

School name

My event date

Start time

End time

Recruiters will begin arriving 30-60 minutes before the start time.

Next steps for ELAA Event hosts

School counsellors and administrators:

Thank you for choosing to host an ELAA event at your school. We are looking forward to visiting you. This package is designed to walk you **step-by-step** from arranging the event within your school and confirming details with ELAA, to laying out the space and welcoming recruiters into your school. We've also included a **printable checklist** on page 5, which you can keep on-hand and use to work towards your event day.

ELAA is committed to helping make your event a success. Should you have any questions, please contact us via email at apse@elaa.ab.ca.

We wish you and your learners every success.

Bumo & Christina

ELAA Events Coordinators

PS: Our annual counsellor update will be held virtually Friday, September 15, 2022. We would love to have you join us. Visit elaa.ab.ca/counsellors for more information. Sign up for our mailing list to receive all the details.

This guide uses gender-neutral language, such as "themselves" and "they."

Page 2 photograph of ELAA event courtesy of Archbishop Jordan Catholic High School (Sherwood Park), used with permission.

ELAA is Alberta's public post-secondary recruiting liaison, serving 28 member institutions:						
Alberta University of the Arts	Burman University	The King's University	Medicine Hat College	NorQuest College	Prairie College	St. Mary's University
Ambrose University	Canadian Forces Recruiting Centre	Lakeland College	Mount Royal University	Northwestern Polytechnic	Red Deer Polytechnic	University of Alberta
Athabasca University	Concordia University of Edmonton	Lethbridge College	NAIT	Olds College	Royal Canadian Mounted Police	University of Calgary
Bow Valley College	Keyano College	MacEwan University	Northern Lakes College	Portage College	SAIT	University of Lethbridge

Spread the message to your colleagues.

Our recruiters represent schools offering apprenticeship, trades, certificate, diploma, and degree programs, and we're looking forward to seeing your Grade 10-12 learners. As such, we're relying on you to ensure these students are released from class to attend the APSE event.

ELAA events are directly applicable to the general outcomes in Alberta's CALM curriculum, helping high school learners to:

- develop strategies to transition from high school to higher education;
- investigate higher education and apprenticeship training programs; and
- inventory the skills and knowledge necessary to getting employment.

You may wish to work with your school's leadership team to develop a schedule for class release, discuss it **staff meeting** early in the year, **email teachers** of senior classes, or include it in **daily announcements**.

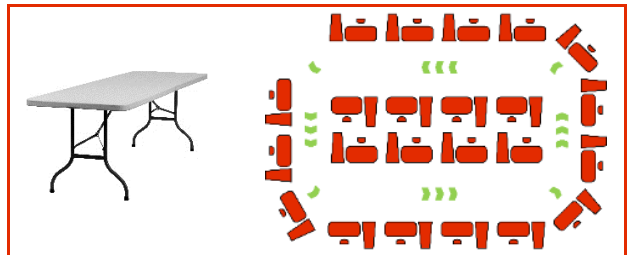
How do we set-up the space?

Our needs are quite basic. We require a space of **at least 400m²** (4,300 sq. ft.) like your school's gymnasium, student commons, or indoor courtyard for one hour before and 30 minutes following the event. **Ideally, book this space as soon as you have your date confirmed with ELAA.**



Each institution requires their **own booth**, consisting of one table and chair. We recommend a basic 4-6 ft. rectangular table. Some presenters may request a 2nd table, which ELAA will convey before the event. Two tables is the largest permissible booth size.

The goal is to stimulate traffic flow and avoid loitering. Creating "aisles" encourages students to circulate and interact with multiple booths, rather than pool in negative space and not be engaged. Students should not be permitted to traverse the spaces behind or between booths.



Should I give learners an assignment?

We leave that decision up to you, but over the years, we've encountered the good, the bad, and the ugly.

Any assignment should facilitate **quality conversations specific to the outcomes or careers** that the learner has already articulated interest in (ideally 2-3 choices). Have students consider:

- What classes, activities, or causes am I passionate about?
- What careers do I see myself enjoying?
- What skills or knowledge would I need?
- How much education does this require?

Students should pick-up a viewbook and business card from institutions they are interested in.

Here are some **great questions** we get from learners:

- "Do you teach (type of program)?"
- "What would I take to become a (job)?"
- "Do you have a program related to (specific curiosity, talent, or passion)?"

As professional recruiters, if our institution does not offer a program, we will refer the learner to other institutions that may meet the learner's academic interests.

Some schools give classes a “career bingo” task, having learners hoard signatures from various recruiters. **This encourages quantity over quality and impedes learners** in discovering which schools do and do not offer specific academic programs.

University of Fort Macleod	Saint Petunia College	Drayton Valley University	Samson Cree Nation Polytechnic	Banff University College
Foothills College	Ralph Klein University	Canmore University College	Coronation College	Peter Loughheed University
Redford College	Pincher Creek Institute of Technology	University of Wilfrid Laurier	Drumheller College	Alberta Polytechnic

We discourage tasks that amass generic or statistical data **not applicable to advancing a learner’s individual goals**. Much of these data vary by program and are already contained in promotional materials. These example generic questions do not help advance a learner’s **personal academic goals**:

Name of school?	<i>College of the Elbow River</i>
How many students?	<i>8,000</i>
Admission requirements?	<i>Depends on program</i>
How much is tuition?	<i>Depends on program</i>
What is their annual budget?	<i>Ten million dollars</i>

Recruiters are arriving... What now?

Recruiters will arrive 15-60 minutes before the event to set-up their booth. Having signage or student volunteers **from the main entrance of your school to the event room** will help recruiters find their way and not interrupt classes. Signage is available at elaa.ab.ca/counsellors. The circuit will have a “weekly coordinator” designated by ELAA who will introduce themselves and may alert you to any last-minute absences or late arrivals.

Where should recruiters park their cars?

Per the agreed terms when you applied for an APSE, **recruiters need parking within reasonable distance of an entrance door**. We ask that you try to set-aside a number of parking spots equal to the number of registered institutions.

While your staff/students are familiar with the neighbourhood, recruiters are likely **visiting for the**

first time, unfamiliar with the area and will be hauling materials into your school. Sharing your parking lot for this short event helps recruiters avoid carrying heavy boxes for long distances or misplace their vehicle in an unfamiliar area. **Imagine being invited to a friend’s house, but being asked to park two blocks away and carry 40 lbs. of supplies for them.**

It’s important to provide parking instructions in advance to recruiters. If you do not, recruiters might park in any available parking on school property. Signage or student volunteers can help immensely in avoiding any misunderstandings!

May I feed the recruiters?

We love you already! While completely **optional**, we genuinely appreciate that you’re thinking of us. As we spend our whole day talking to prospective students, anything from bottled water or coffee, to cookies or a veggie tray makes recruiters happy!

There will be an option on your confirmation form to indicate this.

A recruiter showed up unannounced!

We are sorry for this inconvenience. Please confer with the weekly coordinator, who has access to live registration data. There may have been a communication issue between our office and your school, or the system may not have logged the registration.

If the recruiter does not represent an ELAA member (listed on page 1 of this document), **they should not be attending an ELAA event**. You are encouraged to record which school they represent and ask them to leave. Please notify our weekly coordinator so we may review this.

How much time do we give students?

We recommend giving learners 30-40 minutes to attend the event, and to give the largest segment of time to Grade 11-12 classes.

Some schools send learners in rotations by grade or CALM class (i.e. Grade 10 from 9am-9:30am, Grade 11 from 9:35am-10:15am, etc.), while others call down individual classes one-by-one.

The show's about to start!

Our daily schedule generally runs as follows:

- **Morning event: 9:00am to 11:00am**
- **Afternoon event: 1:00pm to 3:00pm**
- **Evening event: 7:00pm to 8:30pm**

Your time may vary from what is listed here.

Please keep learners, parents, and other guests outside the event space until our arranged start time. Student volunteers are, of course, exempted! Recruiters may be setting-up, on a business phone call, or finishing an important work email until just before the scheduled start time.

If your event is the first in the week (i.e. Monday morning, except for a holiday), ELAA reps will have an **internal briefing** before the event. Facilitated by the weekly coordinator, this briefs recruiters on any schedule changes, membership concerns, or administrative items. Please don't be surprised when the recruiters gather in a circle in the middle of your gym!

If something is causing a delay in learners arriving to the event, please let the weekly coordinator know, so they can communicate this to the recruiters. We appreciate that a school is a busy place!

What happens when the event ends?

Shortly before the scheduled wrap-up, our weekly coordinator will check-in and ensure we can depart on time. This representative will then direct the recruiters when it is time to wrap-up.

An on-time departure is essential for us to keep on-schedule for our next event. Extending an event by

even 10 minutes has significant impact on labour (i.e. 10 min. × 24 reps = 4 hrs. overtime).

If traffic is slow, or we have not seen new learners in a long period, the weekly coordinator may confer with you if the event can wrap-up earlier than scheduled.



As they leave, many recruiters will leave a package at their booth. This package is intended for the school counsellor and may include an academic calendar, viewbooks, or a counsellor gift.

We had an issue with a recruiter.

We are sorry your school had a negative experience. If you let us know about it, we can share the concern with the recruiter's supervisor and review it internally with our leadership.

If the issue arises **during** the event, you may discuss the concern directly with the recruiter or with the weekly coordinator.

If you become aware of the issue **after** the event, please email the ELAA APSE Coordinator at apse@elaa.ab.ca. Your concerns are important to us and will be handled by our executive team.

Recently, some hosts have expressed concern regarding recruiters' use of mobile devices during an event and the perception it creates for attendees. Each recruiter is governed by the policies at their institution and ELAA cannot enforce any rules regarding mobile devices. Host school staff, however, may speak with individual recruiters if they are concerned that mobile device usage is diminishing the quality of the event.

My ELAA Event Checklist

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As early as possible

Confirming with ELAA

- Fill out and return the **Event Confirmation Form** email sent from apse@elaa.ab.ca.

Getting your school community ready

- Mark the **date/time** of the event on the school calendar.
- Discuss the event** with school staff and leadership.
- Optional:* **Invite nearby schools/groups** to your event.

Space booking

- Book a large, indoor space** of at least 400m² in size (i.e. gymnasium, courtyard) for the full duration of the visit, plus 30-60 min. beforehand.
- Reserve **tables and chairs** for booths.
- Arrange on-site or nearby **parking** for recruiters.

One week before your event

Getting learners ready

- Prepare a schedule** for how senior high school learners will be sent to the event (i.e. by CALM class, by grade).
- Academically prepare learners** for the event (i.e. discussing how post-secondary training and apprenticeship relates to various careers).

Two days before your event

Getting the school ready

- Put a reminder in the **school announcements** for students about the event.
- Check your email for **final registration numbers** from ELAA (apse@elaa.ab.ca).
We have ELAA institutions attending.
- Confirm holdings** for the event room, tables, chairs, and parking.

The day of your event

Before the recruiters' arrival

- Ensure the **event room is laid out** with a table and chair for each institution, plus about 2 metres between booths for display banners.



- Optional:* Put out **directional signage** guiding recruiters from the main entrance to the event room. A template is available at www.elaa.ab.ca/counsellors.

Before the event begins

- Ask teachers/volunteers to keep students and guests **out of the event room** until the posted start time.
- Have staff or student volunteers **greet the recruiters** and ELAA weekly coordinator.
- Optional:* Set out beverages/snacks for the recruiters.

While the event is underway

- Have teachers circulate the room to **supervise learners**.
- Chat with recruiters**, especially from institutions your learners choose often, or those you are less familiar with.
- Check-in with **ELAA weekly coordinator** near wrap-up.

When the event ends

- Usher **attendees out of the space** promptly.
- Collect **counsellor packages** or materials from booths.
- Share any feedback with the ELAA weekly coordinator or email feedback to apse@elaa.ab.ca.