

DEMONSTRATED INTEREST



A **CHECKLIST** OF HOW TO SHOW COLLEGES YOU'RE INTO THEM

Demonstrated Interest Basics

Here's a checklist of actions you can take to show a school you're interested in attending.

- ☐ Create a professional email address to use for school information (i.e. firstname.lastname@gmail.com)

- ☐ Make a list of schools you're interested in and keep track of what actions you've taken to show interest

- ☐ Visit the school's website and enter your name/email/phone to receive more information

- ☐ Create a folder for each college/university in your email to easily keep track of contact history

- ☐ Sign up for virtual tours or information sessions offered by the schools

- ☐ Open emails, click links, and watch videos—schools can see when you engage with what they sent

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Demonstrated Interest Basics Continued

- ☐ Follow schools on social media
- ☐ Make a list of schools you're interested in and keep track of what actions you've taken to show interest
- ☐ Find out who the admissions representative is for your school's region
- ☐ Email the regional rep to introduce yourself and share your interest in the school
- ☐ Attend any local in-person events (at the high school or a local college fair)
- ☐ Treat every college like your #1 choice
- ☐ Submit applications for early and rolling admission and early action schools
- ☐ Open and visit your college portal frequently

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Campus Visits & Tours

Taking the time to tour a college or university in person goes a long way to show the admissions office that you're interested in their school. Prepare ahead—use this checklist to get the most out of your visit.

- ☐ Register with admissions for on-campus tours so they have your visit on record

- ☐ Request an interview when visiting the college

- ☐ Before you go, ask if they have any opportunities for you to sit in on a class related to your desired major

- ☐ Engage with the admissions counselor and student tour guides by asking questions

- ☐ Keep notes on the visit using our College Visit Worksheet

- ☐ Write the school a thank-you letter using the notes you took to personalize the message

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"Why Us" Essays

The most common supplemental essay question is “Why do you like our college/university?” Here are some tips for writing an answer.

- ☐ Refer to your campus visit notes for ideas

- ☐ Include how your personal and academic interests fit with the school

- ☐ Read our list of [common college essay phrases to avoid](#)

- ☐ Avoid generic details such as: *I think the campus is pretty and I like that it's located in a city*

- ☐ Edit your essay before submitting to avoid any grammatical mistakes

COLLEGE VISIT WORKSHEET

School Name _____

City, State _____

Tour Guide's Name _____

Date of Visit _____ **Tour Time** _____

Name of People I Met:

Name _____	Role _____
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Name _____	Role _____
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Name _____	Role _____
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What do you like about the school?

What don't you like?

Do you feel comfortable at this school? (Why or why not?)

COLLEGE VISIT WORKSHEET

RATE	DISLIKE	FAIR	LIKE	LOVE
Setting				
Housing				
Academics				
Activities				
Food				
Internships				
Safety				

Additional Notes:

QUESTIONS TO ASK ADMISSIONS

- What do you think is the most unique thing about your college?
- What are the school's most popular majors?
- When do students need to declare their major?
- What extracurricular activities are available?
- What kind of internship opportunities does the school have?
- What opportunities exist for independent study and study abroad?
- What types of services exist for personal and career counseling?
- How are roommates chosen?
- When choosing students, how do you weigh factors such as quality of high school, GPA, rank, scores, activities?
- What percentage of graduates go to graduate school? Get a job?

QUESTIONS TO ASK CURRENT STUDENTS

- What do you like best about your college?
- What do you like least?
- Do professors have office hours? If so, how often do you meet with them?
- Do you know one or two professors well enough to ask them for a work or graduate school recommendation?
- What are weekends like on campus? Do students stick around?
- What was happening on campus last weekend?
- Tell me about balancing academics with a personal and social life. How do you do it?
- Are there any dos and don'ts of picking a freshman dorm?