



Northeastern

COLLEGE FAIRS 101

1. Arrive 15-30 minutes prior to the start of the fair.
2. **Stay behind the table.** College fair policies do not allow representatives to stand in front of the table to speak to students.
3. Give a brochure and an inquiry card to each student.
4. Use the Volunteer Handbook, NU at a Glance, and FAQ's to answer common questions.
5. Stay at the fair until the stated end time, leaving early will reflect poorly on Northeastern.
6. If a student has a special request for information, write it on the bottom of the card and email Bill Purnell at alumniadmissions@neu.edu.
7. Mail the cards, fair evaluation, and any other materials you received back to NU **within five days**.
8. If you have a student that you think warrants a follow up phone call, write it on the card and contact Bill Purnell at alumniadmissions@neu.edu or 617.373.7606.

Suggested Opening Question: *Are you familiar with Northeastern University and its unique experiential education model?* This will lead into you into a direct discussion on experiential education. Tell them about undergraduate research opportunities, global learning, civic engagement and our signature cooperative education program (see FAQs for more details on each area). This works better than asking, "do you have any questions?" Most students and parents at the fair have no idea of what questions to ask so they will answer no and walk away.

Inquiry cards: It's important to encourage prospective students to fill out the inquiry card and give it back. This will get them directly into our communication flow to receive news, invitations and information about applying. When a student hands you the card, review it to ensure it is legible and complete (including high school and year of graduation). If they don't know their CEEB Code, it is ok to leave it blank.

Test scores: Combined test scores for SAT and ACT (including writing) will be considered in the admission decision for fall 2011. Students taking the ACT must complete the writing section (SAT writing section is no longer optional; it is required for all students taking the exam).

Thank you for your assistance!

***If you have any questions, feel free to contact Bill Purnell at 617.373.7606 or
alumniadmissions@neu.edu***