Best Practices in Transfer Days/ College Nights Program Planning

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WHO WE ARE & WHAT WE DO

Transfer Days/College Nights (TD/CN) is a subcommittee of the Intersegmental Coordinating Committee (ICC). TD/CN is comprised of campus and system-wide representatives from California high schools, California Community Colleges, California State Universities, the Universities of California, and the Association of Independent California Colleges and Universities.

TRANSFER DAYS/COLLEGE NIGHTS

Coordinates the annual statewide schedule of college information programs hosted by California high schools, community colleges and local education agencies

Assists California college and university outreach, admissions and recruitment staff plan their college fair schedules

Establishes guidelines for hosting and participating in high quality college information programs hosted by California high schools, community colleges and local education agencies.

PRELIMINARY PLANNING

AUTHORIZATION AND SUPPORT

- Establish authorization and financial support (Districts, schools, educational agencies, etc.)

- Obtain Support from Counseling and career centers, PTA's/parent clubs, other school offices

PROGRAM HOST RESPONSIBILITY

- Officially appointed by chief administrator

- All program communications and arrangements

- Primary contact for all entities (staff, statewide coordinator, colleges & universities, etc.)

Important: statewide coordinator must be informed of change in program host

PRELIMINARY PLANNING

PLANNING COMMITTEE

- Form a committee and delegate responsibilities (counselors, career center, faculty, school admin., districts, university reps, students, parents)

- Officially appointed by respective chief administration

- Assign tasks: publicity, food, college reps coordination, booths, event program, evaluations, etc.

SITE SELECTION

- Centrally located to area being served

- Consider a college or community facility

- Ease of access, parking, security, school size, etc.

PRELIMINARY PLANNING

FINANCIAL CONSIDERATIONS

- Costs: publicity, food, printing/postage, signs, security, staff time and mileage, facility, name tags, supplies, etc.

- Some incurred expenses can be covered through in-kind volunteers.

- Financial support: student council, organizations/local businesses, direct contributions, program ads, items for door prizes, etc.

- Participation fees cannot be charged to attendees or college segments; CSU, UC, CCC, AICCU.

PROGRAM FORMAT

TIMES

- Begin program no sooner than 6:30 p.m. and conclude by 9:00 p.m.

FORMAT DETERMINATION

- Number of factors to consider: time of year, weather conditions, quality, size and proximity of facilities, security considerations, commute distance, anticipated attendance and number of participating colleges.

- Avoid schedule conflicts with other events and reserve facility asap.

- College representatives should be in a centrally located area for the duration of your program.

- Avoid scheduling speakers or entertainment as part of this session.

PROGRAM FORMAT

OPTIONAL SESSIONS

- The following sessions may be included in your program, if time permits, as a supplement to the College Fair Session:

- General Session:

  - A brief General Session (no longer than one-half hour) can precede the College Fair Session and provide participants with:

    a. appropriate announcements and introductions

    b. Description of the program format

    c. Overview of California higher education

    d. Overview of college costs and financial aid

PHYSICAL ARRANGEMENTS

PROGRAM FACILITIES

- Located as close as possible to each other and to parking areas

- Accommodate number of participants in excess of that expected to attend

PARKING

- Provide a well-marked, reserved parking area close to your program site for the college representatives, and an unloading area immediately adjacent to the site entrance.

- Include participants' parking options in information provided to registered participants, including if paid parking is required.

PHYSICAL ARRANGEMENTS

DIRECTIONAL/LOCATOR SIGNS

- Place directional signs from the parking area to all sites where program sessions will be held.

- Make sure all session sites are clearly identified by signs and in program hand-out materials.

COLLEGE FAIR

- The college fair should ideally be held in a large, indoor facility, e.g., a gymnasium or multi-purpose room.

- Provide each college with one table at least four feet long (preferably six feet) and one or two chairs. Leave space between tables or table groupings.

- Avoid table sharing if possible. Have extra tables and chairs on hand to meet any unforeseen needs.

- Assign tables on an alphabetical or random basis, rather than by educational system or by geography.

PHYSICAL ARRANGEMENTS

- Avoid placing the representatives next to cold doorways, video games, in the "back room," or in other undesirable locations.

- Provide water to the college representatives at their tables.

- Provide access to electrical outlets if previously requested by college representatives.

- Provide each college with an identification sign. Make sure the lettering of the signs is large enough to be read from a distance, and is uniform in style, and easy to read.

PHYSICAL ARRANGEMENTS

HOSPITALITY AREA

- Provide a secure hospitality area for the college representatives and your staff close to the College Fair session area.

- Coffee and light refreshments should be available before and during the program, if possible having have a volunteer or staff member bring snacks or water to representatives during rush portions of the event.

- Representatives' coats and extra materials can be stored here.

PROGRAM STAFFING

- The size of your program and other local conditions will dictate the nature and extent of personnel needs.

- Have your staff identified by dress, special nametags, buttons, hats, t-shirts or other recognizable markings.

- Make sure that all of your staff members are well briefed on their assignments.

- Designate one person as "in charge" that will be accessible at all times. The designee should be familiar with the institution's evacuation/emergency plan.

RECEPTION/INFORMATION CENTER STAFF

- This area serves as the "nerve center" of your program. It should be staffed at all times by several of your most knowledgeable people.

- This area should serve as the "check-in" station for the college representatives and as the focal point for an infinite variety of questions, ranging from the location of rest rooms and telephones to explanations of the program format and the colleges attending.

PROGRAM STAFFING

OTHER TYPES OF STAFF

Security officers should be on duty and highly visible, throughout the course of the event, particularly in the parking area.

Ensure maintenance personnel are on hand or on-call during your program. Typical maintenance needs include unlocking doors, obtaining extra furnishings, fixing HVAC, addressing bathroom issues, and fixing faulty audio-visual equipment.

For way-finders, consider using students from student government, service clubs, ROTC, or other groups to direct participants from the parking areas to the initial program site and on to other sites. They can also hand out programs and material collection bags at the main entrance to the College Fair Session area. They should periodically check on the needs of the college representatives, especially their need for water.

PROGRAM STAFFING

TYPES OF STAFF

- Ask counselors from the participating high school(s) to attend the tables on hourly shifts. The counselors will be able to talk with students and their parents on a one-to-one basis about college and career planning and to dispense information about their respective school guidance programs.

- It may be appropriate to staff the **hospitality area** at all times, depending on the type of refreshments served, location, and security needs. PTA or parent club personnel can often be counted on to serve as hosts and to provide refreshments.

COLLEGE & UNIVERSITY REPRESENTATION

DETERMINING CAMPUS PARTICIPATION

- TD/CN subcommittee coordinates participation/registration for the UC, CSU, AICCU, and some CCC campuses.
- If there are space constraints priority is given to the campuses that have registered via the TD/CN online registration system.
- You may invite representatives from other universities and colleges. You are responsible for managing their attendance/registration.
- If there is sufficient student interest you may invite proprietary institutions as long as it does not detract from the primary purpose of your program.

COLLEGE & UNIVERSITY REPRESENTATION

PROGRAM DETAILS AND LOGISTICS

- Notifications e-mail: at least 14 days in advance to main campus contact. E-mail Content:
  - Map and program schedule
  - Whether unloading personnel (students) and/or equipment(carts, dollies, etc.) will be available
  - Rep set up time and unloading instructions
  - Tram/shuttle service availability
  - A parking permit, if necessary

COLLEGE & UNIVERSITY REPRESENTATION

CAMPUS REPRESENTATION

- Limitations on number of representatives at your event should be communicated well in advance of event.
- Each campus should be provided one table. If using "buddy" system" (campus represented by another campus) it should be communicated beforehand
- Have extra tables available in case a campus shows unannounced but also notify the Statewide Coordinator if the campuses are from the UC, CSU, CCC, or AICCU systems.

PROGRAM PARTICIPANTS

- High school students and parents primary target group. Include private and parochial schools in your area. Please note – college reps are not in favor of large numbers of middle school students, however, they can be invited to attend with family members

- Invite students from traditionally underrepresented groups – first generation, low income students. Include programs like Upward Bound, the Puente Project, GEAR UP, AVID, and similar programs

- Consider inviting students from local community colleges that are not hosting a Transfer Day program

- Invite local community. This may reach students and parents who did not receive the invitation through other channels.

PUBLICITY

INVITE STUDENTS AND THEIR FAMILIES TO ATTEND THE EVENT
- Direct Mailing
- Evite
- Social Media
- Instant Messaging

PA ANNOUNCEMENTS
- Morning
- Classroom
- Student Activity and Athletic Events

CREATE AND DISTRIBUTE A FLYER WITH KEY INFORMATION
- Bulletin Boards
- Student Newspaper
- PTA/Parent Club Newsletter
- Include with any college announcements going out to students/parents

CREATE POSTERS, BANNERS, SIGNS
- Place strategically around campus

PROGRAM HANDOUT MATERIALS

PRINT A PROGRAM AND INCLUDE:

- Schedule of events
- List of participating colleges
- Floor plan
- Questions to ask college representatives
- College planning terms you should know
- Special announcements
- Sponsors

PROVIDE STUDENTS WITH FOLDERS OR BAGS TO COLLECT MATERIALS

- Bags are often donated by college bookstores

EVALUATION

EVALUATION ACTIVITIES

- Evaluation forms can be distributed along with other program handout materials to participants upon arrival

- Ask program participants, college reps, and program staff to complete evaluations during program

- Program planning committee debrief meeting ASAP after program is conducted to evaluate program.

- The Statewide ICC will conduct a comprehensive evaluation at the end of the fall college fair season.

REFERENCES

- California College Nights Program Planning Guidelines

http://www.certicc.org/downloadFiles/TransferDays.pdf

- College Nights are conducted in accordance with the Principles of Good Practice for Student Outreach Services in California approved by the Articulation Council of California in 1983, and also in accordance with the NACAC Statements of Principles of Good Practice, available at: https://www.nacacnet.org/globalassets/documents/advocacy-and-ethics/statement-of-principles-of-good-practice/spgp_10_1_2016_final.pdf

Presenters Contact Information

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