



COLLEGE FAIR BEST PRACTICES

College fairs play an important role in the lives of high school students, especially for those unable to arrange campus tours or visits. These fairs provide students with the opportunity to ask questions and gather valuable information about degree programs, class size, school costs, scholarship opportunities, etc. And, for students who've never thought of college as an opportunity for them, college fairs can open their eyes to the possibility of higher education.

To help your students make the most of college fairs, we've developed some ideas and tools to encourage learning during these events.

- Prior to attending the fair, encourage your students to visit [UCanGo2.org](https://www.ucango2.org), where they'll find valuable information about planning, preparing and paying for college. Guide your students through the informative career surveys on [OKcollegestart.org](https://www.okcollegestart.org) to help them explore their future career possibilities.
- Based on their surveys and assessments, ask your students to jot down their top three career possibilities. Encourage them to attend a college fair and use UCanGo2's [College Fair Worksheet](#) to ask about degree programs that match their career interests.
- Be sure to invite parents to attend college fairs. Many families make decisions about college together. Get parents or guardians involved in the process early.
- Many colleges and career technology centers offer virtual campus tours. Visit [OKcollegestart.org](https://www.okcollegestart.org) to find a list of the Oklahoma schools who offer this feature.
- Contact the high school or university hosting the nearest college fair to find out in advance which college representatives will be attending. Pass this information along to your students so they can start plotting out the booths they'll want to visit and the questions they'll want to ask. Encourage them to do research on school websites before attending the fair.
- Check with teachers and ask if students can have bonus points in their class if they complete UCanGo2's [College Fair Worksheet](#).
- If possible, provide an incentive for students to complete the College Fair Worksheet. Find a local sponsor willing to donate small items students would like such as cool pens, wrist bands, cups, etc.
- Have a pre-college fair meeting with your students and talk to them about the benefits of attending a college or career technology center after high school. Tell them higher education can be a steppingstone to their future goals.
- Many colleges offer scholarships to incoming freshmen who meet certain eligibility requirements. Have your students inquire about free money offered to attend the school of their choice. Promote the scholarship sections at [UCanGo2.org](https://www.ucango2.org) and [OKcollegestart.org](https://www.okcollegestart.org).