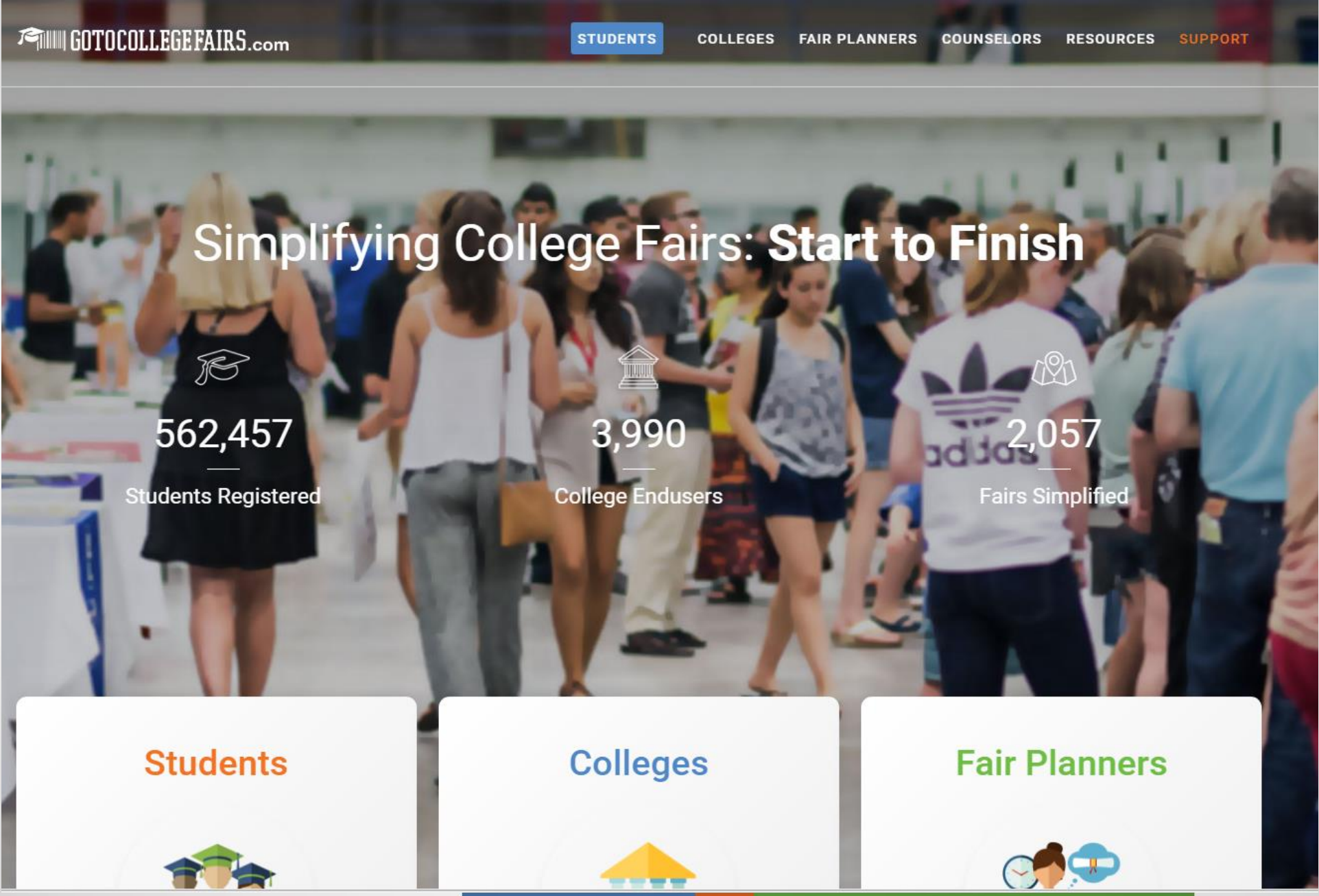


GoToCollegeFairs.com – Student/Counselor Info




STUDENTS COLLEGES FAIR PLANNERS COUNSELORS RESOURCES SUPPORT


Simplifying College Fairs: Start to Finish

Category	Count
Students Registered	562,457
College Endusers	3,990
Fairs Simplified	2,057


Students



Colleges




Fair Planners



Benefits – Student Registration

- ❑ Students provide their information only one time—on our simple online registration page—instead of dozens of times on prospect cards at each fair and college table
- ❑ The student registration form offers more detailed information than most prospect cards provide
- ❑ Registration information is translated into a secure barcode that students print or show on their mobile devices at the fair
- ❑ The barcode 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 between students and admissions officers
- ❑ The barcode helps to reduce queues and student wait time
- ❑ Less likelihood of manual input error by data entry staff leads to quick follow-up

Reprint Barcode / Edit Profile

 Streamlining the College Fair Circuit

You may make changes to your profile at any time using this username and password.

User Name:

Password:

Re-enter Password:

First Name:

Last Name:

Street Address:

City:

State:

Zip:

Phone:

Cell Phone:

* We will use this to text your barcode

Email:

Gender:

Birth Date: MM/DD/YYYY

Student Type:

High School Name:

H.S. Graduation Year:

When do you plan to begin college?:

Academic Interest/Intended Major(s):

* Begin typing, choose up to 2 options

SAT Scores:

ACT Scores:

GPA:

Provide additional information?:

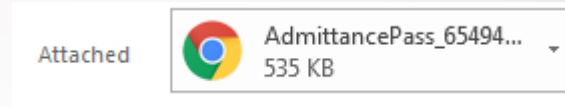
Accept our [terms and conditions](#)

[Home](#) | [Order Scanners](#) | [Fair List](#) | [How Does it Work](#) | [FAQ](#) | [Testimonials](#) | [Contact](#) | [Powered by College Fair Automation](#)
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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 by accessing <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
- Students can add another fair to their profile
- An attendance reminder email is sent to each registered student two days before and on the day of the fair
- A copy of the student's barcode is attached to the reminder email
- The barcode can be printed or displayed on a student's mobile device at the fair



From: info@gotocollegefairs.com [mailto:info@gotocollegefairs.com]
Sent: Someday, Month 30, 2017 8:00 AM
To: student@gotocollegefairs.com
Subject: Barcode for today's college fair – Name of Fair - Location

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 features of this program keep them 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
- ❑ Navigate to the “Students” tab and select “My Account / Reprint Barcode” from the drop-down menu
- ❑ Follow the login steps; enter username and password and choose “Add More Fairs” from the displayed options
- ❑ From the map of the US, select the state and choose a new fair by checking the “Attending” box and then clicking on “Add Fairs”
- ❑ A success message will display; select “Profile” and then “Reprint Your Pass”

The image shows a screenshot of the 'STUDENTS' menu and the login page. The 'STUDENTS' menu is a blue box with a white background containing the following options: 'Register Now', 'My Account / Reprint Barcode', and 'FAQ's'. Below the menu is the login form, which includes a 'Username' field with a red asterisk and a 'Password' field with a red asterisk and a yellow background. A blue link 'Forgot Username/Password?' is located below the password field. A blue 'Log In' button is positioned below the password field. Below the login form is a table with three rows, each containing an orange button and a blue text description:

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](#)

We offer 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, students will use the clickable link “High School Name”
- The pop-up window to find the high school will display
- Several search options are now available:
 - * CEEB code only
 - * First three letters of school name & state
 - * City & state only
 - * Zip code only
- Hit “Search”
- Select the school name from the list displayed
- The registration form auto populates with the high school name selected

[High School Name*](#)

Advanced School Search

CEEB Code

School Name
Enter the first 3 letters

City

State

Zip

We now offer a refined high school search option to eliminate errors.
A student’s name is guaranteed to display on the counselor dashboard.

Best Practices and 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 in your school halls and guidance office and share with parents
- Post the student registration link on the guidance counselor/college and career website pages
- Advertise in the school’s newsletter and/or on the school’s online calendar under upcoming events
- Give as an assignment and/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

- DON'T COMPLETE PROSPECT CARDS AT EVERY COLLEGE TABLE
- BE TECH-SAVVY AND PRESENT YOUR BARCODE INSTEAD
- EXPERIENCE MORE IN-DEPTH CONVERSATIONS WITH ADMISSIONS COUNSELORS



Register today!
Receive a copy of your barcode two days before and on the day of the fair.

How does this work?

- Go to www.gotocollegefairs.com
- Select the blue “Students” button
- From the drop down menu choose “Register Now”
- Select the state and choose the fair to attend by marking the check box
- Start the registration form; create a username and password
- Find your school name from any search option (only need to enter first three letters of your school name)
- Check the “terms and conditions” box to complete the registration
- The barcode is displayed—you’re done!

Already registered from a previous event?
Use your current username and password to add another fair.
There’s no need to create a new registration!

Visit www.gotocollegefairs.com to register.

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 can create an account by navigating to www.gotocollegefairs.com
- From the homepage use the “Counselors” tab and from the drop-down menu, select “Helpful Tools”
- Click “Register Now” in the blue box to register for a **free** counselor account
- Create a username and password
- Find your school using the “Find Your School” link (use any one or a combination of options in the search feature)
- Enter your work email address for verification purposes
- Check the “Terms and Conditions” box
- Click the “Create Account” button. You’re done!
- Your account will be validated within 2-3 business days
- Then log in to view the available report options

The screenshot displays the GOTO COLLEGE FAIRS.com website interface. At the top, the logo features a graduation cap and a barcode, with the text "GOTO COLLEGE FAIRS.com" and the tagline "Streamlining the College Fair Circuit". Below the logo, a prominent green banner reads "COUNSELORS!" followed by the text "Encourage students to register before they attend the college fair online at www.gotocollegefairs.com". A sub-section titled "Want to know more?" provides navigation instructions and a list of features: selecting "Helpful Tools" to register for a free account, accessing a reporting dashboard, using an "Express Student Pre-Registration" template for bulk registration and printing, and an option to register for other fairs. Another section, "Express Student Pre-Registration", details the process: uploading an Excel spreadsheet, creating profiles for each student, receiving email reminders to complete profiles, and receiving barcode reminders before and on the day of the fair. At the bottom, a "We are FERPA-compliant." notice states that student data is secure and not shared with third parties.

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 and see each registered student
- Print a single student admittance pass (barcode)
- Bulk print all your students' admittance passes (will print all student barcodes, including previous events)
- View student registration 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 will automatically bulk register all or a select number of students who have 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.
A NEW, comprehensive dashboard reporting tool will be available soon!!

Express Student Pre-Registration 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 when computer access is limited
- ❑ Simply access your counselor account, select “Express Student Pre-Registration”, choose the fair, and upload your Excel spreadsheet
- ❑ GTCF will produce a registration profile for each student, who will receive an email with their login credentials to access and personalize their profile
- ❑ Two days after the upload, a reminder to complete the registration profile is sent to any student who hasn’t logged in to his or her account
- ❑ Students will still receive a reminder email two days before and on the day of the fair with a copy of their barcode

Express Pre-Register Your Students in a Batch

NEW In a few easy steps, you can pre-register your students for the fair(s) they will attend. Simply upload your excel spreadsheet below 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.

Upload Your 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.

New Feature for Students

Students can now add a fair by using their current username and password. Login to your student account and you will be prompted to add a fair.

Required Fields												Optional Field
Firstname	LastName	Address1	Address2	City	State	Zip	Email	Contact	HSGradYear	Birthdate	CurrentGrade	Gender
Sample	User	123 Main Street	Anywhere	Princeton	NJ	08540	info@GoToCollegeFairs.com	201-555-1212	1996	MM/DD/YYYY	10	F

Coming soon —you can track student attendance and see which colleges were selected by your students!

New Feature

FERPA-Compliant

- Student data is secure
- Data only resides in our database
- The student barcode information is only processed if the student presents the barcode to a college of his or her choice
- This information is only returned to colleges that scanned a student's barcode
- GoToCollegeFairs.com 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 – GoToCollegeFairs.com

- ❑ Website – www.gotocollegefairs.com
 - ❑ General Contact Number – 1-888-601-0200
 - ❑ General Email – info@gotocollegefairs.com
 - ❑ Counselor Page – www.gotocollegefairs.com; select the “Counselors” tab
 - ❑ Site Host/Association Contact Resource Page – www.gotocollegefairs.com; select the “Fair Planners” tab and “Fair Planning Resources”
- ** Note: This document can be downloaded from the Counselors tab and Fair Planners tabs at www.gotocollegefairs.com.