

## Association Program Planning Calendar

For quality communication, all lists should be updated to be current and comprehensive  
\*List should include appropriate contact information (Name, phone number, email address)  
Be sure to copy your project manager on outbound communication

January	February	March	April
1st - Spring <ul style="list-style-type: none"> <li>▪ <a href="#">Spring Ordering Opens</a></li> </ul>	1st - Spring <ul style="list-style-type: none"> <li>▪ Continue communications with <a href="#">invited HS Counselors, Site Coordinators and Colleges</a></li> </ul> Third Week - First Fall outreach <ul style="list-style-type: none"> <li>▪ Communicate with <a href="#">invited HS Counselors, Site Coordinators and Colleges</a></li> </ul>	Spring [Independent GTCF outreach to Site Coordinators & HS counselors]  15th - Fall <ul style="list-style-type: none"> <li>▪ Site Coordinator list by event *</li> <li>▪ Submit invited HS Counselor list of areas needing assistance - if applicable* (to include associated fairs)</li> <li>▪ Expected College attendee list *</li> </ul>	1st - Fall <ul style="list-style-type: none"> <li>▪ Fall fair listings provided in template format along with expected attendance</li> <li>▪ Communicate with <a href="#">invited HS Counselors, Site Coordinators and Colleges</a> (2nd communication)</li> </ul> [Independent GTCF outreach to Site Coordinators & HS counselors]
May	June	July	August
Fall GTCF watch Dashboards and include association contact and Site Coordinators on email communications to the Counselors  [Independent GTCF outreach to Site Coordinators & HS counselors]	1st - Fall <ul style="list-style-type: none"> <li>▪ <a href="#">Fall Ordering Opens</a></li> <li>▪ Provide any updates on fair listings if applicable</li> </ul> [Independent GTCF outreach to registered colleges]	1st - Fall <ul style="list-style-type: none"> <li>▪ Reminder communication to <a href="#">registered Colleges to order a scanner device</a> for the fall season (3rd communication)</li> </ul> [Independent GTCF outreach to registered colleges]	Fall GTCF watch Dashboards and include association contact and Site Coordinators on email communications to the Counselors  [Independent GTCF outreach to Site Coordinators & HS counselors]
September	October	November	December
Fall GTCF watch Dashboards and include association contact and Site Coordinators on email communications to the Counselors  [Independent GTCF outreach to Site Coordinators & HS counselors]	Fall GTCF watch Dashboards and include association contact and Site Coordinators on email communications to the Counselors  [Independent GTCF outreach to Site Coordinators & HS counselors]	1st - Spring <ul style="list-style-type: none"> <li>▪ Site Coordinator list by event *</li> <li>▪ Invited HS Counselor list * (to include associated fairs)</li> <li>▪ Expected College attendee list *</li> </ul>	1st - Spring <ul style="list-style-type: none"> <li>▪ Spring fair listings provided in template format along with expected attendance</li> <li>▪ Communicate with <a href="#">invited HS Counselors, Site Coordinators and Colleges</a> (1st communication)</li> </ul>

Call your Program Manager direct number with any further questions:  
or dial - 888.601.0200

Support link for Helpful Hints, Additional Resources and FAQ's  
[gotocollegefairs.com/support](http://gotocollegefairs.com/support)