MONTANA VIRTUAL COLLEGE FAIR

VISITDAYS VIRTUAL PLATFORM OVERVIEW

OVERVIEW

Thank you & Welcome To The Montana Virtual Events!

We are so excited to have you part of the Montana Virtual College Fair Events & Programming! Thank you for your team efforts and understanding, as we try to offer you and students the best experience possible in this new virtual model. We appreciate your team efforts to make these schedule times a priority. We have chosen a multi-day, multi-option program for you to connect with students due to Montana's hybrid school scheduling being so diverse. We are hopeful that this extra step and planning and collaboration with the schools will help control the number of presenters in each time-block and in turn give you better attendance at your sessions. It is our goal to make this a success for you and students with high quality interaction. This also allows our Montana HS Counselors to better promote your sessions and allow students to get out of class to attend your session during these pre-scheduled timeslots. See more details below on and our "Confirmation Info Page" for more schedule details.

Please contact us right away if you have any questions or concerns, please reach out to us, and we are happy to help in any way we can make this event a success for you. Amy.Leary@MontanaColleges.com | 406.531.3531

How the Virtual Fairs Work

The VisitDay's Virtual College Fairs platform has been created from the ground up with a collaboration with NACAC and many nationwide agencies to seamlessly connect students and colleges for an interactive, informative, and engaging virtual experience. We want to share a very special thanks to the VisitDay's team and NACAC teams for paving the way for this new virtual model to help students together in this time. Montana students (high school seniors, juniors, sophomores, & even some college transfer students) attend for free and may participate in as many fairs as they choose. Parents are invited as well. Exhibitors pay a fee to help cover the costs of these events and programming. This is truly a team effort to make these Montana events happen! Thank you to all who make this event a success for students!

What Students Will Experience

An estimated 70 percent of students will access the virtual fairs through their phones. As a result, the platform has been designed specifically for mobile and with the digital expectations of young people in mind. All marketing and promotion efforts will direct students to MontanaColleges.com for sign up and log in. Students will see a real-time list of college and university exhibitors for each fair. Students will also see which live and interactive Zoom sessions each college exhibitor has scheduled. A simple click will add the college's session to their personal fair itinerary. Students can access each college's profile page. The profile page includes a photo of the college, a short description, links to Zoom sessions, links to recorded videos and materials, and a "Schedule a Meeting" option. This "Schedule a Meeting" option is an innovative feature of the platform. Students will see what meeting dates and times the college exhibitor has made available in. A simple click will add the meeting to the student's fair itinerary. Once

signed up on the platform, students will begin receiving text messages to remind them about the Zoom sessions they've asked to be reminded about and the one-on-one meetings they've registered for. These nudges will increase in frequency as the fair date nears.

What Colleges Will Provide

The exhibitor dashboard is your home base on the platform. This is where you will:

- Create your college profile by adding a photo and description as well as links to YouTube videos and PDFs.
- Invite other admission staff as users on the platform and include their photos and contact information.
- Add "Schedule a Meeting" slots to directly engage with students.
- Set up live and interactive Zoom sessions.

Note: The VisitDays/Heydays Virtual platform strongly highlights the Zoom sessions. Our expectation is that each exhibitor will offer 2 - 4 sessions that students can attend on the day of a fair. Live and interactive Zoom sessions are what engages students. You decide who on your staff will be responsible for presenting and can even set a limit on the number of students who can attend. More details are on the pages that follow. Another innovative aspect of the VisitDays/Heydays Virtual platform is the "Schedule a Meeting" feature. You decide how many virtual meeting spots to make available to students for one-on-one Zoom meetings with a college admission representative within our pre-set Montana event schedule time blocks. You set the dates and times and assign a staff person for each slot. The meeting slots are automatically set in 30-minute increments and the expectation is that you'll meet with a student for 15-minutes and then have 15-minutes flex time to either continue meeting with the student or take a break before the next meeting starts. We recommend focusing on offering as many meeting slots as possible within our pre-set time blocks on the schedule. We'll take care of sending students several reminders about their upcoming meetings.   For additional details, please review the detailed schedule on the "Montana Virtual Fair Confirmation Page."

Technical Requirements

For the Fall 2020 season, we chose Zoom as the video meeting technology for VisitDays/Heydays Virtual platform. We believe it's important to provide students with as seamless an experience as possible and that the use of one video meeting technology for various components of the fairs helps accomplish that. We are technology-agnostic, however, and may change this in future seasons depending on the needs of students.

Zoom Information

Zoom is seamlessly integrated within the platform. You'll use your Zoom account to offer live and interactive sessions as well as one-on-one meetings. To participate as an exhibitor, you'll need a Zoom Pro account or higher (not a Zoom Basic account). Most institutions already have a Zoom Pro plan or higher. With Zoom Pro, you'll be able to offer sessions for up to 100 students each. If your institution has purchased a "large meeting add-on," you'll be able to offer sessions for up to 500 or 1,000 participants each. For additional details, please review the detailed schedule on the "Montana Virtual Fair Confirmation Page."

Lead Retrieval

To protect student privacy, MPSEOC allows only one person at your institution to be designated as the "Leads Contact." By default, the Leads Contact is the same person as the "Exhibitor Contact." The Exhibitor Contact is the person (probably you!) who registered with MPSEOC and purchased your college's "booth" for a virtual college fair. We recommend that the same person be designated as the Leads Contact for all NACAC college fairs (both in-person and virtual). To change your organization's Leads Contact to a different person, please contact amy.leary@montanacolleges.com | 406.531.3531

What is Considered a Lead?

At a virtual college fair, you'll receive leads information for students, parents, or counselors who *engaged with your college* at the fair. This includes those who:

- *Attended one of your Zoom sessions*
- *Scheduled a meeting with one of your college's representatives*
- *Started to view one of your college's videos*
- *Favorited your college*
- *Accessed one of your college's attachments*

What Leads Information is Included?

Leads information is provided as a spreadsheet report and will be divided by Student, Parent/Guardian, and Counselor/Teacher roles. You'll receive the information that was collected when students, parens, and counselors signed up on the site. This includes name, mailing address, email address, cell phone number, demographic information, applicant type (e.g., freshman or transfer), academic interests, current/last school, and other registration data.

How Do I Retrieve Leads?

The Leads Contact will see an "Export" button on the exhibitor dashboard. Click on this and an email will be sent. Within that email there is a button to download a spreadsheet with the leads information for that fair. One recommendation is to have a communications plan in place before the fair ends so you can follow up with your leads as soon as possible. We do not have a time-limit in place yet for how long the leads will be available, but they will definitely be more valuable to you the "warmer" they are. Once leads are downloaded, the Leads Contact may share the information with appropriate staff at your college following your institution's data privacy policies.

What Format?

The spreadsheet downloads as an .xlsx file. This is compatible for import with Microsoft Excel, Google Sheets, Mac Numbers, and other applications and can then be used for CRM imports. Click here to download a sample leads export file.

How Are Leads Different From Prospects?

"Leads" are available to your Leads Contact and contains full registration information for students, parents/guardians, and counselors/teachers who engaged with your institution in one of the five ways outlined above. "Prospects" are available from your exhibitor dashboard to anyone on your staff who has been added as a user. This section populates in real-time as individuals engage with your institution by attending a Zoom session or by scheduling a meeting. Prospects includes name, role, and email.

Student Permissions and Privacy

MPSEOC takes student privacy seriously and adheres to the strictest GDPR guidelines. When students register, they are asked to agree to the following: *By clicking Continue, you are indicating that you have read and acknowledge the Terms of Service, Privacy Policy and Cookie Policy, you are over the age of 13, opt in to receive emails and text messages, and opt in to provide your information to higher education institutions and organizations.* Links to these policies are always accessible from the students' My Account page. Students opt in to allow VisitDays and MPSEOC to email and text them. They can opt out of these notifications from their My Account page. These opt-in permissions do not pass on to exhibitors for texting students. Exhibitors should check with their organization's data processing, privacy, and other communications policies to determine legal requirements for texting students.   Registrants also opt-in to engage with exhibitors by viewing videos, favoriting, and attending sessions and

one-on-one meetings. Please consult your organization's data privacy policies for engaging with students in one-one-one meetings.

Your College's Profile Page

As soon as students sign up and enter a fair, they'll see a list of upcoming Zoom sessions in chronological order. Also available is a real-time list of exhibiting colleges which links them to colleges' profile pages. By default, your exhibitor profile page is empty. It includes a generic blue box where a cover photo should go and no information. You'll want to enhance your college's profile page as soon as possible after you receive log in information for the platform. At a minimum, add a beautiful campus photo and description (exhibitor bio). You can also add videos. PDF links to viewbooks and campus maps can be added as attachments for your Zoom sessions and videos. Note that you can't save your profile information in the platform without all of the required pieces, otherwise you'll receive a "Please check for errors" message: Behind the scenes, your college's profile page is associated with information imported from VistDays and IPEDs. This data allows students to filter and search for colleges by type of school (public or private, two-year or four-year), majors and programs, location, and school size. For additional details, please review the detailed schedule on the "Montana Virtual Fair Confirmation Page."

Live Sessions

The NACAC Virtual College Fairs platform strongly highlights live and interactive Zoom sessions offered by colleges. This is because students value access and engagement, and one way to provide this is through relevant and interesting sessions. When students enjoy an experience, they tell their friends. Word-of-mouth and "social proof" is key!   For additional details, please review the detailed schedule on the "Montana Virtual Fair Confirmation Page."

Adding Your Session to the Platform

Zoom is integrated into the platform so it's easy for you to manage the sessions through your exhibitor dashboard. You and your presenters should be very familiar with how Zoom works. You will be using your own Zoom account. Additional information is available in the Zoom Guide & Tips packet.   Note that you can't save your session information in the platform without all of the required pieces, otherwise you'll receive a "Please check for errors" message.

Staffing Your Sessions

You will want to staff each of your Zoom sessions appropriately. We recommend that two staff members be at each session, one to present the content and one to answer questions that come in via chat.

Session Formats and Length

We require that your "live sessions" be no longer than 30 minutes.   You can choose how many in the event within our pre-set schedule blocks (1 per schedule block), what type, and what topic to offer for your sessions. You also choose who on your staff will be responsible for presenting and can even set a limit on the number of students who can attend each session. Depending on your goals, you may want to offer:

- **Presentation** - A Zoom session organized as a lecture, with an admission representative speaking to a large audience
- **Panel** - A Zoom session on a particular topic with one or more guest panelists and an admission representative serving as moderator
- **Q&A** - A Zoom session organized as an "Ask Me Anything" with the admission representative fielding student questions
- **Discussion** - A Zoom session for a small group where the admission representative and students can have a conversation and ask questions among the group.

- **Bonus idea! Add Polls within each of your zoom sessions** - This is a great way to engage students within your session and also gain valuable feedback.

- **Chat** - You could certainly use Zoom to schedule one-on-one meetings with students, with or without video. But you might find that the "Schedule a Meeting" feature (see below) is more suited for this.

- For additional details, please review the detailed schedule on the "[Montana Virtual Fair Confirmation Page](#)."

Presentation Tips

- **Engage.** We encourage you to offer frequent interaction opportunities during your session and a Q&A. Monitor and quickly answer questions that come in via chat. Take every opportunity to connect with students.
- **Inform.** MPSEOC requires that all presentations and promotional materials at college fairs be informational in nature. If you're unsure whether something is appropriate or not, please contact amy.leary@montanacolleges.com. Similarly, please let us know if you notice a college or university that is not following this guideline.
- **Clear.** Make sure your presenter has a good Internet connection, a good mic, and a clear voice.
- **Invite.** If your session would benefit from it, we encourage you to invite current students or alumni to present with you.
- **Drop-Ins.** Presenting via Zoom is its own art! For example, there's less of a norm for participants to show up to online sessions on time and so you'll want to build in five minutes up front to give students a chance to filter in. Students may drop in at anytime.
- **Swag.** You can make an impression by including your college's logo in your Zoom background or by making sure college swag is within view of the camera.
- For additional details, please review the detailed schedule on the "[Montana Virtual Fair Confirmation Page](#)."

Session Scheduling

All times on the MPSEOC Virtual College Fairs platform are listed in Mountain Standard Time. This can get confusing! Be sure to ask Google or use an app such as [World Clock](#) to double check what time you scheduled a session on the platform, for example, and what time you entered it into your personal calendar. If one of your sessions is intended for international students, you'll want to consider what hours within the fair period is more convenient for their time zone. Another factor is when other colleges are offering sessions. Plan to offer your session at a less busy time so students are more likely to have room in their itinerary to include yours. To assist with this, starting with the September fair, we will have pre-scheduled time blocks to help with the success and student turnout. Please check out scheduled time blocks for your saved pre-scheduled timeslots and also open scheduling options for the event. We don't recommend that you repeat sessions unless you have a blockbuster. There will be a lot of competition for students' attention. You'll want to offer highly engaging sessions at different times.

Montana's 200 high schools are all doing a different model of scheduling within COVID-19. This is why we have had to be creative with our virtual model to get you the best possible contact with students, counselors, & parents. We also had to then offer a varied, multi-day, hybrid model to get you the best interaction opportunities. Thank you for your understanding. We know this is not an easy time, and one where we are all learning together. We offer a mix of pre-scheduled and open scheduling options for sessions to increase your interaction at this event. If you are unable to attend any of these sessions, we understand. We simply are trying to give you the best chance for connection within this virtual model and with Montana's schools' varied schedules.

For additional details, please review the detailed schedule on the "[Montana Virtual Fair Confirmation Page](#)."

Session Topics

The following are examples of sessions that admission departments might offer "in real life" that could be included in your Zoom session line-up. Feel free to be creative with your session ideas!

- *Q&A With Current Students*
- *Ask Me Anything: Talk With an Admission Representative*
- *How to Transfer to College*
- *School of Computing: Information Session*
- *Admissions Overview: How to Apply to College*
- *Forging Your Pre-Med Path at College*
- *Coronavirus and Applying to College*
- *Student Ambassadors: Ask Us Anything*
- *Greeks: Fraternity and Sorority Life at College*

- *Inside the Honors Program*
- *Financial Aid at College*
- *Accelerated Programs: Six Years to a PhD*
- *Playing Sports at College*
- *Study Abroad Panel*
- *Diversity and Inclusion at College*
- *Student Life at College*
- *Rock Star Faculty: Meet Dr.*
- *Where Are They Now? Famous Alumni*

Session Recordings

We highly recommend you record your "live zoom sessions" and then post them to your videos for any student who misses your session to watch later. You may choose to record your Zoom session (or not). If someone misses your session, they may want to view the recording and you could provide them with a link. Overall, the videos you highlight should be highly engaging and less than four minutes long.

Meetings

The "Schedule a Meeting" feature connects your staff directly with interested students. You decide how many virtual meeting spots to make available to students. We recommend that you offer at least ten meeting slots per fair. The one-on-one meetings are opportunities for members of your admission staff to talk one-on-one with students either before, during, or after the fair event. You set the dates, times, and staff person for each slot. Students will see the available meeting dates and times on your college's profile page. With a simple click, the meeting gets added to their fair itinerary. We'll then send frequent reminders to students about attending. For additional details, please review the detailed schedule on the "[Montana Virtual Fair Confirmation Page](#)."

Recorded Videos

You may provide links to an unlimited number of videos. The videos will appear on your college profile page. In addition, all videos will appear at the top of the site under Videos. The videos are displayed in alphabetical order by title. Students can use the "filter" feature to narrow this list by college location, size of school, and other factors. We recommend that these be interesting and engaging videos that are under four minutes long.

Tags

When you create a session or add a video, you have the option to add tags. We encourage you to do this. The tags help students find content that's relevant and interesting to them. Please don't be spammy and choose all of the tags, just those that are most relevant to what you're offering.

The following are the tag options:

- *Academics*
- *Accessibility Services*
- *Adult Learners*

- *Arts*
- *Athletics*
- *Careers*

- *Counselors*
- *Diversity & Inclusion*
- *Financial Aid*
- *First Year Students*
- *Gap Year*
- *International*

- *LGBTQ*
- *Student Life*
- *Study Abroad*
- *Transfer Students*
- *Veterans*

Attachments

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. Attachments cannot currently be added to the college profile page. Note: Attachments are not uploaded, they are actually links to URLs that you have added. These can be links, for example, to viewbooks, campus maps, and other resources on your website.

For additional details, please review the detailed schedule on the "[Montana Virtual Fair Confirmation Page](.)."
Please check back to the confirmation page, as this information is subject to change.