



# COLLEGE & CAREER FAIR TOOLKIT

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# COLLEGE & CAREER FAIR TOOLKIT

## PURPOSE

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

*“Researchers have found that student’s 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 student’s lives...”*

*-Jason J Horstman, EdD*

## OBJECTIVES

- 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 grades 9-12.

## TARGET AUDIENCE FOR TOOLKIT

This Toolkit is written for GEAR UP Staff 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
- Checklists 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
  - Photos
  - Student Prep – Guide for teachers
  - Student Pre – Instructions for students
  - Participation Card/Booklet
  - Fair Map
  - Debriefing Guide
  - Social Media posts
  - Flyer
  - Press release



## College & Career Fair Toolkit

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 & Career Fair, and Arizona GEAR UP whose College and Career Fair Toolkit inspired us.



## 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>1</sup>
- From 2014 - 2018, only 24.2% of Nevadans 25+ years old had completed a bachelor's degree or higher, yet, in 2020, it is estimated that at least 62% of Nevada jobs will require training beyond high school.<sup>2</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. Nevertheless, 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 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>1</sup> <https://www.luminafoundation.org/files/resources/its-not-just-the-money.pdf>

<sup>2</sup> <https://cew.georgetown.edu/cew-reports/recovery-job-growth-and-education-requirements-through-2020/>



## Checklist for a Successful College and Career Fair

GEAR UP Staff are advised to use the checklist below, along with the references 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 Nevada 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 Implementation Plan**

Be sure your college and career fair event has been entered in your Implementation Plan for the school year. For some schools, this is the first-ever college and career fair while for others, such a fair has been hosted annually for years. The Specialist's role and GEAR UP support may be larger or smaller depending on your school's experience. **REMEMBER: GEAR UP must supplement – not supplant – existing resources.** Your Implementation Plan should indicate who from your school and/or district are committed to helping plan and implement this event.

**Review data from your student's most recent Student Transcript Evaluation and Postsecondary Planning Sessions (STEPPS)**

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

### PRE-EVENT PREPARATION

**Meet regularly, starting early in the school year, with your College and Career Fair Planning Committee** (those named in your GEAR UP Event Notification Form for the planning and implementation of the fair).

At these meetings, the Committee should:

- Decide which grade levels will be involved. This is specified in your GEAR UP Implementation Plan. Keep in mind that freshmen and sophomores may have very different needs than juniors and seniors, so involving all grades might require more planning.
- Review STEPPS data together.
- Discuss and resolve the event structure. This may already be specified in your GEAR UP Implementation Plan. 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), and 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 (i.e. all 1<sup>st</sup> 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 business and organizations to invite based on student’s STEPPS data, assign contacts. Try to have representation from all identified career clusters.
  - 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 approvals 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 that air-conditioning or heat is scheduled to be on if needed.
  - Submit required Event Notification Form to the NDE GEAR UP 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 trades, as our sample invitation does. See the photos in Appendix 2 for examples of interactive booths. Track the responses you receive and enter contact information on a spreadsheet (see Sample 2).



- **Create/Prepare 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/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 & 2)
    - Participation Cards/Booklet (see Sample 9 and Handout 3)
    - Map of the space where the event will be held, showing the location of each business and college (see Sample 9 and Handout 4)
    - Student Survey (see 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 he/she could take photos at the event while talking to students.
  
- **Arrange for Refreshments or Lunches for Volunteers (business & college reps)**

Based on the time of your event, reps may need only water, coffee, or a light snack – or lunch. Check your GEAR UP budget to see if federal or match funds are 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 Door Prizes, or Purchase Prizes for Completed Participation Cards/Booklet** (see Sample 4)

Consider school supplies or 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, movie, 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 (see Sample 9), designate teachers (i.e. 1<sup>st</sup> period) to explain to students the event purpose and logistics, distribute and review Student College and Career Fair Preparedness 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 students and staff of the event and how students should dress for the day, and any prizes that will be offered/drawings held.**

## EVENT HOSTING

- ❑ **Day before or morning of the event (as applicable), designated staff sets up and decorates space according to your established plan.**
- ❑ **Designated person(s) greet volunteer reps from colleges and businesses/organizations, assists them with set-up at their assigned tables, and asks them to complete an In-Kind/Match Contribution Form.**
- ❑ **As teachers prepare to escort their students to the event space, they will distribute Participation Cards/Booklets 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 staff person(s) ensure 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 a 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/Booklets with Committee; complete drawing for prizes from pool of eligible students** (based on completed Participation Cards/Booklets). **Be sure you keep Participation Cards/Booklets together based on the teacher/period so you can easily return them.**
- Designated teachers administer Student Surveys 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 the Committee and principal; and distribute more broadly as appropriate.**
- Process and post event photos as appropriate.**  
Consider emailing photos to all staff with a “thank you for your support and assistance” and include data on the impact of the fair based on surveys. Also consider posting on the school website.
- Send Thank You Notes or emails 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/Booklets 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 Commitment Form attached
2. Tracker for college and business Invitation Responses
3. Table Signs and 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
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 Survey
12. Staff Post-Event 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 Nevada 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 gather all 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 institution to participate in this event.

*Customize information based on your plan – for example: All 450 seniors and juniors from XX high school(s) will be attending, and their parents have been 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 alumnus/alumna to represent your institution 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 **name and email address**, or submit the Commitment form online at **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**.

I look forward to hearing from you soon.

Sincerely,

Name

Title



## Additional Information about the **XX** High School College and Career Fair

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

1. What do students like most about your college?
2. What is the biggest complaint from your students?
3. What kinds of students are happiest at your college?
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 admissions officers make decisions solely on numbers and stats, or do extracurricular activities matter for admission to your college?
9. How would you describe the academic pressure and study load at your college?
10. What is the faculty like, and how accessible are they outside of class?

### *What to Bring to the College and Career Fair:*

- ▶ 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 student's 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. 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 and Career Fair Commitment Form

Name of school/college: \_\_\_\_\_

Address of school/college: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ A representative from our school/college will attend the College and 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(s) of Representative attending Fair: \_\_\_\_\_

This person is:        Admissions Staff: \_\_\_\_\_ Alumni: \_\_\_\_\_ Other (describe): \_\_\_\_\_

### Representative Contact Information:

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

Phone: \_\_\_\_\_

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



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## Sample 1 – Invitation to Potential 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 XX High School and Nevada GEAR UP, to be held at Location on Date, from Time.

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. As a participant in this event, you will have the opportunity to directly respond to student’s questions about the joys and challenges of your profession and to offer them advice on the skills, training and/or credentials required to achieve their career goals. This is also an opportunity to introduce them to the concepts of networking and professionalism.

We are inviting representatives from our local colleges and universities, as well as businesses and organizations that represent 16 different career clusters:

- |   |  |  |
|---|--|--|
| 1. Agriculture                          | 7. Government & Public Administration          | 13. Manufacturing                                  |
| 2. Architecture & Construction          | 8. Health Services                             | 14. Marketing, Sales & Service                     |
| 3. Arts, AV Technology & Communications | 9. Hospitality & 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 provide an opportunity for you to share with students and families the reason you love what you’re doing, with hands-on and interactive activities.

Please read the attached information which describes the benefits of, and details about participation. 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 Date, by emailing your completed Commitment Form (attached) to me at Email.

Thank you for your commitment to our students and community, and we look forward to seeing you at 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 College and Career Fair?***

Attending a Career Fair gives you the chance to talk face-to-face with future employees of **XX** County and to 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 can I make in this field?
- 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 internship 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 should I bring?***

1. If your company/organization has one, please bring a tablecloth. We will be using **standard 8' x 2'** folding tables.
2. Bring your business cards and any relevant handouts or information that you may have about your field and career path.
3. Bring eye-catching visuals, photos, props, and a company banner to display. The goal is to help spark student's interest to further research and investigate your field.
4. **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 them. 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 pique their curiosity in your field and/or company, and may help them approach you with questions. For example:

- A chef might want to perform a cooking demonstration
- A cyber security analyst might 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 able 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 - **Email and Phone**.

***Where is the Fair located?***

Our Fair will be held in the **Building/Facility** located at **Name and Address of Location**. If you need help carrying anything into the venue, please let me know in advance and volunteers or I will meet you at **XX**.

***Where do I park?***

**Insert your parking instructions here.**

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

Guests will be able to begin setting up at **Time**.





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## XX High School College and Career Fair Commitment Form

Name of Business/Organization: \_\_\_\_\_

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

\_\_\_\_\_ A representative(s) from our business/organization will attend the College and Career Fair on **Date**

\_\_\_\_\_ Our business/organization 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(s) of Representative(s) attending the College and Career Fair:

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

Business/Organization Contact Person for this event:

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

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

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



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## 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.

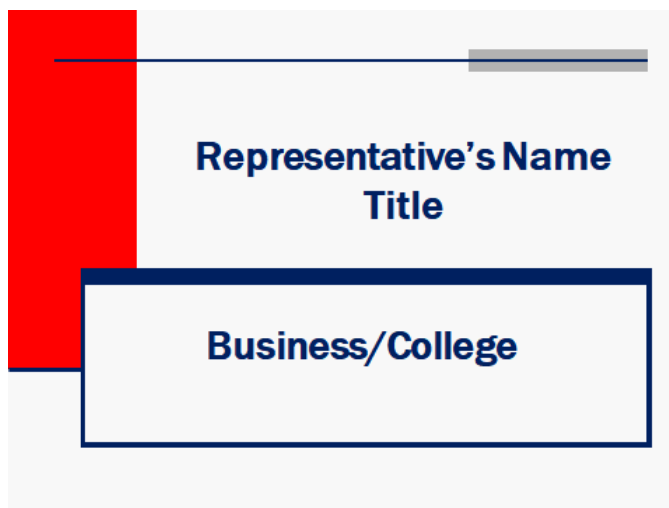
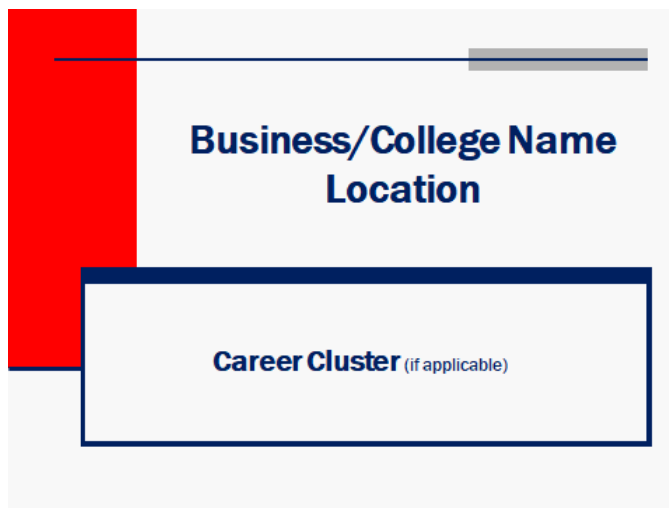
Contact	Phone/Email	Initial Contact Date	Rep(s) Attending	Rep Email	Telephone	Confirmed 1 week prior
<b>Schools</b>						
College of Southern Nevada						
Great Basin College North						
Great Basin College South						
Nevada State College						
Truckee Meadows CC						
UNLV						
UNR						
Western Nevada College						
<b>Agriculture, Mining, etc.</b>						
Barrick Mines						
Local Agriculture						
<b>Arts, Tech., Comm.</b>						
Tesla						
Local Tech Companies						
Local Arts Companies						
<b>Business Mgmt., Admin.</b>						
Local Business Owners						
Owin						
<b>Education &amp; Training</b>						
NDE Program Staff						
School Administrators						
<b>Gov't. &amp; Public Admin</b>						
Governor's Office						
State Employees						
<b>Health Sciences</b>						
Local Doctor						
Local Hospital						
<b>Finance</b>						
Local Banks						
Local Title Company						
<b>Hospitality &amp; Tourism</b>						
Chamber of Commerce						
Hotel Representatives						
<b>Human Services</b>						
DHHS						
Job Connect						
<b>Law Enforce. &amp; Security</b>						
NHP Reps						
Military Reps						



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### 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 you facilitate staff with set-up.

<b>Name of Business or College</b>
Number of Tables:
Number of Chairs:
Other Requests: (outlets, AV, etc.)



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## **Sample 4 – Donation Solicitation**

**XX High School Letterhead**

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

**Date**

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

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

Hosting students and their parents, businesses and organizations, and colleges and training programs is a large undertaking. To assist us in this enterprise, we are asking for your support.

A donation of goods, services, or funds from **Company Name** will go to directly support our school, and help to make this event possible. **Explain how you will use the donation**. Your donation will help students learn about education opportunities and career pathways, and remind them of the support they have in the community.

Examples of item or services you might donate would 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**





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## Sample 6 – Thank-You Note to Professional Volunteer

**XX High School Letterhead**

Date

Representative's Name  
Business/Organization Name  
Address  
City

Dear **Individual Career Professional Name**,

Thank you so much for participating in **Your School's Name** College and Career Fair! Your willingness to share your expertise made a big impact on our students. We have received much positive feedback after the Fair, as students shared their ideas about their education and career goals with their peers, teachers, and parents.

We know that the hard work you do doesn't end when you leave your jobsite, and we appreciate the time and energy you put into making our Fair a success. In the same way you inspired our students, we hope their excitement to learn from you will inspire you to keep up the great work that you do.

Thank you for helping to inform and motivate our students, as they become college and career ready. We hope to see you again at next year's College and Career Fair.

With deep gratitude,

Name  
Title



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## Sample 6 – Thank-You Note to College Rep/Volunteer

**XX High School Letterhead**

**Date**

**Representative's Name**  
**Institution's Name**  
**Address**  
**City**

Dear **College Representative Name**,

Thank you so much for participating in **Your School's Name** College and Career Fair! Your willingness to share your expertise made a big impact on our students. We have received much positive feedback after the Fair, as students shared their ideas about their education and career goals with their peers, teachers, and parents.

In the same way you inspired our students, we hope their excitement to learn from you will inspire you to keep up the great work that you do.

Thank you for helping to inform and motivate our students, as they become college and career ready. We hope to see you again at next year's College and Career Fair.

With deep gratitude,

**Name**  
**Title**



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## **Sample 7 – Sample Information Regarding Schedule & Logistics for Teachers**

### **Email:**

To **XX** High School Teachers and Staff,

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

### **Purpose of Event**

We believe that all students should have equal access to career and college information and resources as they make 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 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, credentials, and training required for their field, and to receive tips and advice for steps to take in high school in order 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 investigate the programs and majors offered at different institutions and their admission requirements.

### **Nevada 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 our 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 you detailed logistical information about the event, and will provide you with information and handouts to help your students prepare for the Fair, as well as information to help you debrief 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 phone or email at **Phone Number.**

Sincerely,

**GEAR UP Staff or Principal**





## Example Logistics for Teachers

*(Note to GEAR UP Staff/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 references for all their students.)*

### Logistics for Teachers and Staff for the **XX** High School College and Career Fair Event

Date and Location: The College and Career Fair is scheduled for **Date**, from **Starting Time to End Time** at/in **Location**.

- **1-2 days prior to the Fair**
  - Review “Student Prep Information for Teachers” and handouts with your **XX** 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 the teacher’s role.)**

  - During **XX Period (insert time)**, meet with your students in your classroom and take attendance.
    - Hand out Participation Cards (see attached) and go over instructions for their 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 XX 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 up.
  - At **XX Time**, an announcement will be made for all juniors to report to their **XX** period class.
  - **Please help us monitor to ensure students head to XX period after the announcement is made.**
  
- **Day After Fair**
  - Debrief with your **XX** period class using the attached debriefing guide.
  - Collect Participation Cards and turn them into 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-XXX-XXXX**, if you need to call or text me with questions or concerns.

Thank you!



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**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 and Career Fair 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
1 <sup>st</sup> 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
2 <sup>nd</sup> 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
3 <sup>rd</sup> 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
4 <sup>th</sup> Period	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> Period	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 and Career Fair
The times will vary	2:00pm	2:30pm		Students to board school buses and return to school unless signed out by a parent or guardian; follow school



Period	Start	End	Minutes	Content
				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 12:45pm – 1:15pm, while juniors are in study hall/advisory/tutoring. Then from 1:30pm – 2:00pm, 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
1 <sup>st</sup> 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
2 <sup>nd</sup> 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
3 <sup>rd</sup> 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
4 <sup>th</sup> Period	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> Period	11:51	12:38	47	Shortened class time, otherwise 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>Freshmen and Sophomores attend 7<sup>th</sup> period class</i>
Passing	1:15pm	1:25pm	10	Operates as usual for all teachers and students
Juniors: Fair Seniors: Dismissed	1:30pm	2:00pm	30	Junior students are escorted to the College and Career Fair. Senior students are released (early dismissal).
Dismissal	2:00pm	2:15pm	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> 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
5 <sup>th</sup> 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
6 <sup>th</sup> 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
7 <sup>th</sup> Period	1:41pm	2:30pm	49	Shortened class time, otherwise operates as usual for all teachers and students



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## Sample 9 – Student Prep Information for Teachers

### Preparing Your Students for the College and Career Fair on **MM/DD/YYYY**

**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 XXXX College and Career Fair can be found [here](#) (insert link to 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 logistics and benefits of the upcoming College and Career Fair, 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 Handout
- College and Career Fair Diagram/Map

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

### **What is the College and Career Fair?**

On **Date**, **XX** High School and GEAR UP will be hosting a College and Career Fair in/at **Location**. Our class will be attending this event during **X Period**. The purpose of 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 and 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, business, 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 the 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 chance 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 Staff, 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 Schools:** 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 pens/pencils with you and to write legible (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                  | 7. Government & Public Administration          | 13. Manufacturing                                  |
| 2. Architecture & Construction  | 8. Health Services                             | 14. Marketing, Sales & Service                     |
| 3. Arts, AV Technology & Comm.  | 9. Hospitality & Tourism                       | 15. Transportation, Distribution & Logistics       |
| 4. Business Management & Admin. | 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 where they're situated at the Fair site.

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 to prioritize which tables/booths you would like to visit.

### **College and Career Fair Etiquette (Consider reading the list below or asking for input from the 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 a career representative about salary information, ask the question tactfully. 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 might not be necessary. If not, we suggest students be encouraged to dress "nicely" – as they might for 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 this opportunity, you will want to ask each representative questions.

I am passing out sample questions you can ask organization or college representatives at the Fair.

Give students time to review the questions and/or draft their own, 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, then 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 and the people you have spoken with. As you go from table to table, selecting those most interesting to



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 small 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 than one type and less of another type, that’s okay too. You can mark up the Participation Cards as needed to accomplish this change.

Keep your Participation Cards/Booklets and bring them to class on **XX day**. We’ll have a discussion on what you learned the day after the Fair, and then **I will collect them and turn in your Participation Cards/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/Booklets will be returned to you.

### **Event Logistics (handout needed – Bell Schedule)**

Share copy of bell schedule with students.

On **Date, after X period, please meet me here in the classroom**. I will take attendance and pass out your student Participation Cards/Booklets that you will bring 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 collect **XX** signatures on their Participation Cards/Booklet will be entered into a drawing for prizes! When the bell rings, you will need to report to your **XX period** class. Don’t forget to bring your Participation Cards/Booklet to class on **XX Date** so that I can collect them and turn them in for the drawing.





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## **Student Handout 1 – Questions for Students to Consider in Preparation for the College and Career Fair<sup>3</sup>**

### **Sample 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 state tests, 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 is 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.
- 4.

---

<sup>3</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).



**Sample 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.
- 4.



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## Student Handout 2 – Prep Information for Students

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

On **Date**, **XX** High School and GEAR UP will be hosting a College and Career Fair in/at **Location**. Our class will be attending this event during **XX Period**.

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

The purpose of 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 and Career Fair look like?

College and Career Fairs typically have several tables or booths at which college representatives and career representatives display information, 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 in mind, 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                  | 7. Government & Public Administration          | 13. Manufacturing                                  |
| 2. Architecture & Construction  | 8. Health Services                             | 14. Marketing, Sales & Service                     |
| 3. Arts, AV Technology & Comm.  | 9. Hospitality & Tourism                       | 15. Transportation, Distribution & Logistics       |
| 4. Business Management & Admin. | 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 you to fill out. You should bring pens/pencils 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/representatives, especially when you ask questions
- Feel free to take notes when needed
- Be considerate when asking career representatives about salary information. 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 information, but others might feel this information is private.
- Make good use of your time
- Some tables/booths may have giveaways (i.e. 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 a job interview. There is no need to go out and purchase new clothes, but students should 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?

**Participation Cards/Booklets** will help you keep track of the tables/booths 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 your conversation with that representative.

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



Keep your Participation Cards/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 Cards/Booklets to the GEAR UP office because every student who met with at least six representatives will be entered in a drawing for prizes**. After the drawing, your Cards/Booklets will be returned to you.

### Event Logistics

On **Date**, after **XX Period**, please meet at **Location**. **Mr./Ms. XXX** will take attendance and pass out your student Participation Cards/Booklet. **Mr./Ms.** will escort you to **Location** and will be walking around during the Fair in case you have any questions. All students that have **XX** signatures on their Cards/Booklet will be entered in a drawing for prizes!

When the bell rings, you will report to your **XX Period** class. Don't forget to bring your Participation Cards/Booklet to class on **Date** so that **Mr./Ms.** can collect it and turn it in for the drawing.



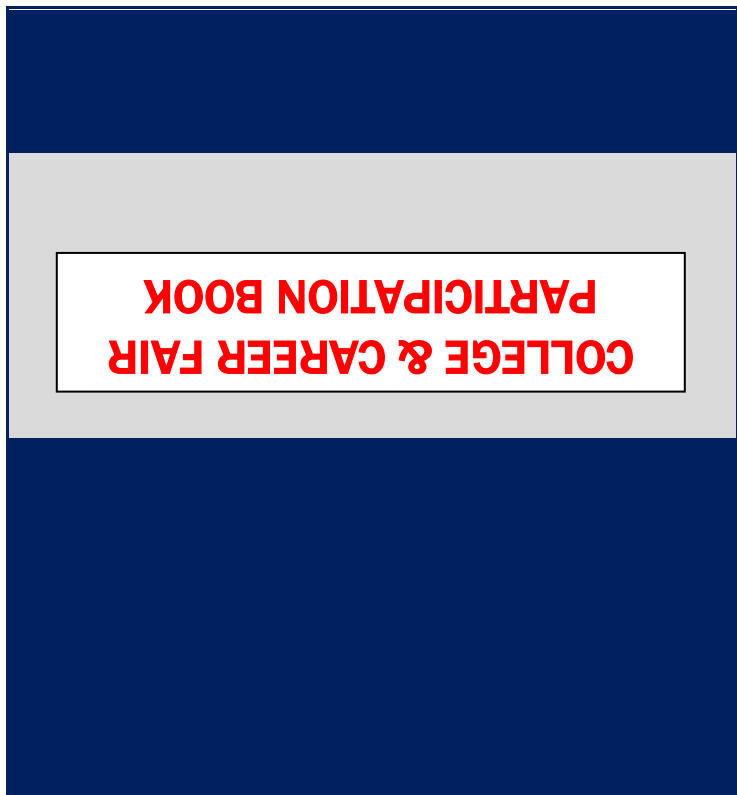
### **Student Handout 3 – Participation Card/Booklet**

On the next page, you will find a Participation Book that can be printed for student’s use during your College and Career Fair. The following page has an alternative “Passport” design. For either version, simply fold the printed document into 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 passports for future reference.

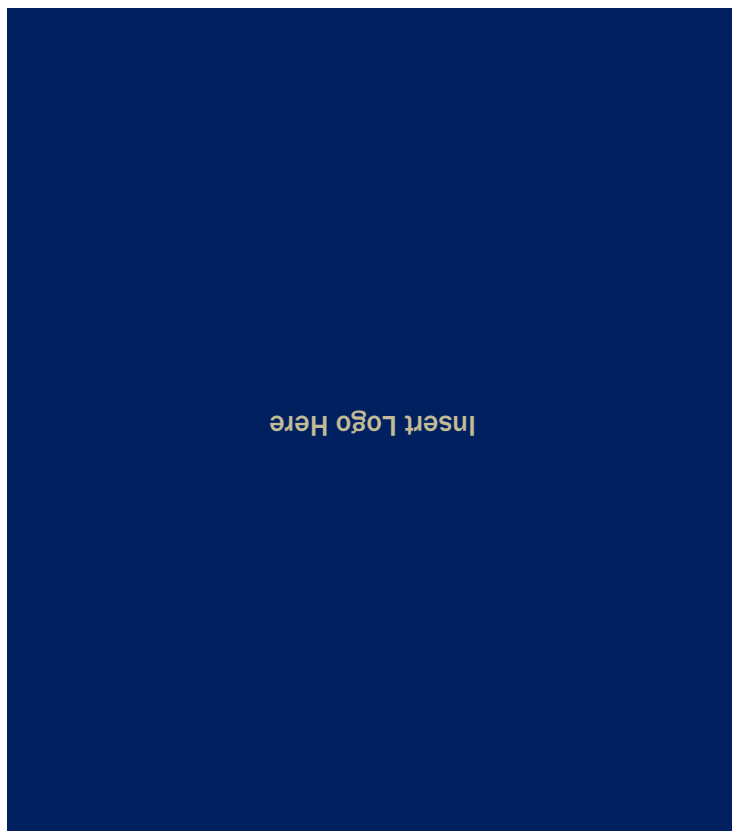
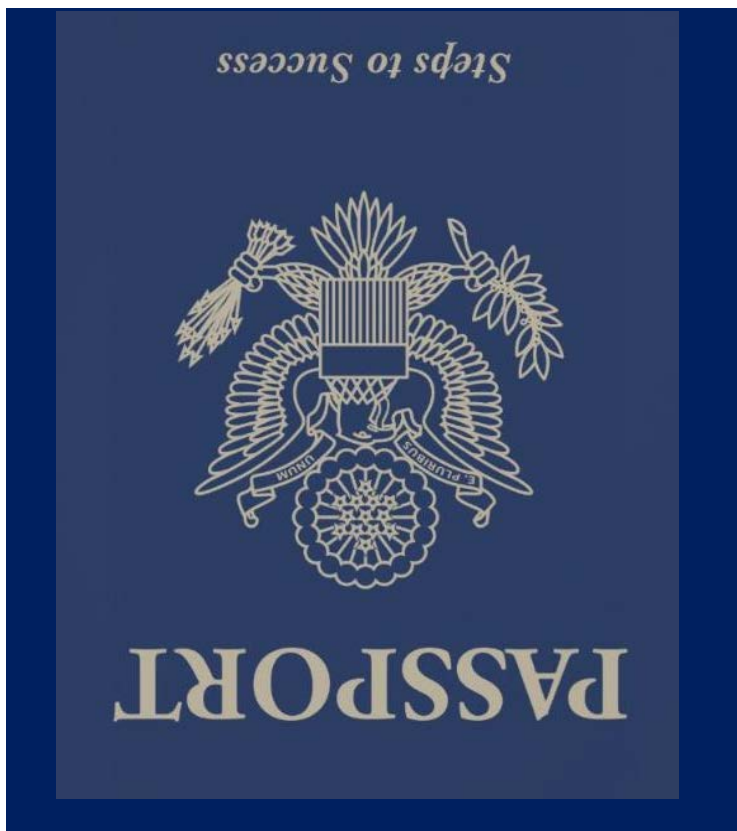
*\*Consider soliciting donations from the businesses and colleges that participate, items that could be given out as drawing prizes for students who complete their Participation Cards/Booklets.*





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

<u>College Stop #1</u> <b>School:</b>  <b>Representative:</b>  <b>What I learned:</b>	<u>College Stop #2</u> <b>School:</b>  <b>Representative:</b>  <b>What I learned:</b>
<u>College Stop #3</u> <b>School:</b>  <b>Representative:</b>  <b>What I learned:</b>	<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):



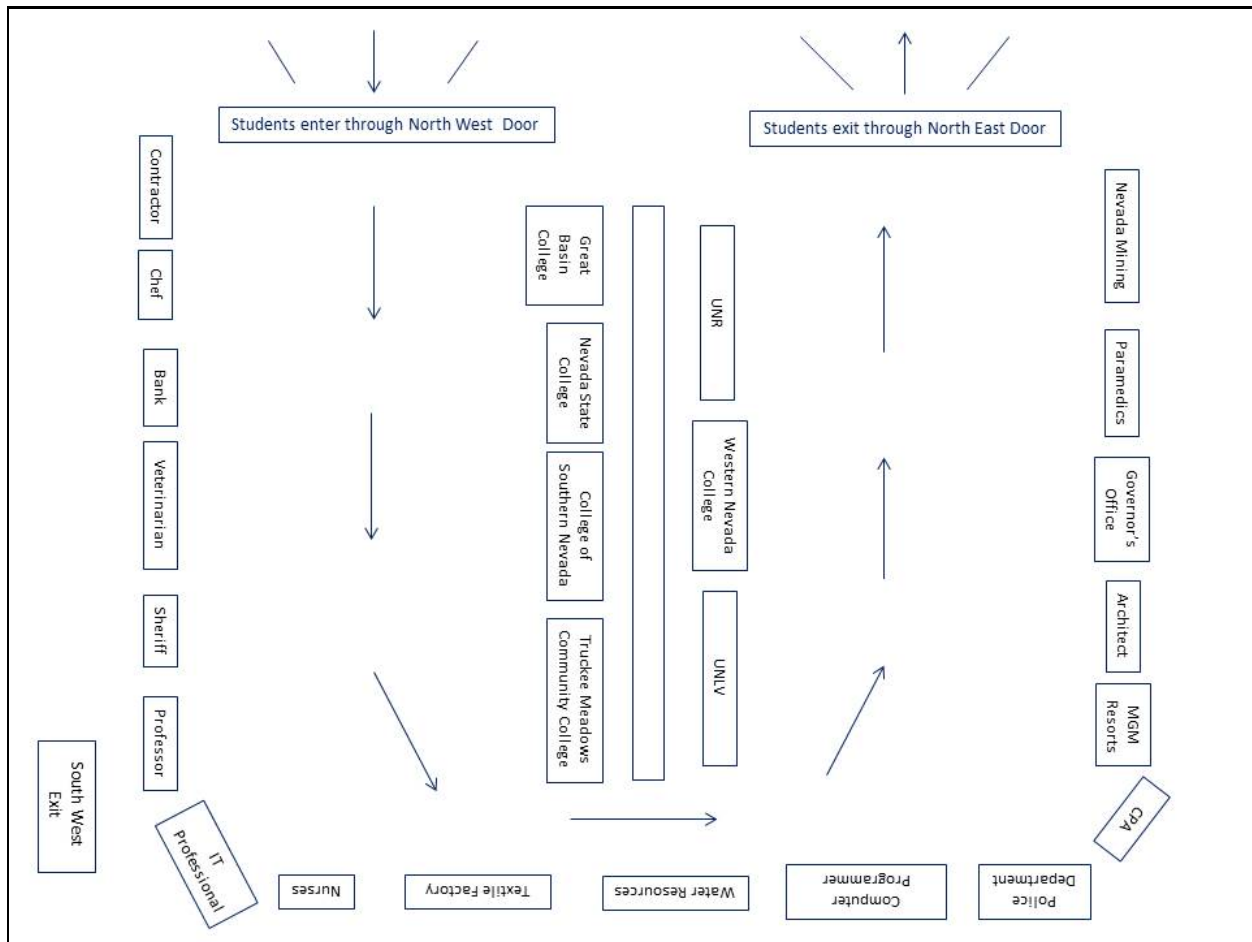
<b>Name:</b>  <b>Date:</b>	<u>Career Stop #1</u> <b>Company:</b>  <b>Representative:</b>  <b>What I learned:</b>
<u>Career Stop #2</u> <b>Company:</b>  <b>Representative:</b>  <b>What I learned:</b>	<u>Career Stop #3</u> <b>Company:</b>  <b>Representative:</b>  <b>What I learned:</b>

<u>College Stop #1</u> <b>School:</b>  <b>Representative:</b>  <b>What I learned:</b>	<u>College Stop #2</u> <b>School:</b>  <b>Representative:</b>  <b>What I learned:</b>
<u>College Stop #3</u> <b>School:</b>  <b>Representative:</b>  <b>What I learned:</b>	<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





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## **Sample 10 – Teacher Debriefing Guide**

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

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

- Hand out the College and Career Fair Survey – collect it, and return the completed surveys to **XXX**, or provide the survey link to all students.
- Lead a discussion using the questions below (You may read aloud the content below in blue font).
- Prompt your students to fill out the final portion of the Participation Card/Booklet titled “My Next Steps”.
- Collect completed Participation Cards/Booklets 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 continuously improve the events we host – so that they are meeting your needs and expectations. I am distributing a Survey with a few questions that we’d like you to complete. You may also access the Survey at **Link**. Please complete the Survey with 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 part 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.
- Which 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 with your counselor.



### **Participation Cards/Booklets**

Take out your Participation Cards/Booklets. Flip to the section 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/Booklets and replace them in their respective envelopes. **Return to XXX by MM/DD/YYYY.**

### **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 at [Link](#) by **DD/MM/YYYY**.



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### **Sample 11 – Student College and Career Fair Survey**

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

#### **College and 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 education, training or certificate program I need in order to pursue 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 I did 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?



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## Sample 12 – Staff College and Career Fair Survey

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

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

*We hope you enjoyed today’s College and Career Fair. The planning committee would like to hear what we did well, and how we can improve the Fair for next year. Please take a couple of minutes to complete this survey and turn it in at **Location**.*

---

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

Your overall impression of the way the College and Career Fair was organized.	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 of this event was adequate.	1	2	3	4	5
--	---	---	---	---	---

What can we do better next year?

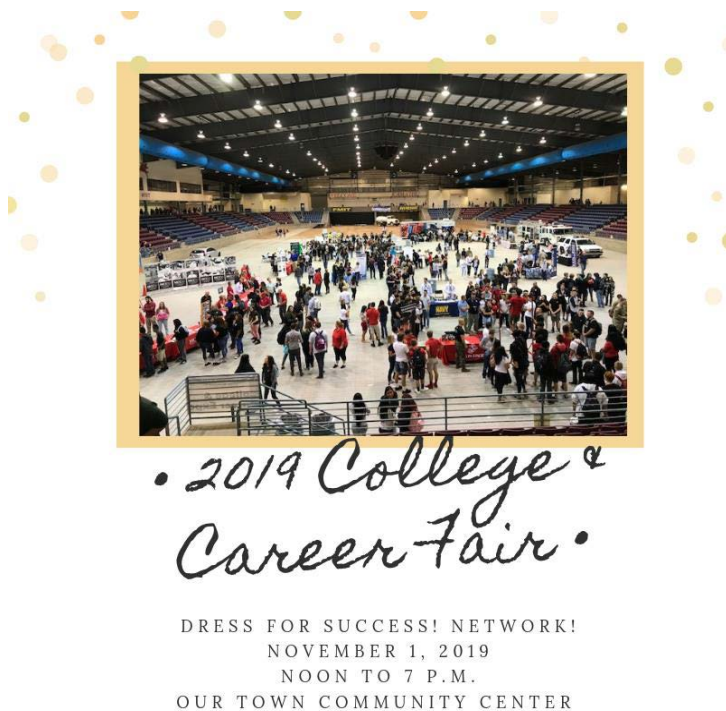
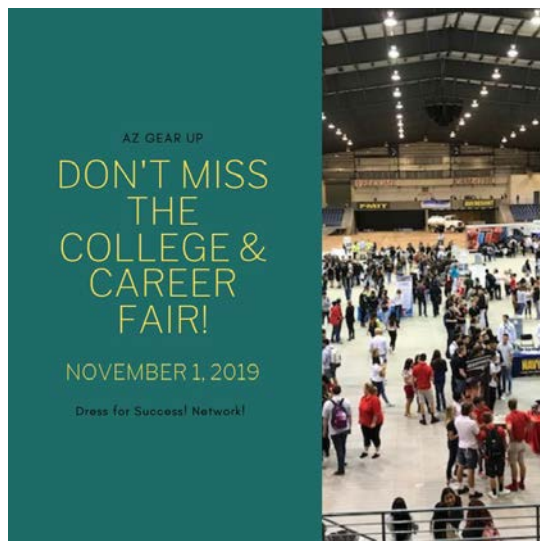
Additional comments?

Thank you!



### Sample 13 – Social Media Posts

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





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## Sample 14 – Press Release

Insert District or School Letterhead

---

### Press Release

**Date**

FOR IMMEDIATE RELEASE

Media Contact

**Insert Contact Info**

**XX High School/District**, in participation with Nevada GEAR UP, will be hosting a College and Career Fair on **Date**, from **Start Time** to **End Time**, in the **Location**, located at **Address**. The purpose of this College and Career Fair is to help prepare high school students for a successful future.

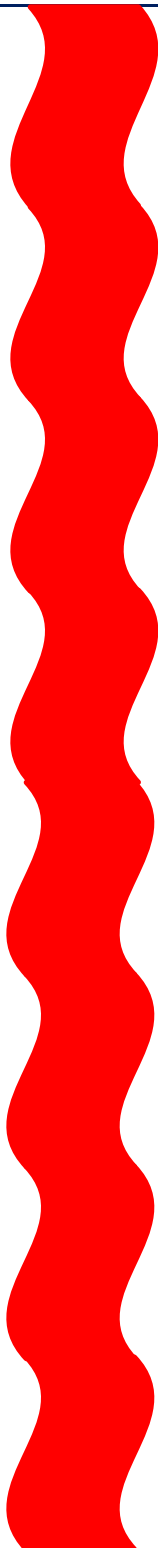
During the Fair, students will learn about job demands, employer requirements, and educational pathways to a variety of careers from local businesses and organizations, as well as available academic programs from in-state and out-of-state colleges, universities, and technical/trade programs. Local businesses are encouraged to participate in this important event. For reservations, please contact **Your Contact Person and Info**.

The College and 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 educational 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 **XX** High School College and Career Fair **will** be available.



**Sample 15 - Flyer**

	<p><b>XXX High School</b></p> <p>and</p> <p><b>GEAR UP</b></p> <p>Invite you to the</p> <p><b>20XX College &amp; Career Fair</b></p> <p><b>WHEN</b> Date: <b>MM/DD/YYYY</b> Time: <b>MM/DD/YYYY</b></p> <p><b>WHERE:</b> <b>Location</b></p>	<p><b>PARENTS ARE INVITED TOO!</b></p>
		<p>Representatives from over <b>XX</b> universities, community colleges, and technical &amp; trade schools will be available to answer your questions!</p> <p>Over <b>XX</b> professionals from a vast array of careers and companies will be there to talk to you!</p>
		<p>Insert QR Code Here</p>

Students: Complete your Participation Card or Booklet at the Fair to be entered in a drawing for prizes!





# **APPENDIX 2:**

## **PHOTOS FROM COLLEGE & CAREER FAIRS**



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



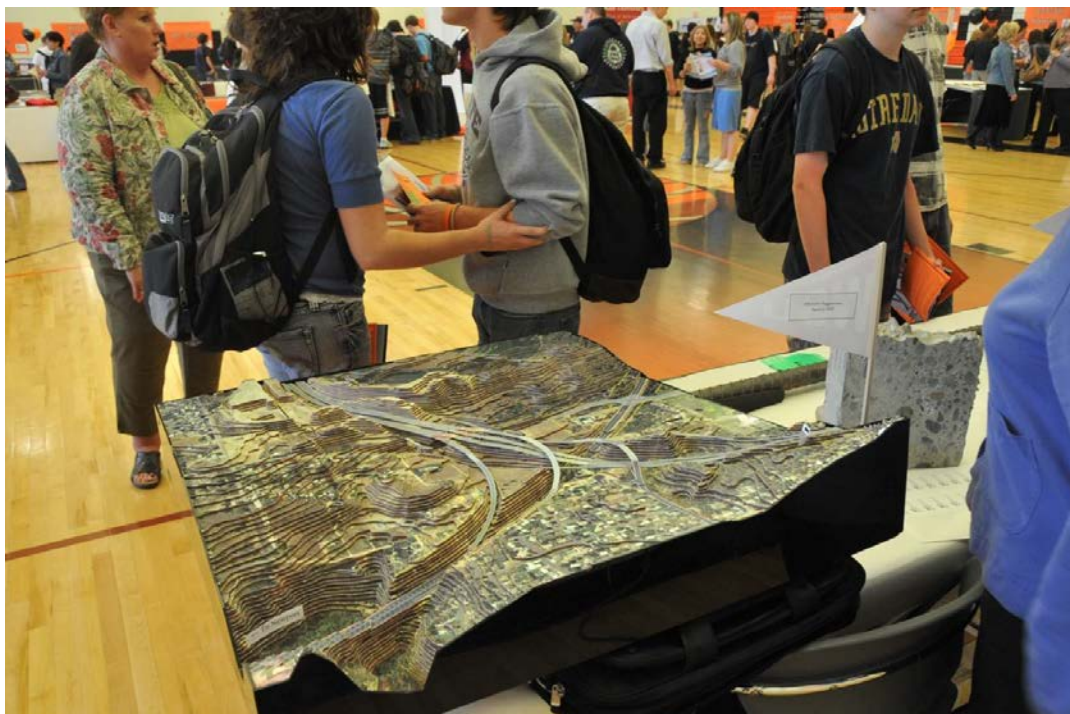
Graphic designers, 3-d printers, any computer-related careers could bring their tech/computers.



Contractors and trades people could bring their tools and photos of works 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 give a demonstration.



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



Your 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.