

**THE 14<sup>TH</sup> ANNUAL HBCU COLLEGE FAIR**  
*Summary*  
**Cleveland Council of Black Colleges  
Alumni Association**

Since the mid-1990's, the Cleveland Council of Black Colleges of Alumni Association has been affiliated with area college fairs at schools, libraries, and churches throughout the community to educate local students about the various educational and cultural opportunities available to them at Historically Black Colleges and Universities (HBCU's). With the need to gain greater momentum and exposure, the council began hosting its own college fair. On Saturday, November 19, 2016, students, parents and educators from Ohio, Pennsylvania, Michigan New York and Canada gathered at Warrensville Heights High School in Cleveland, OH to participate in the 14th Annual HBCU College Fair sponsored by Warrensville High School and McDonalds. .

**Participation – Students and Parents:**

In 2015, we were honored to have the participation of nearly 3000 students and parents. In 2016, we increased that number to more than 3800. We attribute this increase to a decision to begin the college fair earlier in the week by having admission counselors and recruiters go to local high schools to recruit students as part of the "High School Tour" series. The participating schools in the 2016 tour were:

Glenville High School	John Hay Campus
John F. Kennedy High School	Shaker Heights High School
East Tech High School	Lorain High School
Ginn Academy	Beachwood High School
Cleveland School of the Arts	

The participation numbers were also buffered by a strong social media presence, "buy-in" from local mentoring programs and old-fashioned "word of mouth" as participants from previous events spread the word to their contacts about our event.

According to our records, 2571 persons either pre-registered or registered on-site using our web-based registration system. More than 530 persons registered using old-fashioned paper forms.

The increase in participation is due to the extension of days the College Fair takes place. The 2016 Fair was a four-day event that spread throughout Northeast Ohio. According to our records, more than 1533 students participated in the College Fair.

**Participation--Parents and Educators:**

While we are ecstatic to have participation from our students, we realize parental and school support is key to any successful transition from high school to college. More than 375 parents accompanied their children to the College Fair as well as 107 educators. We also want to acknowledge the more than 140 HBCU Alumni and supporters who attended.

**Participation – Community Support:**

This fair would not be possible without "buy-in" from the community. Community service organizations that provide services to youth played an integral role to the growth of the college fair. Corporations such as McDonalds, as well as the MetroHealth system along the community organizations, College Now, The Urban League of Cleveland and the Cleveland National Pan-Hellenic Council, among others, eagerly assisted with our efforts.

Several community organizations gave a financial donation to our efforts. Though their financial help, we were able to have more than 600 seniors apply to 50 HBCU's through the Common Black College Application during the College Fair. (These numbers include the seniors who applied as part of the High School Tour.)

### Participation—HBCU Recruiters

The 2016 Fair hosted a record of 14 HBCU admissions officers who traveled from various parts of the country to be us last November. The significance of this is that HBCUs believe in this event and are investing in its success.

### Feedback:

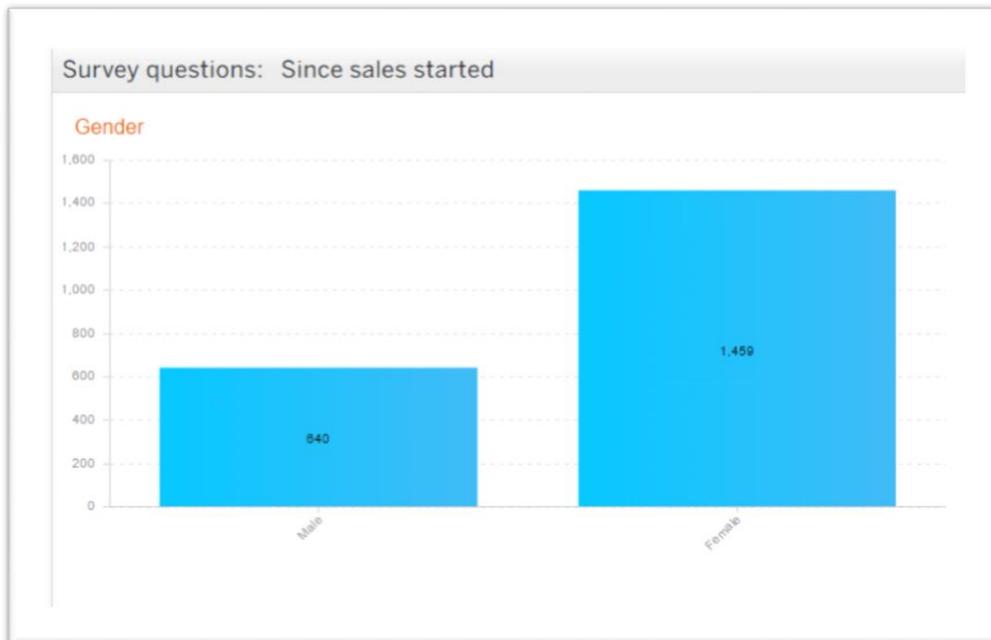
The feedback we received from HBCU recruiters was outstanding. According to many who were surveyed, our college fair yields a “high-volume” of students, making their trip to Cleveland worthwhile. In follow-up conversations with recruiters, we will work to streamline the event to three days.

**Volunteers:** More than 40 people volunteered their services to this event. Their participation was integral as significant improvement was made with guest registration and event set-up.

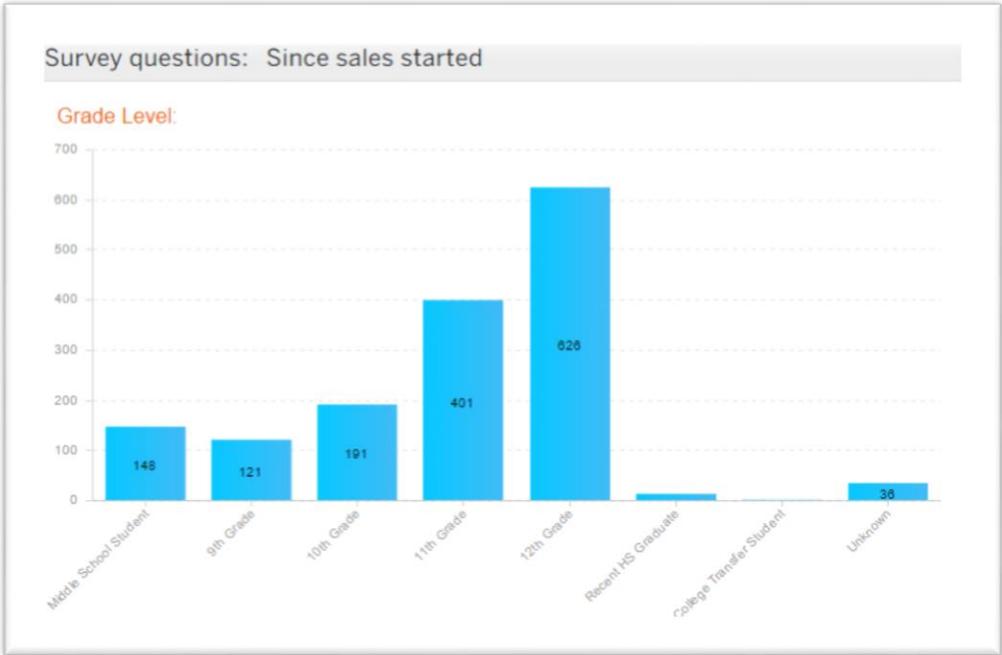
### Conclusion:

Our fair continues to grow leaps and bounds and we believe 2015 will be our best fair yet. We look forward to your support and presence in Cleveland. Charts and graphs are on the next two pages.

## GENDER



# STUDENT BREAKDOWN



# ADULT PARTICIPATION

