

# 2011 NATIONAL CHRISTIAN COLLEGE FAIRS GUIDELINES

## REPRESENTATION

1. **Representatives** should be professional admissions representatives or appropriately trained volunteers of NACCAP, CCCU or ABHE institutions.
  - 1 or 2 professionals should adequately cover each schools' representation needs – the presence of more than 2 representatives is discouraged
2. **Appropriately trained volunteers** should generally be alumni or parent representatives or other campus personnel who have been formally trained regarding the distinctives and programs of their campus.
3. **Volunteer representatives** may be asked to review and sign an acknowledgement as having read a condensed summary of the Statement of Principles of Good Practice at each fair location prior to the beginning of the fair.

## FAIR GUIDELINES

1. Name tags should be generic in nature for all host school helpers at each fair site.
2. No non-sponsor vendors or parachurch organizations may display at the fairs.
3. No giveaways: e.g. posters, candy.
4. Only silent media may be used at the table display (noise factor).
5. Laptop computers can be used at display tables for data entry and silent media.
6. Representatives should not use or distribute comparative data regarding other schools.
7. Random/first come, first served selection of tables by representatives-not alphabetical.
8. The only materials distributed at the fairs should be informational publications & media.
9. Since locations and facilities vary greatly, electricity will not be available.
10. Use of tabletop displays that are generally no more than 30" high and fit on a six or eight foot rectangular table is strongly encouraged.
11. Representatives are expected to interact with guests from behind or at the side of the table. Standing in front of the table is strongly discouraged but, if necessary due to the constraints of the room, will be permitted providing the representative remains alongside the table.
12. Verbal exchanges with guests should be limited to simple greetings until the guest approaches the table.
13. Professional dress is required at all National Christian College Fairs (jeans, college t-shirts/sweatshirts and tennis shoes are examples of unprofessional attire).

We encourage you to operate with the highest level of integrity through the representation of your campus to those in attendance at the fairs.

**Adherence to the Statement of Principles of Good Practice will be our guide to fostering the awareness of the broader benefits of mutually promoting Christian higher education. Comparative judgments expressed about other schools are never appropriate. Our guiding principle is always to promote the values of Christian colleges, with a commitment to excellence and service, through this cooperative effort.**