

Go To College Fairs – Student/Counselor Info




GO TO COLLEGE FAIRS.com
Streamlining the College Fair Experience

Students Register Now Add a Fair/ Update Account/ Reprint Barcode FAQ

Students

We're making the college fair circuit much more efficient for you. You register **ONE TIME, RIGHT HERE**, and you get a barcode you can take to any of the automated fairs (click [here](#) for a complete list). Put an end to filling out info cards at every table. Instead, spend your time talking with the schools and finding out what **YOU** want to know. For more info on how this all works, click [here](#).

High School Counselors Association Resources



Great Tools for High School Guidance Counselors

There are many features available on your Counselor Account.

- Provides the counselor a dashboard of registrations for his/her school
- The ability to view registrations by event
- Print student admittance passes (individual or bulk)
- And More!

Sign Up
For Free!

Login To
Your Account

New Feature for Counselors this Year!

NEW: In a few easy steps, you can pre-register your students for the fair(s) they will attend. No more chasing down students to remind them of the important registration process. Simply upload your excel spreadsheet here and we will produce a registration for all of your students. Closer to the fair, we will remind them to complete their profile and provide them an email link to access the page with the data you provide prefilled. Things just got easier for you AND your students.

Express Student
Pre-Registration

New Feature for Students this Year!

Students can now add a fair by using their current username and password. To understand how this feature works, please click [here](#).

Resources



Counselor
Presentation



Counselor Flyer



Student Flyer



How To Register



GO TO COLLEGE FAIRS.com

Streamlining the College Fair Circuit

Benefit – Student Registration

- ❑ Students only provide their information one time (through our simple, online registration page instead of dozens of times on prospect cards at each fair and each college table)
- ❑ The student registration form offers more detailed information than most prospect cards can provide
- ❑ Registration information is translated into a secure barcode that students print or show on their mobile devices at the fair
- ❑ It guarantees the secure transfer of accurate student data to the colleges and universities of their choice
- ❑ Utilizing the GTCF barcode program increases face-to-face time with student and admissions officers
- ❑ It helps to reduce queues and student wait time
- ❑ Less likelihood of manual input error, by data entry staff for quick follow up, etc.

The screenshot shows the GOTO COLLEGE FAIRS.com registration page. At the top right is a button labeled 'Reprint Barcode / Edit Profile'. The header features the logo and the tagline 'Streamlining the College Fair Circuit'. Below the header, a message states: 'You may make changes to your profile at any time using this username and password.' The form contains the following fields: User Name, Password, Re-enter Password, First Name, Last Name, Street Address, City, State (dropdown), Zip, Phone, Cell Phone (with a note: '* you will use this to text your barcode'), Email, Gender (dropdown), Birth Date (MM/DD/YYYY), Student Type (dropdown), High School Name, H.S. Graduation Year (dropdown), When do you plan to begin college? (dropdown), Academic Interest/Intended Major(s) (with a note: '* begin typing, choose up to 2 options'), SAT Scores, ACT Scores, GPA, and Provide additional information? (dropdown). At the bottom of the form is a checkbox for 'Accept our terms and conditions' and a 'Print my barcode' button. The footer includes links for Home, Order Scanners, Fair List, How Does it Work, FAQ, Testimonials, Contact, and a note 'Powered by College Fair Automation'. Copyright 2017 Technology Resource Corporation. All rights reserved.

As students visit each college table, their barcode is scanned and their information is easily captured. Colleges get complete, accurate, legible information, EVERY TIME.

Features – Student Registration

- ☐ Students create a unique username and password to establish a profile with their detailed information
- ☐ With the username and password, students may update their profile at anytime
<https://register.gotocollegefairs.com/Account/Logon>
- ☐ Students may register early in the spring for the fall and vice versa without fear of forgetting the fair date
- ☐ An attendance reminder email is sent to each registered student two days prior and on the day of the fair
- ☐ A copy of the students barcode is attached to the reminder email
- ☐ This can be printed or displayed on their mobile device at the fair



From: info@gotocollegefairs.com [mailto:info@gotocollegefairs.com]
Sent: Sunday, September 24, 2017 8:18 AM
To: Student@studentemail.com
Subject: Barcode for today's college fair - University of Portland - Chiles Center

Thank you for registering for the upcoming college fair

Colleges, universities and other interested parties will be collecting your information to follow up with you after the fair.

These interested parties will have a small, hand-held scanner to capture your information, so it is very important you bring the barcode with you.

We have attached a copy of your barcode to this email for your convenience.

Please print and bring it with you to the fair.

No need to worry about students' losing their printed barcode if they register early. The unique feature of this program keeps them pretty much covered.

Valuable Feature – Add Another Fair

❑ Students can now access their already created profile to add an additional fair from year to year at www.gotocollegefairs.com

❑ Using the “Update Account / Add a Fair” button, students no longer have to complete a new registration form

❑ Follow the login steps; enter username and password and choose “Add More Fairs” from the displayed options

❑ From the map of the US; they select the state and choose a new fair by checking the “Attending” box and then hit “Add Fairs”

❑ A success message will display; they select “Profile” and then “Reprint Your Pass”



Username *

Password *

[Forgot Username/Password?](#)

Log In

<input type="button" value="Edit Your Profile"/>	Select this option if you want to edit your information under your account.
<input type="button" value="Reprint Your Pass"/>	Select this option if you want to reprint your admittance pass.
<input type="button" value="Add More Fairs"/>	Select this option if you want to add more fairs to your registration.

Congratulations!!!! We're making the college fair circuit much more efficient for you.

New fairs have been successfully added to your account, please log in to edit your profile, print your passes, or add more fairs

A simple four step process to get your students on the way to multiple fairs without registering for a new username and password.

Improved – High School Search

- ☐ From the registration form, the student will use the clickable link “[High School Name](#)”
- ☐ The pop-up window to find the High School will display
- ☐ Now with a few available options
 - * CEEB Code only
 - * First three letters of school name & State
 - * City & State Only
 - * Zip Code Only
- ☐ Hit “Search”
- ☐ Select the school name from the displayed list
- ☐ It auto populates the registration form

[High School Name*](#)

Advanced School Search

CEEB Code

School Name

Enter the first 3 letters

City

State

Zip

Search

Close

A refined High School search option to eliminate errors. The student name is guarantee to display on the counselor dashboard

Best Practices – Helpful Suggestions

- ☐ Take full advantage of the new “Express Student Pre-Registration” process; a new feature available on the counselor dashboard
- ☐ Distribute the student flyer during assembly periods
- ☐ Post the student flyer along the school halls, guidance office and share with parents
- ☐ Post the student registration link on the guidance counselor/college & career website pages
- ☐ Advertise in the school’s newsletter &/or on the school’s online calendar under upcoming events
- ☐ Give as an assignment &/or complete during a computer lab period
- ☐ Include in morning announcements and at “Back to School Night”
- ☐ Send an email to students using internal email system

As students visit each college table, their barcode is scanned and their information is easily captured. Colleges get complete, accurate, legible information, EVERY TIME.



GOTO COLLEGE FAIRS.com
Streamlining the College Fair Circuit

Students!
Register online **today** at www.gotocollegefairs.com to attend the college fairs

Why should I pre-register?
Maximize your time at the fair!
Provide your information one time through our simple, online registration page instead of dozens of times on prospect cards at each college table.
Ensure your personal data is accurately and securely shared with colleges and universities of your choosing.

How does online registration help me?
Registering for a college fair through our simple, online registration page allows you to easily input your personal information, elaborate on your special interests, extracurricular activities, and unique accomplishments.
Bring this barcode with you to the fair and start visiting college and university tables.
College representatives will have a barcode scanner to securely capture the registration information you provided online, saving you both a lot of time and effort.

Register today!
Two days prior to the fair, you will receive a reminder email with your barcode attached.

Stop in the school computer lab or register on a computer at home
Registration is web-based, so you can register from any computer, anytime

How does this work?

- Students access www.gotocollegefairs.com website
- Click on the “Student Register Now” button
- Select the state and choose the fair to attend
- Complete the registration form (you may decide to complete only mandatory questions)
- Check the “terms and conditions box” and submit the form
- The barcode is displayed – they print the barcode and they’re done!

Already registered for a previous event?
*Use your current username and password to add another fair.
No need to create a new registration*

Students register online at www.gotocollegefairs.com

New Feature

Dashboard Access – Counselor Account

- ☐ A counselor may create an account by selecting the “High School Counselor” button on the www.gotocollegefairs.com homepage
- ☐ To generate an account, simply create a username and password
- ☐ Find your school using the “find your school” link
- ☐ Enter your work email address for verification purposes
- ☐ Check the box to accept terms and conditions
- ☐ You’re done
- ☐ Your report options are then displayed

The screenshot shows the GOTO COLLEGE FAIRS.com website. At the top, there is a logo with a graduation cap and the text "GOTO COLLEGE FAIRS.com" and "Streamlining the College Fair Circuit". Below this is a green banner that says "COUNSELORS!". Under the banner, it says "Encourage students to register for the college fair online today!" and "www.gotocollegefairs.com". It also says "To maximize their time at the college fairs and increase face-to-face interaction with admissions officers".

There are two main sections:

- NEW TOOL**
Express Student Registration
Simply upload an excel spreadsheet with minimum student data and we will produce a registration for all of your students.
An email with a link to access the prefilled registration page with the data provided is sent to each student to remind them to complete their profile. In addition an email reminder with a copy of their barcode is sent two days prior to the fair.
Visit your [counselor page](#) to learn more
- View and track all registered students**
To gain access and/or create a dashboard account:
Visit the www.gotocollegefairs.com homepage, select the "High School Counselors" button and sign up for FREE
• Bulk or individually print student barcodes
• REGISTER STUDENTS FOR ANOTHER FAIR FROM YOUR DASHBOARD
⇒ Select "register students for another fair"
⇒ Select students using check box
⇒ Hit "next"
⇒ Select "state"
⇒ Select "fair"

At the bottom, it says "Student registration is completely secure. We do not sell, rent, or in any way release student data to third party entities."

There is also a "THE PROCESS" section with the following points:

- SIMPLE** - One time registration process
- SAVES TIME** - No need to complete prospect cards at every college table
- REMINDER** - Sent two days prior to the fair with a copy of their barcode attached
- EASY** - Mobile Friendly using your iPhone, Android, iPad

A green cloud icon at the bottom right says "NEW FEATURE".

What a great way to keep informed of your student registration numbers. Helpful information to know if your school is hosting an event.

Dashboard Features – Counselor Account

- ☐ Express Student Pre-Registration facilitates a huge number of student registrations at once.
- ☐ View all registered students at your school, gives you the name of each registered student
- ☐ Print a single student admittance pass (barcodes). Self explanatory
- ☐ Bulk print all your students' admittance passes, will print all students' barcodes including previous events
- ☐ View registration of your students by event allows you to see the number of registered students
- ☐ Bulk print by event, allows you to print all student barcodes for an individual event
- ☐ Register students for another fair, automatically bulk registers all or a select number of students with an existing profile with just a few clicks

Your Reports

- [Express Student Pre-Registration](#)
- [View all the registered students at your school](#)
- [Print a single student's admittance pass](#)
- [Bulk print all your students' admittance passes](#)
- [View registration of your students by event](#)
- [Bulk print by event](#)
- [Register students for another fair](#)

New
Features

As the counselor, you can use the functionality of the reporting tool to view registered students. You will also have the option to individually or bulk print the students barcodes if needed.

Express Student Pre-Reg. – Process

- ☐ **NEW:** In a few easy steps, an entire school/class or grade of students can be pre-registered for the fair(s) they will attend. (Sample template shown below)
- ☐ An alternative to individual student registration where computer access is limited
- ☐ Simply access your counselor account, select “Express Student Pre-Registration”, choose the fair and upload your excel spreadsheet
- ☐ We will produce a registration profile for each student, who will receive an email with their login credentials to access and personalize their profile
- ☐ A week after the upload, a reminder to complete their profile is sent to any student who didn’t access their account
- ☐ Students still receive a reminder email two days prior and on the day of the fair with a copy of their barcode

Express Student Pre-Registration

[Click to download the Express Student Pre-Registration Template](#)



Login With
Your Account

Just Upload
My File

Simply upload your excel spreadsheet here and we will produce a registration for all of your students. Closer to the fair, we will remind them to complete their profile and provide them an email link to access the page with the data you provide prefilled.



Required Fields											Optional Field
Firstname	LastName	Address1	Address2	City	State	Zip	Email	Contact	HSGradYear	Birthdate	Gender
Sample	User	123 Main Street	Anywhere	Princeton	NJ	08540	Info@GoToCollegeFairs.com	201-555-1212	1996	MM/DD/YYYY	F

Coming this Fall, you can track students attendance and see which colleges were selected by your students.

New
Feature

We are FERPA Compliant

- ❑ Student data is secure
- ❑ Only resides in our database
- ❑ The student barcode information is only processed if the student present their barcode to a college of their choice
- ❑ This information is only returned to the college that scanned their barcode
- ❑ Go To College Fairs does not sell, rent or lease any registrant information to third parties

Gotocollegefairs.com and all affiliated companies are FERPA compliant and do not sell, rent or lease student data. Data is released only to colleges that have scanned the student barcode and/or the association sponsoring the college fair. We never release the data to any third party sources. Doing so would violate our ethical code as well as our stated terms and conditions.

I am sure you can commiserate with the problems that would inevitably result if we became relaxed with our data sharing policy. If we released student data to third parties there is no way to ensure the data is handled according to our terms and conditions, the FERPA regulations, and the ethical requirements of handling the data of a minor. This would eventually degrade the integrity of our reputation which has been built upon the trust of all parties involved to do our best, in all ways, to protect student data.

For more on educational data governance and best practices, please read this article, authored by the director of our division.

<http://blog.gotocollegefairs.com/educational-data-governance/>

FERPA - Family Educational Rights and Privacy Act .

Contact Information – Go To College Fairs

- ❑ Website – www.gotocollegefairs.com
- ❑ General Contact number – 1-888-601-0200
- ❑ General Email – info@gotocollegefairs.com
- ❑ Counselor page access – www.gotocollegefairs.com select the “High School Counselor” button from the homepage
- ❑ Site Host/Association contact resource page – www.gotocollegefairs.com/association-resources.asp

Note: This document can be downloaded from the counselor page on our website <http://www.gotocollegefairs.com/counselors.asp>