signs & tent cards
4. Donation solicitation
5. Business and College Representative Post Event Feedback Survey
6. Thank you letters

### School Logistics, teacher communication, student prep and handouts

7. Purpose/Schedule/Logistics for teachers
8. Bell Schedule – handout 1
9. Teacher guide for preparing students
  - a. Handout 1 - Sample Questions for College and Career Reps
  - b. Handout 2 - Preparing for the College and Career Fair Student Handout
  - c. Handout 3 – Participation Card/Booklet
  - d. Handout 4 - College and Career Fair diagram/map
10. Teacher guide for debriefing with students
11. Student Post Event Feedback Survey
12. Staff Post Event Feedback Survey

### Event Promotion

13. Social Media Posts
14. Press Release
15. Flyer



## Sample 1 - Invitation to potential college representatives

### XX High School Letterhead

Date

Dear XX Admissions Representative,

The XX High School Advising Department and GEAR UP will be hosting a **College and Career Fair** on **date** in the **location, address** at **time**. This is a wonderful opportunity for college admission representatives and industry professionals to all gather in one place so that students **and parents** can learn about a variety of educational and career pathways. Please consider reserving this time for a representative of your school to participate in this event.

*Customize information based on your plan – e.g., All 450 seniors and juniors will be attending, and their parents will be invited to attend as well.* If a member of your Admissions Office cannot be present on that **day/ evening**, we hope you will arrange for an alumnus/alumna to represent your school at the Fair.

Additional information about participating is provided on the following page. Please fill out and **return the Commitment Form attached to this letter to email address /submit the Commitment Form online [insert link](#)** at your earliest convenience. We hope that you will join us in making this year's College and Career Fair a success for all involved. If you have any questions, please call me at **Phone Number**.

Sincerely,

Name

Title

## **Additional information about participating in the XX High School College & Career Fair:**

### ***Types of questions students might ask your representative:***

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

### ***What to bring to the event:***

- If your school has one, please bring a tablecloth. We will be using standard 8' x 2' folding tables.
- Bring your business cards, and any relevant handouts that you may have about your school.
- Bring eye-catching visuals, photos, props and a college banner to display. The goal is to help spark students' interest in your school.
- **Students love giveaways!** If you have promotional products with your school name/logo on it, such as pens, pencils, water bottles, reusable bags, post-its, gadgets, chap stick, etc., consider bringing some of those. We expect approximately XXX students and understand you may not have something for everyone, but consider handing them out based on criteria you establish.

**XX High School College & Career Fair Commitment Form**

*\*\*questions in this survey can also be put into a Google Form or other online survey template \*\**

\_\_\_\_\_ A representative from our school/college will attend the College & Career Fair on **date**

\_\_\_\_\_ Our School/College will not be able to participate in the Fair this year

\_\_\_\_\_ We would like to remain on your mailing list for future opportunities

Name of School/College: \_\_\_\_\_

Address of School/College: \_\_\_\_\_

\_\_\_\_\_

Name of Representative attending fair: \_\_\_\_\_

This person is: Admission Staff: \_\_\_\_\_ Alumnus/Alumna: \_\_\_\_\_

Name, telephone number and email address of person to contact about this event

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email Address: \_\_\_\_\_

## Sample 1 - letter to potential career representative

### XX High School Letterhead

Date

Dear Community Member,

On behalf of XX High School staff and students, we would like to cordially invite you to participate in a **College and Career Fair** hosted by XHS and GEAR UP on **date** from **time** in the **location**.

Our high school strives to provide students with meaningful experiences that will foster their college and career readiness and understanding of education to career pathways for their future. The College and Career Fair offers students an opportunity to learn more about a variety of careers and the various pathways to them.

As a professional participating in this event, you will have the opportunity to directly respond to students' questions about the joys and challenges of your profession and offer them advice on required skills, training and credentials to achieve their career goals. This is also an opportunity to introduce them to the concept of networking.

We will be inviting representative from our local colleges and universities, as well as business and organizations that represent 16 different career clusters.

- |   |  |  |
|---|--|--|
| 1. Agriculture, Foods & Natural Resources | 7. Government & Public Administrations         | 13. Manufacturing                                  |
| 2. Architecture & Construction            | 8. Health Services                             | 14. Marketing Sales and Services                   |
| 3. Arts, A/V Technology & Communications  | 9. Hospitality and Tourism                     | 15. Transportation, Distribution & Logistics       |
| 4. Business Management & Administration   | 10. Human Services                             | 16. Science, Technology, Engineering & Mathematics |
| 5. Education & Training                   | 11. Information Technology                     |  |
| 6. Finance                                | 12. Law, Public Safety, Corrections & Security |  |

Your booth will be an opportunity for you to share with students and families the reason you love going to work every day with hands-on and interactive activities.

Please read the attached information that describes the benefits of, and details about participating. We hope you will take advantage of this opportunity to make a difference in the lives of our young adults by participating in this year's event. Please **RSVP by deadline date, by emailing your completed Commitment Form (attached) to me at email address/by completing the commitment form online at [insert link](#).**

Thank you for your commitment to our students and community and we look forward to your participation in our College and Career Fair.

Please feel free to contact me directly at **phone** or **email** with any questions or concerns.

Sincerely,

Name, Title

### ***Why participate and what will I do at the career fair?***

Attending a career fair gives you the chance to talk face-to-face with future employees of **XXX County** and tell them about potential career paths they might otherwise not know about. You will be talking to high school students **and their parents**, answering questions such as:

- Tell me about your career and how you got into the field?
- What does your typical workday look like and what type of equipment or tools do you use?
- How much money do you make?
- What was your educational path to your career?
- What high school courses were essential to your career?
- What type of certificate and or degree is needed for your career at this time?
- What does your company make/do?
- Does your company have any internships or job opportunities?
- What is the job outlook in your career field?

It is also a way to get your company's name out in the community!

### ***What do I bring?***

- If your company/organization has one, please bring a tablecloth. We will be using **standard 8' x 2'** folding tables.
- Bring your business cards, and any relevant handouts or information that you may have about your field and career path.
- Bring eye-catching visuals, photos, props and a company banner to display. The goal is to help spark students' interest to further research and investigate your field.
- **Students love giveaways!** If you have promotional products with your company name/logo on it, such as pens, pencils, water bottles, reusable bags, post-its, gadgets, etc., consider bringing some of those. We expect approximately **XXX** students and understand you may not have something for everyone, but consider handing them out based on criteria you establish.

### ***What can I do to encourage students to come visit my booth?***

Again, students love giveaways but another way to entice students is to have visuals, or a visual demonstration. Having tools of your trade on hand for students to see and perhaps touch, will help attract and engage students. Anything interactive or hands-on will help to peak their curiosity in your field and/or company, and may help them approach you with questions. For example:

- A chef may want to perform a food demonstration
- A cyber security analyst may want to bring a computer and have an example of one task they complete
- An artist could bring materials with which students could create art while they talk

***How many representatives can attend?***

As many as you are willing to send! Just make sure everyone's name is filled out on the commitment form, or feel free to give us an updated email or text, as it gets closer to the event at **your email address and cell contact number**.

***Where is the fair located?***

Our fair will be held in the **location** located **location**. If you need help carrying anything into the venue, please let me know in advance and either volunteer students or I will meet you at **your unloading area**.

***Where do I park?***

**Insert your parking instructions**

***When should I get there to set-up?***

Guests will be able to begin setting up at **your set up time**.

**XX High School College & Career Fair Commitment Form**

*\*\*questions in this survey can also be put into a Google Form or other online survey template \*\**

\_\_\_\_\_ A representative(s) from our business will attend the College & Career Fair on **date**

\_\_\_\_\_ Our business will not be able to participate in the Fair this year

\_\_\_\_\_ We would like to remain on your mailing list for future opportunities

Please list below any facility needs, such as access to power outlet, access to Wi-Fi, a specific set up or size for your designated space to accommodate an activity or items you are bringing or anything else that we can do to ensure a positive experience for you!

Name of Business: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Name(s) of Representative(s) attending fair:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name, telephone number and email address of person to contact about this event

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email Address: \_\_\_\_\_

## Sample 2 – Business and College Response Tracker

Create and use an excel spreadsheet/google doc spreadsheet to track your invitations to, and responses from, businesses and postsecondary institutions. An example of a tracking sheet is shown below.

If a Google Form or other type of online survey is created as “Commitment Forms,” you may have capabilities to download entries into an excel spreadsheet that can be used to track your confirmed guests.

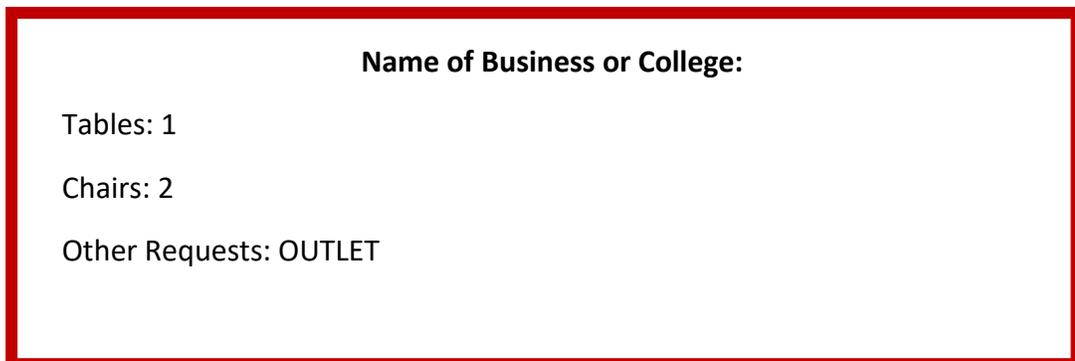
	Person Contacted	Date of Initial Contact	Response	Name(s) of Rep(s) attending	Email Contact	Telephone	Special Requests	Confirmed 2 days before
<b>Schools</b>								
Arizona State University								
Northern Arizona University								
University of Arizona								
Grand Canyon University								
Embry-Riddle Aeronautical University								
XXX Community College								
UTI								
Beauty School in our area								
Other community college								
Tribal College								
Nearby out-of-state college								
<b>Agriculture, Food, and Natural Resources</b>								
Veterinarian								
Local Mine								
<b>Architecture &amp; Construction</b>								
Local Contractor								
Town Hall Permits Department								
Local Architect								
<b>Arts, Audio/Video Technology &amp; Communications</b>								
Local Graphic Designer (the one GU uses)								
Local photographer								
Local artist								
<b>Business Management &amp; Administration</b>								
Local Business Owners								
Better Business Bureau								
<b>Education &amp; Training</b>								
Principal								
Teacher								
Fitness Trainer from LA Fitness								
<b>Finance</b>								
Local Bank								
Title/Escrow Company								
<b>Government &amp; Public Administration</b>								
Town Hall Departments								
Town Hall Human Resources Rep								
<b>Health Science</b>								
Local Doctor								
Someone from hospital								
Sonora Labs								
Physicians Assistant and/or LPN								
<b>Hospitality &amp; Tourism</b>								
Downtown Visitors Bureau								
Chef								
Pink Jeeps Tour Guide								
Holiday Inn Express								
<b>Human Services</b>								
Department of Social and Health Services								
Hospice Counselor								

### Sample 3 – Table Signs and table presentation

Hang a large sign behind each table. Design and print matching tent cards with each individual representative's name and professional title. Provide tablecloths for representatives who don't have their own.



Place a sign like this on assigned tables to help your facilities staff with set-up



## Sample 4 – Donation Solicitation

### School Letterhead

This is a sample/template of a letter that could be used to solicit donations from local companies or organizations for funds or supplies needed to host College & Career Fair.

Date

Dear **Contact Name or Organization/Company**,

I am writing to you on behalf of **Name of High School**. This year our school is excited to host a College & Career Fair. At this event, college admission representatives and industry professionals, both local and from more distant places, are all gathered in one place with the goal of helping students learn about a variety of careers and the educational pathways to those careers.

Hosting this event, for over **XXX** students **and their parents**, involving over **XX** companies and **XX** colleges and training programs is a large undertaking.

A donation from **Company Name** will go directly to support our school, and make this event possible. **Explain How You Will Use the Donation**. Your donation will help students learn about education and career pathways and remind them of the support they have in their community. Examples of items or services needed include **water bottles, lunches/refreshments for volunteers working at the event, disposable tablecloths, sign printing, and prizes for students who participate in the event...**

We also invite you to join us during the event. [**Insert Event Schedule**].

Thank you for considering our request. If you would like to make a donation, or would like further information, please feel free to contact me at **Contact Information**.

Sincerely,

Name

Title

## Sample 5 – Business Representative Post College & Career Fair Survey

Consider transferring these questions to a Google Form or other type of electronic survey

### Business Representative College & Career Fair Survey

*Thank you for helping to make the College and Career Fair a Success at XX high school. We always like to hear what we did well, and how we could improve. Please take a couple of minutes to complete this survey at the end of the fair, before you leave today.*

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*Please answer the questions on a scale of 1 to 5, with 5 being the most positive or best.*

Your overall impression of the college and career fair organization.	1	2	3	4	5
--	---	---	---	---	---

You were provided with the needed requested resources (example - extension cord).	1	2	3	4	5
---	---	---	---	---	---

Your overall impression of the preparedness of the students that spoke with you today.	1	2	3	4	5
--	---	---	---	---	---

You were greeted and made to feel welcomed.	1	2	3	4	5
---	---	---	---	---	---

Expectations and logistics were clearly communicated.	1	2	3	4	5
---	---	---	---	---	---

The date worked well with your schedule.	1	2	3	4	5
--	---	---	---	---	---

The duration was adequate for this event.	1	2	3	4	5
---	---	---	---	---	---

What can we do better next year?

Additional comments?

Thank you! You may leave the completed form on your table, or place it in the box on the table near the exit.

## Sample 6 - Thank you Note to Professional Volunteer

SCHOOL LOGO and/or Letterhead

DATE

Rep Name  
Rep Institution  
Address  
City, State Zip

Dear **individual career professional name**,

Thank you so much for participating in **your school name's** College and Career Fair! Your willingness to share your expertise made a big impact on our students. We received much positive feedback after the event, as students shared with their peers, teachers, and parents their new, or newly reinforced, ideas about their educational and career pathway and goals.

We know that the hard work you do every day does not stop when you leave your job site, and we appreciate the extra hours you worked in order to volunteer your time. In the same way you inspired our students, we hope their excitement to learn about your career inspired you.

Thank you again for helping us inspire our students for college and career. We hope that you will join us again next year.

With deepest gratitude,

**Your name(s)**

**Your Title**

## Sample 6 - Sample Thank you Note to College Rep/Volunteer

SCHOOL LOGO and/or Letterhead

DATE

Rep Name  
Rep Institution  
Address  
City, State Zip

Dear College Representative Name,

Thank you so much for participating in your school name's College and Career Fair! Your willingness to share your expertise and enthusiasm for your school made a big impact on our students. We received much positive feedback after the event, as students shared with their peers, teachers, and parents their new, or newly reinforced, ideas about college or training for their future careers.

Thank you again for helping us inspire our students for college and career. We hope that you will join us again next year.

With deepest gratitude,

Your name(s)

Your Title

## Sample 7 – Sample Information regarding schedule and logistics for Teachers

### Email:

To High School Teachers/ Staff,

Thank you for your commitment to support the GEAR UP College and Career Fair at XHS on **date**! This document provides important information you need to successfully fill the important role you have in preparing students for this event.

### Purpose of Event

We believe that all students should have equal access to career and college information and resources when making choices about their future. College and career fairs that take place during the school day are a great way to accomplish this goal as students are provided with important information about career and education pathways. College and career fairs also provide all students at a school, or in a community, the opportunity to talk directly with professionals from a variety of occupational fields to learn about their work, the education and credentials required for their field, and to receive tips and advice for steps to take in high school to position one's self for success in a variety of careers. By including college representatives in these events, students also have the opportunity to talk directly with them to find out about the programs and majors offered at different institutions and their admission requirements.

### GEAR UP Goals

GEAR UP's goal is to increase the number of students who are prepared to enter and succeed in postsecondary education. Although a college and career fair alone cannot increase the postsecondary enrollment rate for our high school, an event like this can contribute to it, especially if the students are properly prepared to participate in the event – which is why your role is so important.

### Logistics and Details

**A few days before the fair, I will email** detailed logistical information about the event to you, and will provide you with information and handouts to help your students prepare for the fair, as well as information to help you debrief with your students after the event. We hope that this event is a positive resource for all students and appreciate your role in helping to make it so. If you have any further questions or concerns, please do not hesitate to contact me by email or at **Phone Number**.

Sincerely,

GEAR UP Coordinator or Principal

## Example Logistics For Teachers

*(Note to Coordinator/Planning Committee: attach all referenced documents – your bell schedule, preparing your students for College and Career Fair, envelope for participation cards and/or post event survey, Debriefing Notes, and enough student handouts referenced for all their students.)*

### Logistics for teachers and staff for the XHS College and Career Fair Event

Date and Location - College & Career Fair is scheduled for **Date**, from **starting time to end time in the location**

- **1-2 days prior to the Fair**
  - Review “**Student Prep Information for teachers**” and handouts with your **X period class**.
  - Review the bell schedule (**attached**) to familiarize yourself with the day’s schedule. Please note that **periods 1-4 are shortened by 7 minutes and that the Fair will take place during periods 5-7**. Inform your class of the bell schedule.
- **Day of the Fair**

Your role – **(this will need to be modified depending on each teacher’s role.)**

  - During **XX period (insert time)**, meet your students in your classroom and take attendance.
    - Hand out Participation Cards (attached) and remind students of their purpose/use. **Remind them to return the cards to you by the XX entrance at the end of the fair.**
    - Inform students that you will be at the College and Career Fair for **XX minutes**, and when they hear the announcement during the fair, **they are to report to their X period class.**
  - At **XX time**, escort them to the **insert location**
  - While at the fair, please help us monitor the students by walking around the room to encourage them to visit with college and career professionals. Also, it would be helpful for you to be available to answer any student questions as they come about.
  - At **XX time**, an announcement will be made for all **juniors to report to their XX period**.
  - **Please help us monitor to ensure students head to XX period after the announcement is made.**
- **Day after the Fair**
  - Debrief with your **XX period** using the **attached debriefing guide**
  - Collect participation cards and turn them in to the GEAR UP Office or **XXX mailbox**.
- **One week after the Fair**
  - Return the participation cards to your students

My cell phone number is **XXX-XXXX** if you need to call or text me with any questions or concerns.

Thank you! GEAR UP Coordinator

### Sample 8 - Example Bell Schedule Option A *(include your bell schedule as a handout for student prep session)*

Description - For schools that are traveling to an off-site College Career Expo from 12:30pm-2:30pm and where all students 9-12<sup>th</sup> participate in the fair at the same time. An early release bell schedule is used, with periods 1-6 shortened by 8 minutes each and 7<sup>th</sup> hour is not held.

Period	Start	End	Minutes	Content
Zero Hour	6:30	7:25	55	Operates as usual for all teachers and students
Passing	7:25	7:30	5	Operates as usual for all teachers and students
1st Period	7:30	8:17	47	Shortened class time, otherwise operates as usual for all teachers and students
Passing	8:17	8:22	5	Operates as usual for all teachers and students
2nd Period	8:22	9:09	47	Shortened class time, otherwise operates as usual for all teachers and students
Passing	9:09	9:14	5	Operates as usual for all teachers and students
3rd Period	9:14	10:02	47	Shortened class time, otherwise operates as usual for all teachers and students
Passing	10:02	10:07	5	Operates as usual for all teachers and students
4th Period (lunch)	10:07	10:54	47	Shortened class time, otherwise operates as usual for all teachers and students
Passing	10:54	10:59	5	Operates as usual for all teachers and students
5 <sup>th</sup> Period (lunch)	10:59	11:46	47	Shortened class time, otherwise operates as usual for all teachers and students
6 <sup>th</sup> hour	11:51	12:38	47	Shortened class time, otherwise operates as usual for all teachers and students
Students are taken by class to assigned buses	12:45pm	1:15pm		Attendance is taken and students are transported to the College Career Expo
The times will vary	2:00pm	2:30pm		Students board school buses and return to school unless signed out by a parent or guardian; follow your school policy.

**Example Bell Schedule Option B** *(Include your bell schedule as a handout for student prep session)*

**Description** - For schools having only particular grades participate in the fair (in this example, juniors and seniors). Seniors attend 12:45 pm – 1:15 pm while juniors are in study hall/advisory/tutoring. Then from 1:30 pm - 2:00 pm, juniors attend the fair and seniors are released for the day. Periods 1-6 are shortened by 8 minutes each and 7<sup>th</sup> hour is not held for juniors and seniors.

Period	Start	End	Minutes	Content
Zero Hour	6:30	7:25	55	Operates as usual for all teachers and students
Passing	7:25	7:30	5	Operates as usual for all teachers and students
1st Period	7:30	8:17	47	Shortened class time, otherwise operates as usual for all teachers and students
Passing	8:17	8:22	5	Operates as usual for all teachers and students
2nd Period	8:22	9:09	47	Shortened class time, otherwise operates as usual for all teachers and students
Passing	9:09	9:14	5	Operates as usual for all teachers and students
3rd Period	9:14	10:02	47	Shortened class time, otherwise operates as usual for all teachers and students
Passing	10:02	10:07	5	Operates as usual for all teachers and students
4th Period (lunch)	10:07	10:54	47	Shortened class time, otherwise operates as usual for all teachers and students
Passing	10:54	10:59	5	Operates as usual for all teachers and students
5 <sup>th</sup> Period (lunch)	10:59	11:46	47	Shortened class time, otherwise operates as usual for all teachers and students
6 <sup>th</sup> hour	11:51	12:38	47	Operates as usual for all teachers and students
Seniors – Fair Juniors - Advisory	12:45pm	1:15pm	30	Classroom teachers escort senior students to the College and Career Fair . Junior students attend tutoring, study hall, or advisory classes.  <i>Freshman and Sophomores attend 7<sup>th</sup> period class</i>
Passing	1:15pm	1:25 pm	10	Operates as usual for all teachers and students
Juniors – Fair Seniors - Dismissed	1:30 pm	2:00 pm	30	Junior students are escorted to the College and Career Fair. Senior students are released (early dismissal).
Dismissal	2:00pm	2:15	15	All students are released.

**Example Bell Schedule Option C** *(Include your bell schedule as a handout for student prep session)*

**Description** - For schools having every grade level participating in the college and career fair.

Period	Start	End	Minutes	Content
A Period	6:30	7:25	55	Operates as usual for all teachers and students.
Passing	7:25	7:30	5	Operates as usual for all teachers and students.
1 <sup>st</sup> Period	7:30	8:18	48	Shortened class time, otherwise operates as usual for all teachers and students.
Passing	8:18	8:23	5	Operates as usual for all teachers and students.
2 <sup>nd</sup> Period	8:23	9:11	48	Shortened class time, otherwise operates as usual for all teachers and students.
Passing	9:11	9:16	5	Operates as usual for all teachers and students.
3A Period	9:16	10:04	48	Juniors and Seniors are escorted to the college and career fair. All other students (9 <sup>th</sup> and 10 <sup>th</sup> graders) are to remain in their 3 <sup>rd</sup> hour class.
3B Period	10:09	10:57	48	Juniors and Seniors are to attend their 3 <sup>rd</sup> hour class and 9 <sup>th</sup> and 10 <sup>th</sup> graders are escorted to the College and Career Fair.
4 <sup>th</sup> (lunch)	11:02	11:50	48	Shortened class/ lunch time, otherwise operates as usual for all teachers and students.
Passing	11:50	11:55	5	Operates as usual for all teachers and students.
5 <sup>th</sup> (lunch)	11:55	12:43	48	Shortened class/lunch time, otherwise operates as usual for all teachers and students.
Passing	12:43	12:48	5	Operates as usual for all teachers and students.
6 <sup>th</sup>	12:48	1:36	48	Shortened class time, otherwise operates as usual for all teachers and students.
Passing	1:36	1:41	5	Operates as usual for all teachers and students.
7 <sup>th</sup>	1:41pm	2:30pm	49	Shortened class time, otherwise operates as usual for all teachers and students.

## Sample 9 - Student Prep Information for teachers

### Preparing your students for the College and Career Fair on **MM/DD/YY**

**Teachers:** Thank you for your support of our college and career fair this year. Please use the information in this document, along with the student handouts provided, to prepare your students for the fair. Your work will help ensure the experience is meaningful for your students and that the fair has its intended impact. If you have access to a projector, consider showing a few pictures of a College and Career Fair for students to have a visual while you are presenting. *Pictures from the 20XX-20XX College and Career Fair can be found [here](#) (insert link of dropbox folder/google drive/social media page where your school has posted college and career fair pictures from past years).*

Please cover this information with your **XX** period class 1-2 days before the College and Career Fair. After the fair, there are debriefing notes that we also ask you to facilitate in your class. See Debriefing Notes for more details.

**Objective:** Students will understand the logistics and benefits of the upcoming college and career fair, the expected fair etiquette, and will prepare ahead of time in order to best utilize their time during the event.

**Facilitate a discussion with each of the questions below. You may read aloud the information in blue.**

Handouts needed (attached) are:

- Bell Schedule
- Sample Questions
- Participation Card
- Preparing for the College and Career Fair student hand-out
- College and Career Fair diagram/map

*Note for Coordinators: Provide sufficient handouts for all the students in each teacher's class.*

#### **What is the purpose of the College & Career Fair?**

On **date**, **XHS** and **GEAR UP** will be hosting a College and Career Fair in **the location**. Our class will be attending this event during **X period**. The purpose for this fair is to provide you with an opportunity to talk with representatives from a variety of careers about their jobs, and the education and training needed to get into that field. This fair will also have college representatives that you can meet, and ask questions, especially those questions that cannot be answered simply by online resources.

#### **What does a College & Career Fair look like?**

College and Career Fairs typically have several tables or booths in which college representatives and career representatives display handouts, pictures, and visuals about their school or business / organization. Students can walk around to each table and talk to the representatives to learn more about a specific career or institution. Some booths have handouts and free giveaways.

Attending this fair is an opportunity to learn about career options and to find out the steps you can take to be competitive for positions that interest you. You'll be able to learn about the education needed for specific careers then talk to college representatives to see which colleges offer the program of study needed for the careers that interest you.

During the fair, you will have the opportunity to talk with both career representatives and college representatives all in the same location. The time will go by very fast. It is, therefore, important for you to prepare so that you prioritize your time with the careers that most interest you, and so that you make the most of your conversations with the representatives.

You have probably already covered some of the information we will cover today with your counselor or GEAR UP Coordinator, but let's review to make sure you remember!

### **What types of postsecondary schools will be represented at the fair?**

**Community college** – a public postsecondary institution that offers courses to residents in the surrounding area. Students may attend community colleges to obtain associate's degrees or technical certificates, or may take courses there towards a bachelor's degree, before transferring to a four-year university. The community colleges that will be at the fair are: [Fill in your participating community colleges here.](#)

**Four-year University** – A postsecondary institution/ school that offers undergraduate (bachelor's) degrees. Many four-year universities also offer graduate (master's) degrees. The universities that will be at the fair are: [Fill in your participating universities here.](#)

**Technical school** – Private schools that provide training for skilled labor, such as welding and culinary arts. These programs generally take no more than two years to complete. The technical schools that will be at the fair are: [Fill in your participating technical schools here.](#)

College representatives may have contact cards for you to fill out, please remember to bring a writing utensil with you and to write legibly (use your legal name and appropriate email address).

Consider asking students to share examples of the types of schools they intend to talk with.

### **What types of careers will be represented at the fair?**

There will be at least one representative from each of these career clusters:

- |   |  |  |
|---|--|--|
| 1. Agriculture, Foods & Natural Resources | 7. Government & Public Administrations         | 13. Manufacturing                                  |
| 2. Architecture & Construction            | 8. Health Services                             | 14. Marketing Sales and Services                   |
| 3. Arts, A/V Technology & Communications  | 9. Hospitality and Tourism                     | 15. Transportation, Distribution & Logistics       |
| 4. Business Management & Administration   | 10. Human Services                             | 16. Science, Technology, Engineering & Mathematics |
| 5. Education & Training                   | 11. Information Technology                     |  |
| 6. Finance                                | 12. Law, Public Safety, Corrections & Security |  |

### **What to expect at the college and career fair (handouts needed – fair diagram/map)**

Pass out the list of representatives and a fair diagram/map (*attached*). Give students time to look at the college and career fair participants and their location.

I am passing out a fair diagram/map that shows where each of the participating businesses and schools will be set up.

I encourage you to look at the fair map and prioritize which tables you would like to visit.

### **College and Career Fair Etiquette. (Consider reading the list below or asking for input from students).**

- Standard school policies apply during the fair
- Ask representatives questions; the more you engage, the more you'll learn at this event
- Listen attentively to the speakers, especially when you ask questions
- Feel free to take notes when needed
- When asking career representatives about salary information, ask the question sensitively, for example – how much does a veterinarian typically make in this area - versus - how much do you make. Some people are happy to share their salary, but others might feel this information is private
- Make good use of your time
- Some booths may have giveaways (like - candy, pens, stickers or brochures); take only one item per table, if available. If you do take flyers or brochures, do not throw them on the floor.
- Dress appropriately – include school-specific dress code. See example below.

#### **How to dress:**

Insert dress code. If your school has uniforms, this section may not be necessary. If not, we suggest students be encouraged to dress 'nicely' – as they might for church or a job interview. There is no need to go out and purchase new clothes, but students want to dress to impress. Who knows? – a job or college admission could come out of their interactions at this event.

### **Questions students can ask (handout needed- Sample questions)**

As we shared before, in order to maximize what you get out of this opportunity, you will want to ask each representative questions.

I am passing out sample questions you can ask organization and college representatives at the fair.

Give students time to review the questions and/or draft their own and/or ask them to review the sample questions at home.

**Participation Cards/Booklets – What are they, and how do you use them during the fair** (Show students one sample Participation Card, hand them out to each student on the day of the Career Fair).

**The Participation Cards** are booklets in which you will keep track of the tables you have visited. As you go from table to table, selecting those that most interest you, you should fill in the Company or College name in the designated spot on the card/booklet. After talking to each representative and learning more about their career or college, ask the representative at the table to sign or stamp in the area marked “Representative”, then, before you move on to the next table, jot down a sentence or two summarizing what you learned during the conversation with that representative.

We encourage you to visit at least three career tables and three college tables, however, if you want to visit more of one type and less of the other type, that’s ok too. You can mark up the Participation Cards, as needed to accommodate this change.

Keep your Participation Booklets and bring them to **class on XX day**. We’ll have a discussion on what you learned the day after the fair, then **I will collect them and turn in your participation booklets to GEAR UP because every student who met with at least six representatives will be entered into a drawing**. After the drawing, your participation cards will be returned to you.

#### **Event Logistics (handout needed – bell schedule)**

Share copy of bell schedule with your students.

On **date, after X period, please meet me here in this classroom**. I will take attendance and pass out your student **participation cards** that you will bring with you to the fair so that you can have them **signed/stamped** by **number** representatives. I will escort you to **the location** and will be walking around during the fair in case you have any questions. All students that complete **X** signatures on their **participation cards** will be entered in a drawing for prizes! When the bell rings, you will need to report to your **X period class**. Don’t forget to bring your participation cards to class on **XX date** so that I can collect them and turn them in for the drawing.

## Student Handout 1- Questions for students to consider in preparation for the College and Career Fair<sup>4</sup>

### Questions for College Representatives:

1. What do students like most about your school?
2. What is the biggest complaint from students?
3. What kinds of students are happiest at your school?
4. Where do students hang out on campus?
5. Do students mostly live on or off campus?
6. What financial aid programs does your college offer?
7. What academic programs are the most popular at your college?
8. Do admission officers make decisions solely on numbers and stats, or do extracurricular activities matter for admission to your school?
9. How would you describe the academic pressure and workload at your school?
10. What are the faculty like and how accessible are they outside of class?
11. Is there job placement help for graduates?
12. Are you able to give me the names of a few students that I can talk to about their experience at your school?

[Add your questions](#)

1.

2.

3.

---

<sup>4</sup> These questions are from the Princeton Review and can be found on their website along with other great tips at [www.princetonreview.com/college-advice/college-fairs](http://www.princetonreview.com/college-advice/college-fairs)

## Questions for career representatives

1. Tell me about your career and how you got into the field?
2. What does your typical workday look like and what type of equipment or tools do you use?
3. How much money does someone in your field make?
4. What was your educational path to your career?
5. What high school courses were essential to your career?
6. What type of certificate and or degree is needed for your career at this time?
7. What does your company make/do?
8. Does your company have any internships or job opportunities?
9. What is the job outlook in your career field?

### [Add your questions](#)

1.

2.

3.

## Student Handout 2- Student Prep Information for Students

### Preparing for the College and Career Fair on **MM/DD/YY**

On **date, XHS** and GEAR UP will be hosting a College and Career Fair in **the location**. Our class will be attending this event during **X period**.

#### What is the purpose of the College & Career Fair?

The purpose for this fair is to provide students with an opportunity to talk with representatives from a variety of careers about their jobs, and the education and training needed to get into that field. This fair will also have college representatives that students can meet, and ask questions, especially those questions that cannot be answered simply by online resources.

#### What does a College & Career Fair look like?

College and Career Fairs typically have several tables or booths at which college representatives and career representatives display handouts, pictures, and visuals about their school or business / organization. Participants walk around to each table and talk to the representatives to learn more about specific careers, businesses and schools.

During the fair, you will have the opportunity to talk with both career representatives and college representatives all in the same location. The time will go by very fast. It is, therefore, important for you to prepare so that you prioritize your time with the careers that most interest you, and so that you make the most of your conversations with the representatives.

#### What types of careers will be represented at the fair?

There will be at least one representative from each of these career clusters:

- |   |  |  |
|---|--|--|
| 1. Agriculture, Foods & Natural Resources | 7. Government & Public Administrations         | 13. Manufacturing                                  |
| 2. Architecture & Construction            | 8. Health Services                             | 14. Marketing Sales and Services                   |
| 3. Arts, A/V Technology & Communications  | 9. Hospitality and Tourism                     | 15. Transportation, Distribution & Logistics       |
| 4. Business Management & Administration   | 10. Human Services                             | 16. Science, Technology, Engineering & Mathematics |
| 5. Education & Training                   | 11. Information Technology                     |  |
| 6. Finance                                | 12. Law, Public Safety, Corrections & Security |  |

#### What types of postsecondary schools will be represented at the fair?

**Community college** – a public postsecondary institution that offers courses to residents in the surrounding area. Students may attend community colleges to obtain associate’s degrees or technical certificates, or may take courses there towards a bachelor’s degree, before transferring to a four-year university.

**Four-year University** – A postsecondary institution/ school that offers undergraduate (bachelor’s) degrees. Many four-year universities also offer graduate (master’s) degrees.

**Technical school** – Private schools that provide training for skilled labor, such as welding and culinary arts. These programs generally take no more than two years to complete.

College representatives may have contact cards for students to fill out. Students should bring a writing utensil and write legibly (use your legal name and appropriate email address).

### **College and Career Fair Etiquette.**

- Standard school policies apply during the fair
- Ask representatives questions; the more you engage, the more you'll learn at this event
- Listen attentively to the speakers, especially when you ask questions
- Feel free to take notes when needed
- When asking career representatives about salary information, ask the question sensitively, for example – how much does a veterinarian typically make in this area - versus - how much do you make. Some people are happy to share their salary, but others might feel this information is private
- Make good use of your time
- Some booths may have giveaways (e.g., candy, pens, stickers or brochures); take only one item per table, if available. If you do take flyers or brochures, do not throw them on the floor.
- Dress appropriately – **include school-specific dress code. See example below.**

#### **How to dress:**

**Insert dress code. If your school has uniforms, this section may not be necessary. If not, we suggest students be encouraged to dress 'nicely' – as they might for church or a job interview. There is no need to go out and purchase new clothes, but students want to dress to impress. Who knows? – a job or college admission could come out of their interactions at this event.**

### **How to Engage with Representatives**

See the sample questions handout for ideas. Feel free to create your own questions too!

### **Participation Cards/Booklets – What are they, and how do you use them during the fair**

**The Participation Cards are** booklets in which students will keep track of the tables they have visited. As you go from table to table, selecting those that most interest you, you should fill in the company or college name in the designated spot on the card/booklet. After talking to each representative and learning more about their career or college, ask the representative at the table to sign or stamp in the area marked "Representative", then, before you move on to the next table, jot down a sentence or two summarizing what you learned during the conversation with that representative.

We encourage you to visit at least three career tables and three college tables, however, if you want to visit more of one type and less of the other type, that's okay too. You can mark up the Participation Cards, as needed to accommodate this change.

Keep your Participation Booklets and bring them to **class on XX day**. In class, you will have a discussion about what you learned at the fair, then **Mr.MS XXX will collect them and turn in your participation booklets to GEAR UP because every student who met with at least six representatives will be entered into a drawing**. After the drawing, your participation cards will be returned to you.

### **Event Logistics**

On **date, after X period**, please meet at **location**. **Mr.MS XXX** will take attendance and pass out your student **participation cards**. **Mr.MS XXX** will escort you to **the location** and will be walking around during the fair in case you have any questions. All students that **X** signatures on their participation cards will be entered in a drawing for prizes! When the bell rings, you will report to your **X period class**. Don't forget to bring your participation cards to class on **XX date so** that **Mr.MS XXX** can collect it and turn it in for the drawing.

### Student Handout 3– Participation Card/Booklet

On the next page, you will find a Participation Book that could be printed for every student’s use during your College and Career Fair. On the following page, is an alternative “Passport” Design. For either version, simply fold the printed document in quarters to create a “booklet” style document.

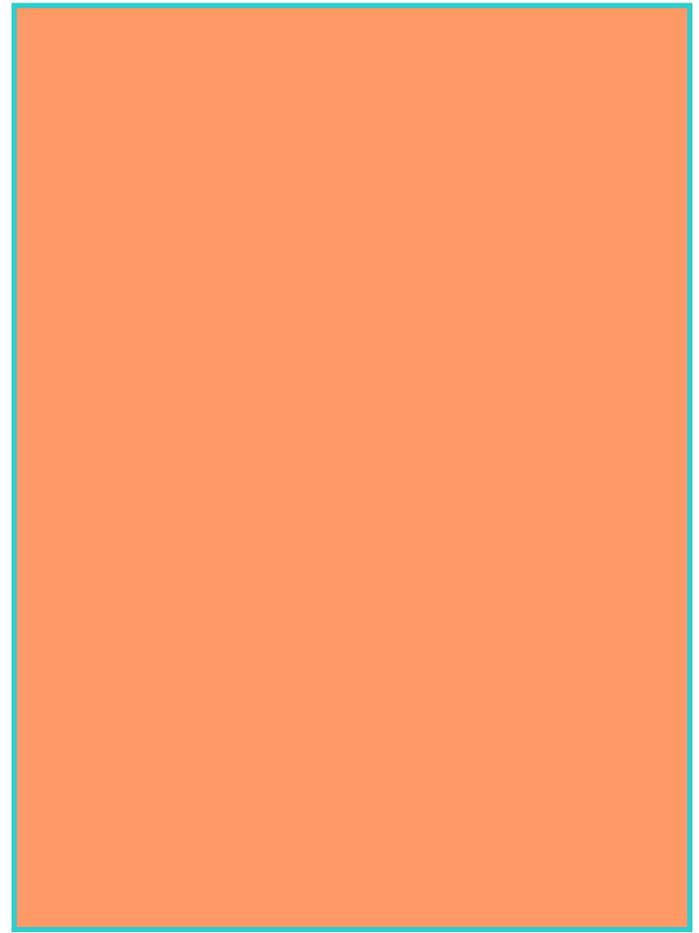
If you have funds available, there are companies that print customized passport design booklets, which might encourage students to take the assignment more seriously and to keep their passport.

Consider soliciting donations from the businesses and colleges that participate, items that could be given out in a drawing of all students who completed the Participation Book.

- ➔ Teacher instructions for distribution, use and collection of passports are included in Sample 7.
- ➔ Student instructions for use of passports are included as a handout.



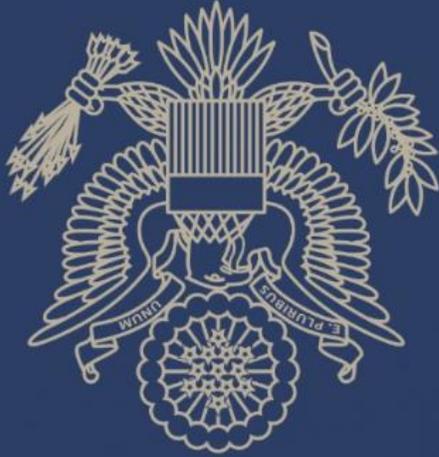
COLLEGE AND CAREER FAIR  
PARTICIPATION BOOK



<b>Name:</b>  <b>Date:</b>	<b>Career Stop #1</b> Company:  Representative:  What I learned:
<b>Career Stop #2</b> Company:  Representative:  What I learned:	<b>Career Stop #3</b> Company:  Representative:  What I learned:

<b>College Stop #1</b> School:  Representative:  What I learned:	<b>College Stop #2</b> School:  Representative:  What I learned:
<b>College Stop #3</b> School:  Representative:  What I learned:	<b>My Next Steps:</b> <b>(Check all that apply)</b> <input type="checkbox"/> Visit a college (specify):  <input type="checkbox"/> Talk to my counselor about classes I need:  <input type="checkbox"/> Research other careers (specify):  <input type="checkbox"/> Other (specify):

*Steps to Success*



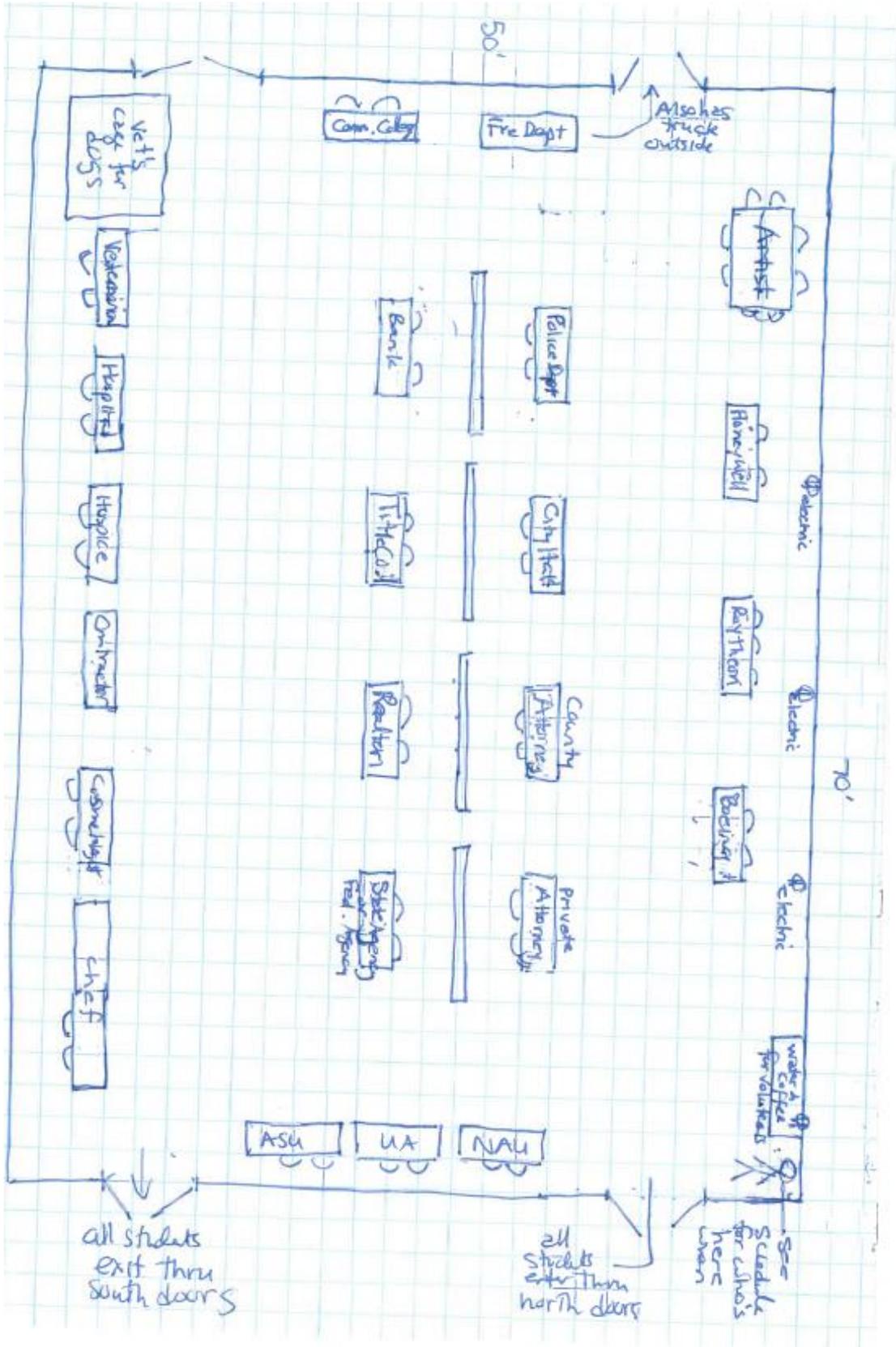
**PASSPORT**

Insert Logo Here

<b>Name:</b>  <b>Date:</b>	<b>Career Stop #1</b> Company:  Representative:  What I learned:
<b>Career Stop #2</b> Company:  Representative:  What I learned:	<b>Career Stop #3</b> Company:  Representative:  What I learned:

<b>College Stop # 1</b> School:  Representative:  What I learned:	<b>College Stop # 2</b> School:  Representative:  What I learned:
<b>College Stop # 3</b> School:  Representative:  What I learned:	<b>My Next Steps:</b> (Check all that apply) <input type="checkbox"/> Visit a college (specify):  <input type="checkbox"/> Talk to my counselor about classes I need:  <input type="checkbox"/> Research other careers (specify):  <input type="checkbox"/> Other (specify):

# Student Handout 4



## Sample 10 – Teacher Debriefing Guide

### Thank you! Wow – with your support, our College & Career Fair was a success!

Please use this guide to debrief the experience with the students in your **XX** period class on **date**.

- Hand out the College and Career Survey, collect it, and return completed event evaluations to **XXX**. Alternatively, provide the survey **link** to all students.
- Lead a discussion using the questions below (You may read the content in blue font).
- Prompt your students to fill out the final portion of the Participation Card titled “my next steps.” Collect completed Participation Cards and submit them to **XXX by date**.

#### Survey (handout – College and Career Fair Evaluation Form or **link**)

It is very important for our school and GEAR UP to improve the events we host – so that they are meeting your needs and expectations. I am passing out a survey with a few questions, that we ask that you complete. Please go to this link – **read link or write in on the board or projector**. Please give honest feedback about the College and Career Fair, and include your suggestions on how to improve this type of event in the future.

#### Discussion –

Now that you have had a chance to provide your feedback, let us talk a little bit about the fair:

Examples of possible discussion questions:

- What was your favorite aspect of the fair?
- What surprised you most about the fair?
- Name one business representative that you learned from, and share with the class what you learned.
- What college representative did you enjoy talking to, and what did you learn?
- Did attending the fair lead you to make any changes to your post high school plans?
- What are some examples of next steps that you will take to follow up on information you learned at the fair? Hints – sign up for a college trip, send an email to a career or college rep, and make an appointment to talk with my counselor.

#### Participation Cards/booklets

Take out your participation cards/booklets. Flip to the section that is called “My Next Steps” and take a few minutes to fill in that portion of the card.

**Optional follow-up/homework:**

If you have additional questions or if you want to thank someone in particular, we encourage you to email that representative. These emails should be short, clear, and professional.

At the end of the debrief, collect surveys (if you used a hard copy) and participation cards and replace them in their respective envelopes. **Return them to XXXX by XXXXXXXXXX.**

**Thank you once again!**

We would also like to get your feedback on the preparation, debrief, and actual College and Career Fair. Please complete our staff [survey](#)(insert link) by **DD/MM/YY**.

## Sample 11- Student College & Career Fair Survey

Consider transferring these questions to a Google Form or other type of electronic survey

### College & Career Fair – Student Survey

We hope you enjoyed *today's* College and Career Fair. We would like feedback from you about your experience at this event. Please take a couple of minutes to complete this survey.

---

Please answer the questions on a scale of 1 to 5, with 5 being the most positive or best.

- I learned something new about a career. 1 2 3 4 5
- I had enough time to interact with the business professionals and college representatives. 1 2 3 4 5
- I know what kind of education, training, or certificate program I need to pursue for the career I am interested in. 1 2 3 4 5
- The college representatives were able to answer my questions. 1 2 3 4 5
- I feel more confident about my career path than before this college and career fair. 1 2 3 4 5
- Because of something I learned at the fair, I am going to register for a specific high school course. 1 2 3 4 5
- I feel this event increased my motivation to continue my education after high school. 1 2 3 4 5
- What can we do better next year?
- Additional comments?

## Sample 12 – Staff Survey

Consider transferring these questions to a Google Form or other type of electronic survey

### College & Career Fair – Teacher /Staff Survey

*Thank you for helping to make our College and Career Fair a Success. The planning committee would like to hear what we did well, and how we could improve. Please take a couple of minutes to complete this survey and turn it in *insert location**

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*Please answer the questions on a scale of 1 to 5, with 5 being the most positive or best.*

Your overall impression of the college and career fair organization.	1	2	3	4	5
--	---	---	---	---	---

Expectations and logistics were clearly communicated.	1	2	3	4	5
---	---	---	---	---	---

The materials provided to prepare for the event were clear and helpful	1	2	3	4	5
--	---	---	---	---	---

The date worked well.	1	2	3	4	5
-----------------------	---	---	---	---	---

The duration was adequate for this event.	1	2	3	4	5
---	---	---	---	---	---

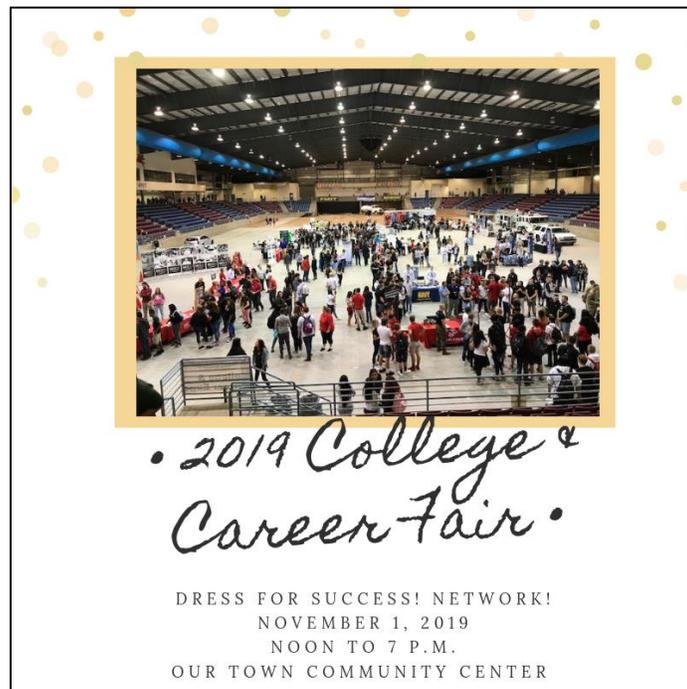
What can we do better next year?

Additional comments?

**Thank you!**

## Sample 13 – Social Media Posts

Below are a few examples of Instagram posts. Consider GEAR UP's or your district/school graphic identity and /or marketing guidelines to create your own.



## Sample 14 -Press Release

Insert your District or School Logo or Letterhead

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### Press Release

DATE

FOR IMMEDIATE RELEASE

Media Contact

Insert contact info

X High School/District, in partnership with Arizona GEAR UP, will host a College & Career Fair on Date, from starting time to end time in the location, located at address. College and career fairs aim to prepare high school students for a successful future.

During the fair, students will learn about job demands, employer requirements, and educational pathways to a variety of careers from local business owners and about postsecondary programs available from representatives from in-state and out-of-state universities, community colleges and technical / trade training programs. Local businesses are encouraged to participate in this important event. For reservations, please contact your contact person and info.

The college & career fair is a collaborative effort among the XXX School District, local businesses, numerous postsecondary institutions and other training providers to help XXX High School students understand their career options and pathways as they transition into the next chapter of their lives. Insert a quote from your principal, superintendent or a local business professional about the goal of this event.

**\*\*\*Media Advisory:** If you plan on attending, please contact media contact. Media professionals are required to check in at the High School front office, located at address. Video, photo, and interview opportunities at the XHS College & Career Fair will be available.

Sample 15 - Flyer

**XXXX** High School

and

**GEAR UP**

Invite you to the

**20XX College  
& Career Fair**

**WHEN**

Date: **MM/DD/YY**

Time: **X:XX-X:XX**

**WHERE**

**Location**

**PARENTS ARE INVITED  
TOO!**

Representatives from  
over **X** universities,  
community colleges and  
technical/trade schools  
will be available to  
answer your questions!

Over **X** professionals  
from a vast array of  
careers and companies  
will be there to talk to!

Insert QR Code Here

**Students: Complete your Participation Card at the Fair to be  
entered into a drawing for fabulous prizes!**



# Appendix 2

Photos from college & career fairs

These photos are intended to help event organizers communicate to businesses the types of interactive, hands-on, visual displays they might consider for their booths.



Graphic designers, 3-d printers, any computer-related careers could bring their tech/computers.



Contractors and trades people could bring their tools, and photos of work in progress and completed.



Some folks only have flyers, brochures and posters, but those can attract students too.



Some careers involve some unusual equipment or displays!



Maybe you can get your local cosmetologist or cosmetology school to demonstrate their skills on your students.



Your veterinarian booth will be very popular if they bring a few animals.



Your local medical lab might be able to bring a microscope and some samples for students to look at.



Consider having your CTE Culinary Arts students provide refreshments for the volunteers.