



7 Ways To Show Demonstrated Interest

Demonstrated interest refers to ways that an applicant shows he/she is serious about enrolling at a given college. Many colleges use demonstrated interest as a factor in making admissions decisions. It's not only important to show a college that you've taken the time to get to know them but also to help you make an informed decision regarding whether the college is the best fit for you.

1. Visit the Campus (in-person/virtually) and Participate in Virtual Experiences

Schedule a campus tour and information session 2-3 weeks in advance on the college's website. If you have the chance - sit in on a class, eat in the dining hall, and visit a residence hall. Make time to walk around on your own after the official visit to get a feel for the campus and surrounding areas. If a college offers additional opportunities to learn through student panels, faculty panels, life on campus panels, etc., participate in these as well. Given the pandemic, colleges now offer lots of virtual opportunities to learn about campus, make sure to visit the admissions website to see what's offered and to register.

2. Open your Emails

Colleges are checking to see if you open their emails - they can even see if you've clicked on the links in the emails now. Spend time cruising around their website, and while you're at it, take notes, these will come in handy when you're writing your supplemental essays.

3. Start a Conversation

Register for their mailing list, sign up for newsletters, schedule an interview, and write thank you notes after your campus visits.

4. Get to Know Your Admissions Representative

Find out who your local admissions counselor is on the college's website or by calling the admissions office. Send them a note, visit them at a college fair, or attend their visit when they come to your high school.

5. Get Social

Engage with the college on social media—Instagram, Snapchat, Twitter, Facebook, Pinterest—and give them a #shoutout once in a while to show them some love.

6. Show Some Love in your Supplemental Essay

Show them that you've done your research and make sure they know you're enthusiastic about the possibility of attending.

7. Apply Early

The ultimate way to show your love for a college is by applying early decision - remember this is binding, so you can only choose one - but applying early action also tells them you're really into them.