



August 19, 2009

Dear CAAP College Fair Representative,

Thank you for volunteering your time, enthusiasm and knowledge of Connecticut College. If you are not familiar with College Fair programs, they happen to serve as an excellent recruitment tool. College Fairs are an opportunity for students and their parents to investigate several colleges during one afternoon or evening in an informal setting.

College Fairs generally take one of two forms and frequently the institution is able to choose the preferred format. The first form is the traditional college fair, where the representative is assigned to a table in the school gymnasium or cafeteria. Students and their parents will circulate through the room for a designated period of time, typically two hours. The atmosphere encourages browsing and interaction among students, their families and the college representatives.

The second College Fair format situates each college in an individual classroom. Groups of parents and students will arrive three to four times throughout the evening to hear a general presentation about Connecticut College and to ask questions. The duration of each classroom session is about thirty minutes. We typically request the traditional college fair format, rather than the individual classroom setting, because we find it to be more productive.

Participation in College Fairs is by invitation only. The Admission Staff attempts to cover as many fairs as possible. However; occasionally it is impossible for a staff member to cover a program due to his or her previous travel commitments. In this instance we rely on our CAAP College Fair Representatives.

As an active CAAP College Fair Representative, you will be contacted to represent CC based on the interest level you indicated on your registration form. It is *very important* that you respond as soon as possible to the CAAP Coordinator regarding your availability for the requested date(s). If you receive an invitation to a College Fair directly from the sponsoring high school, please notify the CAAP Coordinator. We can then insure that only one volunteer covers the program.

Once you accept a request to represent CC at a College Fair you will be sent a box of information at your preferred mailing address. If you have not received the materials four days prior to the fair, please contact **Virginia McCormack** by phone at (860) 439-2200 and she will overnight express materials.

Typically, you will find the following information in the fair package:

- 1 course catalogue (for reference only)
- 1 preview (for reference only)
- Search pieces (handouts)
- Inquiry cards
- Pencils/pens
- Nametag
- Connecticut College Posters
- Program evaluation
- A letter verifying the date, time, and directions
- "Helpful Hints for College Fairs" Handout

It is recommended that you review the materials included in this packet, in addition to perusing our Web site (<http://www.conncoll.edu/admission>) for additional information on the College, the admission process, and financial aid.

Any questions, suggestions or concerns regarding College Fair coverage should be referred to the CAAP Coordinator, Shalini Uppu (Shalini.uppu@conncoll.edu). Thank you again for your continued commitment. Your efforts are truly invaluable.

Sincerely,

Shalini Uppu

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