**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 Committment 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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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

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

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

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