

Communicating with College Campuses

CHECKLIST FOR MIDDLE & HIGH SCHOOLS Tips & Suggestions Provided by College Admissions Representatives

Whether it is a parent-teacher association, a grant program like GEAR UP, or a corporate sponsorship that makes college field trips happen, college admissions representatives ask secondary schools to do some preparation before calling the college(s). **This can serve as a guide:**

1. What is the purpose of the trip? Do you need to survey the students and/or staff?

2. Who do you call? **Please note:**

- Colleges prefer that those who want to schedule a campus event (or college campus experience) contact their “central office for coordinating visits”. This may be the Admissions Office, the Recruitment Office, or the Outreach Office. Each college identifies their services in their own unique way. Oftentimes, however, one of those three identifiers will work.
- College campuses are dynamic and ever-changing. The contact person indicated in the directory may not be available when a secondary school representative calls and requests services. Therefore, be prepared to do some investigative work.
- Staff from your secondary school may have a college connection that could be helpful. Please make sure, however, that the tour is still coordinated through the college’s Outreach Office.

3. Please be prepared with options for field trip dates. This will help accommodate campus needs, since college campuses host numerous activities and events that max-out their capacity limits.

4. When scheduling a college campus visit, November through February tends to be a difficult time for college admissions staff.

5. Use an open dialogue when working with a college to schedule a campus experience:

- What does the college offer?
- What programs does the college like to feature/showcase?
- Be prepared to explain what the secondary school’s staff and students want.
- Is this visit aligned with classroom curriculum? Please let the college know.
- Who gets to go on the field trip? For example: students (which grade?), program staff, school faculty and school administration.
- Be prepared to provide special needs information. This includes language and culture.
- How many? What is the student/adult ratio that satisfies safety protocol?
- Who will provide transportation?
- Are meals needed?
- Be prepared to reassure the college representative that you will provide chaperones clear expectations before the college visit. Secondary school staff and chaperones are the ones responsible for monitoring respectful conduct by visiting students, not college staff.

6. When colleges and secondary schools are planning the campus experience, discuss contingency measures for the unexpected. For example, a speaker is not there when the guests arrive or busses arrive late.

7. After the campus visit, make sure to provide feedback to the colleges and universities from students and staff. Let them know how it really went. The good, along with the bad. College representatives tend to hear a lot of negative feedback.

For a Washington State College Directory, use this link: [Who to contact?](#)

For more resources, access these links:

[Safety Preparation Guidelines](#)

[Student Supervision Expectations for a Field Trip and/or College Campus Visit](#)