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*Organized by* [Marketing and Student Recruitment](https://department.flemingcollege.ca/marketing/student-recruitment/)*, Open House is an event that occurs across Ontario post-secondary institutions where campuses are open for guests to tour and speak with faculty and services in-person. (Some colleges also offer additional times during the year where students, their families, and their friends can speak with student recruiters using platforms like WebEx, Teams, Zoom, etc.). At Fleming College, this occurs formally twice per the Academic year in order to target prospective students and their families/influencers at key times in their decision-making process.*

*During the Fall semester, Open House (except for Haliburton campus) occurs on a Saturday from 10:00am to 1:00pm in October or November and focuses on encouraging students to apply to programs at Fleming College above other post-secondary institutions. In the Winter semester, Open House occurs on a Saturday from 10:00am to 1:00pm typically in March or April with the goal of helping students choose an offer of admission from Fleming College instead of as many as four other offers of admission from other colleges.*

*As part of your Coordinator duties, there can be a range in level of preparation and participation for Open House. Duties may include but are not limited to: organizing your program space; working with Marketing and Student Recruitment on developing promotional materials; organizing additional materials for guests to view and/or take away; organizing activities for guests to participate in during their visit; and recruiting current students and faculty to meet with guests alongside you to promote the program.  Here are some considerations on how to prepare, create meaningful participation, and meet Fleming College’s objectives for Open House.*

## Preparing for Open House

[ ] Confirm with **Marketing and Student Recruitment** about:

* Your official liaison with the Student Recruitment Department. While a meeting is organized by the Student Recruitment Officer for Frost campus Coordinators, other Coordinators from the Cobourg, Haliburton, and Sutherland campuses receive information about Open House from their School Academic Administrative Assistant (AAA) via the Student Recruitment Officer (SRO) assigned.
* Date and time of Open House.
* Accessibility, health and safety, and appropriateness of rooms/tables/lab space/outdoor space potentially assigned for your program.
* Number of food vouchers (Sutherland and Frost campuses) or information about the food budget (Haliburton and Cobourg campuses).
* Promotional/swag materials available.

[ ] Solicit volunteers. Both faculty and student representatives are an important part of this event since they can talk enthusiastically and honestly about what the program has to offer as well as services available. Consider the following for recruiting volunteers:

* Send an email to your program team through your Fleming email account and/or make it an agenda item for discussion at a team meeting a month or more prior (October and March) to the Open House dates to generate faculty volunteers. This gives faculty time to consider participating and an opportunity to be a part of the planning. In order to generate faculty interest, information and discussion points in your message and/or meeting that may be helpful to include are:
	+ Date, time, and purpose of Open House.
	+ That it is voluntary for faculty to participate.
	+ Date, arrival time, and room/table/lab/outdoor location for any set-up if different from above.
	+ Additional materials to be used and considerations about purpose, accessibility, clarity, etc. given the diversity of the expected guests.
	+ Time for take down of materials if different from above.
	+ Possible program goals for Open House ie. promotional, increased enrollment, community engagement, etc.
	+ Possible roles for faculty and students before, during (experiential exercises, greeters, etc.), and after Open House.
	+ How many and the manner in which students will be approached to volunteer ie. program message to all students or specific students selected and contacted. Also, consider obtaining student volunteers from different semesters in order to provide a broad range of experience and knowledge to guests.
	+ Make sure any students and faculty are aware that they need to bring their own beverages, snacks, and lunch.
	+ Ideas about profession and/or uniform dress.
	+ Deadline for communicating in writing their interest in volunteering.
* Send an electronic message to all students or a select group (recruitment and selection process should ideally be decided by the team) through your Fleming email account, D2L program or course pages, and/or through social media (ie. program Facebook page, Instagram, and/or Twitter account) requesting volunteers after the faculty are organized and at least two weeks prior (October and March) to the Open House. This gives students plenty of notice especially if they have competing responsibilities. In order to obtain your determined student volunteer numbers, be mindful to include clear information and some of the perks in your request like:
	+ Date, time, and purpose of Open House.
	+ Date, arrival time, and room/table/lab/outdoor location for any set-up if different from above.
	+ Time for take down of materials if different from above.
	+ Program goals for Open House ie. promotional, increased enrollment, community engagement, etc.
	+ Roles available for faculty and students before, during (experiential exercises, greeters etc.), and after Open House.
	+ Students who assist with the whole day will be provided lunch.
	+ Students can have their time recognized on their Co-Curricular Record (CCR) [Co-Curricular Record (Staff Only Resources)](https://mycampus.flemingcollege.ca/group/portal/student-life-staff-only-resources), resumes, portfolios, and/or volunteer hour program requirements.
	+ Any expectations about professional and/or uniform dress.
	+ Deadline for communicating in writing their interest in volunteering.

[ ] Once the volunteer list is organized, confirm and thank in writing the list of Open House faculty and student volunteers while reiterating pertinent information about the date, time, purpose, dress code, and roles and responsibilities. While some Coordinators meet with their volunteers to organize these items, this can also be done electronically.

[ ] Organize, book, and confirm space, materials, and equipment for your program in advance. Considerations include:

* Visit the space you’ve been assigned ahead of the event. Make sure it meets health and safety standards, is accessible, is large enough, and has the equipment you need (ie. Audio-visual, seating areas, tables/desks, writing supplies, equipment/supplies experiential activities, space for signage, etc.)
* Connect with your AAA or SRO if you require any changes to the space you’ve been assigned.
* Book any additional Audio-visual (AV) requirements minimally one week in advance using the Fleming College Information Technology Services email itsupport@flemingcollege.ca
* Acquire any equipment and supplies for experiential activities and demonstrations using the appropriate School and campus booking and purchasing processes.
* Confirm with the AAA or SRO there will be copies of your program page to hand out and where you can retrieve them on the day.
* Confirm with the AAA or SRO there will be name tags provided and where these can be picked up on the day.
* Confirm with the AAA or SRO the number of lunch vouchers you require and where they can be obtained before Open House begins.
* Contact your AAA or SRO about additional swag, signage, and promotional materials.
* Collect and/or develop other materials for hand out or viewing such as examples of student work, photographs and/or a slide show of students doing things in the program, textbooks, current vocational and job market information including Program Standards/descriptions and vocational learning outcomes, regulatory body or professional association material connected with the program’s vocation, list of helpful professional links, Coordinator business cards, candies, etc.
* If there are materials that require multiple copies, please check with your Chair and AAA a few days in advance of the event about the most cost effective method for printing.
* Think about miscellaneous items that could be useful and to draw attention to your space and program such as table cloths, additional lighting, music, writing supplies, tape, posters, art pieces, simulations and equipment used in the seminar, lab, field camps, sign-in sheets for guests to include their information for follow-up, program specific thank-you cards, etc.

[ ] Read through for information and accuracy the Fleming College Communications email from **Marketing and Student Recruitment** that includes the Open House agenda for the day.

[ ] Confirm in writing perhaps 24-48 hours before Open House the volunteer roles and responsibilities before, during and after and particularly the time to arrive for set-up.

[ ] Prepare in your mind some main talking points about your program you wish to highlight for guests. These may include, but are not limited to: the vocational outcomes (what skills students are able to demonstrate upon graduation); particular courses and simulations/special projects/experiences/field trips or camps/events; current/future job market statistics; and professional bodies/associations you and the program are connected to within your industry.

[ ] Using Fleming College’s portal, refresh your knowledge about the main services that guests make inquiries about, however, know that often the students are in a better position to answer those questions.

## Just Before Open House

[ ] Ensure that the space is ready with any materials needed between 9:15am and 9:30am on the day of Open House in anticipation of early arrivals regardless whether or not the set-up occurs before or on the day of the event.

[ ] Make sure to have picked up any program page hand outs, swag, name tags, and materials from the AAA or SRO for distribution to the faculty and student volunteers.

[ ] Using your energy, thank your faculty and students for volunteering, remind them of the purpose for Open House and any associated program goals for the event, and encourage them to check-in with you and each other as needed.

[ ] Share some practical strategies about how to greet, engage, and provide information about the program and services to people who attend, particularly towards those guests that demonstrate their interest through non-verbal versus verbal means. This could also be done in a separate email communication prior to the event.

## During Open House

[ ] Provide information about the program and services to guests. While the inquiries can range, some main areas to anticipate are:

* Current job market, future job prospects, average salaries.
* Knowledge and skills that the students will demonstrate upon graduation from your program.
* Courses offered and their delivery mode as there could be a combination of online and in-person learning expectations for students.
* Special certifications, activities/events, projects that students will be exposed to and participate in as well as their costs.
* Start and end dates of programs and semesters.
* Industry and teaching experience of faculty.
* Student program satisfaction (students can answer this).
* Unspoken/hidden fees or costs (related to Co-Ops, software, uniforms, placements, textbooks, field trips, supplies/equipment, etc.)
* Housing availability, accessibility, and affordability.
* Transportation availability and accessibility.
* Learning, physical, and mental health services provided.
* Clubs and evidence of student social life.

[ ] Make any adjustments to roles and responsibilities of the volunteers as they come up.

[ ] Check-in with your volunteers about their success and level of fun.

[ ] Ensure your volunteers have lunch and take breaks as needed.

[ ] Use and encourage your volunteers to use the Twitter feed **#FlemingOpenHouse** and Instagram account **@flemingcollege** to tweet and post comments and photos (with permission) about Open House as needed.

## Just After Open House

[ ] Remove the equipment, materials, supplies, garbage, etc. from the program space. If this was in a room or lab, ensure that the desks, tables, chairs and other items are returned to their original places.

[ ] Return any leftover program pages to your AAA or SRO or designated area.

[ ] Consider storing the additional materials developed and supplies used by your program so that they can be accessed and/or updated for the next Open House, especially for the new incoming Coordinator when your role ends.

##  Following Open House

[ ] Send a thank-you in writing (using your Fleming email account) to all of your volunteers and also ask for feedback about what worked well and what requires improvement.

[ ] Send an email using your Fleming account to the program team about the feedback received – a team meeting could be organized if how the program presented itself worked well and/or requires some revision prior to the next Open House.

[ ] Update student Co-Curricular Records (CCRs) using [Co-Curricular Record (Staff Only Resources)](https://mycampus.flemingcollege.ca/group/portal/student-life-staff-only-resources) – make sure to have their full name, student number, and name of the event when you complete electronic forms.

[ ] Develop, display (with permission), and/or store photos captured of your program from Open House.