



# RACC Counselor Training

# Agenda

- Welcome and Introductions
- Overview of RACC Events
  - RACC Signature Events
  - RACC Event Guidelines
  - Event Request Process
- StriveScan Partnership Overview
- Q&A

# What is RACC?

Regional Admission Counselors of California (RACC) is an organization comprised of college admission professionals who represent colleges and universities outside the state of California. All RACC institutions are NACAC and/or WACAC members and have dedicated the necessary resources for a regional office to serve Californians by providing information on educational opportunities out of state.

[REGIONALADMISSIONS.COM](http://REGIONALADMISSIONS.COM)



# Current RACC Executive Board Members



**Amanda Marsh**

Chairperson

*University of Oklahoma*



**Schaller DeSart**

Vice Chairperson-NorCal

*University of Nevada, Reno*



**Taylor Patterson**

Vice Chairperson-SoCal

*Purdue University*



**Sung Ahn**

Treasurer

*Ohio University*



**Brittany Slaughter**

Professional Development

*Elon University*



**Molly Ingram**

Communications/Secretary

*University of Arizona*



**Chris O'Sullivan**

Membership

*University of Iowa*



**Caitlin James**

Technology

*The Ohio State University*



**Rachel Adelman**

Counselor Relations

*Saint Louis University*

**REGIONALADMISSIONS.COM**



# What do Vice Chairs Do?

- Respond to event requests and schedule RACC events
- Collaborate with a team of event coordinators who help us successfully establish an event calendar
- Organize trainings and support other board members



# RACC Signature Events

# Mini Fair

- A portion of RACC schools will visit your high school to provide information, college fair-style
- Most popular RACC signature event, offered both fall and spring
- Typical schedule: 30 minute to 1 hour fair held before school, during lunch, nutrition, homeroom, or after school

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# Why Go Out of State Presentation

- This popular presentation provides students and their families with information about options that exist beyond California and the associated benefits of considering an out-of-state institution. Can be offered in conjunction with a mini-fair
- Offered in both fall and spring, during the school day, or in the evening
- Typical schedule: 45-minute for presentation and RACC member pitches, followed by a 45-minute fair

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# Case Studies

- Students and families are invited to participate in a mock admissions evening known as Case Studies. The organization contact will ask participants to prepare in advance by reading 3 sample college admissions applications. A college fair concludes the evening
- Most commonly held during the spring semester with juniors as the target audience, in the evening. Offered in the fall and spring, during the day or evening.
- Typical Schedule: 1.5 hours for application review and Q&A, then a 30-minute fair

# 2022-2023 Total Signature RACC Events

Event Type	Fall	Spring	Total
RACC Mini-Fair	37	59	96
RACC Why Go Out of State	5	11	16
RACC Case Studies	2	21	23
<b>Total</b>	44	91	135



# Event Request Process

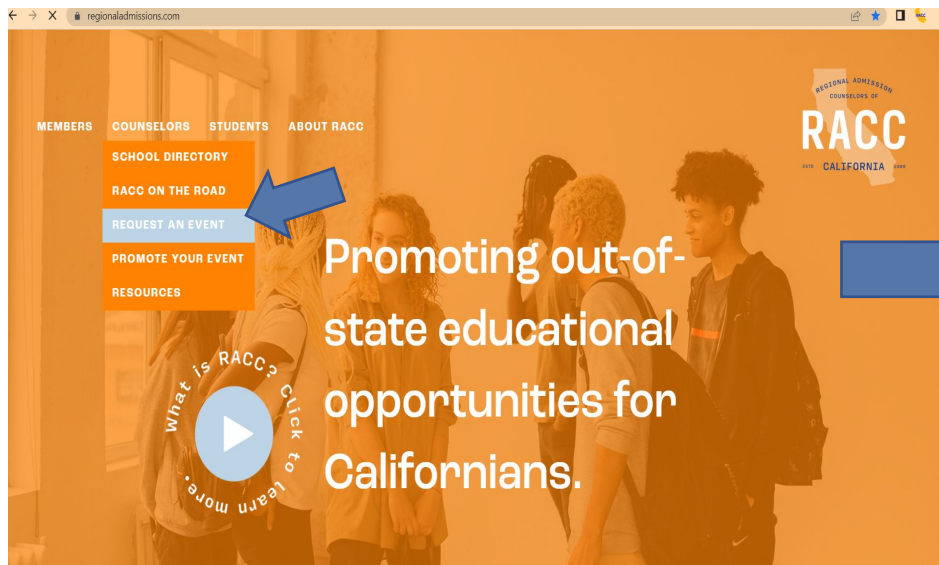
# RACC Event Guidelines

- RACC requests that you do not invite any non-RACC colleges/universities or outside vendors to our events.
- RACC cannot guarantee or promise a certain number of member institutions will sign up for any event. Attendance is determined by reps' schedule and university goals.
- We cannot guarantee certain member institution will sign up. All RACC members are welcome to register for every RACC event but members have the right to choose which events they can and cannot attend.
- RACC and StriveScan are partnering this year! If you host a RACC event, it is an expectation that you help your students register for the event and promote StriveScan technologies. We'll talk more about what student registration means later on.



# Where to Request an Event

RACC Website > Counselors > Request an Event



## Single-Topic Presentation

Tap into the varied expertise of the RACC membership and request a speaker on almost any topic related to the college search and college admission process for your event.

[Request a Presentation >](#)



## Mini-Fairs

A portion of RACC schools will visit your high school to provide information, college fair-style.

[Request a Mini-Fair >](#)



## Mock Admissions Case Studies

Students and their parents are invited to participate in a mock admissions evening known as Case Studies. The high school counselor will ask participants to prepare in advance by reading 3 sample college admissions applications. A college fair concludes the evening, allowing students to benefit from the contacts they make and ideas they explore.

[Request a Case Study Event >](#)



## "Why Go Out of State?" Presentation

This popular presentation provides students and their families with information about options that exist beyond California and the associated benefits of considering an out-of-state institution. Can be offered in conjunction with a mini-fair.

[Request a Presentation >](#)

# Timeline of an Event Request

Sent via form submission from [Regional Admissions Counselors of California](#)

Name: Schaller DeSart

Title: Career Counselor

Email: [sdesart@unr.edu](mailto:sdesart@unr.edu)

School / Organization: Test High School

Suggested Date of Event: October 2023

Suggested Time of Event: midday

Where is your event located?: Outside

Does your event / school require any safety measures to prevent the spread of COVID-19?: None

How many college representatives can you accommodate at your event?: no limit

Address: 1664 N Virginia St, Test, CA 95233, United States

Is event location in Southern or Northern California?: Northern California

Does this submission look like spam? [Report it here.](#)

- 1) [racc@regionaladmissions.com](mailto:racc@regionaladmissions.com) gets an email with your request details.
- 2) This request is forwarded to the appropriate Vice Chair's work email.

[REGIONALADMISSIONS.COM](https://REGIONALADMISSIONS.COM)



# Timeline of an Event Request

3. Your Vice Chair responds and begins to work on establishing an event and will provide input on a strategic date and time. We may connect you with an event coordinator.
4. A hold is placed on our RACC Event calendar when we have confirmed a date of interest but still need final details before approval.

# Timeline of an Event Request

5. Once all information is collected for the calendar, your Vice Chair will finalize the event on our calendar and create a Sign-Up Genius. Once this happens, your event will be promoted to membership.
6. Your event coordinator should provide you registration updates no later than a week before the event and/or sooner if required.



# Timeline of an Event Request

**When:** \*date

**Where:** High School/Organization Name

**Timeline:** \*check in and event timeline

**Counselor:** \*name of High School/Org Contact

**RACC Coordinator:**

**Parking:**

**Location of Event:** \*where in school

**Food:** \*not required but asked for member planning purposes

**COVID rules:**

**Check in instructions:**

**RACC Rep Capacity:** \*lots of schools don't have a limit, but if you can only accommodate a certain number of reps, please let us know

A Vice Chair needs all of this information before we confirm an event.

Your event coordinator should confirm this with you before the Vice Chair adds it to the calendar.

[REGIONALADMISSIONS.COM](https://REGIONALADMISSIONS.COM)



# Timeline of an Event Request

The timeline of confirming an event takes time. Admissions reps confirm their travel schedules early and Vice Chairs aim to accommodate membership by having a finalized calendar early.

Fall Events: Aim to close **event requests mid-August** and finalize fall events no later than early September.

Spring Events: Aim to **close requests mid-January** and finalize Spring events no later than early February.

# Other Event Resources

## Single Topic Presentation

- When you have the desire for a presentation outside of the RACC Signature Events such as Financial Aid and How to Write an Essay. RACC promotes it internally, but cannot guarantee it will be filled

## Event Promotion

- Your organization has a fully planned event that you want RACC members to attend but RACC is not organizing the event



# StriveScan Partnership

# Meet the Team



**Dan Saavedra**

**Founder  
& President**

Experience:

Director of Digital  
Communications,  
Illinois ACAC

President, Betadac  
Media  
Digital Marketing Agency

Chicago, Illinois



**Zachary George**

**Senior Director  
of College & Fair Relations**

Experience:

Associate Director,  
Chicago Regional  
DePauw University

Assistant Director  
DePaul University  
NACAC LGBTQ+ SIG Leader

Portland, Oregon



**Annie Mills**

**Director  
of College & Fair Relations**

Experience:

Associate Director,  
Southern California Regional,  
DePaul University

Southern California Regional,  
University of Kansas  
WACAC Conference Chair

San Diego, California



**Isabella Williams**

**Senior Associate Director  
of College & Fair Relations**

Experience:

Senior Assistant Director,  
College of Wooster

Committee Member,  
OACAC Annual Conference

Committee Member,  
SACRAO Annual Meeting

Charlotte, North Carolina



**Erin Sheehan**

**Associate Director  
of College & Fair Relations**

Experience:

Assistant Director,  
Rider University

Senior Assistant Director,  
Radford University

Region IV Director,  
CIVSA

Philadelphia, Pennsylvania

# In-Person College Fairs



# High School Visits



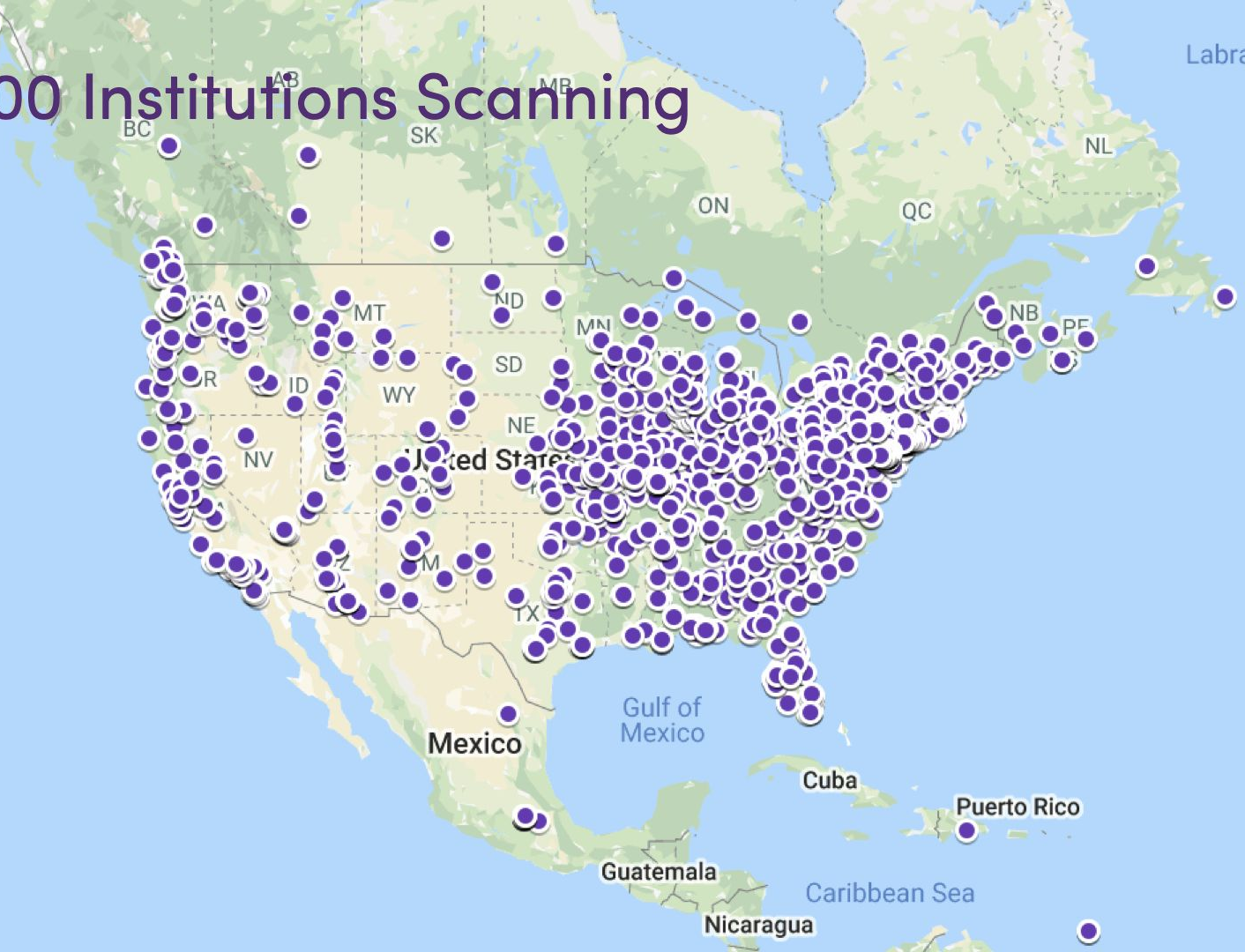
# Virtual College Fairs



STRIVE  
SCAN



# 2,500 Institutions Scanning



# Data Security & Privacy

- **Student profiles only shared with student's consent**

StriveScan does not sell or share student data to other third-parties.

- **Advanced security technology**

StriveScan has the most security features and advanced technology over any competitor

- **Data is encrypted using bank-grade technology**

SSL encryption protects the app and website. DDOS, bot, and brute-force protection.

- **Data centers powered by Amazon Web Services**

Same world-class infrastructure as Netflix, Airbnb, Pinterest, NASA, Kelloggs, and Expedia.

- **FERPA and GDPR compliant**

Complies with Family Educational Rights and Privacy Act and honors GDPR requirements for EU subjects.

- **StriveScan team is continuously trained and knowledgeable**

Educated on the latest technology, best practices, security threats, and legal issues surrounding data protection, privacy, and our profession.

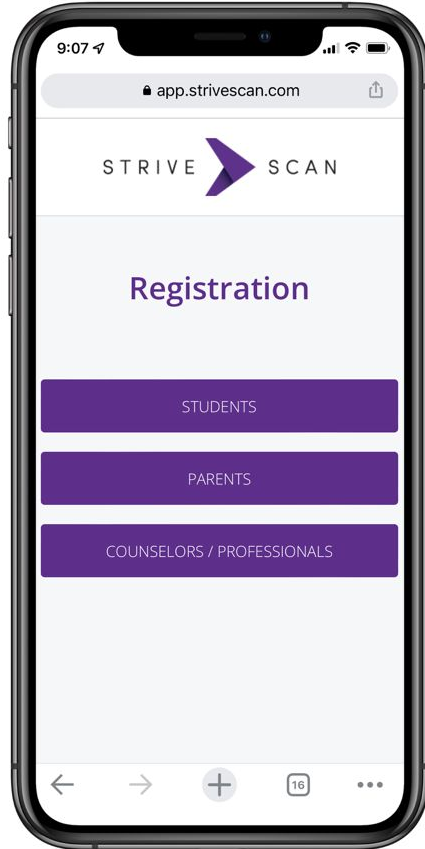
More details: [strivescan.com/privacy-security](https://strivescan.com/privacy-security)



# Overview

- Students register for barcode in advance or at the door
- Texted & emailed the barcode
- Colleges scan using the StriveScan app
- Colleges can instantly view and export data
- Next day: Students receive one report of colleges

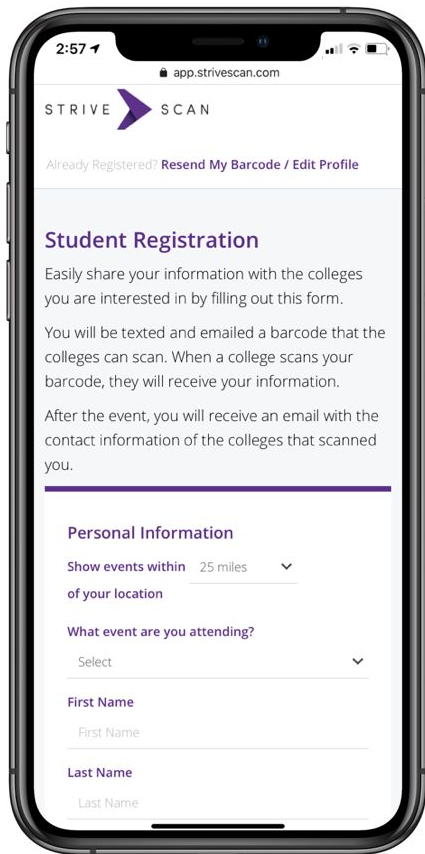
# Student Registration



[www.STRIVEFAIR.COM](http://www.STRIVEFAIR.COM)

- Students, parents, or counselors can register

# Student Registration



[www.STRIVEFAIR.COM](http://www.STRIVEFAIR.COM)

- No app for students to download, just register on website
- Fast and easy
- Less than 2 minutes to get their barcode
- Any device: phone, iPad, Chromebook, etc.

# Student Registration

2:57 4G

app.strivescan.com

What event are you attending?  
Select

**First Name**  
First Name

**Last Name**  
Last Name

**Email**  
email@email.com

**Mobile Phone**  
xxx-xxx-xxxx

**Text Permission**  
 Colleges may text me

**Birthdate**  
MM/DD/YYYY

**Address**  
Enter your address

**Address Line 2 (optional)**  
Apt, Unit

**City**  
City

**State**

- **Name:**
- **Email:**
- **Mobile phone:**
- **Text messages from colleges?**
- **Birthdate:**
- **Address:**  
Google Maps autocompletes the address for easy and accurate addresses
- **School:**  
Autocompletes, uses location to nearby fairs
- **Grade:**
- **College start semester:**

# Student Registration

2:59 📶 🔋

app.strivescan.com

Search for interests...

### Demographics

Are you of Hispanic, Latino, or Spanish origin?  
(optional)

Yes  No

What is your race?  
Check all that apply (optional)

American Indian or Alaskan  
 Asian  
 Black or African  
 Native Hawaiian or other Pacific Islander  
 White

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Text me my Barcode  
Message & data rates may apply. Reply STOP to unsubscribe.

I agree to the Terms of Service

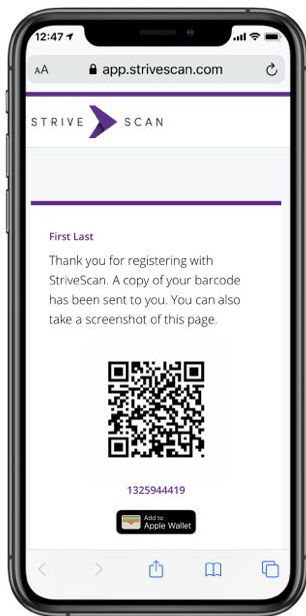
**SIGN UP**

[Privacy Policy](#)

## Optional

- GPA:
- SAT:
- ACT:
- Academic Interest(s):  
Select from the College Board list of majors
- Ethnicity:
- Race:

# Barcode Delivery



1. Confirmation Screen

Optional: print



2. Email

Optional: print



3. Text Message

Most popular



4. Apple Wallet

Pops up on screen during fair

2 hours before fair:

Reminder barcode sent via Email, Text, and Apple Wallet

# Dashboard

STRIVE SCAN

**Dan Saavedra**  
dan@strivescan.com

← My Dashboards

**Minnesota ACAC | Rochester Community and Technical College** EXPORT ▾ SHARE

Data refreshed 10/19/22 at 1:09 PM [Refresh](#)

**Total Registered** **517**

Students **499**

Parents **10**

Professionals **8**

**Total Attended** **0**

There are no scans yet.  
Please check back later.

**Date and Time**

Friday, October 14, 2022  
09:00 AM - 10:30 AM  
CDT

**Location**

Rochester Community and Technical College  
851 30th Ave SE  
Rochester, MN 55904

**Registered**

People registered over time

**Fair Activity**

Individual scans between representatives and attendees

### Total Registered by Class

Class	Percent	Number
Class of 2023	20%	105
Class of 2024	68%	352
Class of 2025	8%	42
Parents	2%	10
Professionals	2%	8
<b>Total</b>		<b>517</b>

© Mapbox © OpenStreetMap Improve this map

**Schools** Search schools

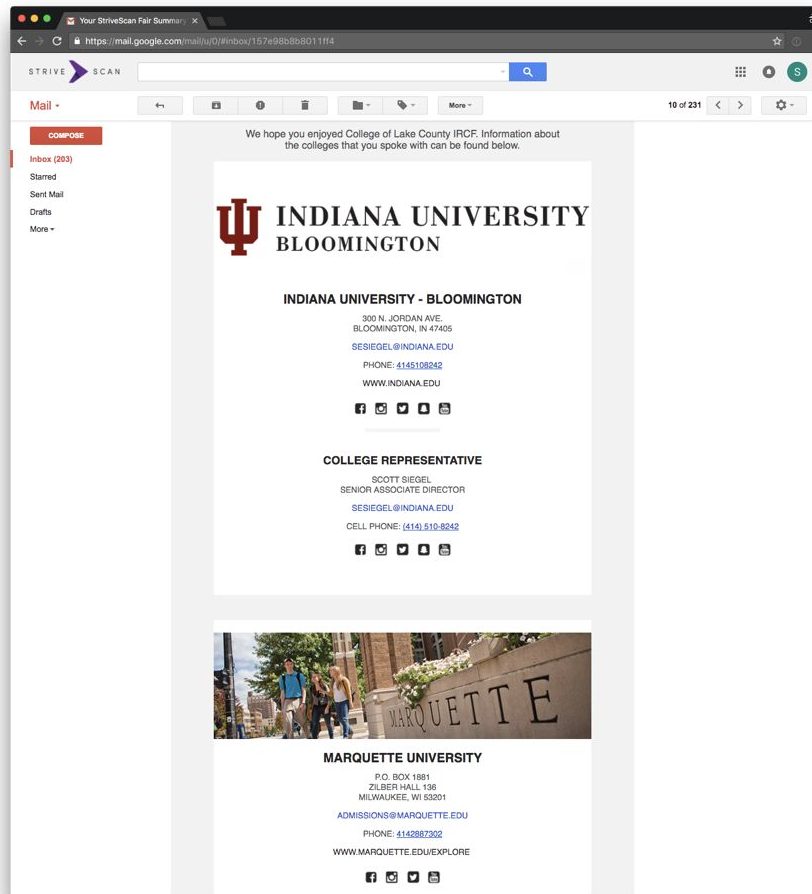
School	Registered ↓	Attended	Attended vs Registered	
SAINT MARGARETS EPISCOPAL SCH SAN JUAN CAPISTR, CA	117	0	<div style="width: 100%; height: 10px; background-color: #00aaff;"></div>	<a href="#">VIEW DETAILS</a>
SAGE HILL SCHOOL NEWPORT COAST, CA	114	0	<div style="width: 100%; height: 10px; background-color: #00aaff;"></div>	<a href="#">VIEW DETAILS</a>
TARBUT V TORAH CMNTY DAY SCHL IRVINE, CA	12	0	<div style="width: 100%; height: 10px; background-color: #00aaff;"></div>	<a href="#">VIEW DETAILS</a>





# Student Report Email

Every student receives a report with the list of colleges they scanned with



# Missed Connections

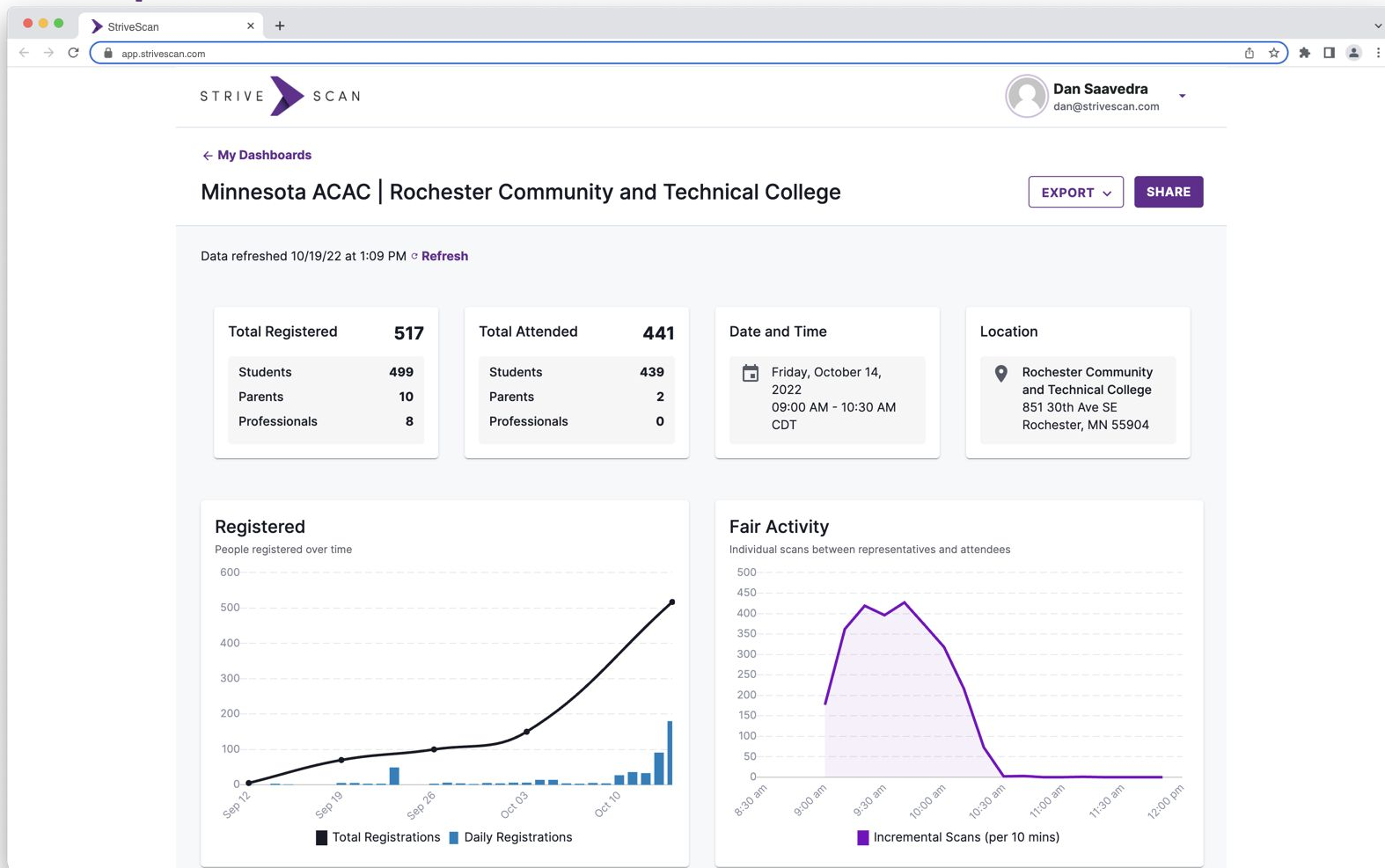
Allows students to send their info to colleges they may have missed at the fair

Or connect with them even if they couldn't attend the fair

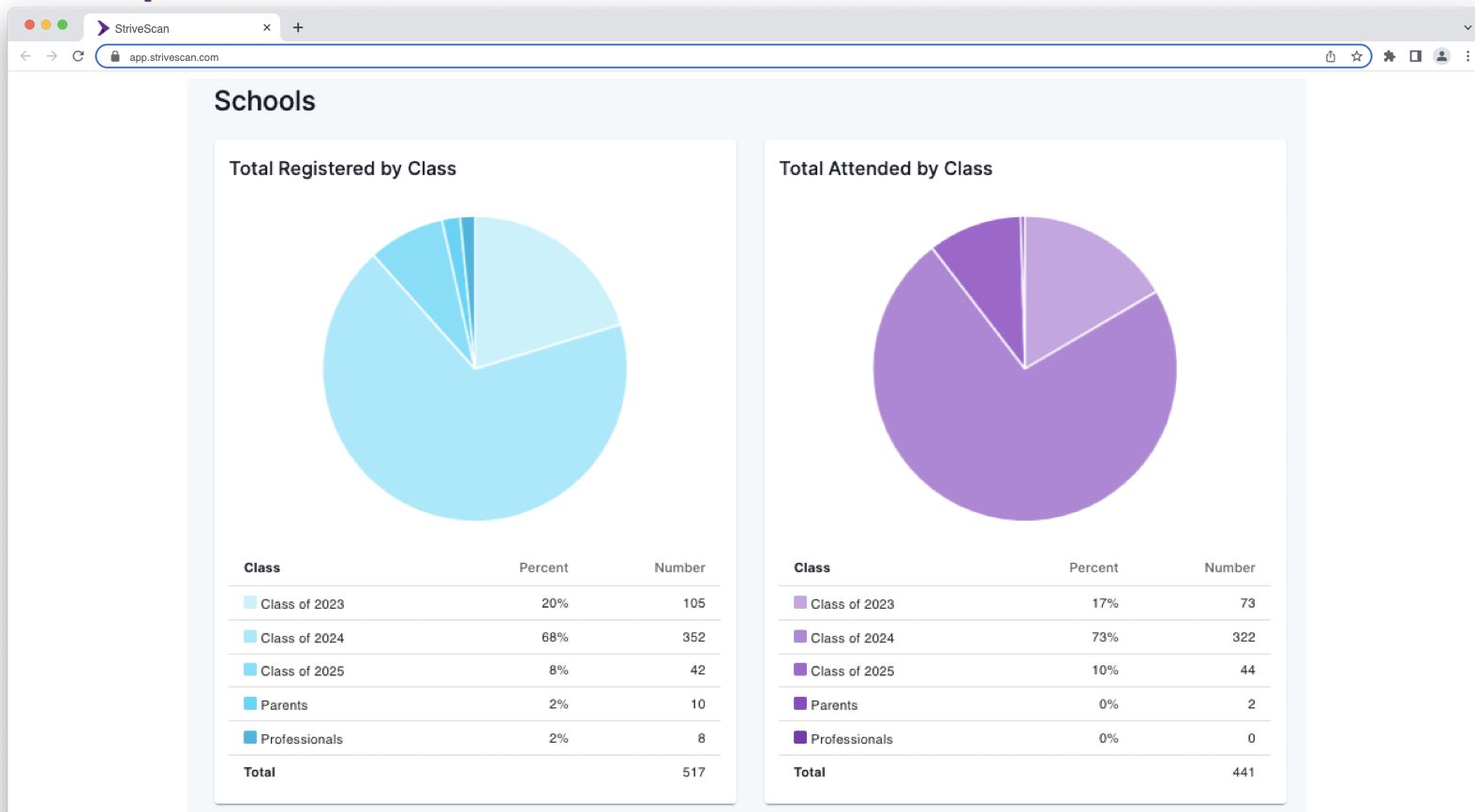
The screenshot shows a web browser window with the URL `app.strivescan.com`. The page title is "North Central College Fair". Below the title, there is a sub-header: "Review the connections you made during the event and send your information to those you missed." A search bar is located below the sub-header with the placeholder text "Search by name or location". The main content area displays a list of six colleges, each with a logo, name, location, and a status indicator or action button. The colleges listed are:

- Marian University (Fond du Lac, WI) - SCANNED
- Winona State University (Winona, MN) - INFO SENT
- University of Wisconsin-Oshkosh (Oshkosh, WI) - SCANNED
- St. Norbert College (De Pere, WI) - SEND MY INFO
- University of Wisconsin-Milwaukee (Milwaukee, WI) - SCANNED
- University of Wisconsin-La Crosse (La Crosse, WI) - SEND MY INFO

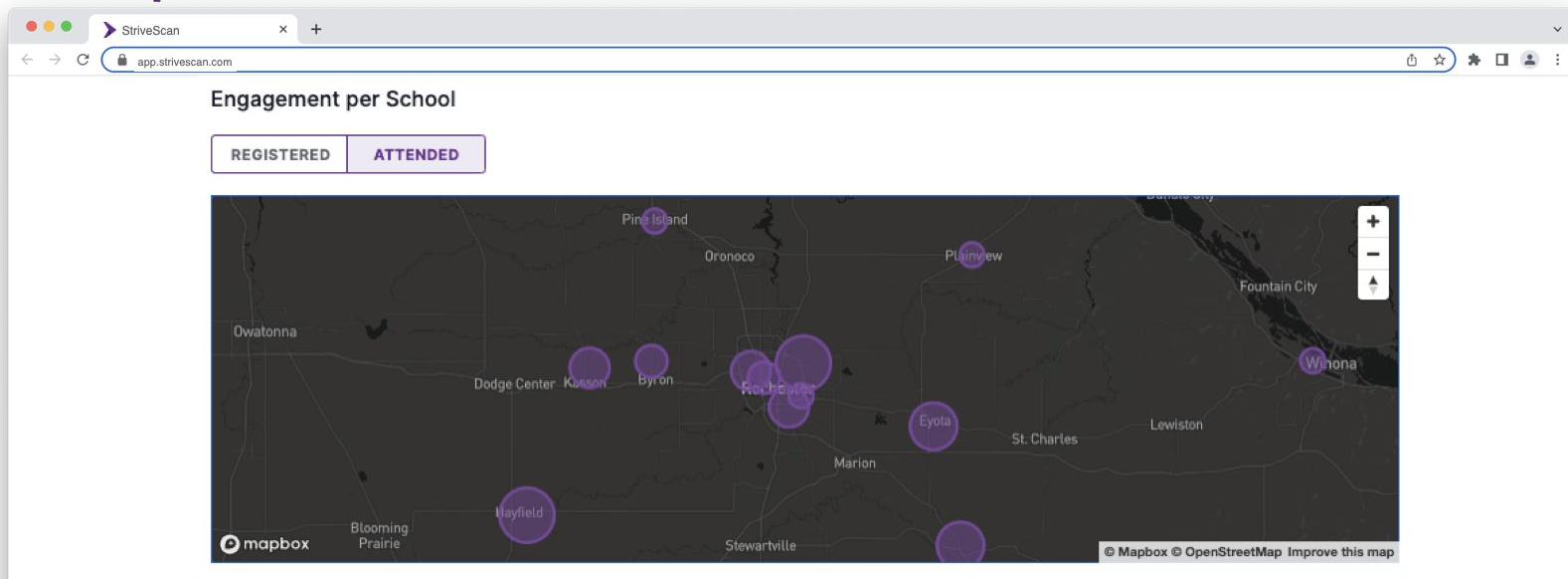
# Fair Report



# Fair Report



# Fair Report

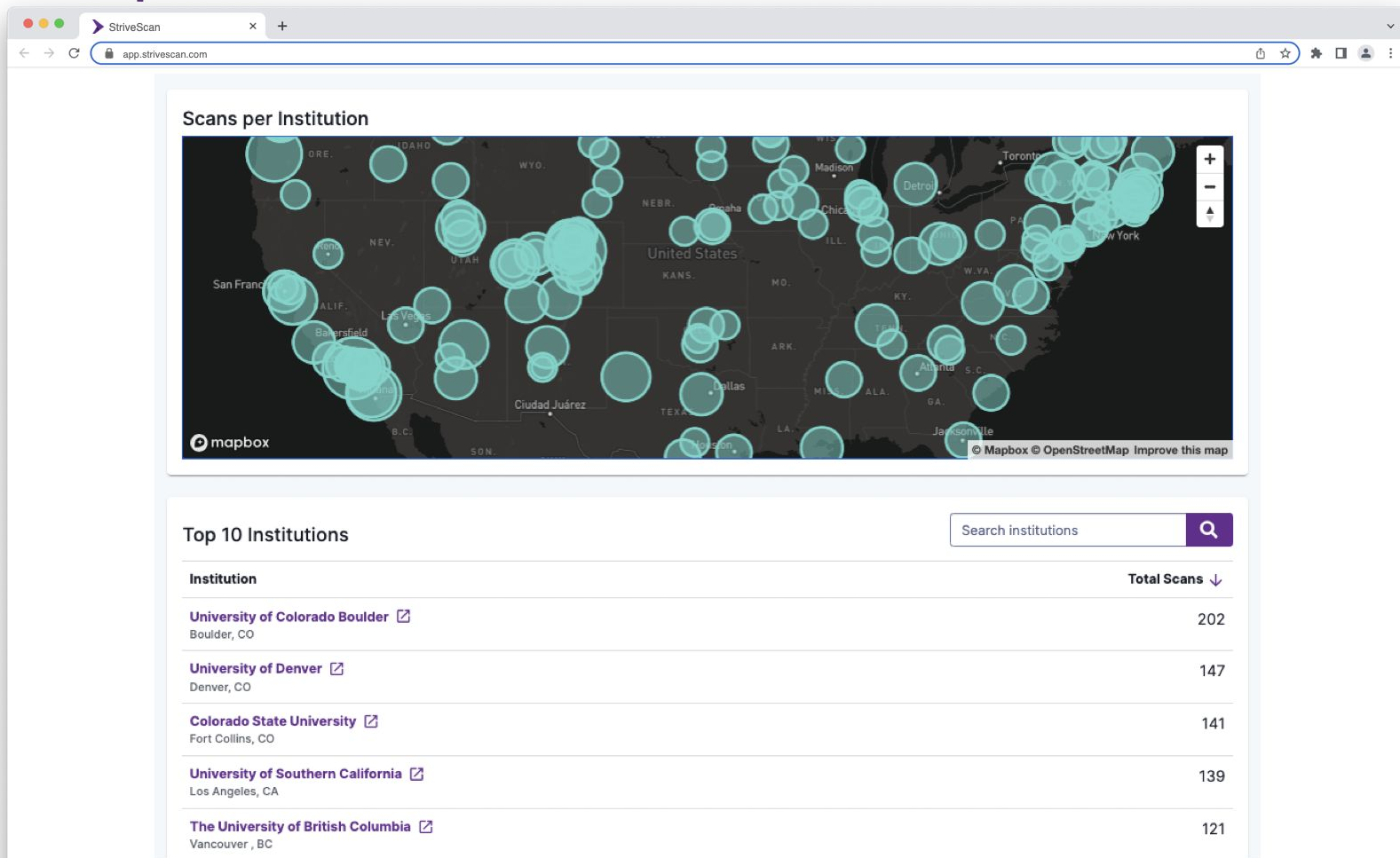


## Schools

School	Registered	Attended ↓	Attended vs Registered	
HAYFIELD HIGH SCHOOL HAYFIELD, MN	75	67	<div style="width: 89.3%;"><div style="width: 89.3%;"></div></div>	<a href="#">VIEW DETAILS</a>
CENTURY HIGH SCHOOL ROCHESTER, MN	87	64	<div style="width: 73.6%;"><div style="width: 73.6%;"></div></div>	<a href="#">VIEW DETAILS</a>
CHATFIELD HIGH SCHOOL CHATFIELD, MN	48	45	<div style="width: 93.8%;"><div style="width: 93.8%;"></div></div>	<a href="#">VIEW DETAILS</a>
DOVER-EYOTA HIGH SCHOOL EYOTA, MN	51	45	<div style="width: 88.2%;"><div style="width: 88.2%;"></div></div>	<a href="#">VIEW DETAILS</a>
LINCOLN JUNIOR SENIOR HS	59	45	<div style="width: 76.3%;"><div style="width: 76.3%;"></div></div>	<a href="#">VIEW DETAILS</a>

# Fair Report



# Student Registration Materials

## Student & Family Registration Email Language

Use this language in your promotion of the fair to students and families. This lets them know that they should register for a barcode for the event and provides them with information on how to do so.

 View Language



 Quarter Sheets



 Spanish Quarter Sheets



 Registration Flyer



## Contact Information

Schaller DeSart: [sdesart@unr.edu](mailto:sdesart@unr.edu)

Taylor Patterson: [tmpatter@purdue.edu](mailto:tmpatter@purdue.edu)

StriveScan: [help@strivescan.com](mailto:help@strivescan.com)