

College Day/Night Program (CDN) Guidelines

The coordination of college fairs across the state of Michigan maximizes the college going culture and access to representatives from various post-secondary institutions. The committee that approves college fairs is comprised of Michigan Association of Collegiate Registrars & Admissions Officers (MACRAO) and Michigan Association for College Admission Counseling (MACAC) members.

Guideline Sections

- Deadline and Notification
- Criteria
- Hosting a College Day/Night Program
- Cancellation
- How to Request
- Comments, Suggestions, Feedback

Fall and Spring/Winter College Fair Deadlines

2015 Spring/Winter College Fairs will be held to the previous deadline of November 1. These will be reviewed and notified by December 1.

The deadline for submitting a college fair request is: **February 15**. If the deadline falls on the weekend then the immediate next Monday will be the last day to submit college fair requests.

Fair requests will be notified of the CDN's decision via email and approved requests are posted to the MACRAO online calendar by **March 15** or the following Monday.

While you can submit your requests up to a year in advance your fair will not be reviewed until the deadline. Late requests are reviewed on a case-by-case basis, but normally are not approved.

Criteria for Approving a College Fair:

1. Purpose
 - The main purpose of a college fair will be to offer the opportunity for students to meet with post-secondary institutions.
 - The program cannot be supporting or selling something other than higher education opportunities or US military service.
2. Location
 - College fairs are reviewed based on their respective region. Please view the most current **Region Map** at **macrao.org** to view your region.

- The proximity of college fairs within a region is considered when reviewing college fair requests. The CDN recommends neighboring host sites agree to a rotational schedule. The CDN may also request specific host sites agree to a rotational schedule in order to be approved.
3. Audience
- Programs targeted for high school students must invite multiple high schools to attend. Programs targeted for transfer students should be inviting students within their county or regular service area.
 - The CDN recommends having multiple high schools, or 500+ students and parents in attendance; the region for which the college fair is held will be taken into consideration.
 - College fairs are not meant to serve only one high school. College fairs requests received for only one high school are normally not approved.
4. Time
- Freshman college fairs:
 - Should be 1.5 hours in length. Programs longer than 1.5 hours must provide rationale to the CDN for the extra length (e.g. 1000+ students and parents, students are being bussed in, or the program is servicing a large area without access to another college fair).
 - Night programs are from 6:30-8 p.m. or a close variation. Day programs can vary by region but should still be approximately 1.5 hours in length.
 - Transfer college fairs
 - Can be up to 4 hours in length.
 - Access to Wi-Fi should be provided to maximize the assistance representatives can give to your transfer students.
 - Programs should be held during the day to not conflict with night programs. The exact time may vary by region and location.
5. Fees
- MACRAO discourages charging fees to attending students or college representatives.
 - If a host site is going to charge a fee, it must to be stated in your request for event approval.

Hosting a College Day/Night Program

1. Invitations to Institutions

- **Required:** all MACRAO member institutions. A current list of member institutions is available at macrao.org or you can contact the CDN Chair.
- **As space allows:** out-of-state institutions, Military representatives and proprietary schools

- Letters of Invitation should include:
 - Description of the program including day, date, times (start and finish) and when the facilities are available for set up.
 - Map of the local area identifying the program site.
 - Map of the school and grounds noting any check-in points, parking and unloading areas.
 - List of recommended local motels and restaurants with addresses and phone numbers.
 - Provide information on the availability of audiovisual equipment.
 - Reply-deadline date.
- 2. Escorts: If possible, provide escorts for college representatives to their location at the program. Suggestion: ask your honor students or student ambassadors to be escorts.
- 3. Security: For security purposes, host site personnel should remain until the last representative has left the building.
- 4. Survey evaluations and summary: Host sites are required to provide the **College Fair/Transfer Fair Evaluation** to the institutions and organizations attending the college fair during the event. The results, as well as the host site's feedback, must be returned to the CDN Chair no longer than two weeks after an approved college fair on the **CDN College Fair Evaluation Summary**. Survey results are used for future college fair planning. Failure to return results may result in a future request not being approved. Both evaluation and summary are available at **macrao.org**.

Cancellation of any program:

Cancellations must be communicated immediately to the CDN Chair and each participating institution. It is up to the host site to determine when an event should be cancelled. If cancelling due to weather, it is recommended to follow your school's or community's decision. In other words, if your school or schools in your area have cancelled or closed, then it is recommend to cancel your college fair.

How to Request a College Day/Night Program:

Now that you've read the guidelines for hosting a College Fair, you may submit an online **Event Request Form** at **macrao.org**.

Comments:

Please direct any questions, concerns, or comments on any Day/Night Program to the CDN Chair.