

2016 Citywide High School Fair: Tips for Schools

The Citywide High School Fair provides 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.

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 communicate 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. Representatives 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

- **Location** – [Brooklyn Technical High School](#) – 29 Fort Greene Place, Brooklyn, NY 11217
- **Dropping off and picking up supplies** – You may drop off your fair supplies (e.g., banners, displays, publications) on Friday evening, September 23, between 4 pm and 6 pm. Please use the entrance that is mid-block on South Elliot Place (the handicap accessible entrance) of Brooklyn Technical High School and go to room 1E20 (on the 1st floor). Do not drop off any valuables such as electronics. You will not be able to set up your table on Friday. If one of your colleagues will be picking up the supplies on Saturday, be sure to tell your colleague what items you dropped off and where you left them. You must pick up items by 10 am – we will lock the room after that time.
- **Displays and recruitment:**
 - **You may not use tape or putty on the 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 center hall, or in the elevators.



**Department of
Education**

- **Take public transportation** – Access to the school 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 located on the first floor in the center hall and will be available on every floor. Please direct families who require interpretation to the first floor.

DAY 1: Saturday, September 24

- **Doors open for school representatives at 8:30 a.m.** Be set up and ready to greet families before 10:00 am and for the full duration of the fair each day. Be sure to pick up your items from room 1E20.
- **Schools will be grouped by borough on separate floors in alphabetical order**, with the exception of the Specialized High Schools that will be grouped together in the gym. You can report directly to your borough floor to check-in with Fair staff and set up your table. Your school will receive one table, two folding chairs, a small school sign, sign-in sheets, and a plastic table cover.
 - 7th Floor (cafeteria) – Brooklyn
 - 6th Floor – Queens (A-L)
 - 5th Floor – Queens (M-Z) and Staten Island
 - 4th Floor – Bronx
 - 3rd Floor – Manhattan (A-L)
 - 2nd Floor – Manhattan (M-Z)
 - Gym – Specialized High Schools
- **Doors open to the public at 10:00 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, September 25

- **Same information as above;**
- **Doors open to school representatives at 9:00 a.m.** Be set up and ready to greet families before 10:00 am and for the full duration of the fair each day.
- **Doors open to the public at 10:00 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 table, 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!