

Demonstrated Interest



What's that?

A way for colleges to know if you're actually interested in attending that school.

Why does it matter?

Colleges that track interest may not offer you a spot if they don't think you are really going to attend. This is called "Controlling the yield." They only want to accept people who will say YES!

Ok, so what do I do?

- Open and read every email and click on a link to visit the page
- Do an optional interview when possible
- If you get mail with a QR code for the school or a link, use it
- Visit the college website often and log in, if you can
- Take an official tour or campus visit
- Do a virtual tour and virtual info session
- Visit the college both at a local fair or a NACAC virtual fair



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