

Each year the admissions office is invited to send a representative to hundreds of college fairs so students can learn about a number of colleges and universities during one program. Usually, it is not possible for a member of the admissions office to be present at these events but well informed alumni can successfully represent Tufts and therefore expand our reach into the local community. These programs typically are organized by a high school, school district, or special interest group. They may cover the student population in more than one school; some include the entire community. Most will include parents as well as students.

Invitations to college fairs are sent to the admissions office where the regional admissions officer will determine if it is a program at which Tufts should be represented. The associated admissions assistant will then contact the local TAAP committee chairperson who is responsible for finding a TAAP representative. The local TAAP committee chairperson will contact committee members to check their availability. Once a representative is confirmed, the local TAAP chairperson will notify the admissions assistant.

The admissions office will provide the TAAP representative with all the required materials needed for the college fair. A packet of information, including a copy of the program invitation, a Tufts poster to display, literature about Tufts for the display table, *Frequently Asked Questions*, fair tips, and a college fair evaluation form with a return envelope will be mailed to you after you have agreed to attend the program.

The college fair may be held in the school library, gymnasium, cafeteria, classroom, or a local convention center. Tables and name tags are often provided by the host institution. Tables are usually arranged in alphabetical order. There may be from 50 to 150 colleges represented at each program. Upon arrival, find the central check-in location to notify the fair organizers you have arrived and to receive the specifics of the event.

The format is usually informal; students and their parents will browse through information on the table and ask questions of the representative. Some students will have brief, basic questions which you will be prepared to answer (size, location, academic programs, etc.). Other questions, such as those concerning admissions policies (“Will I be accepted if my standardized test scores are low? How does Tufts rate my high school?” etc.) should be referred to the admissions office. You can also direct the student to the regional admissions officer or encourage them to send their question to [admissions.inquiry@ase.tufts.edu](mailto:admissions.inquiry@ase.tufts.edu).

A review of the profile of the entering class and *Frequently Asked Questions* will answer most of the questions you will encounter. Additionally, the Viewbook is full of information with which you should become familiar. You are not expected to be an expert on Tufts, so do not hesitate to say that you do not know an answer to a question. Direct the student to the Tufts website, the regional admissions officer or [admissions.inquiry@ase.tufts.edu](mailto:admissions.inquiry@ase.tufts.edu) with their questions and the student will receive a response.

Please return the College Fair Evaluation with the completed inquiry cards you have collected in the preaddressed envelope included in your packet of materials at your earliest convenience. If for any reason you are unable to attend the college fair and cannot find a replacement, please contact the high school and the admissions office as soon as possible.

## College Fair Tips

A college fair gives us the opportunity to extend the reach of the Admissions Office and help students and parents learn more about Tufts. These local programs are important events and for many students it is their first introduction to the University. We appreciate the time TAAP members take to represent us at these events, and we hope it is an enjoyable experience.

1. College fair programs vary in scope. Some only involve one secondary school; others may invite a number of district schools. College fairs are generally larger events and may even be held at community centers or malls.

\*Please double-check the enclosed information for the time and place of the event.

2. Try to arrive a bit early for the event, to be able to locate the assigned space and set up the table. College fairs can become very crowded early in the evening, and we want TAAP representatives to be ready for the rush.
3. The materials included in this packet should be sufficient to carry you through the event. The class profile, viewbooks, and other single pieces should be displayed as reference copies and are sources of information for specific questions. The small brochures and the posters are designed to be given to interested students.
4. Students should be encouraged to fill out the information cards while at the table. Please return the collected cards in the enclosed envelope directly to our office. Students can mail the cards directly; however, we realize that the cards may get lost in the mass of materials students pick up at these functions.
5. Do not try to answer questions about admissions or financial aid policies. Refer all such questions to the Admissions office.
6. Do not hesitate to say that you do not know an answer to a question. That response is better than guessing and providing incorrect information. Refer students to the Admissions Office.
7. Do not get drawn into discussions comparing Tufts with other institutions. It is inappropriate to discuss other colleges or universities even though you might have some basic information about another institution. Your role is that of a representative of Tufts.
8. College fairs give us an opportunity to help students gain an insight about Tufts. It is easy for any of us to explain our good points, but our weak points should not be hidden. When we comment on aspects of Tufts that could improve, we try to couch our answers in the most positive terms possible. Students and parents appreciate our candor but they expect us, as representatives of the University, to be proud of our institution.
9. At the conclusion of the event, please fill out the enclosed College Fair Evaluation and return it with the information cards collected from the students. Your experience will help us to assess the value of attending this program in future years.
10. Above all, have a good time. We thank you for your help.