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College & Career Fair

Toolkit



"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

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Event Benefits

College and Career Fair Benefits

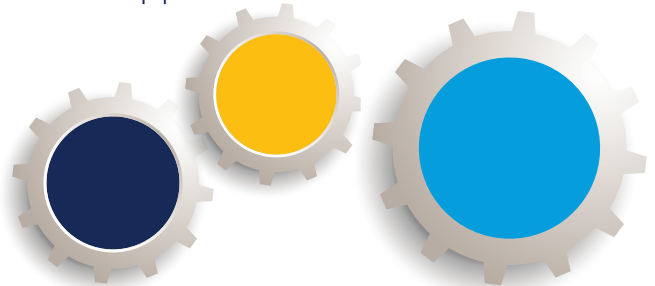
Organizations may refer to college and career fairs as expos, but regardless of the name, it's a place college admissions representatives and industry professionals gather with the goal to help students learn about educational pathways for a variety of careers.

Since GEAR UP wants to increase the number of students prepared to enter and succeed in postsecondary education, these fairs are valuable, especially because we know:

- Students who complete some sort of postsecondary education are more likely to enjoy their work, withstand economic downturns, earn more money over their lifetime, make a difference in their community, and they're healthier and happier than students only graduating from high school.¹
- Nearly 70% of jobs require some sort of training after high school.²

Students from more affluent families and communities likely have parents who went to college, and have easy access to high-paying career information in part because they likely are fluent in English. We believe all students deserve equal access to these resources, which is another way to help level the playing field in educational access.

Additionally, college and career events provide students the opportunity to speak directly with college representatives to discuss admission requirements and programs/majors offered. College and career fairs offer one more tool in helping students prepare and succeed in life after high school, and this toolkit helps educators organize effective fairs and expos. In this toolkit, you'll provide checklists and other resources to help plan and host a successful event.



¹ <https://www.luminafoundation.org/files/resources/its-not-just-the-money.pdf>

² cew.georgetown.edu/cew-reports/recovery-job-growth-and-education-requirements-through-2020/



Event Checklist

PRE-EVENT PREPARATION

- ☐ **Review Arizona GEAR UP Event Standards**
- ☐ **GEAR UP considers a college and career fair as an event, so please comply with relevant requirements.**
- ☐ **Review your GEAR UP workplan task(s) related to this event.**
Whether it is your first college and career fair or your 10th, consider your available resources when developing a work plan. GEAR UP staff can help, but we're not intended to take the place of existing resources.
- ☐ **Review data from your students' Postsecondary Education Planning Sessions (PEPS)**
Current PEPS data offers valuable information to inform what organizations, colleges, and universities to invite based on student career interest areas.

EVENT PLANNING

- ☐ **Establish a committee and meet early and regularly to meet objectives of your workplan.**
Decide what grade levels will be included. Freshmen and sophomores may have very different needs than juniors and seniors, so plan accordingly.
 - Review PEPS data with committee.
 - Develop event structure. Some schools host daytime events targeted at students. This ensures all students get the opportunity to participate. Another option is an evening event for students and families. In districts with multiple high schools, we suggest district-wide events, with different schools rotating in and out of the event throughout the day. Volunteer participation is easier when volunteers know they can help many students.
 - Set date(s), time(s), location(s) with plenty of time, so students don't need to rush. Each group of students needs at least half an hour to attend.
 - Review district-relevant policies and procedures, such as reserving space, soliciting donations, the volunteer approval process, etc.
 - Prepare students with event details. (See Supporting Documents.)
 - Create a promotion plan for students, parents (if applicable), college representatives, and industry professionals. (See Supporting Documents.)
 - Brainstorm which businesses and organizations to invite based on students' PEPS data and assign contacts. Try to represent all 16 career clusters. (Note: Some students may have had negative experiences or are triggered with law enforcement, customs & border patrol, or public safety. Instead of inviting these uniformed professionals, consider lawyers, judges, detectives (in civilian clothes), or School Resource Officers. If you invite uniformed professionals, consider their booth placement, so students can easily avoid them if they wish to.)
 - Monitor RSVP's and follow up with non-responders and expand list of invitees, as needed. (See Supporting Documents.)
 - Increase buy-in from schools staff, which includes sharing the agenda, chaperone needs, and student preparation.

- Review event logistics, staffing needs, details, and materials.
- Review feedback/surveys (from students, staff, and college and career reps). (See Supporting Documents.)
- Create and monitor project management plan, based on these “Event Planning” steps and the “Student Preparation,” “Event Hosting,” and “Post Event” steps listed below.

☐ **Keep your principal/supervisor informed.**

Get principal/supervisor approval as needed and provide regular progress updates.

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

Since space requirements vary greatly depending on the number of participants, you may want to first determine 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.**

Invitations should encourage businesses to bring visuals, hands-on activities, and tools of their trade. Track the RSVPs on a spreadsheet with contact information. (See Supporting Documents.)

☐ **Prepare materials for the College and Career Fair. (See Supporting Documents.)**

For college and business reps

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

For teachers/high school staff

- Purpose/schedule/event logistics/event Prep
- Event guide for students
- Debriefing instructions for students
- Surveys

For students

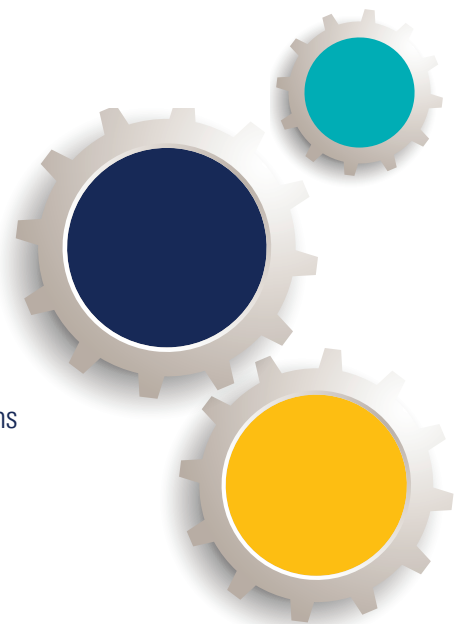
- Prep for students, including College and Career Rep questions
- Participation Sheets
- Event Map
- Student Survey

For school

- Promotional flyers or posters to hang around campus and in classrooms
- Social Media Posts—Instagram, Facebook, school website

☐ **Designate an event photographer.**

Consider asking students, staff, and/or volunteers as options.



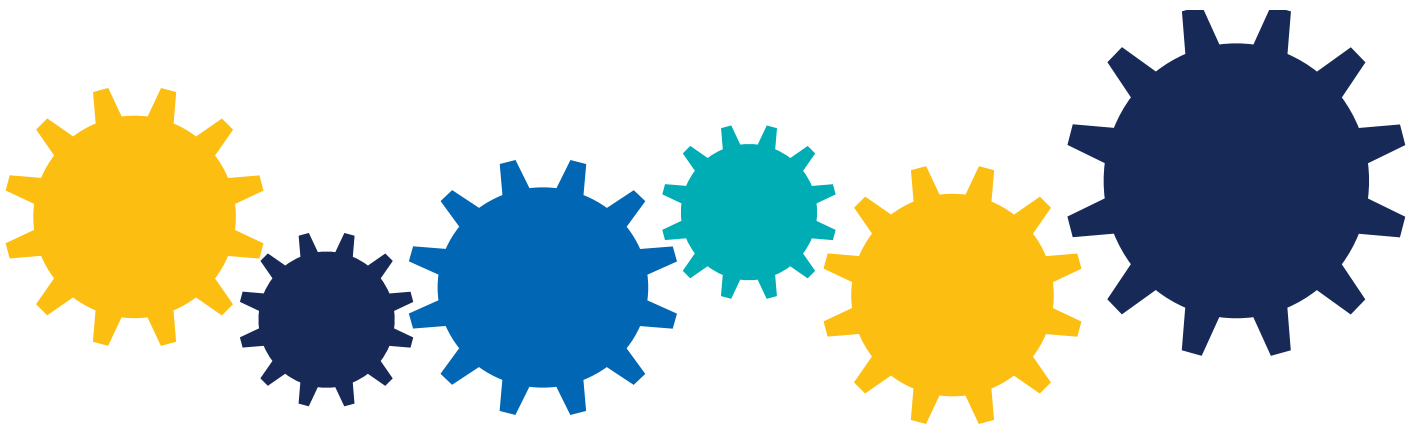
- ☐ **Arrange for refreshments or lunches for volunteers, business reps, and college reps.**
Based on event timing, reps may need only water, coffee and a light snack, or may need lunch. Review GEAR UP budget to see if federal or match funds were designated for food for this event. If applicable, consider asking your school's Culinary Arts students to cater the event, or order/solicit food donations. (See Supporting Documents.)
- ☐ **Solicit donations for incentives or purchase incentives for drawings. (See Supporting Documents.)**
Consider school supplies, college-themed items, reserved 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 tickets, or restaurant passes cannot be purchased with federal funds.
- ☐ **One week before the event, remind all confirmed business and college reps by email.**

STUDENT PREPARATION

- ☐ **One week prior, designate teachers/class times for student preparation. (See Supporting Documents.)**
- ☐ **Daily, for the week leading up to the event, make announcements over the PA or monitor screens.**

EVENT DAY

- ☐ **Morning of (or day before), designated staff set up and decorate space.**
- ☐ **Designated people greet reps from colleges and businesses, show them where to set up, and ask them to complete a cost-share contribution form.**
- ☐ **As teachers prepare to escort students to the event, they distribute participation sheets to students.**
- ☐ **Designated photographer takes photos throughout the event, posting live on social media, as allowed.**
- ☐ **Designated caterer provides all volunteers/reps refreshments, including water.**
- ☐ **Prior to the end, committee members and/or student government and honor society members personally thank each volunteer and ask them to complete the survey. (See Supporting Documents).**



POST-EVENT

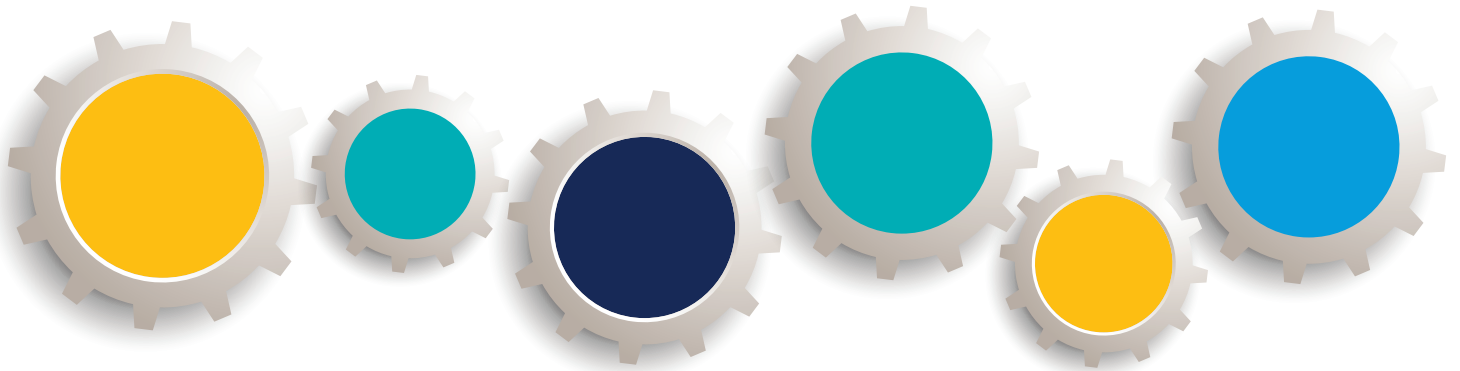
- ☐ **Designated staff clean up space, return furniture, etc.**
- ☐ **Collect participation sheets and review with committee; complete prize incentives.**
- ☐ **Keep participation sheets together based on the teacher/period, so you can easily return them.**
- ☐ **Designated teachers administer student survey in class no later than the day after the event, preferably, immediately after the event. (See Supporting Documents.)**
- ☐ **Email link to event survey to all staff. (See Supporting Documents.)**
- ☐ **Collate surveys, review with committee and principal, then distribute more broadly if necessary.**
- ☐ **Process and post event photos.**
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 Supporting Documents.)
- ☐ **Within a week, return participation sheets to teachers for student debrief. (See Supporting Documents.)**



Supporting Documents

On the following pages, you'll find resources and sample documents to help you organize a College & Career Fair.

Don't hesitate to contact the Arizona GEAR UP office if you have any questions. Schools Coordinator Rebecca McIlvaine can be reached at (602) 776-4639 or Rebecca.McIlvaine@nau.edu. The Arizona GEAR UP communications' team will create a personalized flyer for your school based on the sample in this toolkit. Additionally, you will find personalized social media graphics and other promotional materials on MS Teams. Feel free to contact Melissa Fast at Melissa.Fast@nau.edu for assistance with your communications needs. Other resources can also be found at www.NAU.edu/GEARUP.



Invitation to College Representatives

High School Letterhead

Date

Dear Admissions Representative,

The XX High School Advising Department and GEAR UP will host 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 gather in one place, so students **and families** 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 attend, and their families will be invited as well. If a member of your Admissions Office cannot be present on **day/evening**, we hope you can 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 attached Commitment Form 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. If you have any questions, please call me at **Phone Number**.

Sincerely,

Name

Title

Event Information for College Reps

We appreciate your interest in participating in our upcoming College and Career Fair, below you will find information to help you prepare. This event is so important for our students, and we hope you will help us make it a big success.

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 provide standard 8' x 2' folding tables.
- Bring your business cards and relevant handouts about your school.
- Bring eye-catching visuals, photos, props, and a college banner to display to help spark student interest.
- Students love giveaways! If you have promotional products with your school name/logo on them, such as pens, pencils, water bottles, reusable bags, post-its, gadgets, lip balm, etc., consider bringing some. We expect approximately XXX students and understand you may not have something for everyone, but consider handing them out based on your own criteria.

College 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

Contact information for participant:

Name: _____

Telephone: _____

Email Address: _____

Letter to Career Representatives

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 Arizona GEAR UP on date from time in the location.

We strive to provide students with meaningful experiences to foster their college and career readiness. The College and Career Fair offers students an opportunity to learn more about a variety of careers and the various pathways to them.

You'll have the opportunity to talk to students about the joys and challenges of your profession and offer advice on required skills, training, and credentials to achieve their career goals. It's also an opportunity to introduce the concept of networking. Also, feel free to bring hands-on activities.

We will invite local college and university representatives, as well as businesses that represent 16 different career clusters.

16 Career Clusters		
Agriculture, Foods, & Natural Resources	Government & Public Administration	Manufacturing
Architecture & Construction	Health Services	Marketing Sales and Services
Arts, A/V Technology, & Communications	Hospitality and Tourism	Transportation, Distribution, & Logistics
Business Management & Administration	Human Services	Science, Technology, Engineering, & Mathematics
Education & Training	Information Technology	
Finance	Law, Public Safety, Corrections, & Security	

Please read the attached event information. 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?

A career fair is a great way to promote your company and gives you the chance to talk face-to-face with future employees of **XXX County** and tell them about potential career paths they may not be familiar with. You'll talk to high school students and their families, answering questions such as:

- Tell me about your career and how you got into the field?
- What does a typical workday look like and what type of equipment/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?

What should I bring?

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

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

Again, students love giveaways but another way to entice students is to use visuals or a demonstration. Having tools of your trade on hand for students to see, and perhaps touch, will help attract and engage students. For example:

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

How many representatives can attend?

The more the merrier—include everyone on the commitment form, or send us an email or text if you add participants.

Where is the fair located?

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

Where do I park?

Insert your parking instructions

When should I get there to set-up?

Guests will begin setting up at **your set up time**.

Business 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 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:

Facility needs:

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, and you can find an excel document on the [GEAR UP website](#), and in MS Teams.

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.

AD40								
	A	B	C	D	E	F	G	H
		Person Contacted	Date of Initial Contact	Response	Name of Rep(s) attending	Email Contact	Telephone	Special Requests
								Confirmed 2 days before
1	Schools							
2	Arizona State University							
3	Northern Arizona University							
4	University of Arizona							
5	Grand Canyon University							
6	Embry-Riddle Aeronautical University							
7	XXX Community College							
8	Universal Technical Institute							
9	Cosmetology School in area							
10	Other Community College							
11	Tribal College							
12	Nearby Out-of-State College							
13	Agriculture, Food, and Natural Resources							
14	Veterinarian							
15	Local Mine							
16	Architecture & Construction							
17	Local Contractor							
18	Local Architect							
19	Arts, A/V Technology and Communications							
20	Local Graphic Designer							
21	Local Photographer							
22	Local Artist							
23	Business Management & Administration							
24	Local Business Owners							
25	Better Business Bureau							
26	Education and Training							
27	Principal							
28	Teacher							
29	Fitness Trainer from LA Fitness							
30	Finance							
31	Local Bank							
32	Title/Escrow Company							
33	Government & Public Administration							
34	Town All Departments							
35	Town Hall Human Resources Representative							
36	Health Science							
37	Local Doctor							
38	Someone from hospital							
39	Sonora Labs							
40	Physician's Assistant and/or LPN							
41	Hospitality & Tourism							
42	Our town Visitor's Bureau							
43	Chef							
44								

Event Signage


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.

A rectangular tent card template with a white background. On the right side, there is a decorative pattern of overlapping yellow and blue hexagons. The text is in blue.

COLLEGE/BUSINESS

City Location:

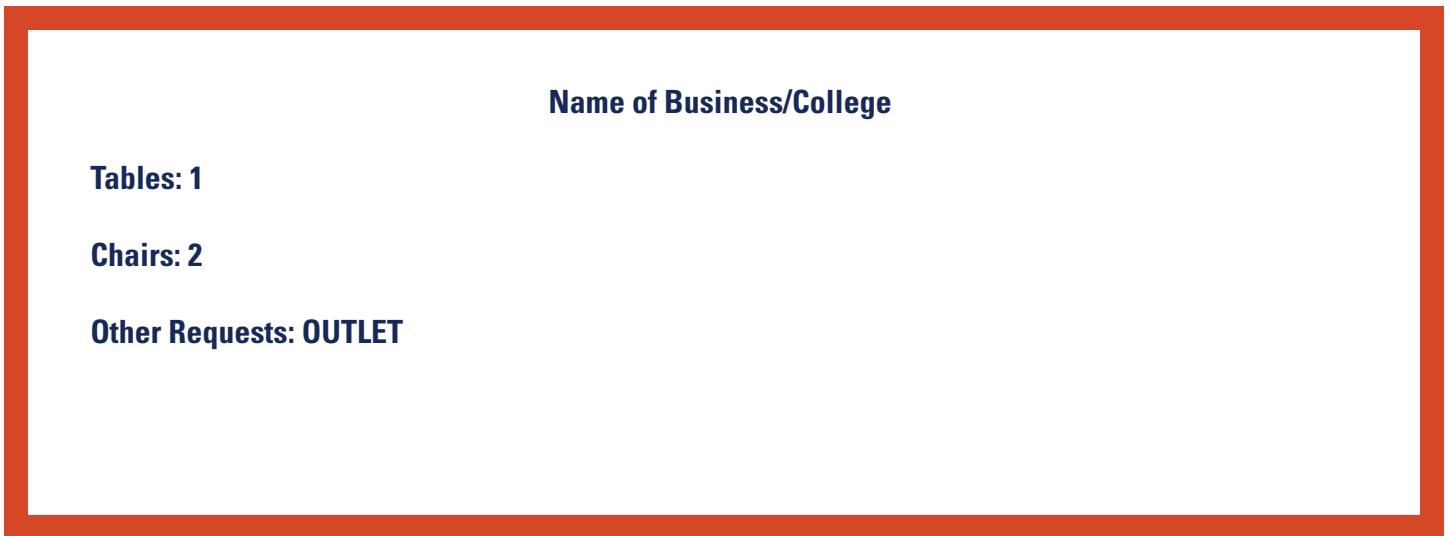
Career Cluster:

A rectangular tent card template with a white background. On the right side, there is a decorative pattern of overlapping yellow and blue hexagons. The text is in blue.

NAME:

TITLE:

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

A rectangular sign template with a thick orange border. The text is in blue.

Name of Business/College

Tables: 1

Chairs: 2

Other Requests: OUTLET

Donation Solicitation

School Letterhead

Date

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

I am writing 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 gather with the goal of helping students learn about a variety of careers and the educational pathways to those careers.

We expect over **XXX** students and their families, over **XX** companies, **XX** colleges, and **XX** training programs. Since an event of this size is such a large undertaking, we are asking for company donations to make this event a success. **Explain How You Will Use the Donation**. Your donation would help students learn about education and career pathways and remind them of the community support they have. 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 more information, please feel free to contact me at **Contact Information**.

Sincerely,

Name

Title

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 make the College and Career Fair a Success at XX High School. We always like to hear what we did well and how we can improve. Please take a couple of minutes to complete this survey before you leave today.

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 welcome.	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.

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 families about their new, or reinforced, ideas about their educational and career pathway and goals.

We know 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 and learn about college and career options. We hope that you will join us again next year.

With deepest gratitude,

Your name(s)
Your Title

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 families about their new, or 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

Event Information & Schedule 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! We want to provide some information, so you can help students prepare for the event.

Purpose of Event

We believe all students deserve 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, so students receive important information about career and education pathways. Hosting events like these at school, provide all students the opportunity to talk directly with a variety of professionals to learn about careers, the education and credentials required, and get advice regarding the educational pathway. By including college representatives, students also get the opportunity to learn about 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. Along with other college exploration opportunities, college and career fairs help our students achieve this goal, which is why your role is so important.

Logistics and Details

A few days before the fair, I will email event details and will provide 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 make it a success. If you have any questions or concerns, please contact me by email or at Phone Number.

Sincerely,

GEAR UP Coach or Principal

Event Logistics for Teachers

(Note to Coach/Planning Committee: attach all referenced documents—your bell schedule, preparing 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

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 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.
- 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 Coach

Bell Schedule Options

Option A

(Include your bell schedule as a handout for student prep session.)

Description: This includes schools traveling to an off-site College Career Expo from 12:30 p.m. – 2:30 p.m. and where all students 9-12th 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 7th hour is not held.

Period	Start	End	Min.	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.
5th Period (Lunch)	10:59	11:46	47	Shortened class time, otherwise operates as usual for all teachers and students.
6th Hour	11:51	12:38	47	Shortened class time, otherwise operates as usual for all teachers and students.
Students taken by class to assigned buses	12:45	1:15		Attendance is taken. Students travel to College and Career Expo.
Times will vary.	2:00	2:30		Students board school buses and return to school unless signed out by a parent or guardian; follow your school policy.

Option B

(Include your bell schedule as a handout for student prep session.)

Description: This schedule involves only select grades participating (in this example, juniors and seniors). Seniors attend 12:45 p.m. – 1:15 p.m. Juniors attend study hall/advisory/tutoring. From 1:30 p.m. – 2 p.m., juniors attend the fair and seniors are released for the day. Periods 1-6 are shortened by 8 minutes each, and 7th hour is not held for juniors and seniors.

Period	Start	End	Min.	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.
5th Period (Lunch)	10:59	11:46	47	Shortened class time, otherwise operates as usual for all teachers and students.
6th Hour	11:51	12:38	47	Shortened class time, otherwise operates as usual for all teachers and students.
Seniors: Fair Juniors: Advisory	12:45	1:15	30	Classroom teachers escort senior students to the College and Career Fair. Junior students attend tutoring, study hall, or advisory classes. Freshmen and Sophomores attend 7th period class.
Passing	1:15	1:25	10	Operates as usual for all teachers and students.
Juniors: Fair Seniors: Dismissed	1:30	2:00	30	Junior students are escorted to the College and Career Fair. Senior students are released (early dismissal).
Dismissal	2:00	2:15	15	All students are released.

Option C

(Include your bell schedule as a handout for student prep session.)

Description: This includes schools having every grade level participating in the college and career fair.

Period	Start	End	Min.	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.
1st 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.
2nd 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 (9th and 10th graders) are to remain in their 3rd hour class.
3B Period	10:09	10:57	48	Juniors and Seniors are to attend their 3rd hour class and 9th and 10th graders are escorted to the College and Career Fair.
4th Period (Lunch)	11:02	11:50	48	Shortened class time, otherwise operates as usual for all teachers and students.
Passing	11:50	11:55	5	Operates as usual for all teachers and students.
5th Period (Lunch)	11:55	12:43	48	Shortened class time, otherwise operates as usual for all teachers and students.
Passing	12:43	12:48	5	Operates as usual for all teachers and students.
6th Period	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.
7th Period	1:41	2:30	49	Shortened class time, otherwise operates as usual for all teachers and students.

Student Prep Information for Teachers

Save the Date: XXX

Teachers

Thank you for your support of our college and career fair this year. Please use the following information and the student handouts to prepare your students for the fair. Thanks to you, you will help make sure our students have a meaningful experience. 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, expected 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 Sheet
- Preparing for the College and Career Fair student hand-out
- College and Career Fair diagram/map

Note for Coaches: 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 host a College and Career Fair in the location. Our class will attend during X period. The purpose of this fair is to provide you an opportunity to talk with representatives from a variety of careers about their jobs, and education and training needed to get into that field. You'll also meet college representatives, so you can ask questions, especially questions that aren't easily answered by online resources.

What does a College & Career Fair look like?

College and Career Fairs typically have several tables or booths where college representatives and career representatives display handouts, pictures, and visuals about their school or 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 also learn the education requirements for specific careers, and then talk to college representatives to see which colleges offer programs for the careers that interest you.

The time will go by very fast, so you'll want to prepare ahead of time to prioritize the careers that most interest you, and make the most of your conversations with those representatives.

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



What types of postsecondary schools will participate

Community College

A public postsecondary institution offering courses to area residents. Students may earn associate’s degrees or technical certificates, or may take courses 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

These schools that provide training for skilled labor, such as welding and culinary arts. Programs generally take no more than two years to complete. The technical schools that will be at the fair are: Fill in 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:

16 Career Clusters		
Agriculture, Foods, & Natural Resources	Government & Public Administration	Manufacturing
Architecture & Construction	Health Services	Marketing Sales and Services
Arts, A/V Technology, & Communications	Hospitality and Tourism	Transportation, Distribution, & Logistics
Business Management & Administration	Human Services	Science, Technology, Engineering, & Mathematics
Education & Training	Information Technology	
Finance	Law, Public Safety, Corrections, & Security	

What to expect (handouts needed – fair diagram/map)

Provide a participant list/map and give students time to look at the college and career fair participants and their location.

I'm passing out a fair diagram/map that shows where each business and school will be set up. Please take a look and prioritize the tables you want 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.
- Listen attentively to the speakers, especially when you ask questions.
- Feel free to take notes.
- When asking about salaries, be sensitive. For example, “How much does a veterinarian typically make in this area?” is better than, “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 (candy, pens, stickers or brochures), please take only one item per table. If you take flyers or brochures, do not throw them on the floor.
- Dress appropriately. include school-specific dress code. See examples on the next page.

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.

Student Questions (pass out handout)

To maximize this opportunity, you will want to ask each representative questions.

I am passing out sample questions to get you started.

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

Purpose of Participation Sheets

(Show students one sample Participation Sheet, hand them out to each student on the day of the Career Fair).

The Participation Sheets will help you keep track of the tables you visit. As you go from table to table, select ones most interesting to you. Fill out the Company or College name on the sheet. After talking to each representative and learning more about their career or college, ask the representative to sign or stamp the area marked "Representative." Before you move on to the next table, jot down a sentence or two summarizing what you learned.

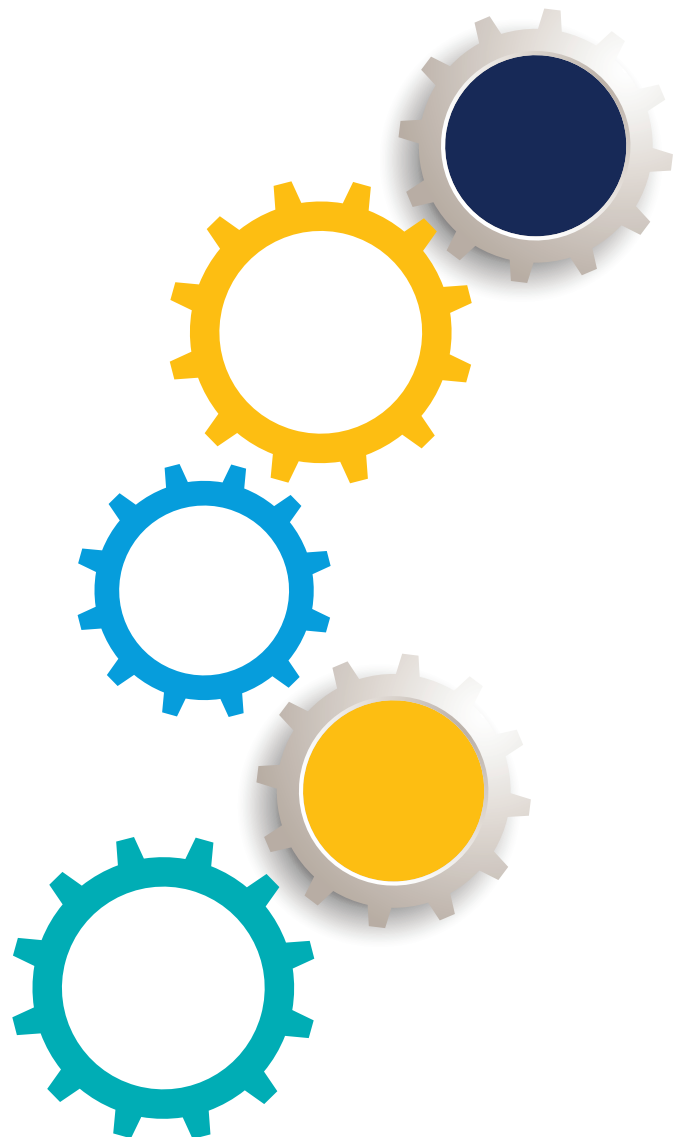
We encourage you to visit at least three career tables and three college tables; however, you can visit more if you like. Mark up the Participation Sheets as needed to accommodate this change.

Keep your Participation Sheets and bring them to class on XX day. We'll discuss what you learned, and then I will collect them and turn in your participation sheets to GEAR UP because every student who met with at least six representatives will be entered into a drawing. After the drawing, your participation sheets 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 sheets that you will bring with you to the fair, so 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 who complete X signatures on their participation sheets 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 sheets to class on XX date, so I can collect them and turn them in for the drawing.



Student Handout 1 Questions for College Representatives³

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.

³ 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

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 Prep Handout

College and Career Fair Preparation

On **date**, **XHS** and GEAR UP will host a College and Career Fair in **the location**. Our class will attend during **X period**.

What is the purpose of the College & Career Fair?

You'll get 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. You'll also meet college representatives to ask questions. It's a great time to ask questions you can't answer online.

What does a College & Career Fair look like?

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

During the fair, you'll get the opportunity to talk with career and college representatives all in the same location. The time will go by very fast, so you'll want to prepare ahead of time to prioritize areas of most interest to you to 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:

What kind of postsecondary schools will participate?

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 that offers undergraduate (bachelor's) degrees and may 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. You 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.
- Listen attentively to the speakers, especially when you ask questions.
- Feel free to take notes.

16 Career Clusters

Agriculture, Foods, & Natural Resources	Government & Public Administration	Manufacturing
Architecture & Construction	Health Services	Marketing Sales and Services
Arts, A/V Technology, & Communications	Hospitality and Tourism	Transportation, Distribution, & Logistics
Business Management & Administration	Human Services	Science, Technology, Engineering, & Mathematics
Education & Training	Information Technology	
Finance	Law, Public Safety, Corrections, & Security	

Etiquette cont.

- When asking about salaries, be sensitive. For example, “How much does a veterinarian typically make in this area?” is better than, “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 (candy, pens, stickers or brochures). Please take only one item per table. If you take flyers or brochures, don’t 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, suggest students dress 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 Sheet Information

The Participation Sheets will you keep track of the tables you visit. First, select tables that interest you the most. Fill out the company/college name, and ask each representative to sign or stamp your booklet after you talk with them. Before you move on, jot down a sentence or two summarizing what you learned during the conversation.

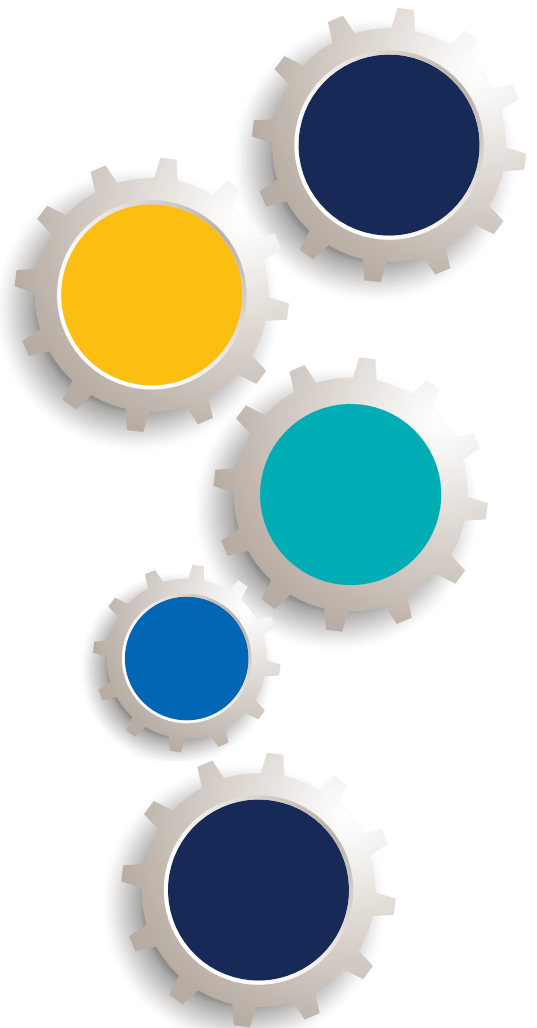
We encourage you to visit at least three career tables and three college tables, and you can visit more if you like. Mark up the Participation Sheets as needed to accommodate this change.

Keep your Participation sheets and bring them to class on XX day. In class, you’ll discuss what you learned at the fair, then Mr./Ms. XXX will collect them and turn in your participation sheets to GEAR UP because every student who met with at least six representatives will be entered into a drawing.

After the drawing, your participation sheets 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 sheets. 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 who have X signatures on their participation sheets 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 sheet to class on XX date so that Mr./Ms. XXX can collect it and turn it in for the drawing.



Participation Sheets

On the [GEAR UP website](#) and on MS Teams, you download customized Participations Sheets and brochures that you can print for every student to use during your College and Career Fair. You can either print them on a color printer at your school, or print them at a local FedEx or other printer.

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 Sheet.

Teacher instructions for distribution, use and collection of sheets/brochures are included in this toolkit.

Participation Sheet Example

College & Career Fair

GEAR UP for SUCCESS!
College Representatives

College Stop 1

College:
Rep:
I learned:

College Stop 2

College:
Rep:
I learned:

College Stop 3

College:
Rep:
I learned:

NAME: _____

DATE: _____

CLASS: _____

TEACHER: _____

College & Career Fair

GEAR UP for SUCCESS!
Career Representatives

Career Stop 1

Company:
Rep:
I learned:

Career Stop 2

Company:
Rep:
I learned:

Career Stop 3

Company:
Rep:
I learned:

Next Steps (Circle all that apply.)

Visit a college (specify) _____

Talk to my coaches about classes I need _____

Research other Careers (specify) _____

Other (specify) _____

Map Example for Students

Teacher Debrief Guide

Thank you! With your support, our College & Career Fair was a success!

Please use this guide to debrief 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**).
- Prompt your students to fill out the final portion of the Participation Sheet titled “my next steps.” Collect completed Participation Sheets 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 our events, so they meet 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 it 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's 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 in your plans after high school?
- What are some examples of next steps you'll 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 Sheets

Take out your Participation Sheets. Go to the section called “My Next Steps” and take a few minutes to fill it out.

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 sheets 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**.

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 your feedback about your experience. 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.

1. I learned something new about a career.

1 2 3 4 5

2. I had enough time to interact with the business professionals and college representatives.

1 2 3 4 5

3. 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

4. The college representatives were able to answer my questions.

1 2 3 4 5

5. I feel more confident about my career path than before this college and career fair.

1 2 3 4 5

6. Because of something I learned at the fair, I am going to register for a specific high school course.

1 2 3 4 5

7. I feel this event increased my motivation to continue my education after high school.

1 2 3 4 5

8. What can we do better next year?

Additional comments?

Staff Survey

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

Teacher /Staff Survey

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

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

1. Your overall impression of the college and career fair organization.

1 2 3 4 5

2. Expectations and logistics were clearly communicated.

1 2 3 4 5

3. The materials provided to prepare for the event were clear and helpful.

1 2 3 4 5

4. The date worked well.

1 2 3 4 5

5. The duration was adequate for this event.

1 2 3 4 5

6. What can we do better next year?

Additional comments?

Thank you!

Social Media Examples

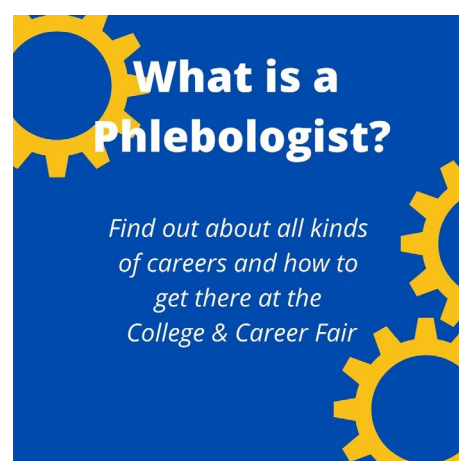
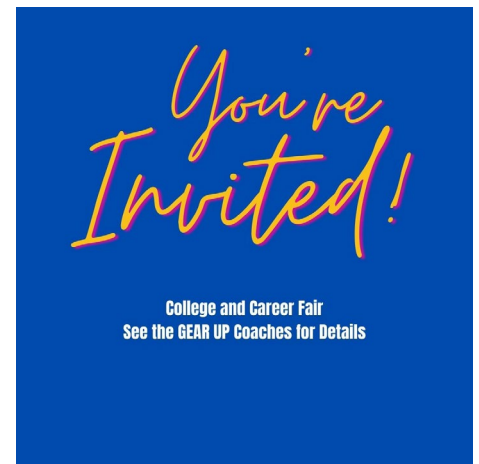
XX High School will host a College and Career Fair on XYZ date at XYZ time. Families are welcome, too. Come see what the future holds.

XYZ High School will host a College and Career Fair on XYZ date for all juniors and seniors. Check with your GEAR UP Coach to find out more.

ROAD TRIP! XYZ High School will head to XYZ on XYZ to attend a College and Career Fair. Get all the Details from your GEAR UP Coaches.

Do you know the admissions' requirements for Arizona State University, Northern Arizona University, and the University of Arizona? Come find out during XYZ HS College and Career Fair on XYZ at XYZ time.

What is an information technologist, and what do they do all day? Come learn about careers on XYZ date at XYZ time during the XYZ HS College and Career Fair.



Press Release—English

Insert your District or School Logo or Letterhead

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 colleges. 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.

-30-

Press Release—Spanish

Insert your District or School Logo or Letterhead

Comunicado de prensa

DATE

PARA SU PUBLICACIÓN INMEDIATA

contacto para los medios de comunicación
Insert contact info

X High School/District, en coordinación con Arizona GEAR UP, organizará una feria universitaria y profesional el día Date, desde las starting time hasta las end time en location, ubicada en address. Las ferias universitarias y profesionales tienen como objetivo preparar a los estudiantes para un futuro exitoso.

Durante la feria, los estudiantes aprenderán sobre demandas laborales, requisitos de las empresas, y trayectos educativos hacia una variedad de carreras por parte de empresarios locales, así como sobre programas de educación superior por parte de representantes de universidades estatales y de fuera del estado, colegios comunitarios y programas técnicos y de formación de oficios. Se anima a las empresas locales a participar en este importante evento. Para reservar un lugar, comuníquese con your contact person and info.

La feria universitaria y profesional es una colaboración entre el Distrito Escolar XXX, empresas locales, numerosas instituciones de educación superior y otros proveedores de capacitación para ayudar a los estudiantes de XXX High School a comprender sus opciones y caminos profesionales a medida que pasan al siguiente capítulo de sus vidas.

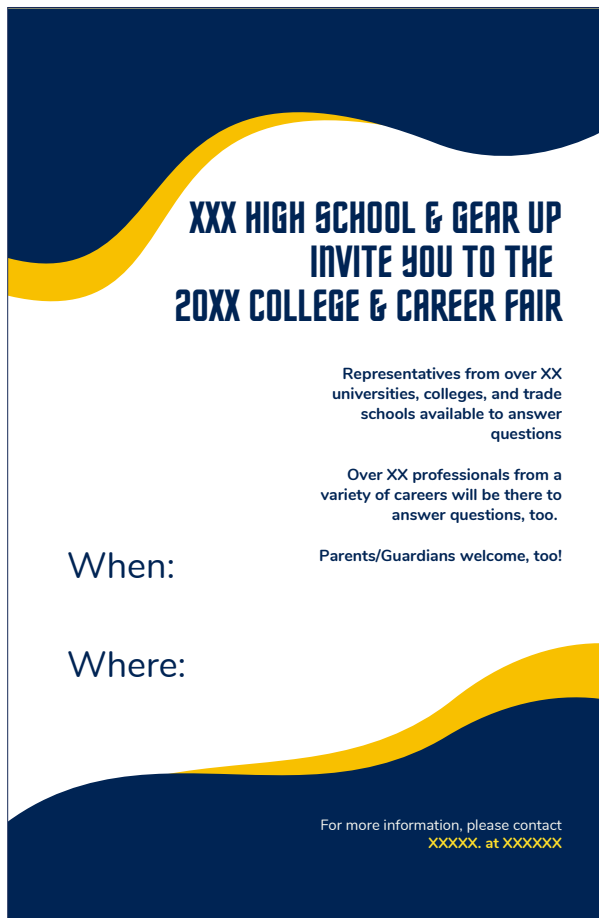
Insert a quote from your principal, superintendent or a local business professional about the goal of this event.

*** Aviso a los medios: si planean asistir, comuníquense con media contact. Se requiere que los representantes de los medios de comunicación se registren en la oficina principal de la escuela, ubicada en address. Habrá oportunidades de video, fotografía y entrevistas durante la feria universitaria y profesional de X High School.

-30-

Flyer Samples ENG/SPA

Below you will find flyer samples for your event. If you are in one of our 5E Schools, please contact Melissa Fast in Communications to customize your flyer with school colors, dates, and a QR code to promote your event.



Career Display Photo Ideas

