



MONTANA VIRTUAL COLLEGE FAIR

# FAQ'S & TIPS FOR SUCCESS

## General Virtual Fair Questions

### **Q: How do we get started?**

Welcome to the Montana Virtual Events! You will receive a welcome email from MPSEOC and an onboarding email from VisitDays, our technology provider. The second email will provide you with login information. Once you log in, you'll be guided through an online set-up checklist. The main Exhibitor Contact in the event online registration form is the one who receives these emails. If that's not you, please check to see that they've invited you as a user to the platform or ask them to do so.

### **Q: What if I never received the onboarding information from VisitDays?**

Please search for an email with a subject line that starts "You have been invited to join VisitDays at ". Please also check your spam folder. If still no luck, contact [support@visitdays.com](mailto:support@visitdays.com) so the login information can be resent to you. Note: the login information expires in seven days.

### **Q: The Montana events are multi-day events. Are we supposed to have content for all days/time blocks of the event?**

It is up to you! We have created a pre-schedule planning block of times to offer certain types of sessions. We ask that you stay within that overall time block for your success. Please see these guidelines and more details for schedule @ For additional details, please review the detailed schedule on the "[Montana Virtual Fair Confirmation Page.](#)" This is actually a key difference between the Montana virtual college fairs and in-person fairs. At an in-person fair, a college representative needs to stand behind the booth the entire time. At a virtual fair, you can split the work among several staff and you'll be "manning" the virtual booth from your office (or home). In a nutshell, we recommend that your college as many live and interactive Zoom sessions as possible within the guided time-blocks. Outside of this, students can view your college profile page and videos. Outside of the time-blocks to guide your scheduling and the few "specially saved pre-scheduled times" you are welcome to utilize this event schedule in the way that serves your goals best. For additional details, please review the detailed schedule on the "[Montana Virtual Fair Confirmation Page.](#)"

### **Q: How early do students and counselors have access to the fairs?**

For the September Montana event, we launched exhibitor access to their profiles on September 7<sup>th</sup>, and students/counselors/parents will begin registration starting as early as September 14<sup>th</sup>. We ask all exhibitors to finalize all details for their profile no later than September 20<sup>th</sup>. As soon as they sign up on the platform, counselors and students can view and favorite college profiles, explore the Zoom sessions offered and add them to their virtual itinerary, watch videos, and book one-on-one meetings. Zoom live sessions happen only during the live event.

### **Q: How early in advance should we have things set up?**

You shouldn't delay. MPSEOC is marketing to students, counselors, and parents. You'll want your college to be visible when they visit [MontanaColleges.com](#). If you don't have anything up on the platform, you can't get any leads. At a minimum, we recommend that you add a beautiful campus photo and description as soon as you receive login access. Because of the way the platform prioritizes Zoom sessions, you'll get extra attention if you have these set up sooner rather than later.

### **Q: When is the last time we can make edits before the fair?**

Like for anything technical, last minute changes may introduce errors. We recommend that you be ready to go and not make any additional edits starting 24 hours before the fair is set to begin.

### **Q: Is the content that we create "wiped clean" from fair to fair?**

The content you add – photos, videos, descriptions, PDFs, and users – will stay on the platform from fair to fair. What doesn't stay on the platform are the Zoom sessions – those drop off as the dates and times expire. The one-on-one meetings also drop off as the dates and times for the meetings pass.

### **Q: Will we have IT support during the fair?**

Yes. If you run into an issue, please email [support@visitdays.com](mailto:support@visitdays.com). You should already be on the platform on the day of the fair — we won't be able to help you onboard at that point, it will be too busy and the window for that type of technical support will have passed.

## Adding Additional Staff

### **Q: Can we invite other admission staff members to the platform?**

Yes! You may invite as many staff as you wish. Just add them as a user. Once added to the platform, you can assign them to offer a Zoom session or to cover a "Schedule a Meeting" slot. The person's photo and contact information can also be added and viewed by students. Note: By default, and for security purposes, you can only add staff with the same email domain as the Exhibitor Contact (for example, @college.edu). However, users with "School Admin" permission on the platform can add additional domains if needed.

### **Q: How many staff should we assign to each virtual fair?**

We suggest that at minimum you assign 2 people to manage each virtual fair on the day of the event. This would be two people to handle the Zoom sessions (1 to present and 1 to handle chat/polling) and then at least one person available to schedule for one-on-one meetings during the fair.

### **Q: Are all users able to edit the exhibitor profile information?**

No, only users with their permission setting set to "School Administrator" have the ability to edit exhibitor profile information.

### **Q: If a representative from an academic college will be presenting a session, should we add them as a user?**

It depends on your university's practices. If a professor, for example, is added as a user, their name and contact information will appear alongside that session for students to see. This may not be a good idea if you want students to contact an admission representative first and not the faculty member directly.

Instead, a staff person from the admission office could be listed as the session contact and the faculty member prominently mentioned in the session title and description. (By the way, it's great that you're offering a session with a representative from an academic college!).

## Live Zoom Sessions

### **Q: How do I set up a session?**

See the information in the Zoom Guide & Tips packet @ "[Montana Virtual Fair Confirmation Page.](#)"  
Two key things to remember: Definitely use the waiting room feature and do not require a password.

### **Q: Can the sessions be pre-recorded or do they have to be live?**

You are welcome to show a pre-recorded video as part of your session. You'll still need someone in the Zoom room, though, to tee up the video for students who are there and to answer questions during the video and afterwards.

### **Q: Can we create sessions that overlap time-wise so long as we have different Zoom accounts for it?**

Exactly! You'll be fine offering overlapping sessions as long as you specify a different Zoom account and link.

### **Q: Can we add more than two staff members per session?**

Yes, more than one user can be added as a presenter for a live session. However, the session may only be associated with one Zoom link.

### **Q: Can everyone on our admission staff just use the same Zoom account?**

We don't recommend this. Your photo and name shows up when you use your own account. This gives the student a more personal experience with each admission counselor.

### **Q: Should we use Zoom webinar or Zoom meeting?**

Zoom meeting. It allows you to be more interactive.

### **Q: Should we use a password?**

No. Please do not add a password.

**Q: Will we know ahead of time how many students are signed up for a session?**

No. There is no registration for the live and interactive Zoom sessions so there's no way to know ahead of time how many students will attend. Students will show up when the session starts. Students can set a reminder for your session, however, and receive text messages that lets them know when the session will begin

**Q: Do you recommend holding the same session more than once?**

If you think the session will be a blockbuster, then you are certainly free to repeat it. But as a general rule, you'll want to offer several highly engaging sessions at different times since there will be a lot of competition for students' attention.

Meetings

**Q: How do I set up a meeting?**

See the information on Step 1 & 2 the conformation page for additional details @ "[Montana Virtual Fair Confirmation Page.](#)"

**Q: What's the difference between a session and a meeting?**

A *session* is either a small group or large group presentation or discussion. Anyone on the platform can drop into a Zoom session by clicking on a link. A *meeting* is a one-on-one appointment between a college admission representative and a student. Students are not able to drop in. They do not receive the Zoom link until they register for the meeting.

**Q: Do we have to use Zoom for our individual meetings?**

Yes. To provide students with as seamless an experience as possible, we think it's important to choose one video meeting technology. For the Fall 2020 season of virtual fairs, we chose Zoom for the platform for both sessions and one-on-one meetings.

**Q: Do we have to use Zoom Pro for our individual meetings, can we use a free Zoom account instead?**

The virtual fairs platform has been configured to take advantage of the convenient meeting features built into Zoom Pro. It will be much easier for you to offer individual meetings if you use Zoom Pro and will provide a better experience for students. For example, if a staff person indicates that their availability is four hours, the platform will automatically divide this length of time into 15 minute meeting slots with 15 minutes flex time. The staff person can use one Zoom link for the entire four hours. If a meeting goes longer or shorter than 15 minutes, students can be admitted from the waiting room. This capability is not available with the free account which allows a maximum length of 40 minutes. A staff person would have to set up a separate Zoom meeting link for each one-on-one meeting. We don't believe cost is an issue. Zoom Pro is available at a very reasonable monthly rate and large discounts are available for higher education.

**Q: When someone books a meeting, how will we be notified?**

The user who is assigned to cover that meeting slot will receive an email notification when a person signs up for a meeting. They'll also receive an email notification if a person cancels their meeting registration.

**Q: Should we use the waiting room function in Zoom.**

Yes, definitely! We highly recommend you use the waiting room function. That way you can control when to let a student into the meeting, for example if they arrive early or late.

**Q: Can I change the meeting time to be more or less than the default 15 minutes?**

Students will see that that their meeting is 15 minutes even though the time slot is 30 minutes. We have built in 15 minutes of flex time that you can use however you want. If the meeting goes longer, you can use this flex time to continue meeting with the student. Or, if you need a break, you can take one. If the next student has arrived early, you can go ahead and meet with them. Our biggest suggestion is to use the waiting room feature on Zoom so you can control your meetings.

**Q: Are students put in a queue if all the meeting slots are filled?**

No. If there are no meeting slots available, the "Schedule a Meeting" function indicates that your college "doesn't have any upcoming meeting availability. Please check back!".

**Q: So, if no student signs up for a meeting, we don't have to click on the Zoom link?**

We recommend that if you're responsible for a meeting slot, that you have Zoom open on your desktop during that time period just in case a student wants to meet. If you use the waiting room setting in Zoom, then you can let the student in when you see someone has arrived.

**Q: How long after the start time can a student sign up for a meeting?**

Students will not see an open meeting slot once the start time has passed.

**Q: Even though meetings are 1:1, can parents also be included?**

Definitely! They can share a screen and appear side-by-side for the meeting with you.

## Videos

**Q: How do I add a video?**

See the information on Step 1 & 2 the conformation page for additional details @ "[Montana Virtual Fair Confirmation Page.](#)" Watch the short, how-to video called [Uploading Videos.](#)

**Q: In what format will videos need to be in to be added to the platform?**

Your videos will need to be uploaded to YouTube. The videos can be set to "public" or "unlisted" on YouTube, your choice. Copy the link and add it to the platform.

**Q: For the videos to generate a lead, does the student have to watch the entire video?**

No. As long as the student starts the video, that counts as a lead.

## Profile Page

**Q: How do I start creating my campus landing page?**

The first time you login, you'll be taken step-by-step through the process for creating your college profile page. Also See the information on Step 1 & 2 the conformation page for additional details @ "[Montana Virtual Fair Confirmation Page.](#)" Watch these three, short, how-to videos: [Creating Live Sessions](#), [Creating Meeting Availability](#), and [Uploading Videos.](#)

**Q: What is your recommended length for the exhibitor bio?**

One or two paragraphs is enough. You don't want to crowd your page with text and take away from the more interactive things you're offering, such as the sessions and meetings.

## Attachments

**Q: Can we upload PDFs and documents?**

Yes! Attachments can be added in two places — on the page for your live Zoom session and on the page for your videos. These are intended as additional resources that complement the content of the session or video. See the information on Step 1 & 2 the conformation page for additional details @ "[Montana Virtual Fair Confirmation Page.](#)"

## Student Engagement

**Q: How are students reminded?**

Students are sent regular text message reminders about the fair, the Zoom sessions they've added to their itinerary, and the meetings they've signed up for.

**Q: Is there a way for students to chat?**

No. Currently, there is not a separate chat function for students to ask colleges a quick question. Students who attend one of your Zoom sessions can ask questions, either by using the chat or by unmuting and speaking up.

[Student Leads](#)

**Q: Will we be getting contact information for ALL students who registered for the fair?**

No. You will receive leads information for students who engaged with your college in one of five ways. See the information on Step 1 & 2 the conformation page for additional details @ "[Montana Virtual Fair Confirmation Page.](#)"

**Q: What kind of contact information for student leads will we receive and in what format?**

See the information on Step 1 & 2 the conformation page for additional details @ "[Montana Virtual Fair Confirmation Page.](#)"

**Q: Will the report show where a student lead came from (whether from a meeting or live session, for example)?**

No, not currently.

[Search](#)

**Q: How do students find colleges?**

There is a search (magnifying glass) at the top of the site that allows students to search by college name. This search will bring up any institution exhibiting at a Montana Virtual College Fair this season.

**Q: How do students find colleges they have not heard of?**

We work closely with all 200 Montana high schools and 300 high school counselors to help promote your sessions. This is why we have taken the extra care to offer some high-traffic, pre-scheduled promoted timeslots for you. Also, this platform prioritizes Zoom sessions that are happening now. In this way, students will discover interesting sessions and colleges they might not have heard of before. In addition, there is a powerful filter function that allows students to find sessions and videos based on criteria such as where the college is located, what programs are offered, tags, type of school (4-year, 2-year, public, private), school size, and other characteristics.

[Miscellaneous Questions](#)

**Q: Can we offer a joint or themed session with another institution?**

Yes. You are welcome to invite representatives from other institutions to co-present a session with you. You can include the name of the institution in the session title and the name of your co-presenters in the session description. However, security concerns require us to limit who you can invite as a "user" to your exhibitor dashboard. They must have the same ".edu" email domain as you. In addition, we only allow one lead contact per institution to access student information. How that information is shared depends on your institution's data privacy policies. See the information on Step 1 & 2 the conformation page for additional details @ "[Montana Virtual Fair Confirmation Page.](#)"

[Changing Your Registration Information](#)

**Q: How do I register for additional virtual fairs?**

The virtual college fairs sell out quickly. Go to [MontanaCollegeFairs.com/virtual](https://MontanaCollegeFairs.com/virtual) to register.

**Q: Is it possible to cancel or change my registration?**

Due to costs associated with planning these type of events and with MPSEOC being a nonprofit 501c3 organization that puts all the funds back into the programing and services, we are not able to offer refunds. MPSEOC incurs costs for this as soon as the event planning begins. Therefore, it is not possible for us to offer refunds for these events, as we incur costs right away to make this happen. Please see our [contract terms and policy](#) on this. With questions, please contact us @ [amy.leary@montanacolleges.com](mailto:amy.leary@montanacolleges.com) | 406.531.3531

**Q: How do I change how my college is listed?**

You are able to change how your college is listed on the platform (e.g., to change *Virginia Polytechnic Institute and State University* to *Virginia Tech*). To do so, log into **your VisitDays profile and dashboard**. Look for "My Exhibits" on the left. Click on the "detail" button for the fair and add your preferred name to the "Signage Override" field. If you registered for multiple fairs, you'll need to update the "Signage Override" information for each fair separately.

**Q: How do I change our leads contact?**

We recommend that the same person be designated as the Leads Contact for all NACAC college fairs (both in-person and virtual). To view who is currently listed as your leads contact, log into **your VisitDays profile and dashboard** and click on the "detail" button for the fair. To change your organization's Leads Contact to a different person, please contact [support@visitdays.com](mailto:support@visitdays.com).

**Q: Who do I contact for general questions?**

If you have other questions about the NACAC Virtual College Fairs program, please contact us at [amy.leary@montanacolleges.com](mailto:amy.leary@montanacolleges.com) | 406.531.3531

*Please check back to the confirmation page, as this information is subject to change.*