High schools, national and community organizations may host college fairs in your region. College fairs run from two to three hours and are usually held in the early evening, but may be scheduled during the day or on the weekend.

Typically, college representatives are assigned to a table and organized alphabetically to display their publications and to meet visitors. The venue, usually a gymnasium, library, or cafeteria, is likely to be crowded. The goals of the fair are as follows:

- Meet prospective students, their families, and guidance counselors.
- Stimulate and reinforce students’ interest in UMass Lowell.
- Increase nationwide exposure of UMass Lowell.

**College Fair Basics**
- Arrive 30 minutes prior to the start time.
- Stay behind the table. College fair policies do not allow representatives to stand in front of the table to speak to students.
- Give each student a brochure and inquiry card.
- Use the volunteer handbook and this guide as your tools.
- Stay at the fair until the scheduled end of fair time.
- Mail the inquiry cards, fair evaluation, display materials, table banner, and any other materials you received back to UMass Lowell within three days.
- While most fairs will provide water, it is always a good idea to bring your own.
- Smile and have a good time!

**Know Your Audience**

**High School Seniors**
These students are in the final stages of their college search and will typically ask deeper, more detailed questions. They expect direct, detailed answers.

**High School Juniors**
Depending on the time of the year these students are at the beginning or end of their college search. They will be asking big picture questions. Your response should draw them in.

**Sophomores & Freshmen**
These students are just beginning their college search. Their questions will be broad; however you can engage them by focusing on what is of particular interest to them.

**Transfer Students**
These students have navigated the admissions process. They are looking for answers related to course credits, housing, and other academic policies.

Admissions information can always be found online at www.uml.edu/admissions

Thank You!
We appreciate all of your support.