

2016 Borough High Schools Fairs: Tips for Schools

The Borough High Schools Fairs provide a great opportunity for high schools to attract potential students and their families and share information about their schools and programs. This is the best forum for you to interact with a wide variety of potential students and make the case for why your school might be a good educational fit for their high school years. Read the tips below to answer any questions you may have about the event. If you have any questions, contact the Office of Student Enrollment at HSEnrollment@schools.nyc.gov.

The **Borough High Schools Fairs** will be open to the public on **Saturday and Sunday, October 15 and 16** from **11:00 a.m. – 3:00 p.m.**

Borough	Location
Bronx	DeWitt Clinton Educational Campus, 100 W. Mosholu Parkway, South Bronx
Brooklyn	Sunset Park High School; 153 35th Street
Manhattan	Martin Luther King, Jr. Educational Campus; 122 Amsterdam Avenue
Queens	Francis Lewis High School; 58-20 Utopia Parkway, Fresh Meadows
Staten Island	New Dorp High School; 465 New Dorp Lane

Getting Ready for the Fair

- **Be prepared** – Think about what you would like to tell families about your school. Identify 2-3 clear and unique elements that you can easily and effectively. Be well rested, be positive and be ready for the big day!
- **What to bring** – Each school will be given one table, two folding chairs, a small school sign, a plastic table cover, and student sign-in sheets. You should bring materials to show the strengths of your school.
 - ✓ **Banners and display items** – Highlight the unique features and offerings of your school. Please note that display items must be **free standing** and must be **placed on your table** – items may **not** be taped to the wall nor should they be placed on the floor and obstruct the flow of traffic.
 - ✓ **Handouts** – Flyers make a big difference. Students will be more likely to remember your school if they have something to take away with them. Include information regarding upcoming Information Sessions and your school’s program code(s) for the application. Bring recruitment and enrollment information for English language learners, students with disabilities, and their families, in order to support them in the high school selection process and be sure to bring materials in translation.
 - ✓ **School representatives** – Schools should bring **between 3-5 representatives** that will engage families with different perspectives on school life. These can include school staff, current students, and their parents. Representative should stay near their school table and not be sent to distribute pamphlets on other floors or in the elevator. Interpreters will be available but we also encourage schools to bring multi-lingual students and staff members as representatives, especially when recruiting for language-specific programs.

Fair Logistics

- **No drop off of materials the night before** – Unfortunately, schools will not be permitted to drop off materials or have materials delivered to the fair site the night before the fairs.

- **Displays and recruitment:**
 - **You may not use tape or putty on walls** – all items must be free-standing or you can hang items from the tables.
 - **There is no electrical supply available to schools attending the fair** – If you would like to use laptops, projectors, or other electrical devices, they need to be battery powered.
 - **Recruitment is limited to your table space and floor** – recruitment activities may not take place on the first floor, including the lobby / school entrance area, or in the elevators.
 - **Take public transportation** – Access to fair sites and parking will be limited.
 - **Help is available** – If you need help of any kind, please find someone wearing a blue staff t-shirt. Interpreters will be available, but we also encourage schools to bring multi-lingual students and staff members as representatives, especially when recruiting for language-specific programs. Please direct families who require interpretation to the main entrance.

DAY 1: Saturday, October 15

- **Doors open for school representatives at 9:30 a.m.** – Schools must be set up and ready to greet families before 11:00 am and for the full duration of the fair each day.
- **Doors open to the public at 11:00 a.m.**
- **Doors close to the public at 3:00 p.m.** – Please arrange to be available throughout the entire day. Families that arrive late in the day will be extremely disappointed to find an unstaffed or empty table, especially if they traveled a great distance just to visit with representatives of your school. You may leave all displays intact to reduce set up time on Sunday morning. However, do not leave electronic equipment on the table overnight and do not place any items on the floor under your table. The custodial team will collect and dispose anything left on the floors. Please take completed student sign-in sheets with you and maintain them for future reference and follow-up.

DAY 2: Sunday, October 16

- **Doors open to school representatives at 10:00 a.m.** – Schools must be set up and ready to greet families before 11:00 am and for the full duration of the fair each day.
- **Doors open to the public at 11:00 a.m.**
- **Doors close to the public at 3:00 p.m.** – Please arrange to be available throughout the entire day.
- **Clean up** – At the end of the day, please clear off your table and put any garbage (including the plastic table cover) in one of the trash containers located on your floor. Please fold the chairs and leave them in the space provided. These actions will help us immensely as we clean up on Sunday afternoon. Please take completed student sign-in sheets with you and maintain them for future reference and follow-up.

We look forward to seeing you at the fair!