

TLDR:

College Fairs across our state are not cohesive and are thus causing inequitable experiences for students across different regions. Furthermore, the “more is better” approach is causing staffing and monetary stress on our Higher Ed partners.

The Washington Council is committed to addressing this challenge. And while there’s a lot more work to do, in our first year we have established TWO pieces of material – a shared college fair calendar and best practices.

**ACTION REQUESTED: Share Scheduled College Fairs:** All districts and institutions are encouraged to share their scheduled college fairs for the 2025-26 academic year with [jgarver@councilofpresidents.org](mailto:jgarver@councilofpresidents.org) so these events can be added to a centralized calendar, improving coordination and visibility.

Organizing effective college fairs is a multifaceted challenge for both K12 school districts and higher education institutions. Issues such as competition between schools, transportation and timing constraints, student engagement, and leadership pressures all complicate the planning process. Additionally, disparities in access and resources can lead to inequitable experiences for students across different regions.

The WA Council is committed to addressing this challenge. Over the last year, a work group has met to identify the challenges and opportunities, engage with states who are leaders in advancing this work and work with the Council to explore and enact more structural changes to the college fair model over the next few years. The overall outcome being to create a more equitable, accessible, and impactful college fair experience for all students.

The work completed this year has led to the development of two informational materials focused on increasing awareness and sharing best practices to support immediate improvements. The new materials include a 2025-26 statewide college fair calendar and a *College Fair Best Practices* document.

We are reaching out to ask you to please.

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- **Review Best Practices:** As planning for the 2025-26 college fair season begins, all organizers should review the [updated best practices document](#) to ensure high-quality, student-centered event and share with those in your district.