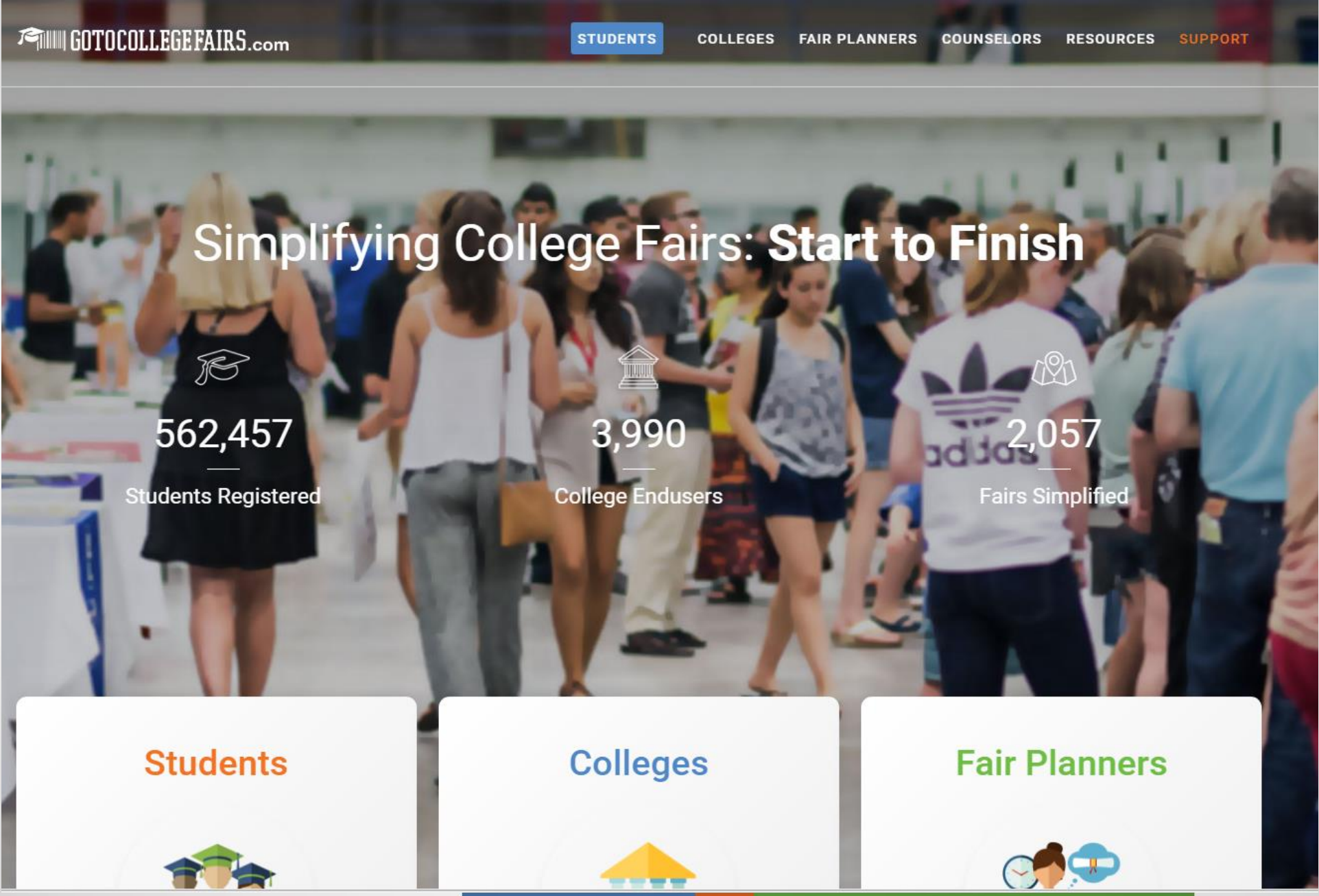





# GoToCollegeFairs.com – Student/Counselor Info




**GOTOCOLLEGEFAIRS.com**    STUDENTS    COLLEGES    FAIR PLANNERS    COUNSELORS    RESOURCES    SUPPORT


## Simplifying College Fairs: Start to Finish

 <b>562,457</b> Students Registered	 <b>3,990</b> College Endusers	 <b>2,057</b> Fairs Simplified
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**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?:

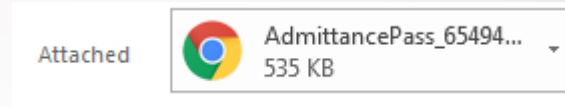
Accept our [terms and conditions](#)

[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 at <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 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.

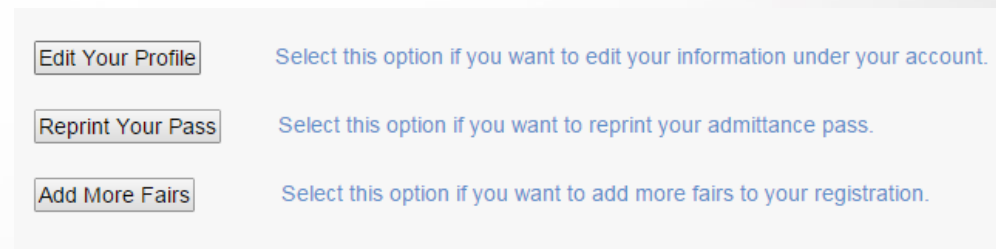
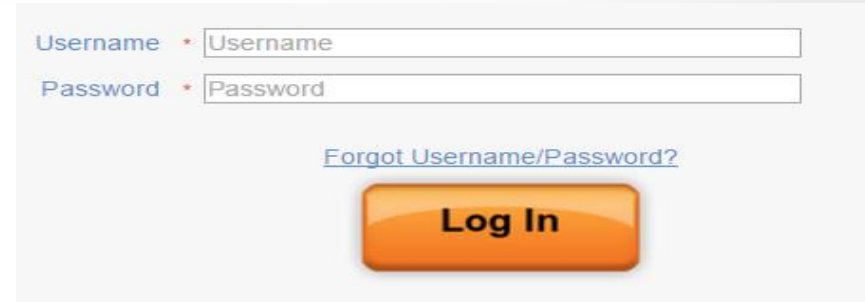
We have attached a copy of your barcode to this email for your convenience.

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!

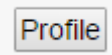
# Valuable Feature – Add Another Fair

- ❑ Students can now access their already-created profile to add an additional fair from year-to-year at [www.gotocollegefairs.com](http://www.gotocollegefairs.com)
- ❑ By 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, 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”



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



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 displayed list
- ❑ The registration form auto populates

[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

  
**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](http://www.gotocollegefairs.com)
- Click on the “Students Register Now” button
- Select the state and choose the fair to attend
- Search high school name by CEEB code
- Complete the registration form
- Check the “terms and conditions” box and click “Print my barcode”
- The barcode is displayed – you’re done!

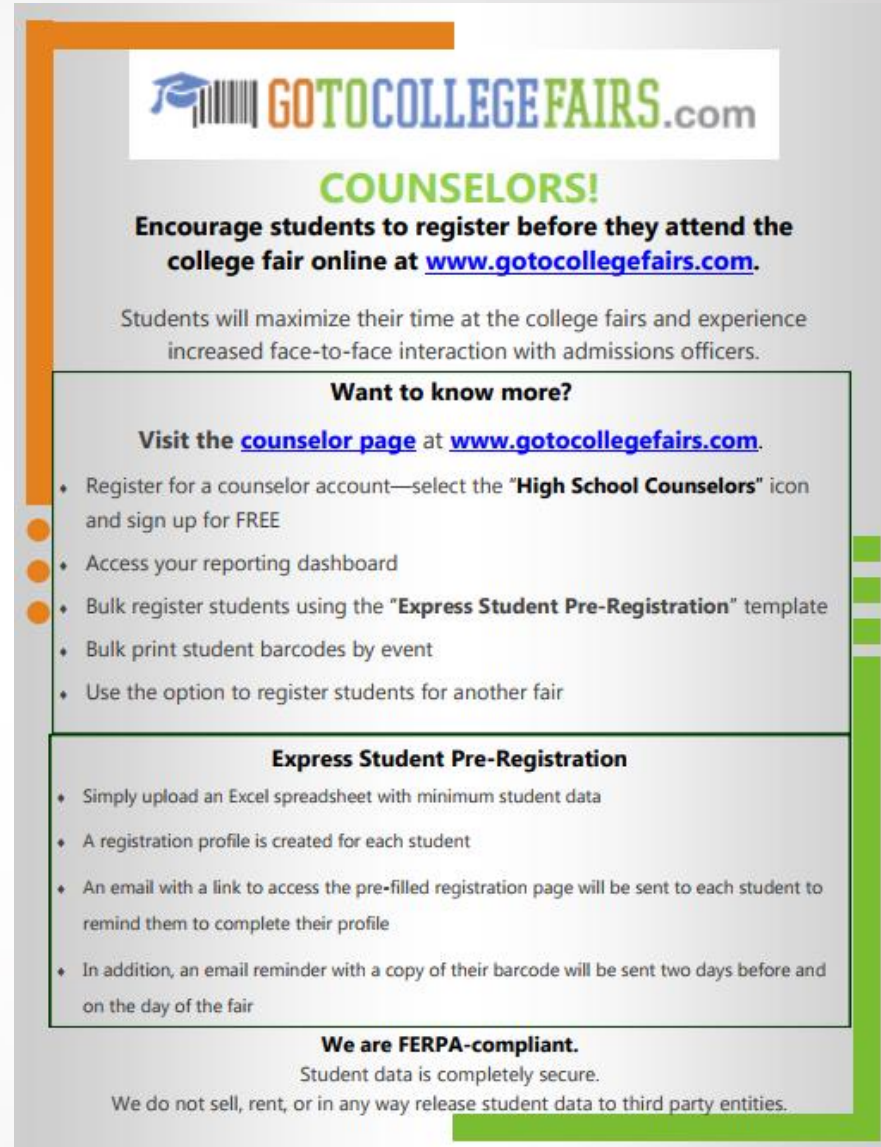
**Already registered for a previous event?**  
Use your current username and password to add another fair.  
There’s no need to create a new registration!

Visit [www.gotocollegefairs.com](http://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 selecting the “High School Counselor” button on the [www.gotocollegefairs.com](http://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 “Terms and Conditions” box
- You’re done!
- Your account will be validated and then you can log in to see the available report options



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". Below the logo, the word "COUNSELORS!" is written in green. Underneath, it says "Encourage students to register before they attend the college fair online at [www.gotocollegefairs.com](http://www.gotocollegefairs.com)." A paragraph follows: "Students will maximize their time at the college fairs and experience increased face-to-face interaction with admissions officers." There are three main sections: "Want to know more?" which includes a link to the counselor page and a list of features; "Express Student Pre-Registration" which lists steps for uploading an Excel spreadsheet and creating profiles; and "We are FERPA-compliant." which states that student data is secure and not shared with third parties.

**COUNSELORS!**  
Encourage students to register before they attend the college fair online at [www.gotocollegefairs.com](http://www.gotocollegefairs.com).

Students will maximize their time at the college fairs and experience increased face-to-face interaction with admissions officers.

**Want to know more?**  
Visit the [counselor page](http://www.gotocollegefairs.com) at [www.gotocollegefairs.com](http://www.gotocollegefairs.com).

- Register for a counselor account—select the “High School Counselors” icon and sign up for FREE
- Access your reporting dashboard
- Bulk register students using the “Express Student Pre-Registration” template
- Bulk print student barcodes by event
- Use the option to register students for another fair

**Express Student Pre-Registration**

- Simply upload an Excel spreadsheet with minimum student data
- A registration profile is created for each student
- An email with a link to access the pre-filled registration page will be sent to each student to remind them to complete their profile
- In addition, an email reminder with a copy of their barcode will be sent two days before and on the day of the fair

**We are FERPA-compliant.**  
Student data 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!  
This is 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. You will also have the option to individually or bulk print the student barcodes if needed.



# 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	Gender
Sample	User	123 Main Street	Anywhere	Princeton	NJ	08540	<a href="mailto:Info@GoToCollegeFairs.com">Info@GoToCollegeFairs.com</a>	201-555-1212	1996	MM/DD/YYYY	F

Coming this fall—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](http://www.gotocollegefairs.com)
- ❑ General Contact Number – 1-888-601-0200
- ❑ General Email – [info@gotocollegefairs.com](mailto:info@gotocollegefairs.com)
- ❑ Counselor Page – [www.gotocollegefairs.com](http://www.gotocollegefairs.com); select the “High School Counselor” button
- ❑ Site Host/Association Contact Resource Page – [www.gotocollegefairs.com/association-resources.asp](http://www.gotocollegefairs.com/association-resources.asp)

\*\* Note: This document can be downloaded from the Counselor Page on our website at <http://www.gotocollegefairs.com/counselors.asp>.