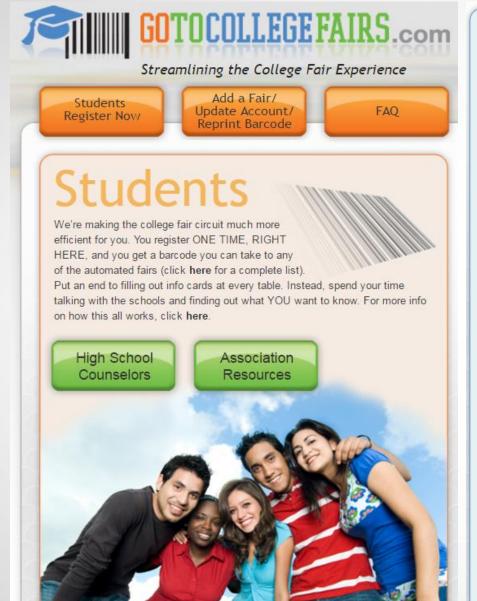
Go To College Fairs – Student/Counselor Info



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!





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 Flyer



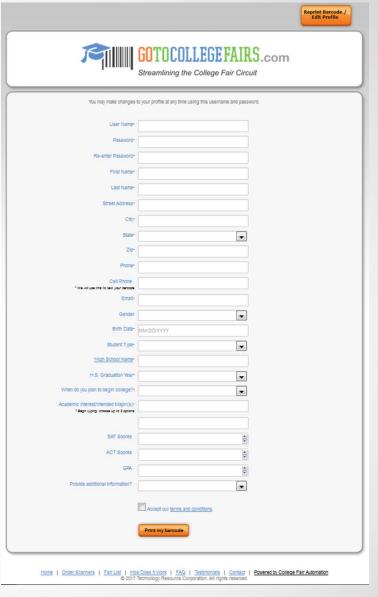
Student Flyer



How To Register

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.



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' loosing 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"



Edit Your Profile	Select this option if you want to edit your information under your account
Reprint Your Pass	Select this option if you want to reprint your admittance pass.
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

Profile

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 	Ε
☐ Hit "Search"	
☐ Select the school name from the displayed list	
☐ It auto populates the registration form	

High School Nar	me*	
	Advanced School Search	
CEEB Code		
School Name Enter the first 3 letters		
City		
State	•	
Zip		
	Search	

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



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.

- Increase face-to-face time with admissions
 Officers Spend time Jearning more about the
- Officers. Spend time learning more about their schools.

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



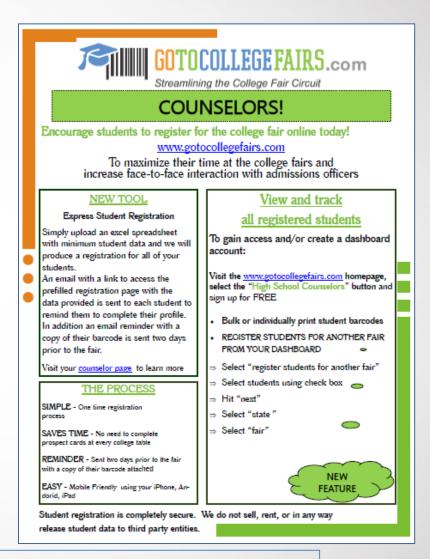
Students register online at www.gotocollegefairs.com

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



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



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



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

