

Recruiting Principles and Ethics in College Admissions

We are excited that you are willing to help us in our efforts to recruit and admit the best of the best students. Covering a college fair for our office is a great way to assist us in our efforts. You can make the difference in a student and his/her family wanting to know more about JCU. There are specific guidelines what you can and cannot do at a college fair as well as how to interact with students and families. This guide will help you be successful at the college fair.

Alumni Representatives WILL:

- Provide information about JCU that is current, accurate and factual.
- Remain behind your assigned college fair table at all times. Going into the aisle to talk to students and distributing materials is not permitted.
- Arrive on time (early is never a bad idea) to the fair and staff the table for the entire duration of the college fair.
- Not distribute any small gifts (buttons, candy, pennants, or other items) to students who visit your table. Only academic materials that are displayed on the table can be taken by the students and parents. (If you have pens on the table, students are allowed to take those).
- Not speak disparaging about any other institution even if in a jesting manner. It is not considered appropriate to bad mouth any institution.
- Not call students or families to your table. You must let them come to you and then you can engage them in a positive and enthusiastic conversation.
- Not violate any rules set forth by the fair (ie, displaying balloons, or elaborate displays not approved/permited)

This is a small portion of the best practices volunteers should adhere to during a college fair. All alumni and admissions professionals should familiarize themselves with NACAC's best practices and core values that cover more than just college fair protocol. You can access the full guide [here](#).

Guidelines for interacting with prospective students

It is important to remember that when interacting with prospective students and families our goal is to give them accurate and current information about JCU. This information is important in assisting the student to make a well-informed decision about choosing a college. We realize that that JCU might not be the right fit or choice for every student. **Our goal is to attract and admit students who will be successful at JCU in and out of the classroom, who will graduate on time and will have an overall positive experience during their time on campus.**

Please follow these guidelines when interacting with prospective students and their families:

- Be enthusiastic and professional. You are representing JCU and you might be the first impression they have of JCU.
- Wear a nametag denoting that you are a JCU alumni.
- Know current tuition and general facts about JCU. You will have been provided this information during training as well as printed materials in your volunteer kit. Information is also available on the Alumni/Admissions Ambassador website.
- Say **"I don't know"** if you are uncertain about the answer to a question posed by a student or their family member. Feel free to give them the business card of the Admissions Counselor responsible for that area and encourage them to reach out to him/her.
- Most of all, have fun and enjoy yourself.

DON'T...

- Make any statements or promises regarding the possibility of a student's admission to JCU. There are many factors that go into our holistic admissions decision process. Therefore, only Undergraduate Admissions can make that decision upon review of the student's entire application.
- Make any statements or comments regarding financial aid. There are many factors that go into a student's full financial aid award. However, **DO** encourage families to file their Free Application for Federal Student Aid (FAFSA) when it opens on December 1.
- Sit at the college table fair eating, reading or scrolling through your phone. Do be alert and smile even at those who might just stroll by the table.
- Solicit students from other representatives at the college fair.

Materials

Prior to a college fair each alumni/parent representative should receive the following:

- JCU Tablecloth/ Banner
- Plastic frames with JCU majors & Cleveland info
- JCU brochures
- Pens
- Inquiry cards – to be completed by the student. These can be completed at the fair or mailed back when the student has more time to complete the card. Please be sure the class year and high school sections are completed.
- Business cards of the assigned admissions counselor in that territory
- Nametag(s) for alumni/ parent representative(s)
- Confirmation information from the college fair host
- College fair training information
- Pre-paid postage, return address label

Set-Up

Upon arrival at the college fair location, alumni/parent reps should check-in with the host of the fair. They will then direct you to your table location (typically in alphabetical order).

Once you find your table, put down the tablecloth and set up the materials as you see fit. Many college fairs host meals/snacks prior to the fair for all admission and alumni/parent representatives. You are welcome to enjoy the meal/snack if you wish. Just be sure to get back to your table prior to the fair start time.

Clean-Up

When the college fair is complete, clean up all your items and return them to the box provided. Please be sure to mail all materials (banner, plastic frames with JCU majors and minors, remaining brochures, etc.) back to the Office of Admission using the pre-paid return label. Please also include any inquiry cards that were completed by students so their names can be added to the database.

Address for mailing: John Carroll University Office of Admissions
1 John Carroll Blvd
University Heights OH 44118