

Hosting an Alberta Post-Secondary Event

School counsellors and administrators:

On behalf of the Educational Liaison Association of Alberta, thank you for your interest in hosting us at your school. This document outlines our event format, application process, and requirements to host an event. **I hope you will apply for ELAA to visit to your school this fall.**

Who is ELAA?

ELAA is a non-profit membership organisation established in 1982 representing Alberta's public colleges, universities, and polytechnics; the RCMP and the Canadian Forces to provide information about post-secondary education available in Alberta through the coordinated activities of its members. ELAA is fully funded by, and responsible to its 28 member institutions:

Alberta College of Art + Design	Burman University	Keyano College	MacEwan University	Northern Lakes College	Prairie College	Saint Mary's University
Ambrose University	Canadian Forces Recruiting Centre	The King's University	Medicine Hat College	NorQuest College	Red Deer College	University of Alberta
Athabasca University	Concordia University of Edmonton	Lakeland College	Mount Royal University	Olds College	Royal Canadian Mounted Police	University of Calgary
Bow Valley College	Grande Prairie Regional College	Lethbridge College	NAIT	Portage College	SAIT	University of Lethbridge

What is an Alberta Post-Secondary Event (APSE)?

Our events bring **Alberta's publicly-funded institutions of higher learning** to high school learners in a **booth fair format** coordinated between ELAA and host schools. Each year, prospective hosts apply for an event to be held in the subsequent autumn (September to November). The schedule is organised based on geographic regions and school division calendars. Once host schools apply, ELAA creates the weekly schedule to maximise the opportunity for both recruiters and prospective students.

ELAA schedules three events each day: **morning (9am-11am)**, **afternoon (1pm-3pm)**, and **evening (7pm-8:30pm)**. Due to the volume of requests, and to maintain travel efficiency, only evening slots may be specifically requested by the host school. Although all ELAA members are invited to all events, **some members do not attend because of defined regional service areas, enrolment targets, or budgetary/staffing reasons.**

All events are set up as booth fairs. You may request ELAA provide a five-minute "Brief Intro" to give your students an overview of what to expect during the event. There will be a prompt for you to request a Brief Intro when **applying for an Alberta Post-Secondary Event**.

Who should apply to host an event?

Any school or community organisation with a primary focus on Grade 10-12 learners is invited to **apply for an APSE**. **Due to the volume of applications, not all requests will be fulfilled.**

Minimum requirements for an event

In order to host an event, the minimum requirements are:

- **a single, indoor space to hold all ELAA members that register** (at least 400m² (~4,000 sq. ft.) such as a gymnasium, cafeteria, or courtyard);
- **one table and one chair for up to 28 individual booths;**
- **ample parking for up to 28 vehicles** within 100 m of the main entrance;
- support from teachers to bring students to the event.

Due to ELAA's rigorous travel schedule, we require that the host school pre-sets the space before ELAA's arrival (generally one hour before the event start). Recruiters cannot set-up the tables and chairs.

Optional provisions

Hosts may **choose** to offer, at their own discretion, the following. These are greatly appreciated, but by no means required:

- student volunteers to help unload, carry materials, and guide members;
- snacks or beverages such as cookies, fruit, water, coffee, etc.

How do I request an ELAA visit?

Applications open each January and are accepted online only. Once you apply, you will receive an email acknowledgement of your request. While every effort is made to satisfy the requests that ELAA receives, due to the volume of applications received, we cannot fulfill all requests.

Can I choose the date of my event?

Hosts may indicate conflicting dates (i.e. school closures, class trips) but **ELAA does not consider specific date/time requests from host schools**. There are up to 14 unique events each week and priority is given to applicants with the highest attendance (whether through their own population, or multiple schools applying for a shared event). This provides the greatest benefit to the students attending, as they will be exposed to the broadest selection of Alberta post-secondary institutions.

With tightening post-secondary budgets, institutions must be strategic with their recruitment dollars. As their liaison, ELAA is aware of this, and attempts to create an extremely efficient travel circuit.

When will I find out if my application has been approved?

Each March, the APSE committee meets to build the travel schedule. During this planning process, ELAA representatives contact applicants by email or phone to offer a date in the ELAA schedule. After a date has been agreed upon, ELAA will send a mandatory follow-up form which asks for information:

- estimated number of students;
- other schools or groups invited;
- parking instructions;
- host contact information.

What if we do not get selected for an event?

If you are not selected to host an event, the APSE Coordinator will contact you by phone or email advising you of the reason. Your school will be placed on a wait-list for a slot to open. Reasons for non-selection include impractical travel distance, student attendance, or negative feedback from previous visits.

Is there assistance to help make my event successful?

Once an event is confirmed, the coordinator will send you a series of emails to help you prepare for your event. This will include the Event Confirmation Form, answers to common questions, and tips for hosting a successful event. Resources like posters, visuals for in-school TVs, and designs for newsletters are also available from the APSE Coordinator or Communications Coordinator.

Miscellaneous remarks

Non-ELAA exhibitors

ELAA was established by and for Alberta's public post-secondary institutions to provide a comprehensive recruitment strategy for its membership. The planning, promotion, and execution of the ELAA travel circuit is fully funded by its member institutions. **As such, we require host schools to limit the event to only ELAA member institutions**, and not invite outside exhibitors such as local businesses, private colleges, or non-Alberta institutions.

We respect the time and resources needed for the host to organise an event at their school. Therefore, should you wish to hold your own non-ELAA career/education fair and invite non-ELAA members, you may submit details to apse@elaa.ab.ca. We will share event details with our membership, but it will not be considered part of the ELAA travel circuit.

Mobile device usage

Some host schools have expressed concern regarding recruiters' use of mobile devices during our events. **Each recruiter is guided by the policies at their individual employer** and ELAA cannot enforce any rules regarding mobile devices. Host school staff, however, may speak directly to individual recruiters if they are concerned that mobile device usage is diminishing the quality of the event.

I hope you find the information in this package useful. Should you have any questions, contact me via email at apse@elaa.ab.ca or call 403-410-1749. You may also contact other members of the ELAA Executive using the contact information found on ELAA.ca under "About ELAA."

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