College fairs

College fairs offer an opportunity for prospective students and families a space to meet with representatives from various schools at the same time. UVM admissions counselors attend as many college fairs as possible; volunteers who attend college in place of our staff allows us to expand our reach and visibility with prospective students.

UVM admissions (Nan Tougas) will email you a link to a website (signupgenius.com) with a list of college fairs where we need coverage.

Simply click on the one(s) that you can attend. Once your attendance is confirmed, UVM admissions will reserve a spot for UVM at the college fair. Nan Tougas will notify the school that an alumni/parent volunteer will attend on behalf of UVM. Appropriate quantities of print materials, a UVM table banner, name tag, and other UVM information will be sent to you in advance of each fair.

Admissions staff will also be asking you to join them at a college fair where you can work in tandem with them. They will email you about their schedule and activities where they are traveling.

Before the fair:

- If this is your first college fair, please reach out to Liz or Nan. Liz welcomes calls from volunteers who are attending a college fair for the first time by themselves. Please give her a call at (802) 656-1499 to discuss what to expect.
- Carefully note the date and time of the fair.
- Spend time looking over the materials sent to you to display and give out to interested students and families.
- Review the Alumni & Parent Admissions volunteer website at go.uvm.edu/admissionsvolunteers to review deadlines and general information
- Brush up on your UVM facts before the fair. The Facts & Figures brochure and the Fair brochure are good ways to do this.
- Dress appropriately - business casual. Wear comfortable shoes.
- Think about how UVM shaped you and your current situation—think of favorite faculty experience, relationships with friends, etc.!
- Plan to arrive at the fair at least 30 minutes before the start of the fair to allow time for parking and table set up.

During the Fair:

- In your box, you will have a diagram of what your table should look like. Review this info and use it as a guide.
Drape the UVM banner over the edge of the table, easily visible to students and families. Put out plenty of the fair brochures (our primary piece for fairs) and use the picture that is included in your box.

Your material box will have inquiry cards enclosed. Encourage students to fill out a card to join the mailing list, or keep the info updated. If they don’t want to fill it out then, point out the website to request materials and join the mailing list, or they may take the card and send it in to Admissions. (The web site form is fastest!)

Keep in mind you are the first-line representative for the University of Vermont at this fair. Answer all questions honestly and respectfully; refer students to the Office of Admissions when you feel you can’t answer a question fully.

Don’t forget that our website: www.uvm.edu/admissions contains a wealth of information.

Stand behind your table. National Association for College Admissions Counseling best practices do not allow for representatives from any college or university to stand in front of their table. Wait for students to approach the table—don’t call out for them to come over!

Be courteous to other exhibitors and fair attendees.

Stay for the entire fair.

After the Fair:

- Collect your UVM Banner, extra materials, and inquiry cards and take them with you.
- Leave a few extra materials for the school-drop these off at the registration table on your way out of the event.
- Follow-up is critical. Within three days please send any inquiry cards, UVM Banner, your name tag, and your college fair evaluation back to admissions in the postage-paid envelope provided.

Last minute emergency?
If you cannot make it to the event, contact Liz Hamlin-Volz at 802-656-1499 or via email at Elizabeth.Hamlin@uvm.edu, or Nan Tougas at 802-656-4647, or Nanette.Tougas@uvm.edu, as soon as possible. With enough time, we can find a replacement volunteer.