

HARVARD COLLEGE



OFFICE OF STUDENT ENGAGEMENT

UNIVERSITY HALL, GROUND FLOOR
CAMBRIDGE, MASSACHUSETTS 02138

Student Organization Fair Guidelines for Student Organization Leaders

When: Friday, September 8th

Time: 3:30-5:30PM (setup begins at 3:00PM)

Where: Tercentenary Theater

Rules of the Fair

- Please stay at your assigned table. Each group receives half of an 8 foot. Refer to the directory listing to find your organization.
- Please stay with a 5' radius of your table due to limited space, and out of fairness to all organizations, as well as to ensure an orderly experience for students.
- Your table should have at least one representative at all times from 3:30-5:30pm to greet students, but should not have more than two representatives at the table due to space constraints.
- No latex products (most notably, balloons) are permitted at the Fair.
- No electricity is provided. No running of extension cords.
- No animals are allowed in the Yard.
- Ensure music is at a reasonable volume so as to not interfere with adjacent tables
- If you are planning to display a demonstration at your table that might be disruptive or create safety concerns for those nearby, please contact soch@fas.harvard.edu for review by 9/1/23.
- At the conclusion of the Fair, please make sure your table and surrounding area are clean.

Please find below tips from past student organization leaders about planning your organization's presence at the Fair:

- Develop a plan for how to prepare for the Fair: assign responsibility for staffing, handouts, displays, etc.
- Plan to arrive early at 3:00 PM to set up. Consider coming to the SOCH the night before to print materials.
- Ensure handouts are interesting and have sufficient information to attract students and contact information for them to connect and find out more, i.e., link/QR code to website/facebook page, email, listserv signup.
- Displays should be large, simple and clear to read and digest. Capture the highlights, so it is not overwhelming.
- Create a concise "elevator" speech that efficiently presents your organization's purpose and activities.
- Be ready to answer key questions about your organization: time commitment, comp process, active membership size, key events and activities.
- Show enthusiasm about your group, but interact appropriately and respectfully with students.

- Be friendly! Most of your potential members are new students, so introduce yourself and connect through personal interests, so that they feel comfortable with a connection to your group.
- Be clear about what “signing up” commits a student to. Receiving one email to get more info? A reminder to come to your first group meeting? Being added to the listserv? Becoming an active member?
- Consider not using a paper sign-up sheet, since you’ll have to transpose it later to an electronic format for it to be useful. Make sure to bring fully-charged laptops, since there is no electricity provided in the yard.
- Students will often search for additional information after the Fair, so be sure that all your websites are updated with accurate information.