

High School Relations Committee Update

Since our last conference, the High School Relations (HSR) Committee has made significant strides in coordinating the statewide college fair schedule. Our main areas of focus included expanding and finalizing a comprehensive fair schedule, strengthening our partnership with GoToCollegeFairs, and enhancing student registration for barcode scanning.

At the Denton conference, we introduced a Chair/Chair-Elect system to ensure continuity in committee leadership. I, Rene Zamora, served as chair during this transitional period, with Anam Iqbal designated to step into the role at this conference. I will continue in the role of "Past Chair" to support a smooth leadership transition.

Spring 2024 Recap:

In Spring 2024, during the Houston III and Dallas III fair weeks, we hosted 27 college fairs and reintroduced the GoToCollegeFairs scanning app. GoToCollegeFairs offered free access to their scanning app for our members in hopes to increase familiarity with and participation in this technology ahead of the fall season.

Fall 2024 Progress:

For the Fall 2024 recruitment season, we expanded the schedule and added 425 college fairs, up from 407 fairs the previous year. A key focus this year has been boosting student registration and encouraging colleges to adopt the scanning app. Our efforts included:

- Developing a video presentation to highlight the importance of student registration and demonstrating how students can register individually or how school counselors could conduct mass registration.
- Creating a poster to promote student registration.
- Providing a video presentation to inform our membership of our plans to increase student participation and walk them through the college fair registration and scanning process.

This year, as of October 15, we saw a 6.96% increase in student registrations, with 54,029 students registered (50,512 last year). Participation at fairs rose significantly, with 12,829 students scanned – a 68.87% increase from the previous year (7,597). Despite this increase, scanning app purchases by colleges decreased slightly, from 170 in Fall 2023 to 157 this year.

Upcoming Goals and Plans:

At this conference, we will review and discuss the TACRAO rules, confirm approved dates for the 2025-2026 season, and propose dates for 2026-2027. Planning for Spring 2025 fairs will commence immediately following the conference.

During my time as chair, we have coordinated a total of 452 college fairs, supporting TACRAO's mission to advance higher education by providing students with exposure to numerous post-secondary opportunities. It has been an honor to serve TACRAO in this capacity, and I look forward to continuing my support as Past Chair and as a member of the Nominations Committee.

Thank you,
Rene Zamora
Chair, High School Relations Committee
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Director of Undergraduate Admissions
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