

STRIVE



SCAN

Fair Coordinator Training

Spring 2024

Meet the Team



Dan Saavedra

Founder
& President

 Chicago, Illinois

Director of Digital
Communications,
Illinois ACAC

President, Betadac
Media Digital
Marketing Agency



Zachary George

Senior Director
of College & Fair Relations

 Portland, Oregon

DePauw University
DePaul University
Lake Forest College
Knox College

Illinois ACAC
NACAC LGBTQ+
SIG Leader



Annie Mills

Director
of College & Fair Relations

 San Diego, California

DePaul University
University of Kansas
So. Cal Regional

RACC
Western ACAC
Conference Chair



Isabella Williams

Senior Associate Director
of College & Fair Relations

 Charlotte, North Carolina

College of Wooster

Ohio ACAC
Southern ACRAO
Conference Committee



Erin Sheehan

Associate Director
of College & Fair Relations

 Charlotte, North Carolina

Rider University
Radford University

CIVSA
Region VI Director



Kylie Tutko

Associate Director
of College & Fair Relations

 Denver, Colorado

Colorado Mesa University
Regis University
University of Missouri
Denver Regional

ROAR
Executive Board
Member

Agenda

Background

Student Registration

Pre-Registration Tips

On-Site Registration Tips

College Rep Experience



Tool Kit



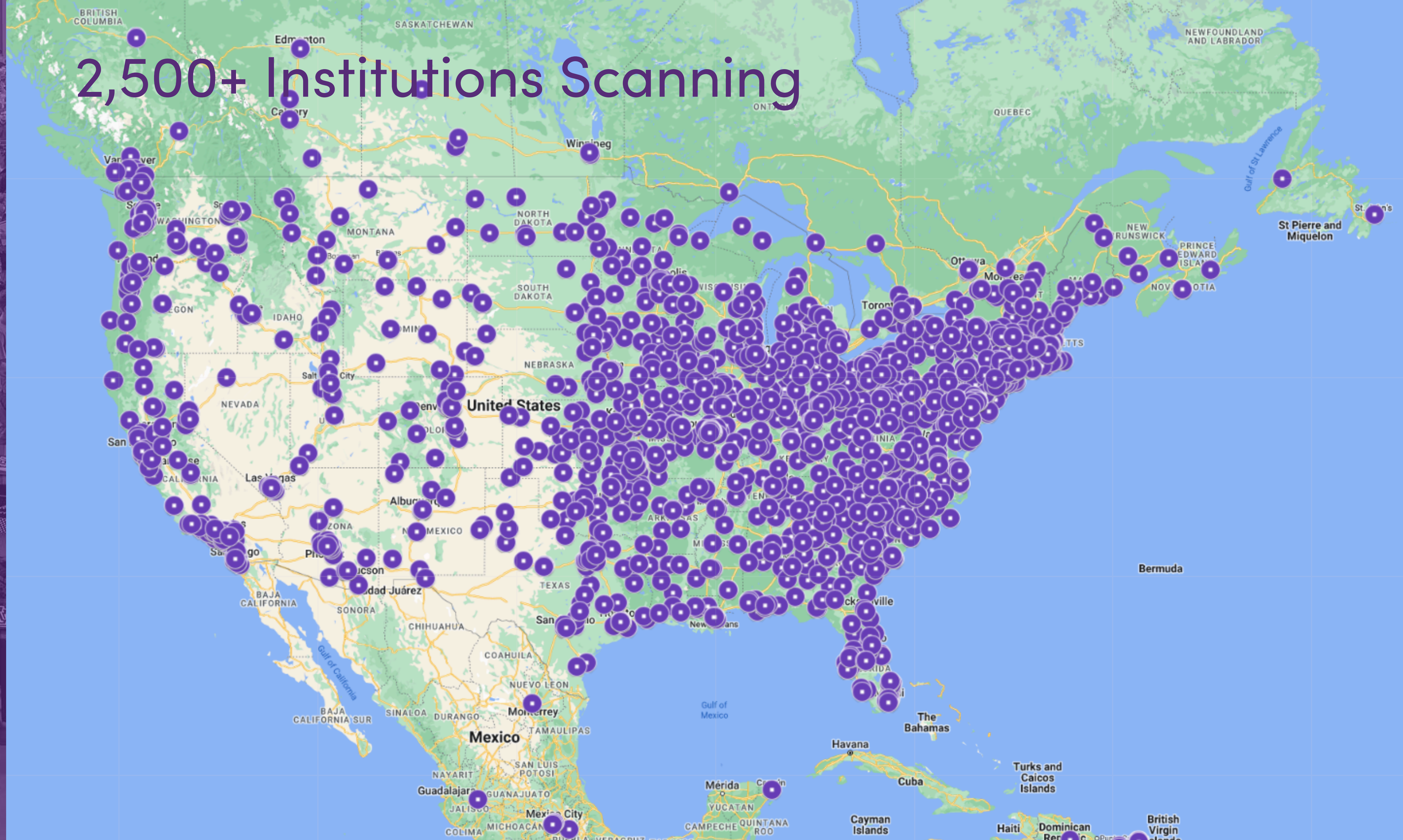
Background



- Founded in 2016 to support students, colleges and fair hosts to streamline college fairs
- 4,500+ fairs, 47 states and 72 countries
- Trusted nationwide by hundreds of school districts, associations, and organizations



2,500+ Institutions Scanning





Data Security and 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

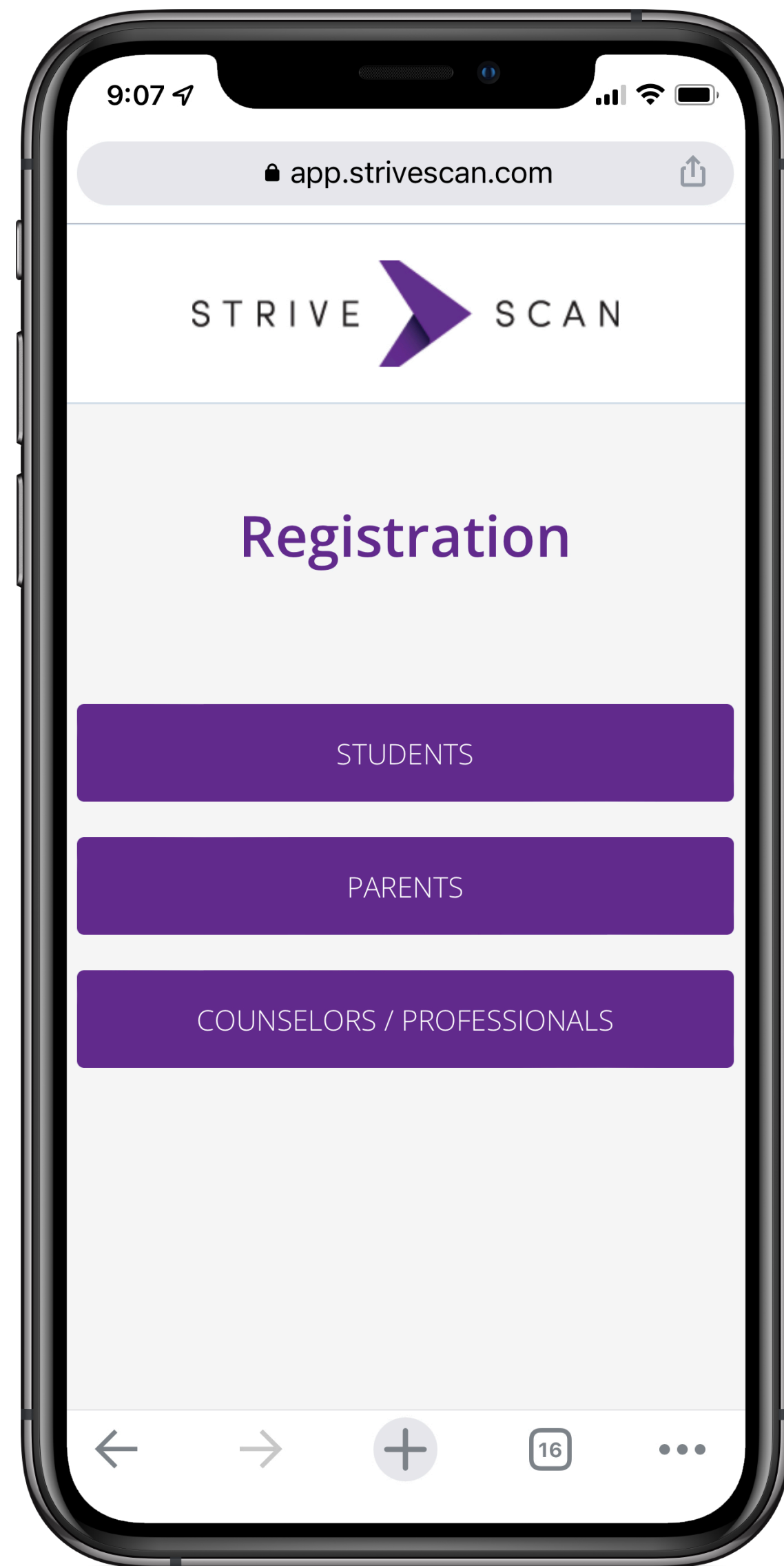
Educated on the latest technology, best practices, security threats, and legal issues surrounding data protection, privacy, and our profession.

More details: strivescan.com/privacy-security

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

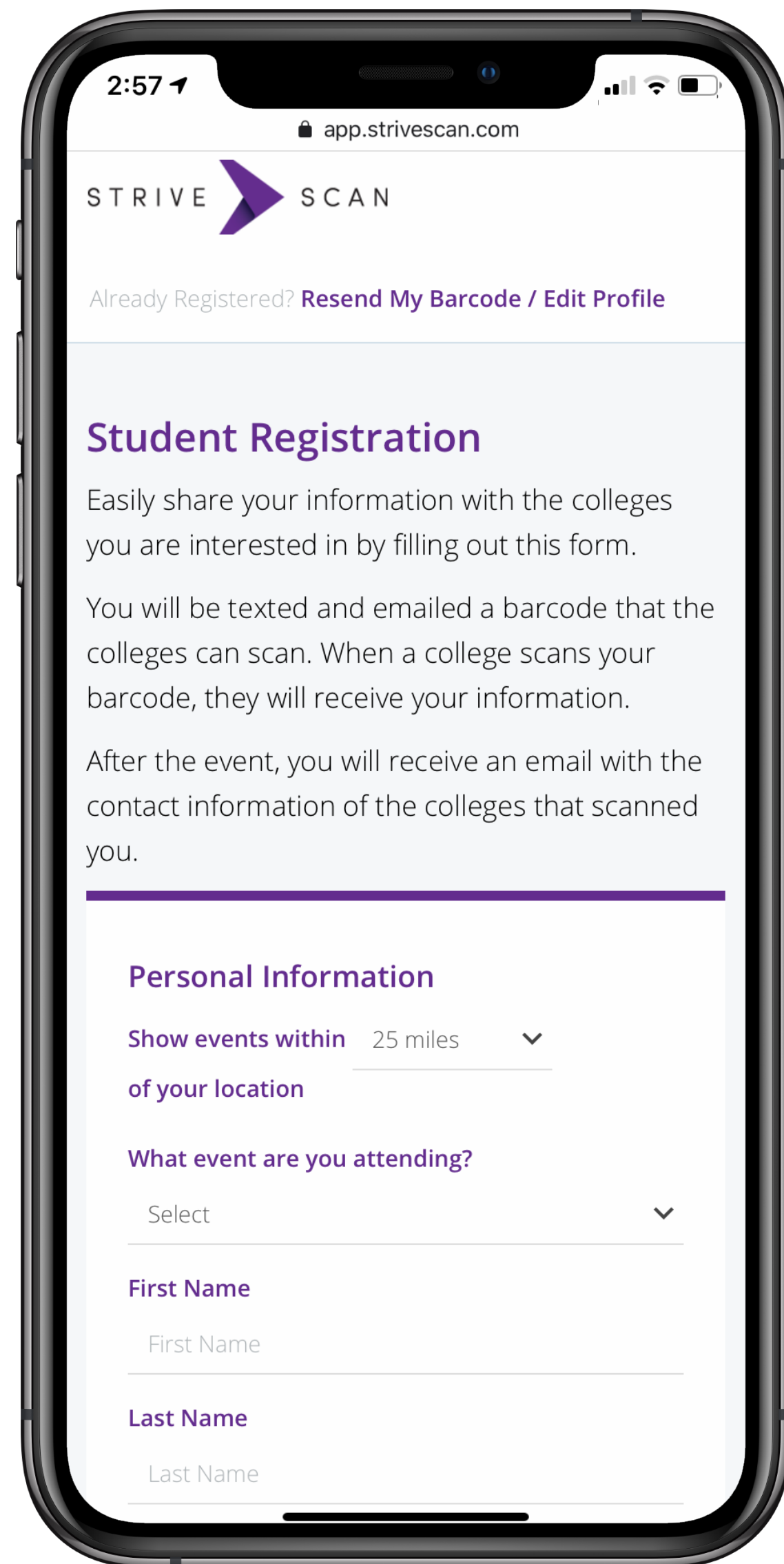
Student Registration



www.STRIVEFAIR.COM

Students, parents, or counselors can register

Student Registration



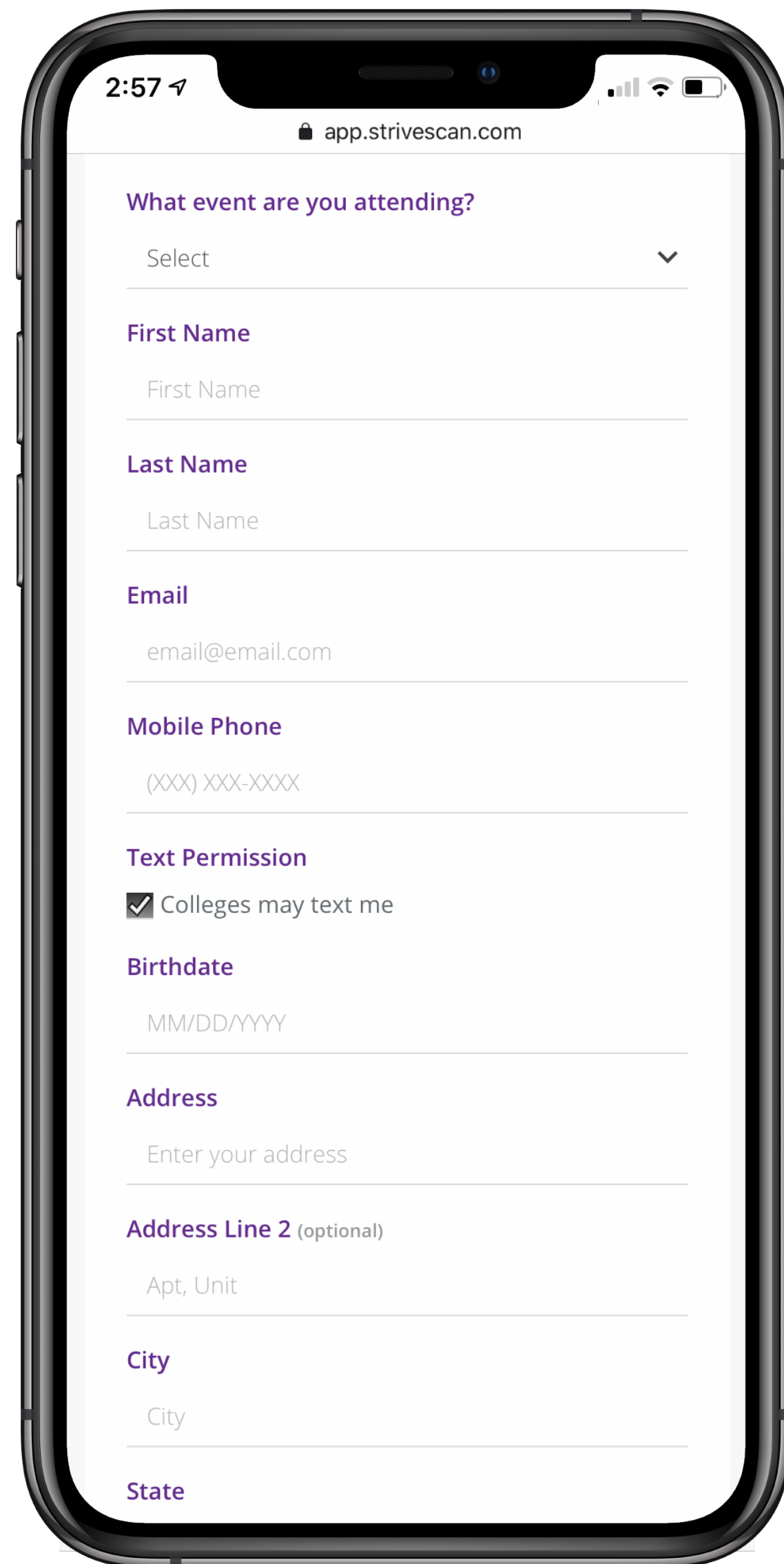
www.STRIVEFAIR.COM

No app to download: simply register on the website

Fast and easy: less than 2 minutes to get a barcode

Use 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

Required

- 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

☒ Text me my Barcode

Message & data rates may apply. Reply STOP to unsubscribe.

☐ I agree to the Terms of Service

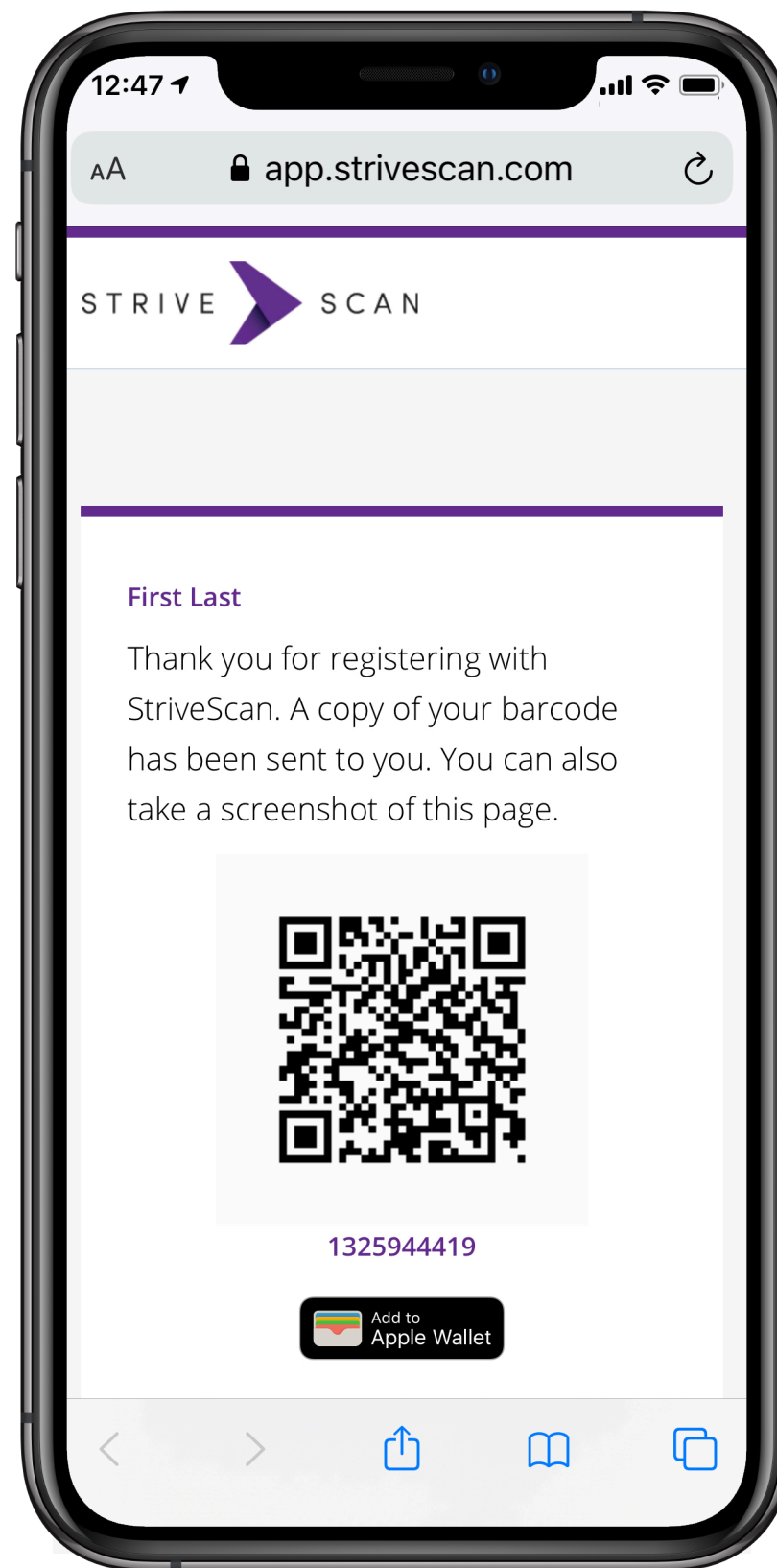
SIGN UP

[Privacy Policy](#)

Optional

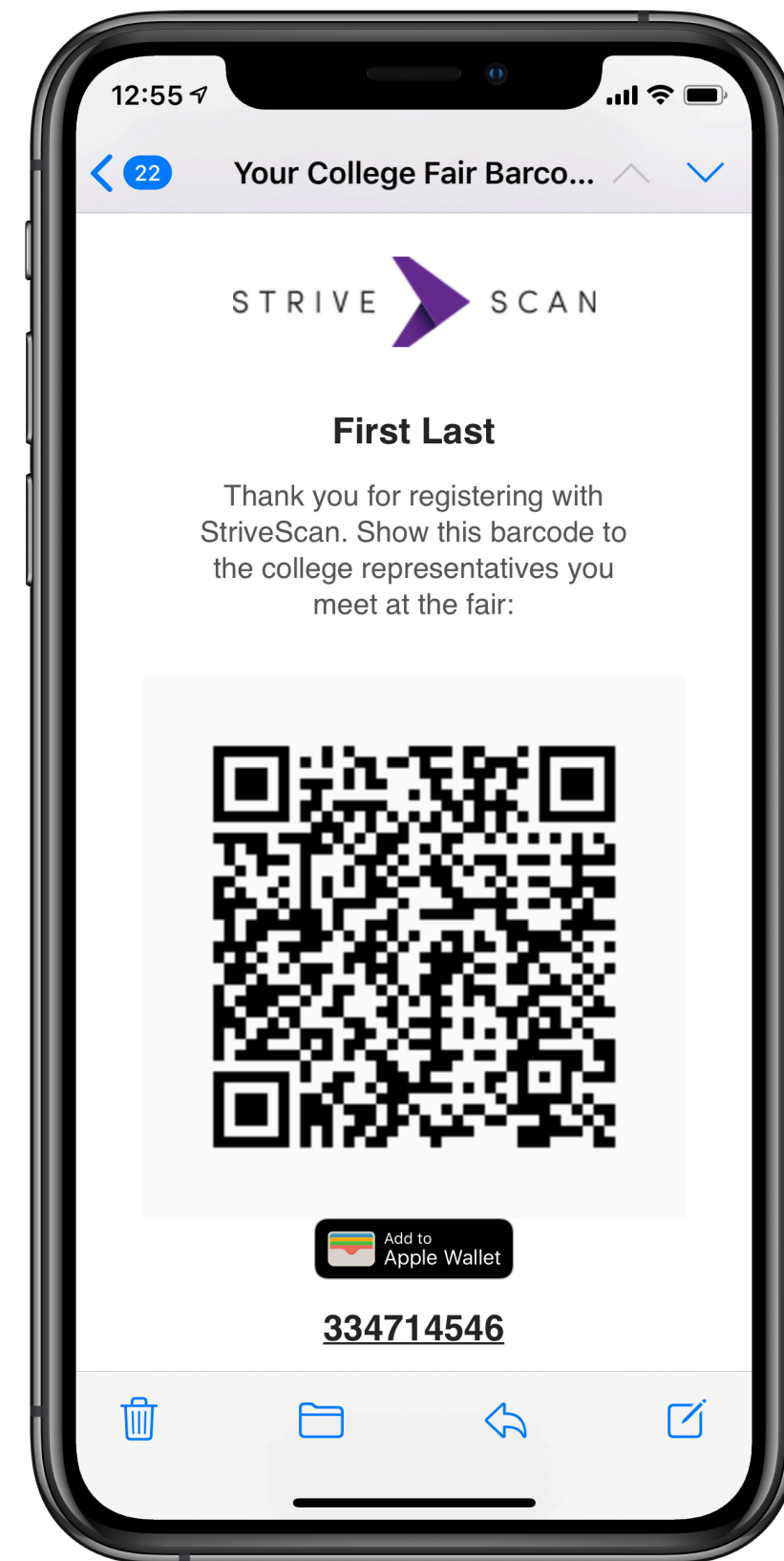
- GPA
- SAT
- ACT
- Academic Interest(s)
Select from the College Board list of majors
- Ethnicity
- Race

Barcode Delivery



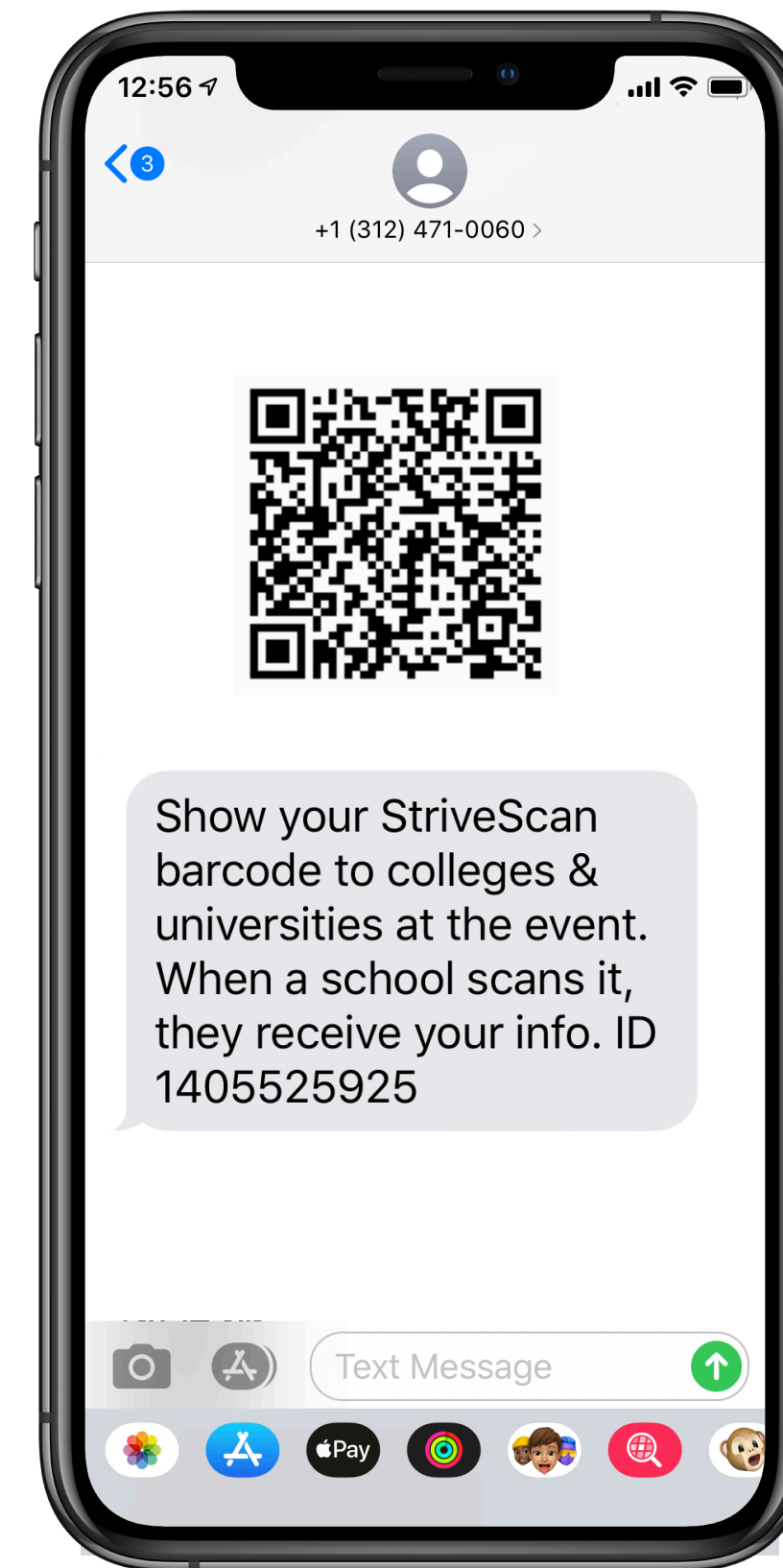
1. Confirmation Screen

Optional: print



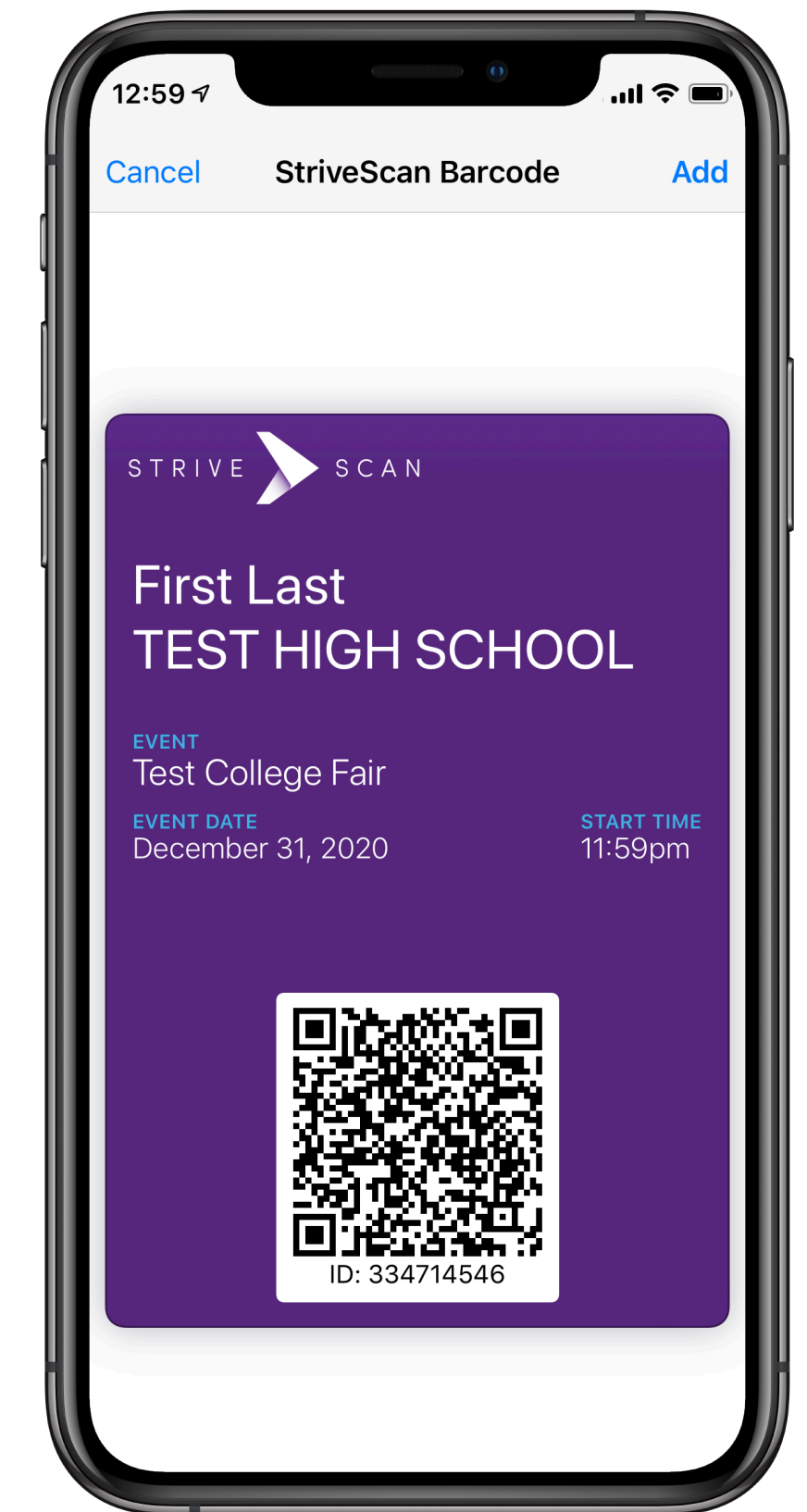
2. Email

Optional: print



3. Text Message

Most popular



4. Apple Wallet

Pops up on screen during fair

2 hours before fair:

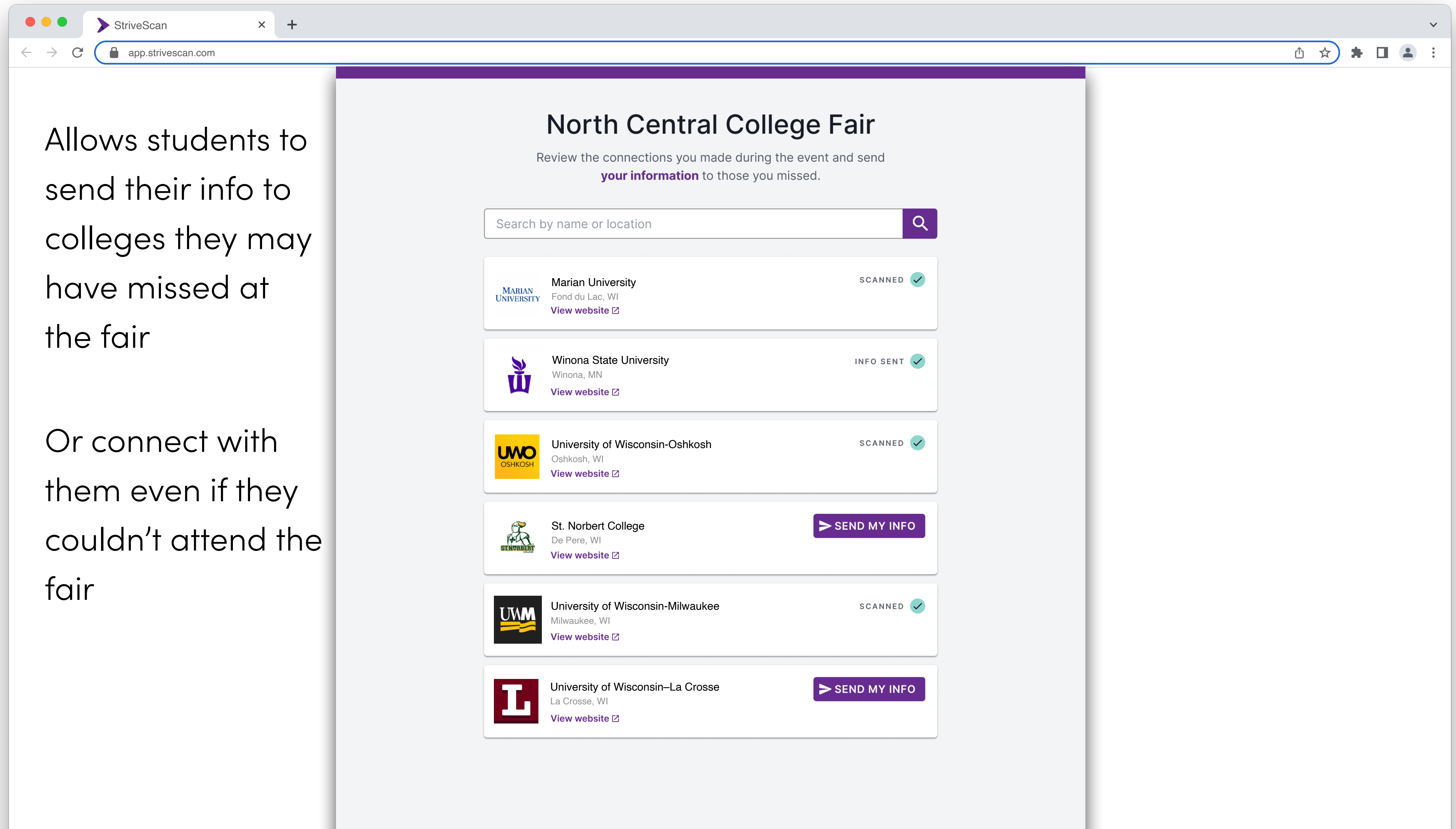
Reminder barcode sent via Email, Text, and Apple Wallet



Missed Connections

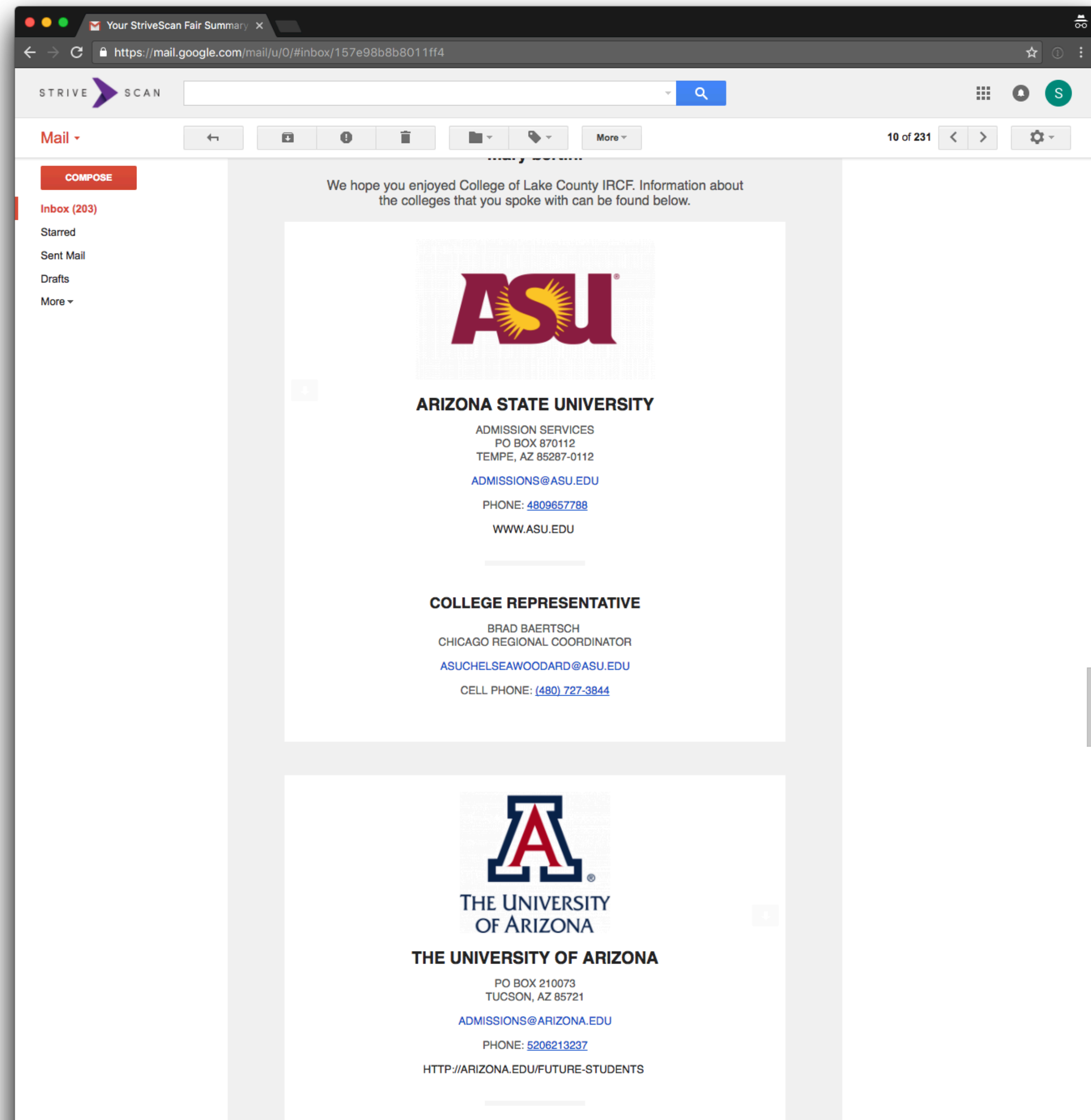
Allows students to send their info to colleges they may have missed at the fair

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



Student Report Email

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





Pre-Registration Tips

Encourage student registration

- In Class (advisory/homeroom)
**Strongly encouraged*
- Junior Night
- Class Assignment
- Naviance/ Scoir Reminder
- Fair webpage
- Email blasts
- Texting / remind.com
- Local newspaper promotion

Pre-Registration Tips

Email to students / parents

Greetings Students!

We hope you'll join us for our college fair on Friday, April 20th!
Please register for a barcode before the fair at www.StriveFair.com.

During the fair, colleges will scan your barcode to send you more information about their schools. The day after the fair, you will receive a report with information on colleges with whom you scanned.

Pre-Registration Tips

Coming by bus?

Spend 'travel time' getting everyone registered

Show barcodes to get off the bus

Provide handouts when issuing permission slips

Share Dashboard with your contact from neighboring schools

Rapid Registration

WWW.STRIVESCAN.COM/RAPID-REGISTRATION

Safe and Secure: FERPA Compliant


Upload Spreadsheet of student info to generate a barcode

We send students their barcode via email and counselors can get a PDF of the barcodes


Reminder barcode emailed 2 hours prior to fair

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

Location



Rochester Community and Technical College

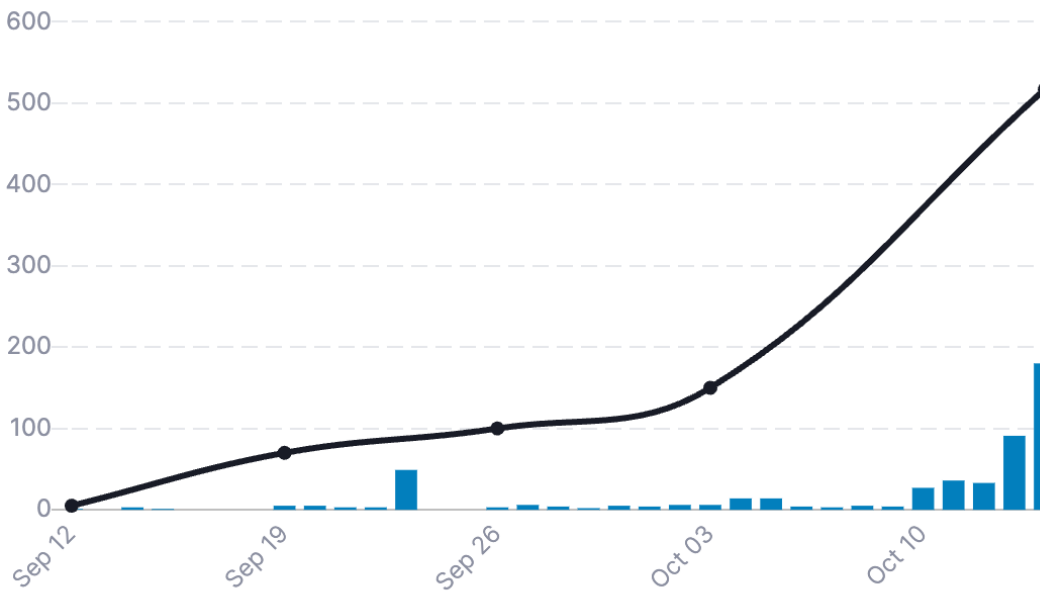
851 30th Ave SE

Fair Activity

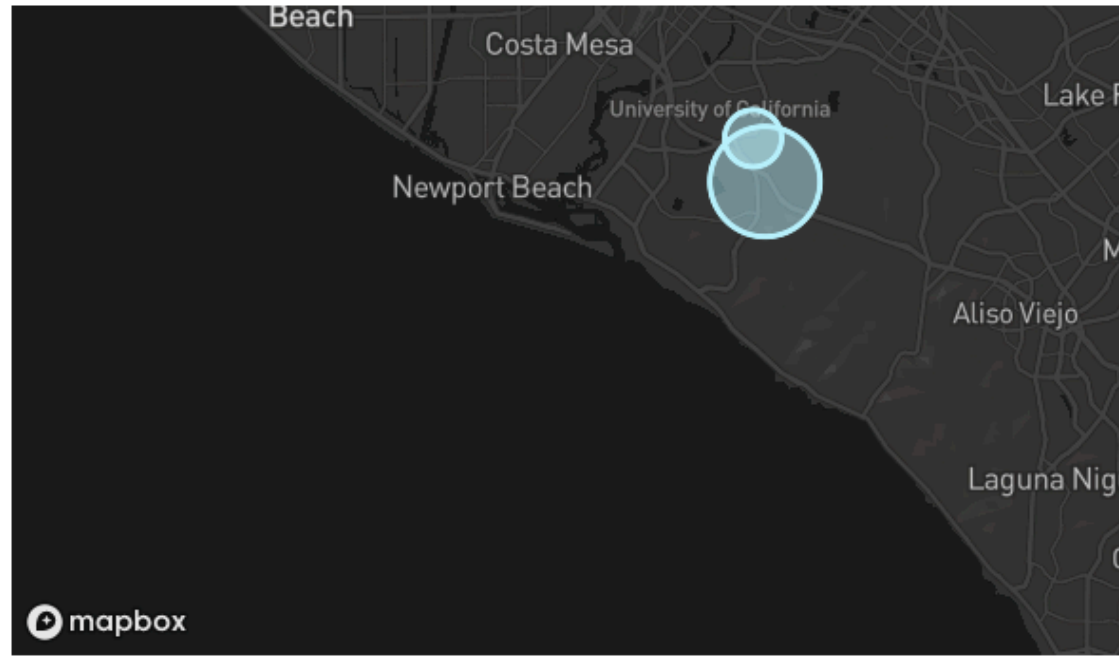
Individual scans between representatives and attendees

Registered

People registered over time

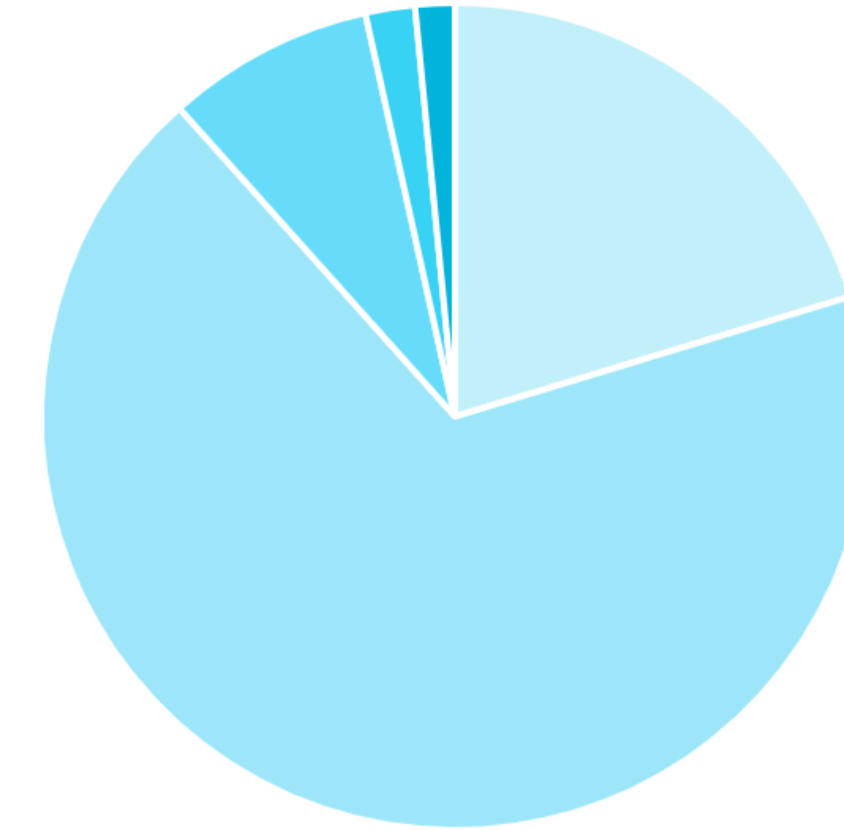







Date	Total Registrations	Daily Registrations
Sep 12	0	0
Sep 19	~70	0
Sep 26	~100	~50
Oct 03	~150	~10
Oct 10	~300	~30
Oct 17	~517	~180



mapbox

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
Total		517

mapbox

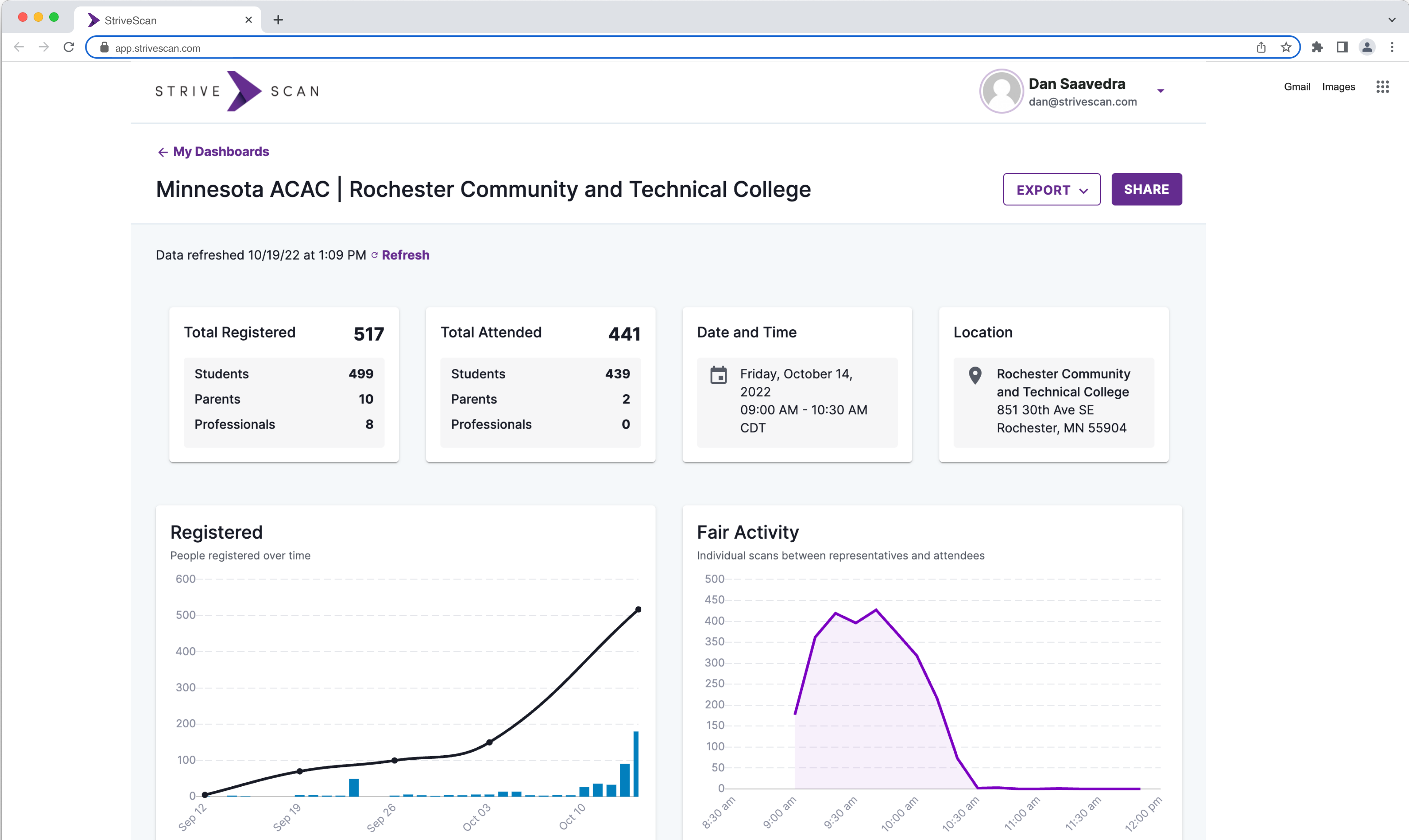
© Mapbox © OpenStreetMap Improve this map

Schools

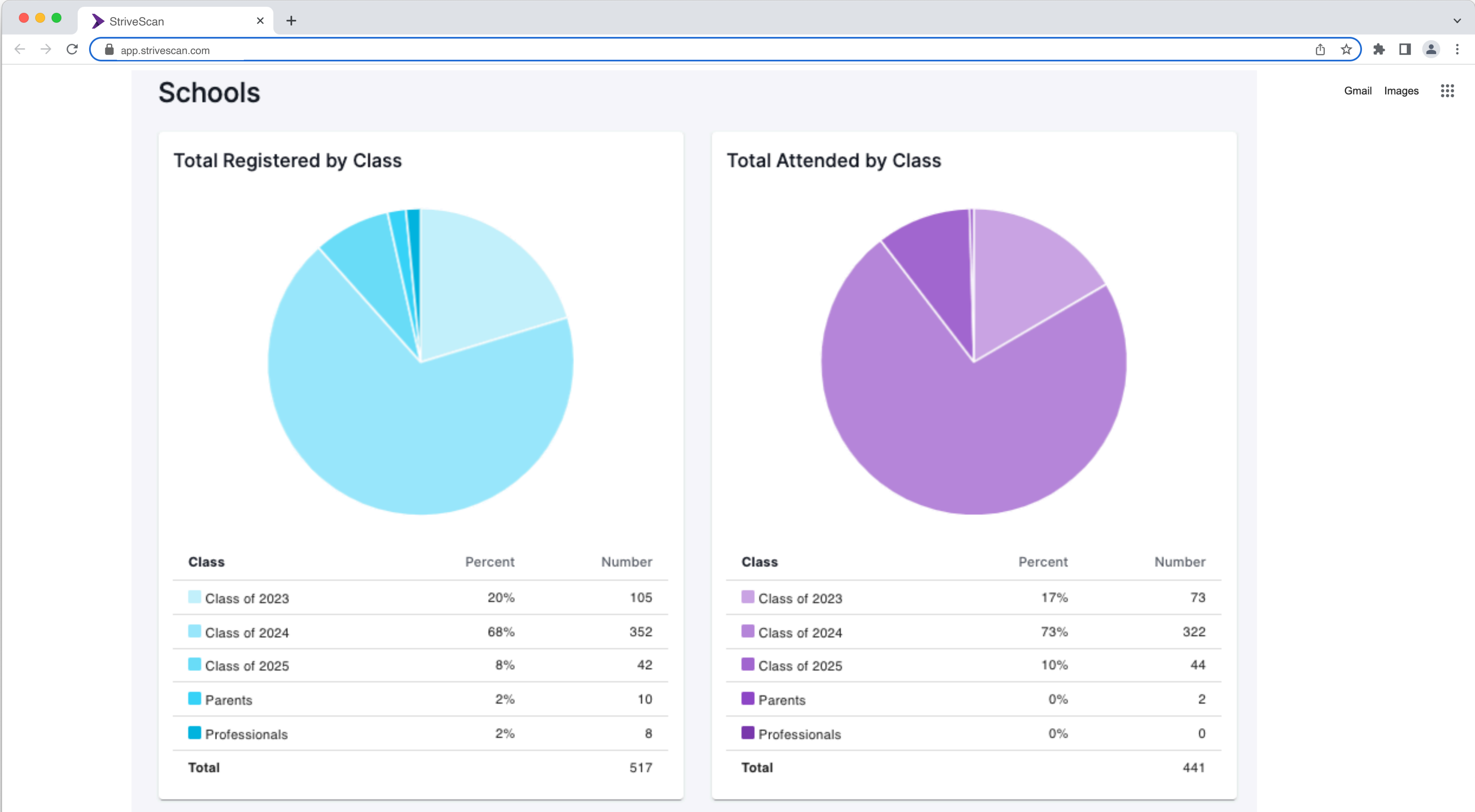
Search schools

School	Registered ↓	Attended	Attended vs Registered	
SAINT MARGARETS EPISCOPAL SCH SAN JUAN CAPISTR, CA	117	0	<div></div>	VIEW DETAILS
SAGE HILL SCHOOL NEWPORT COAST, CA	114	0	<div></div>	VIEW DETAILS
TARBUT V TORAH CMNTY DAY SCHL IRVINE, CA	12	0	<div></div>	VIEW DETAILS

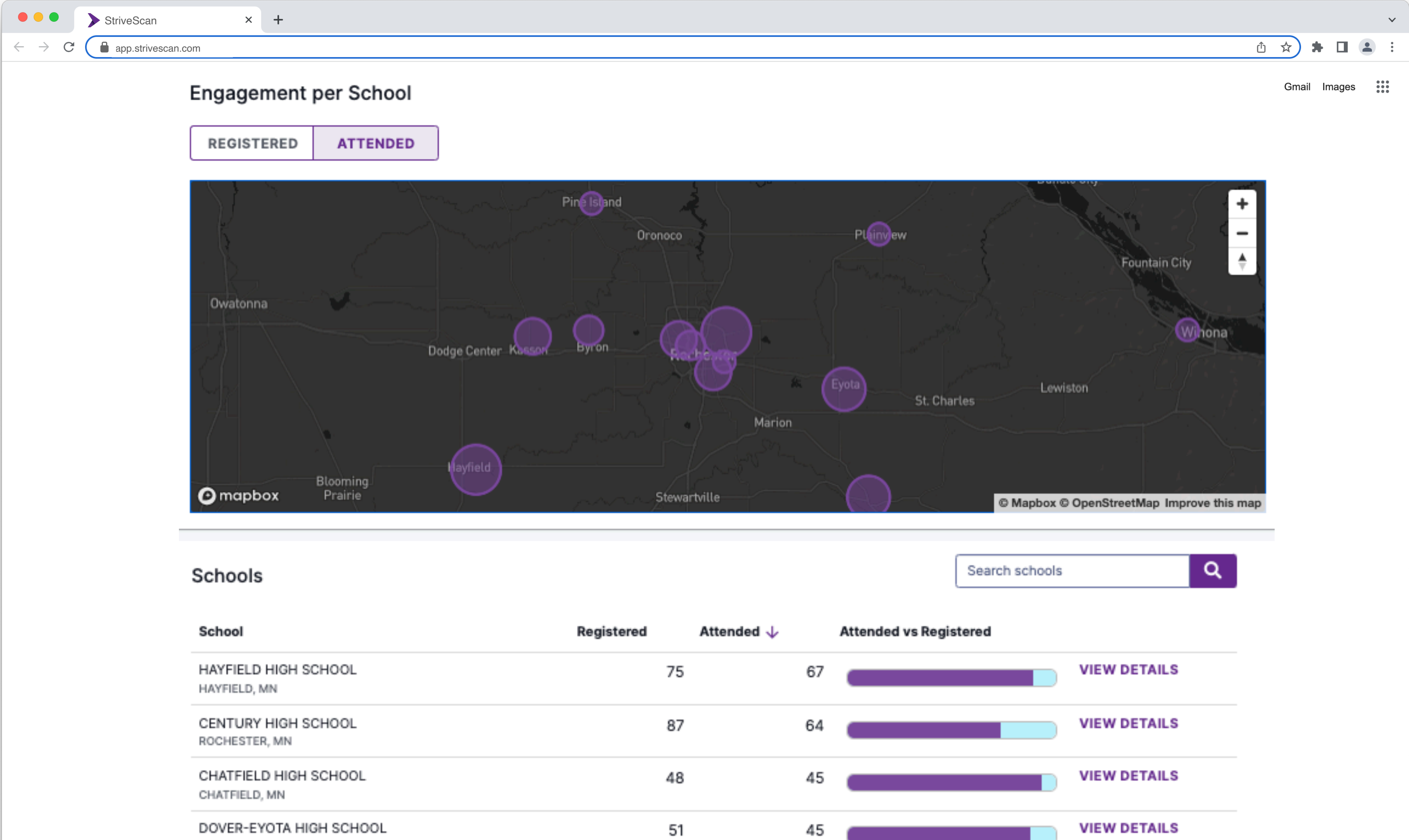
Dashboard



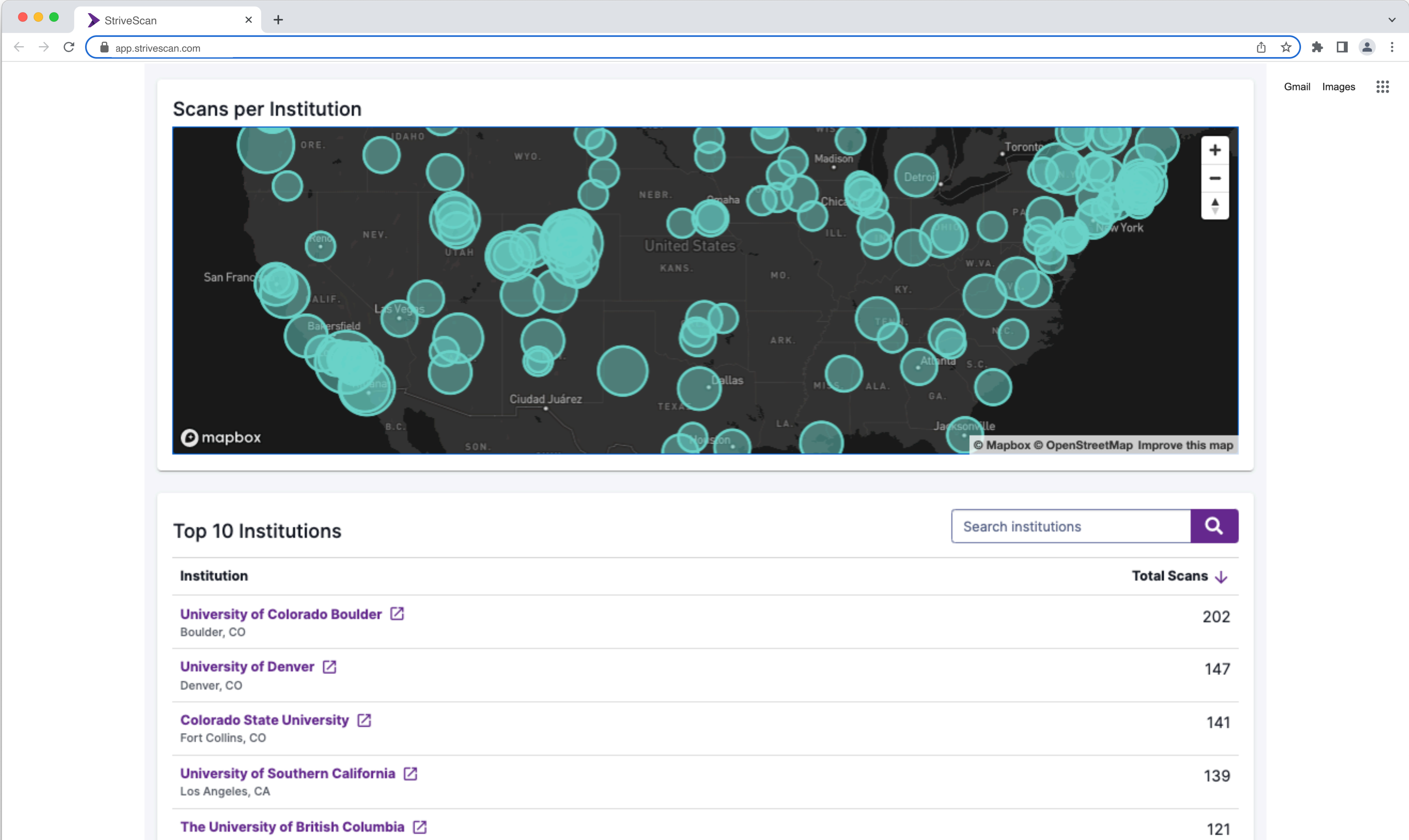
Dashboard



Dashboard



Dashboard



On-Site Registration

Materials to Print

We provide Quarter Sheets and student registration flyer with the same QR code and Snapchat code



On-Site Registration

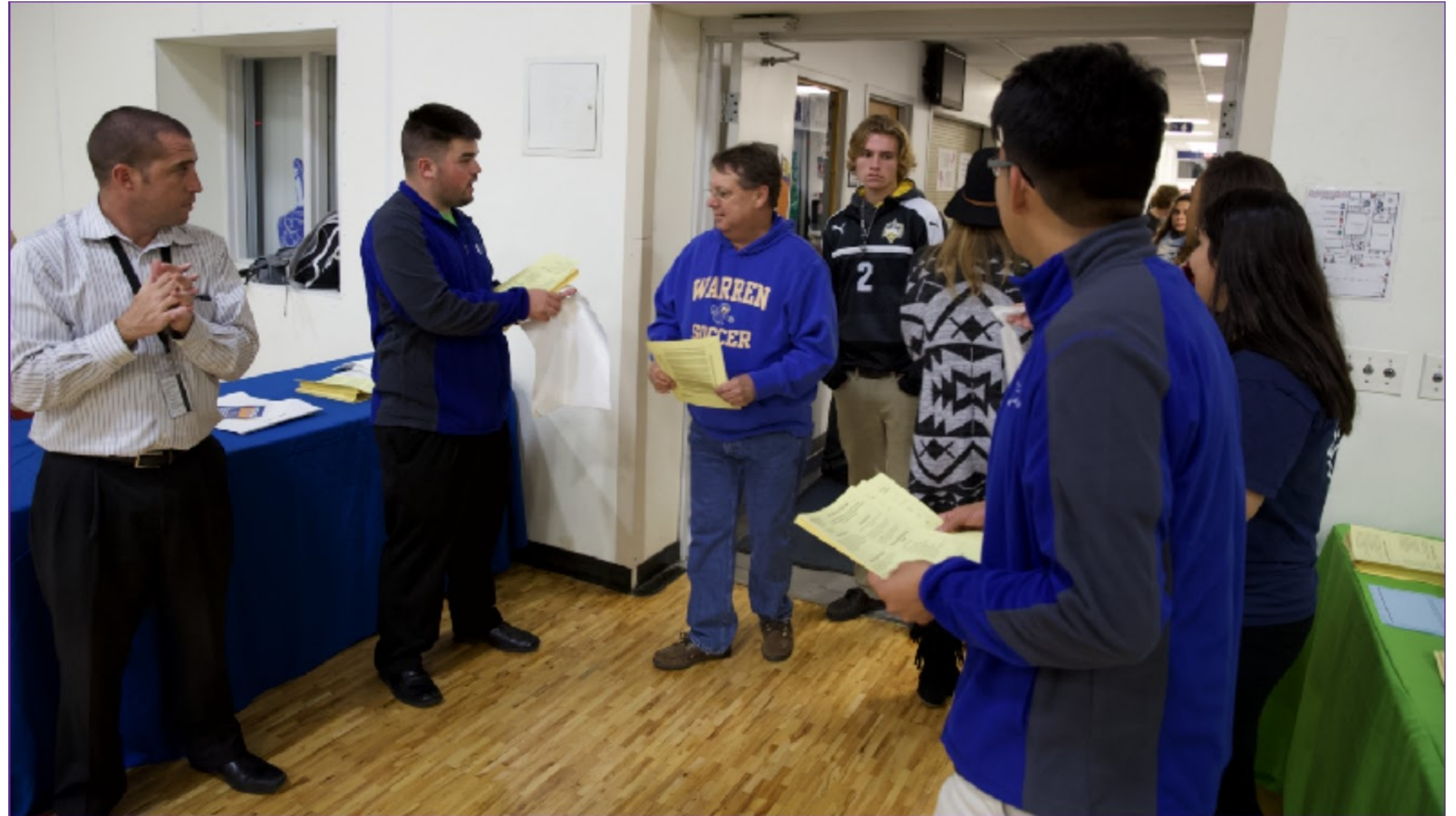
Greeters are key!

They hand out Quarter Sheets which instruct students / families to go to **StriveFair.com**



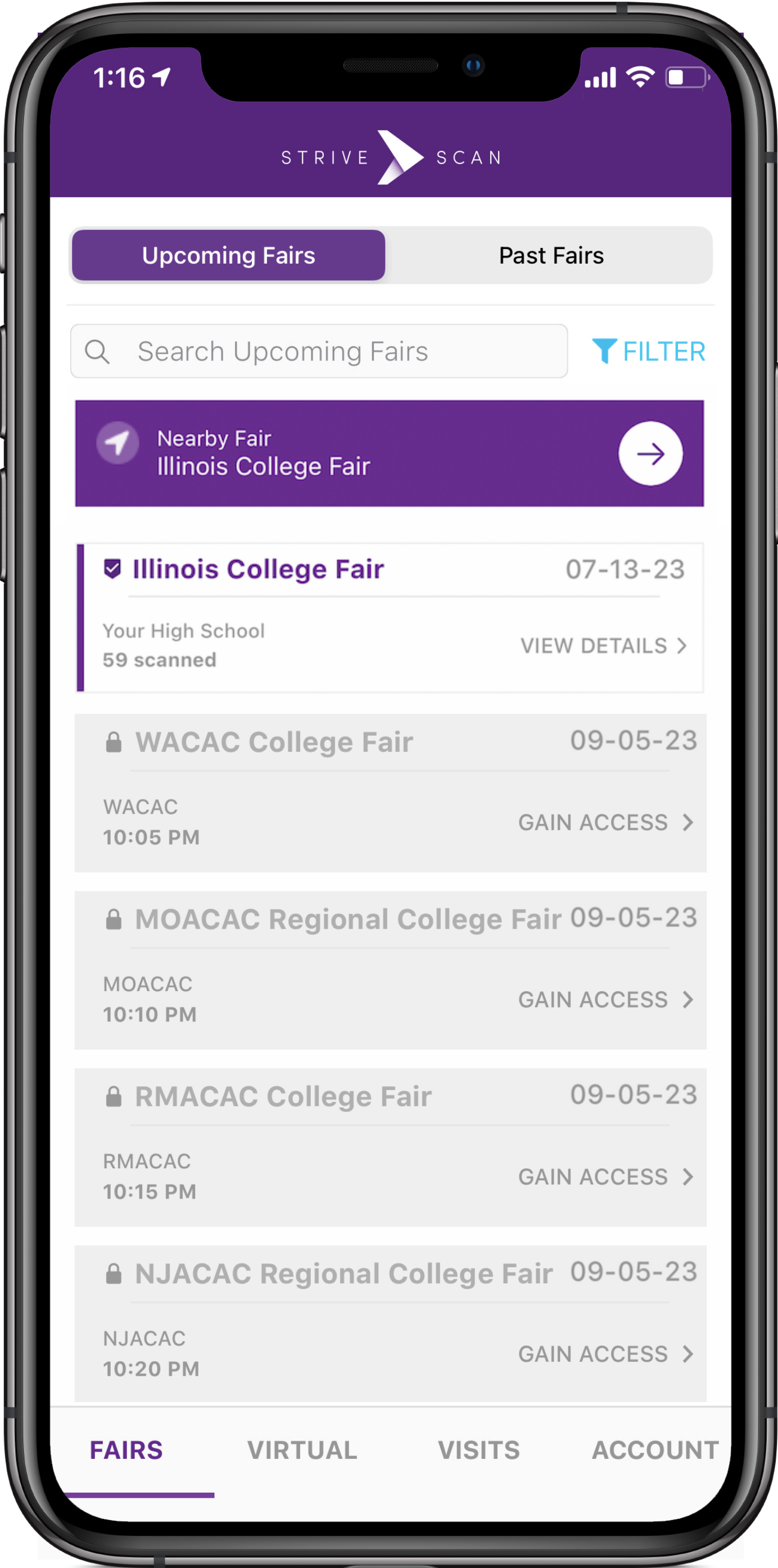
On-Site Registration

Distribute bags,
maps and other
materials separately





The StriveScan App

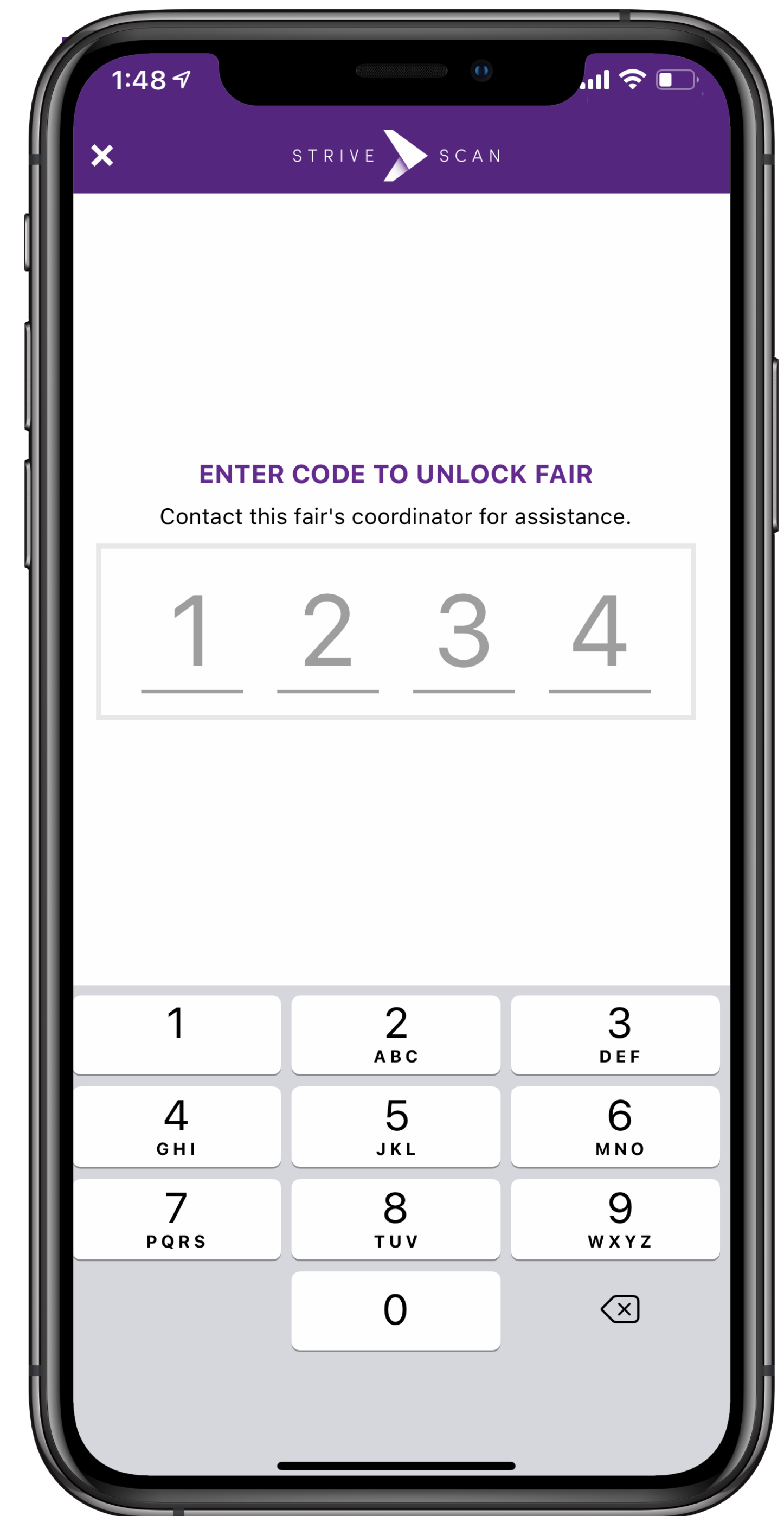


The StriveScan App

Scanning has been included with the fair registration

4 digit code to unlock the fair

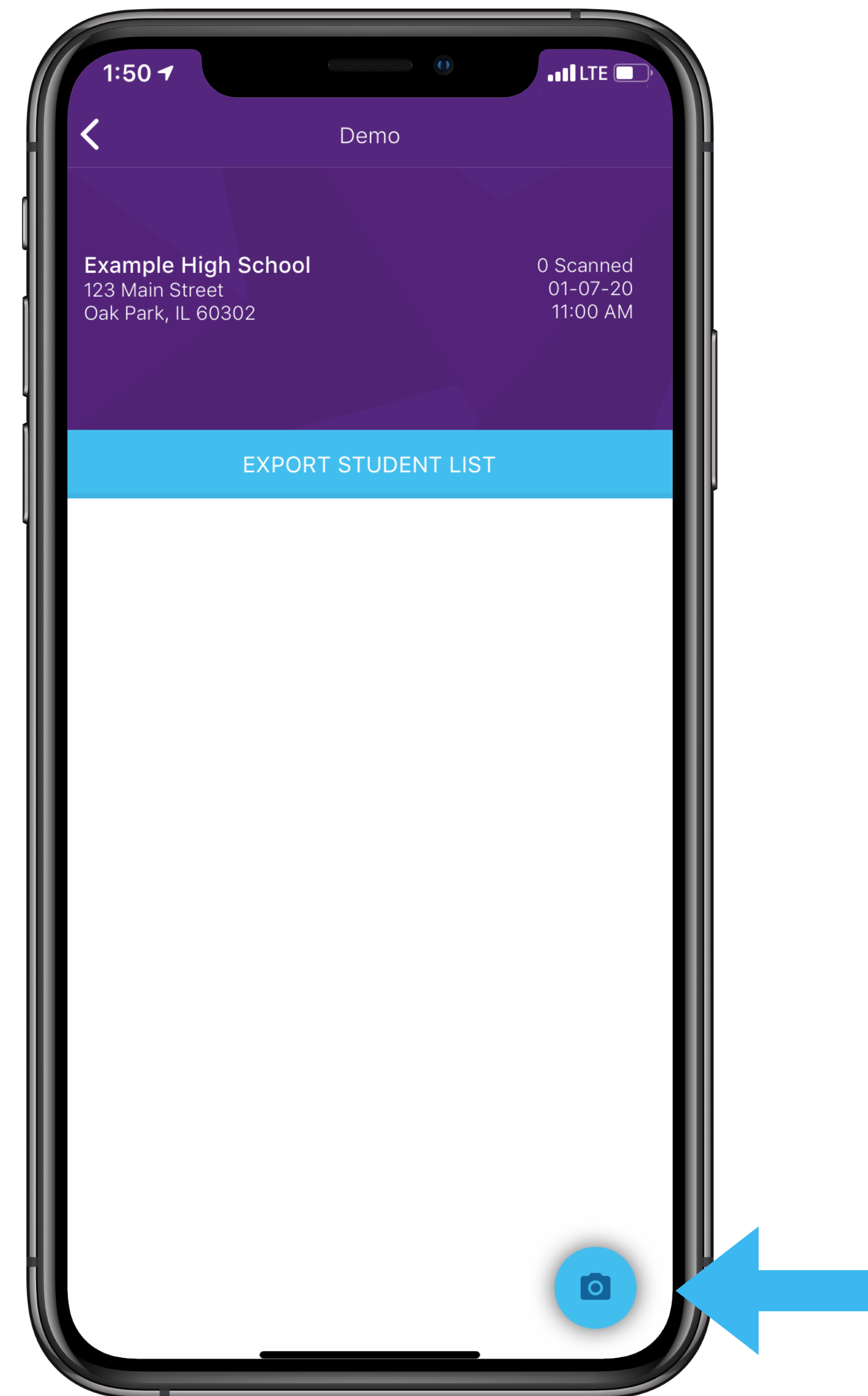
Emailed from our team to registered reps prior to the event



The StriveScan App

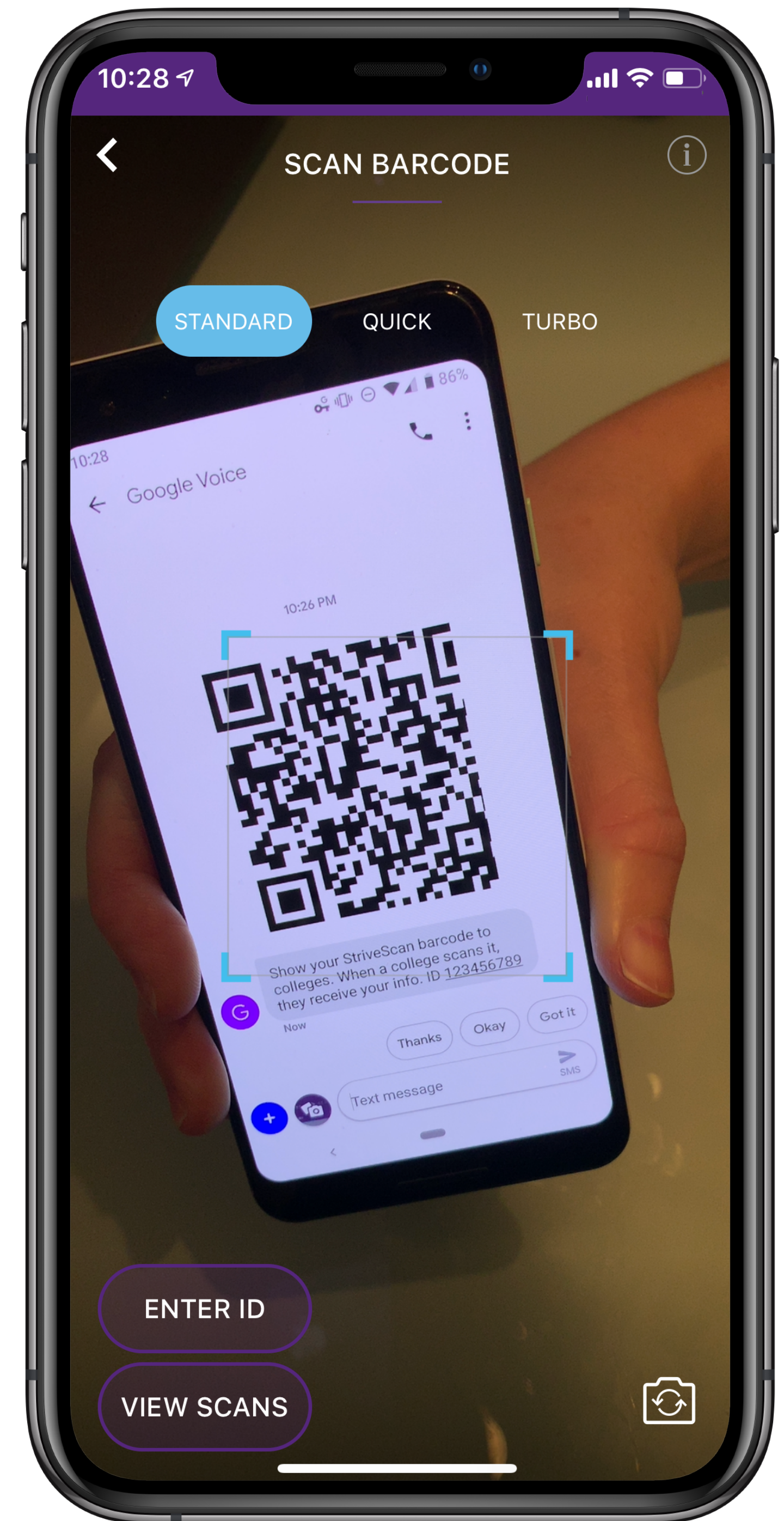
Camera appears the day of the fair

Click camera button to start scanning



The StriveScan App

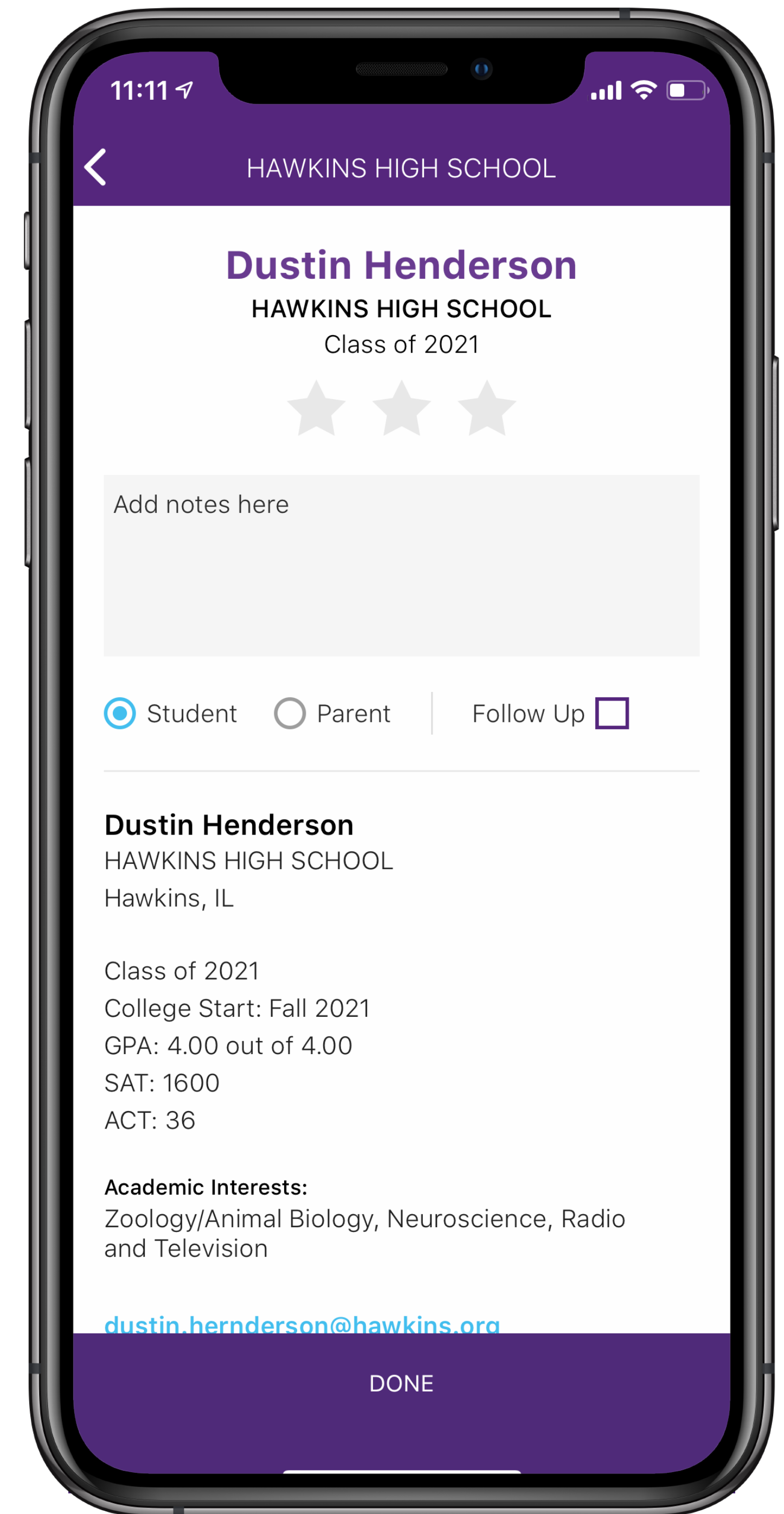
Rep places phone over the barcode



The StriveScan App

Instantly scans

Student's full profile appears



The StriveScan App

Take notes about the student and the conversation

Rate the student's interest

11:15

HAWKINS HIGH SCHOOL

Dustin Henderson
HAWKINS HIGH SCHOOL
Class of 2021

★ ★ ★

President of the AV club. Enthusiastic!

☒ Student ☐ Parent | Follow Up ☐

Dustin Henderson
HAWKINS HIGH SCHOOL
Hawkins, IL

Class of 2021
College Start: Fall 2021
GPA: 4.00 out of 4.00
SAT: 1600
ACT: 36

Academic Interests:
Zoology/Animal Biology, Neuroscience, Radio and Television

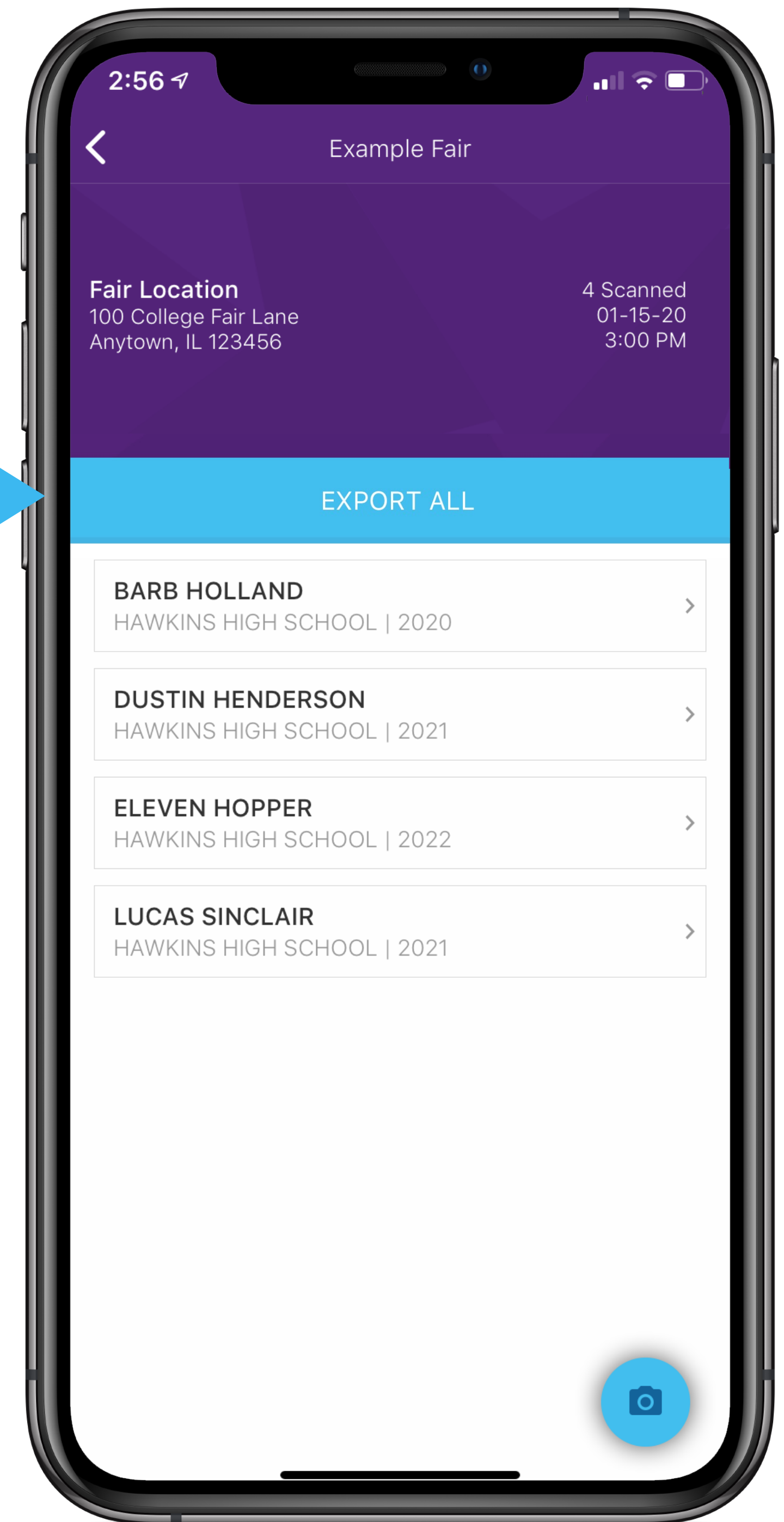
dustin.hernderson@hawkins.org

DONE

The StriveScan App

Immediate on-demand access
to the students met at the fair

At the end of the fair, click the
Export button

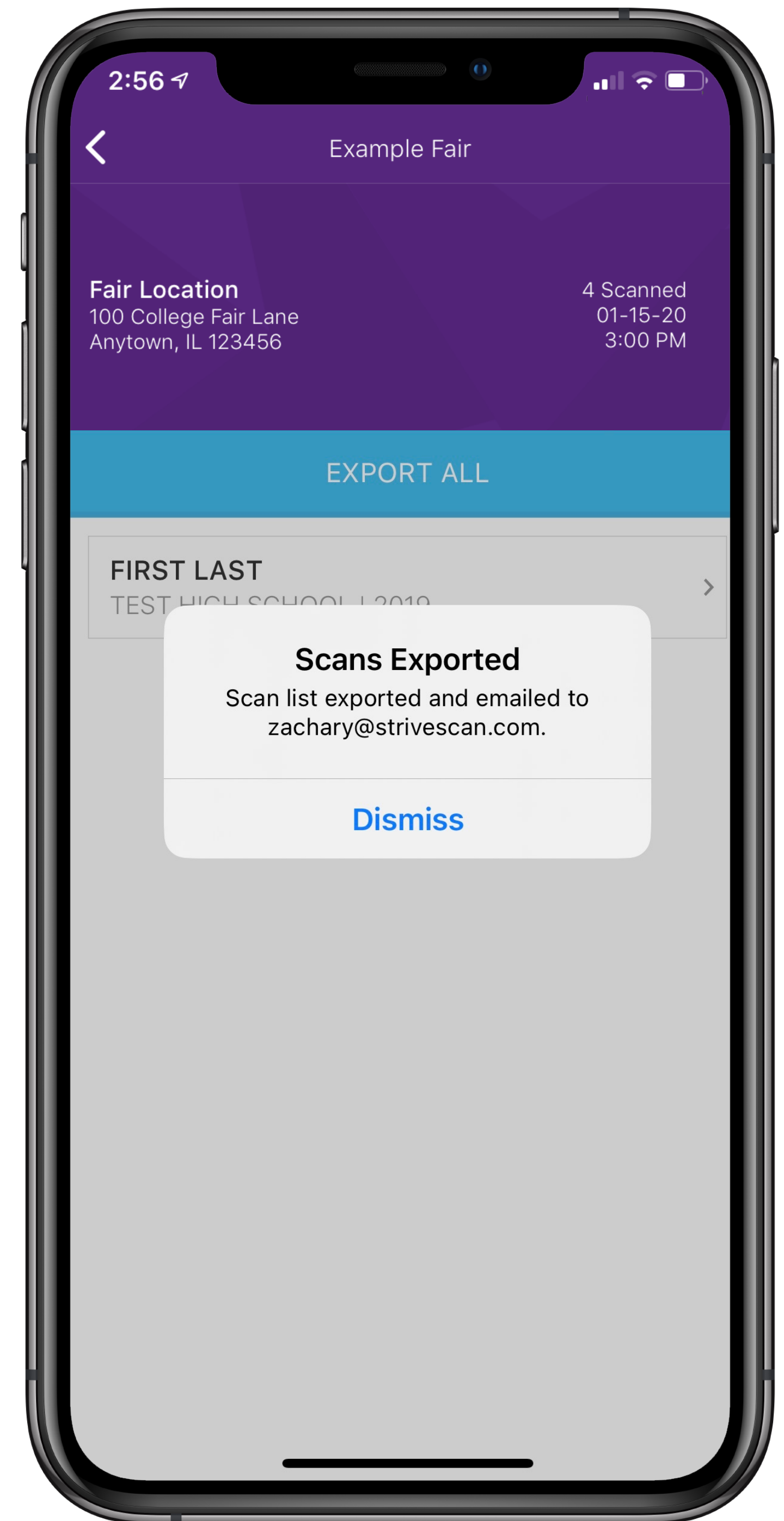


The StriveScan App

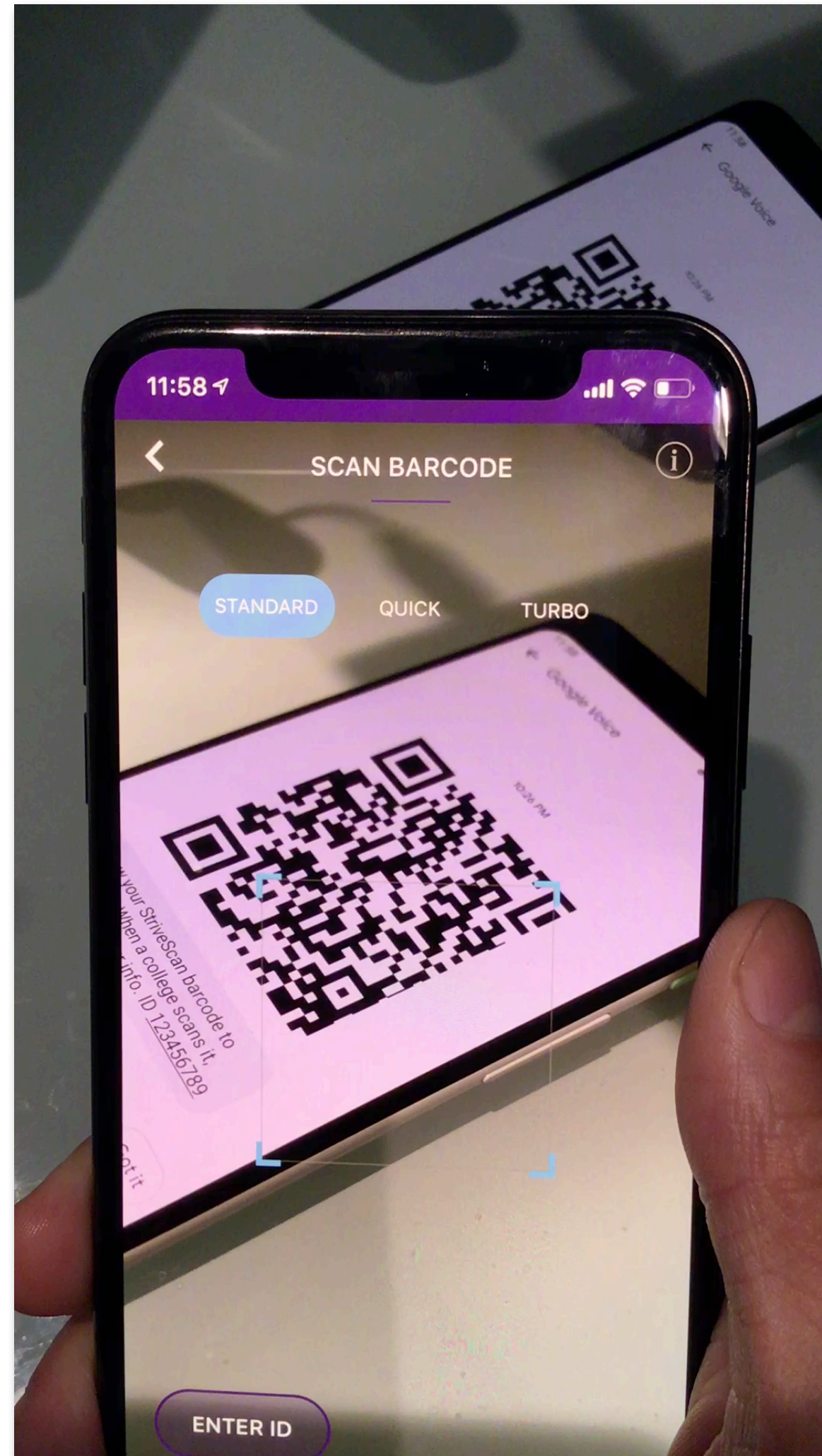
Export instantly emailed

Email contains secure link to download file

Download anytime through the app or website



Do Reps Need Internet



WiFi: Not necessary, but reps appreciate it

Reps can scan at the fair, even if there's no cell signal or internet available

Informing Reps

Fair Coordinator

Informs the reps of the use of StriveScan:

- Invitation Email
- Confirmation Email
- Final Reminders
- Feel free to include the Unlock Code

Sends us a list of reps attending 2 weeks prior

- Name, Email, Institution

StriveScan

Shares the  Tool Kit with sample language

Sends an outreach to registered reps

- How to download the app
- The Unlock Code & Scanning Tips
- 2 weeks prior, and a reminder 1 day prior

Informing Reps

Email to Colleges

Greetings College Reps!

We are excited to announce that we are a StriveScan fair!

We have partnered with StriveScan to bring electronic student scanning to our college fair. Using the StriveScan mobile app, you will be able to easily scan students' barcodes to collect their information. This will save your institution the time and expense of processing hundreds of paper inquiry cards, while being environmentally-friendly and allowing students more time to have valuable conversations.

Learn more at www.StriveScan.com

Informing Reps

Unlock Code



CODE TO UNLOCK THIS FAIR

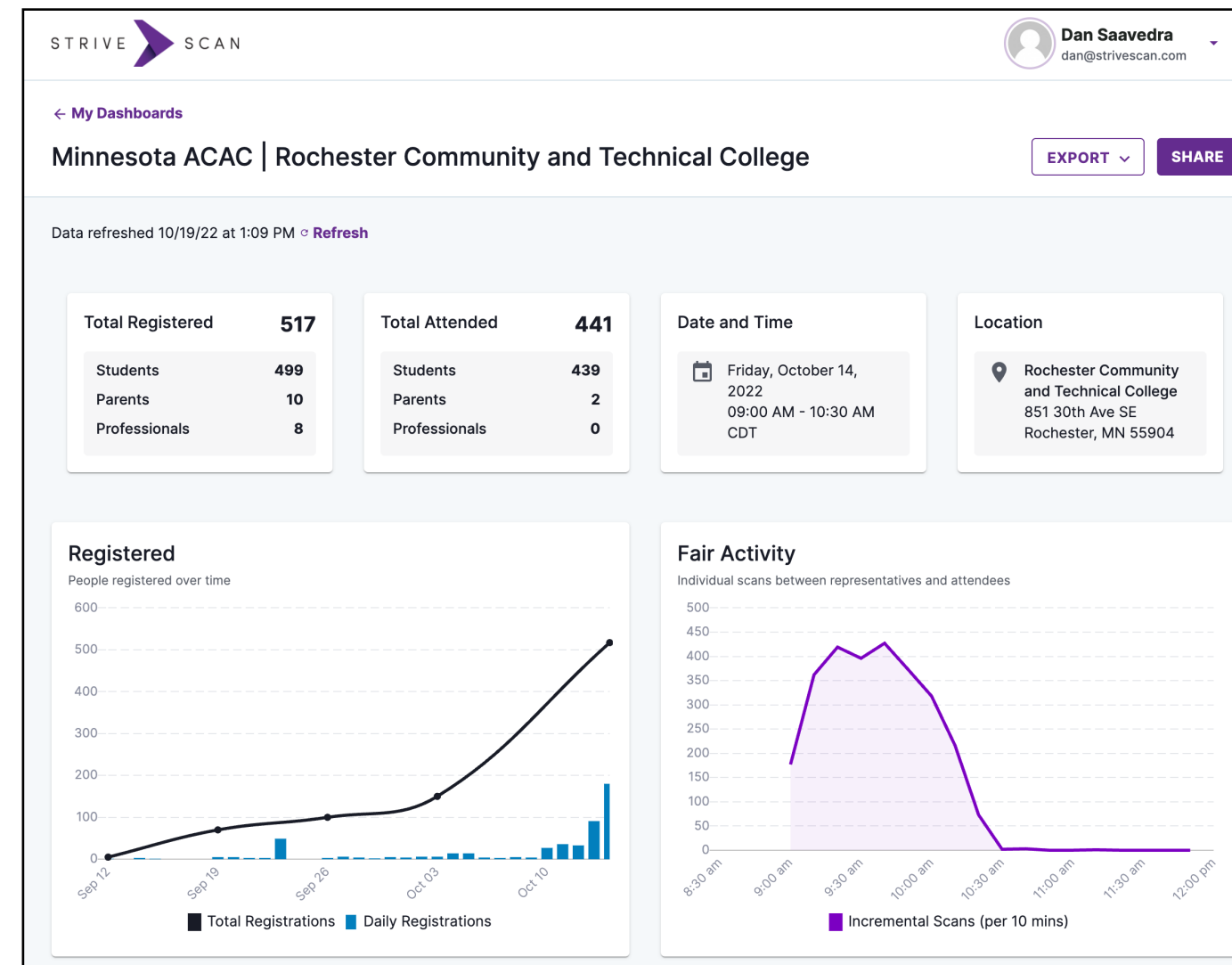
8000

COLLEGE REPS:

In the StriveScan app, select this fair, then enter code to unlock.

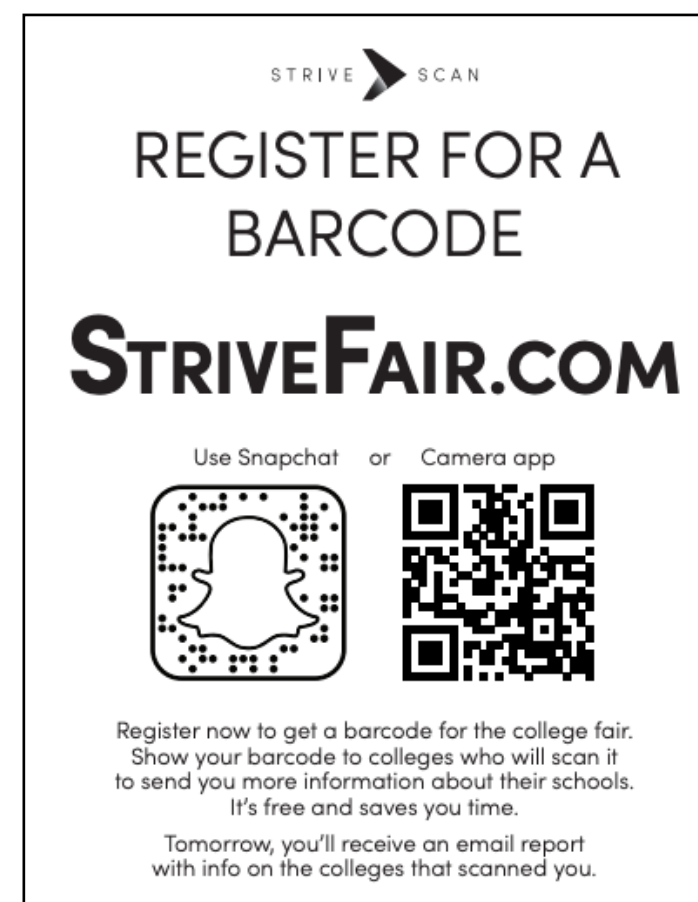
Resources Provided

Dashboard




- Monitor student registration
- Share with collaborators
- Export on demand

Tool Kit



- Sample Student Language
- Quarter Sheets & Flyers
- College Rep Invite Language
- College Rep Tip Sheet
- Unlock Code

Keys to Success

- Direct students to StriveFair.com when promoting your event
- Use your  Tool Kit for materials
 - IMPORTANT: Send email language to families and colleges

Print Quarter Sheets and Flyers

- Track your registrations with your dashboard
- Have a plan for on-site registration (flyers, greeters, etc)
- Have a great fair!

STRIVE



SCAN

College Fair Scanning

help@strivescan.com

2,500+ Institutions Scanning

