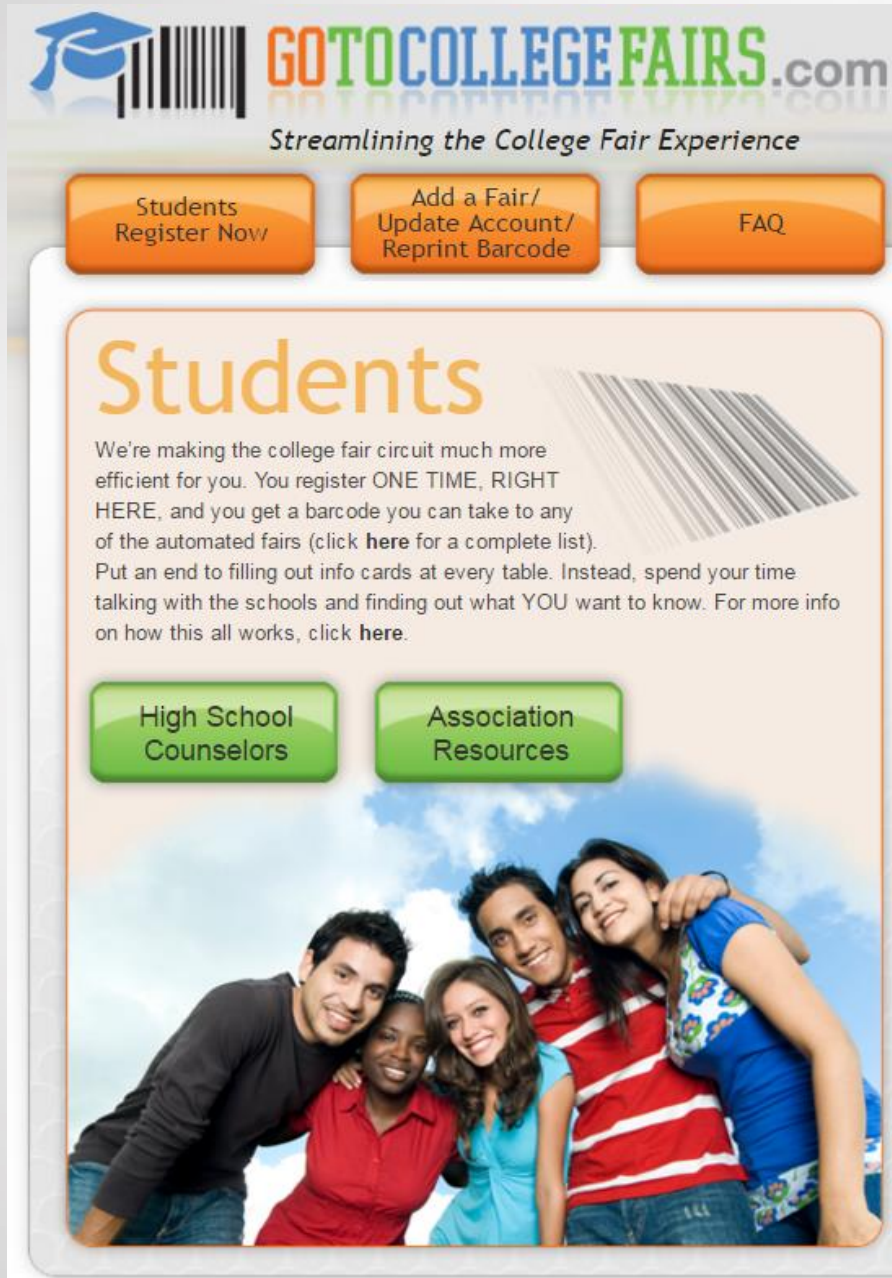


# Go To College Fairs – Counselor Presentation



The screenshot shows the GOTO COLLEGE FAIRS.com website. At the top left is a logo featuring a graduation cap and a barcode, with the text "GOTO COLLEGE FAIRS.com" and the tagline "Streamlining the College Fair Experience". Below the logo are three orange buttons: "Students Register Now", "Add a Fair/ Update Account/ Reprint Barcode", and "FAQ". The main content area has a large orange heading "Students" and a paragraph of text: "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." Below the text are two green buttons: "High School Counselors" and "Association Resources". At the bottom of the main content area is a photograph of five diverse high school students smiling and posing together.

## 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

# Why is Student Registration Important

- ❑ 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 barcode that students print and bring to the fair
- ❑ Ensure your personal data is accurately and securely shared with colleges and universities of your choice
- ❑ Increase face-to-face time with admissions officers
- ❑ Less likelihood for input error, quick follow up, etc.

**STUDENT REGISTRATION**  
Go To College Fairs  
Universal Student Registration  
Multiple Events in Various Venues

Welcome to the gotocollegefairs.com registration site. Completing this registration will greatly enhance your experience at college fairs and recruiting events. This system will remember you, so please create a username and password for your future reference. You may make changes to your profile at any time using this username and password.

\* Denotes Required Information

User Name\*  Enter a user name to log in with

Password\*  Enter a password to log in with

ReEnter Password\*

First Name\* Last Name\*

Street Address 1\*

Street Address 2

City\*, State\* Zip\*  ,

Phone\*   \*For international phone number use check box

Email\*

Gender\*

Birth Date\*  MM/DD/YYYY \*MM/DD/YYYY

Are you transferring from another Collegial/University?

High School Name\*

High School City\*

H.S. Graduation Year\*

When do you plan to begin college?

Academic Interest/Intended Major(s)\*  \* Begin typing your academic interest and then select an option from the list

You must choose at least 1 Academic Interest  \* Begin typing your academic interest and then select an option from the list

\* If you cannot find your academic interest above you may type it here

Cell Phone

Can we text you?

If you would like to provide your Facebook or other social media page, please drop the link in this box


Can we message you on this page?

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

# How? Best Practices

- Take full advantage of the new express student registration process
- Distribute the student flyers
- Place posters along the school halls
- Send posters home with students to give to parents
- Post on teacher's website
- Advertise on school's newsletter and school's website under upcoming events on the calendar
- Give as an assignment / Computer Lab period
- Morning announcements
- Naviance
- Back to school night

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](http://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 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

**NEW FEATURE**

**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](http://www.gotocollegefairs.com)

# Features to Student Registration

- Students create their profile with their unique username and password
- Students may update their profile at anytime accessing the link  
<https://register.gotocollegefairs.com/Account/Logon>
- Students may register in the spring for the fall and vice versa
- Attendance reminder email is sent to student two days prior to the fair
- A copy of the students barcode is attached to the reminder email
- Student can add a parent; allows for them to divide and conquer if necessary at the fair



-----Original Message-----  
From: info@gotocollegefairs.com  
[mailto:info@gotocollegefairs.com]  
Sent: Saturday, September 06, 2014 4:29 AM  
To: [students@emailaddress.com](mailto:students@emailaddress.com)  
Subject: Your upcoming college fair in "Event Location"

Thank you for registering for the upcoming college fair "Sponsoring Association's Name."  
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 that 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.

# New Features – Add Another Fair

- ❑ Students access the [www.gotocollegefairs.com](http://www.gotocollegefairs.com)
- ❑ From here they will get access through the “Update Account / Add Fair button”
- ❑ They will complete the login steps
- ❑ To add another fair, they will select “Add More Fairs”
- ❑ The map of the US will display where they will select the state and choose new fair by checking the “Attending” box and click finish by clicking “Add Fairs”
- ❑ They will receive a success message and will continue by clicking “Profile and then “Reprint Your Pass”

The screenshot shows the GOTOCOLLEGEFAIRS.com website. At the top, there is a logo with a graduation cap and a barcode, followed by the text "GOTOCOLLEGEFAIRS.com" and the tagline "Streamlining the College Fair Experience". Below this, there are three buttons: "Students Register Now", "Reprint Barcode / Edit Profile", and "FAQ". Underneath these are three more buttons: "View All Fairs", "View Fairs Outside of US", and "Update Account / Add a Fair". The main content area features a login form with fields for "Username" and "Password", a "Forgot Username/Password?" link, and a "Log In" button.

This screenshot shows the user account management options. It features three buttons: "Edit Your Profile", "Reprint Your Pass", and "Add More Fairs". To the right of each button is a corresponding instruction: "Select this option if you want to edit your information under your account.", "Select this option if you want to reprint your admittance pass.", and "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.

# Improvement – High School Search

- ❑ Find your school widget functionality has been upgraded
- ❑ Select your school state and now only enter the first three letters of your school's name and hit "Search"
- ❑ Find your school's name from the list and then hit "Submit"
- ❑ The Reprint Barcode/Edit Profile button has been enlarged
- ❑ Student Registration FAQ information clearly available

To provide the best High School search experience, select your State and enter only the first "three" letters of your school's name then click "Search"

**School Search Criteria**

School Name

School City

School State

**Hint: If you can't find your school, select only your state then click "Search"**

**School Search Results**

School	School City	School State
<a href="#">A H Parker High School</a>	Birmingham	AL
<a href="#">Abbeville Christian Academy</a>	Abbeville	AL
<a href="#">Abbeville High School</a>	Abbeville	AL
<a href="#">Abundant Life School</a>	Tuscaloosa	AL
<a href="#">ACADEMY AT MISSION SAMARIA</a>	SEMINOLE	AL
<a href="#">Access Virtual Learning</a>	Montgomery	AL
<a href="#">Acts Academy</a>	Valley	AL

Can't find your school? Enter School Name Here

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

# Dashboard – High School Counselor

- High School counselors have access to the student registration information
- A counselor may create an account by selecting the “High School Counselor” button on the [www.gotocollegefairs.com](http://www.gotocollegefairs.com) homepage
- Simply create a username and password
- Find your school using the “find your school” widget
- Enter your work email address
- 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 dashboard for High School Counselors. At the top, the logo features a graduation cap and the text "GOTO COLLEGE FAIRS.com Streamlining the College Fair Circuit". Below the logo is a green banner with the text "COUNSELORS!". The main heading is "Encourage students to register for the college fair online today!" with the website URL [www.gotocollegefairs.com](http://www.gotocollegefairs.com). A sub-heading reads "To maximize their time at the college fairs and increase face-to-face interaction with admissions officers".

The dashboard is divided into several 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
- THE PROCESS**
  - 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
- View and track all registered students**
  - To gain access and/or create a dashboard account:
    - Visit the [www.gotocollegefairs.com](http://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”
- NEW FEATURE** (indicated by a cloud icon)

At the bottom, a security notice states: "Student registration is completely secure. We do not sell, rent, or in any way release student data to third party entities."

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

# Dashboard – High School Counselor

- View all registered students at your school
- Print a single student's admittance pass (barcode)
- Bulk print all your students' admittance pass (barcode)
- View registration of your students by event
- Bulk print by event
- Register students for another fair from you dashboard

Counselor Dashboard
Your Reports
<ul style="list-style-type: none"> <li>● <a href="#">View all the registered students at your school</a></li> <li>● <a href="#">Print a single student's admittance pass</a></li> <li>● <a href="#">Bulk print all your students' admittance passes</a></li> <li>● <a href="#">View registration of your students by event</a></li> <li>● <a href="#">Bulk print by event</a></li> <li>● <a href="#">Register students for another fair from you dashboard</a></li> </ul>



Students registered at your school				
User Name	Last Name	First Name	High School	Event Name
Quick Admit Pass				
Username				
Get Pass				
Numbers of your students by event				
Event Name			Total Students registered	
<a href="#">2016 Fall College Fair</a>			150	
<b>All Events</b>				
Event Name			Bulk Print	
2016 Fall College Fair			<a href="#">Print Passes</a>	
<b>Students Registered from your school</b>				
Next				
<b>Name</b>			<b>Existing Events</b>	
<input type="checkbox"/> John College			2015 Fall College Fair	
<input type="checkbox"/> Justin Doe			2015 Fall College Fair	
<input type="checkbox"/> Amanda Freshman			2016 Spring College Fair	
Next				

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



# Express Student Reg. – School Counselor

- 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 access your counselor account and upload your excel spreadsheet
- 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
- They will still receive a reminder email two days before the fair with a copy of their barcode.

## Express Student Pre-Registration

[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 prefilled data provided.

No more chasing down students to start the registration process. We take care of this for you. Things just got easier for you AND your students.

# 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

FERPA - Family Educational Rights and Privacy Act .

# Contact Information – Go To College Fairs

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

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