

TACRAO Articles of Good Practice and Ethical Standards for College Fair Participation

The Tennessee Association of Collegiate Registrars and Admissions Officers recognizes that college fairs provide a chance for high school and community college students to learn about different educational opportunities and a chance for higher education institutions to reach as many students as possible. The purpose of the TACRAO Articles of Good Practice and Ethical Standards is to ensure that students receive accurate information and that all higher education institutions have a fair and equal chance to communicate with students. Membership in TACRAO includes acceptance of these Articles of Good Practice and Ethical Standards.

1. In representing their institutions at recruitment activities (college/career programs, individual high school visits, etc.), admissions representatives should conduct themselves in a professional manner with both students and colleagues, reflecting the dignity of their profession and the institutions they represent.
2. Host institutions should have the ability to invite those colleges and universities that they are interested in participating at their scheduled events. However, the TACRAO Vice-President for Recruitment Services will provide all Tennessee host institutions with a comprehensive list of TACRAO institutional members.
3. Host institutions should not be required to accommodate those colleges and universities which have not been invited to the program or which have not responded to an invitation in a timely manner. Representatives should advise the host in advance of any special set-up concerns.
4. Admissions representatives should respond to all invitations within the state with either an acceptance notification or a decline notification. When appropriate, institutions should include materials with the decline information in the event the host organization wishes to display materials from colleges and universities that are unable to attend. Institutions limited by specific service areas, such as community colleges and technical institutions, shall not be required to respond to invitations from schools outside their service area.
5. Appropriate attire should be determined by the host institutions. However, professional casual dress is typically deemed appropriate.
6. Admissions representatives should arrive promptly for their sessions or appointments and remain until the end of the specified period, unless other arrangements are made with the host. As a general guideline, it is highly recommended that representatives make plans to arrive early enough to allow appropriate time for set-up.
7. The number of representatives from each institution should not exceed the assigned space. Multiple tables for one institution should be allowed only if space is available and at the

host's discretion. Allowing one institution multiple tables should not prevent another institution from participating.

8. Representatives should remain behind or at the side of their table during programs. It is not appropriate for representatives to move into the traffic flow in an effort to lure prospective students to their table.
9. Displays should not exceed allotted space.
10. Audio systems are not appropriate for college fairs where a number of institutions share common quarters. Videos may be used without sound. Representatives should ask the host institution whether or not audio/video equipment is allowed.
11. The use of non-information give-away items is discouraged by TACRAO. We believe that these items are disruptive to a college fair program and are inconsistent with our efforts to provide a professional environment for prospective students. However, if your institution decides to offer give-aways at these programs, we recommend that they be discrete items such as pens or pencils that are functional at a fair and less disruptive to the event. We strongly discourage the use of toys or food items as give-aways at TACRAO sanctioned fairs.
12. It is inappropriate for representatives to encourage the completion of applications during a college fair.
13. Representatives should always present clear and accurate information concerning their institutions and avoid ambiguous, questionable and false information. This includes, but is not limited to:
 - (a) Clear, precise and thorough statements about admissions requirements, including high school preparation, admissions tests, applications procedures and deadlines.
 - (b) Precise information concerning educational costs, opportunities and procedures for financial aid, and academic scholarships.
 - (c) Provision of current and realistic descriptions and pictures of the campus and student life.
14. Admissions representatives should NEVER make disparaging comments or inappropriate comparisons regarding other institutions.
15. Prospective student information should be treated as confidential and should not be released to any party outside the institution.
16. It is the responsibility of every college or university to train each of its representatives (staff, faculty, alumni and current students) and provide them with a copy of the TACRAO Articles of Good Practice and Ethical Standards.