



# What Is “Demonstrated Interest” And Does It Really Matter?

**Author: Success Pathway**

**Email: [info@successpathwayconsulting.com](mailto:info@successpathwayconsulting.com)**

In an attempt to better handle the increasing number of applicants and the applications schools receive, some schools consider how invested a student is in their school when reviewing applications.

Admissions officers at several schools have stated that they take into consideration if a student has joined their email list, the amount of time they spent on it, and if they visited any of the links to the schools social media pages they have provided.

This is referred to as "demonstrated interest," or how much effort a student has put into learning about the school. The number of applicants is rapidly rising, so demonstrated interest is important to help reach a school's yield.

So, what is demonstrated interest and why is it important? Demonstrated interest is the amount of effort your student puts forth into visiting and researching their school of choice. It shows that they are a real person with real interest in being a part of the school's community.



## **Why is demonstrated interest important?**

Each school has a limit of how many students they can accept on campus. Additionally, every school has a “yield.” This is referred to as the fraction of students who choose to study at the school after being accepted. The school's goal is to accept students who will attend and stay at the school for four years or more.

## **How can your student increase their demonstrated interest?**

1. Visit the campus
2. Meet with the school's admissions team
3. Send a thank-you letter to the person whom you met with for the interview and/or the tour guide
4. Go for an in-person interview and ask questions about their offerings
5. Sign up for their email list
6. Attend a college fair and sign up under their “follow up” list

7. Follow the school on social media
8. Include a strong college essay with your application stating why you want to attend the school
9. Apply under Early Action or Early Decision. This will show that you are committed to that school. In many colleges/universities, the acceptance percentage of students applying as Early Action or Early Decision is higher than those under Regular Decision.
10. Follow the application instructions and be wary of making grammar mistakes.
11. It's important to emphasize on creating good relationships with the regional representatives of the top 2 to 3 schools on your college list. **Tip:** Look on the school's website to see if they participate in regional representatives and reach out to them directly.

**Colleges That Heavily Take into Consideration Demonstrated Interest:**

- American University
- Cooper Union
- Dickinson College
- Georgia College
- Hampshire College
- Hiram College
- Ithaca College
- Morehouse College
- Quinnipiac University
- SUNY-College of Environmental Science and Forestry
- Syracuse University
- Thomas Aquinas College
- United States Air Force Academy
- United States Naval Academy
- Wabash College
- Westmont College

**Colleges That Deem Demonstrated Interest As Important:**

- Allegheny College
- Auburn University
- Augustana College (IL)
- Austin College
- Bates College
- Bentley University
- Boston University
- Brandeis University
- Butler University
- Champlain College
- Christopher Newport University
- College of the Ozarks
- Denison University
- DePaul University

- Eckerd College
- Evergreen State College
- Fairfield University
- Florida Institute of Technology
- Florida Southern College
- High Point University
- Kenyon College
- Lehigh University
- Loyola University Chicago
- Marlboro College
- Michigan State University
- New College of Florida
- Oglethorpe University
- Reed College
- Rensselaer Polytechnic Institute
- Roanoke College
- Stamford University
- Seattle University
- Seton Hall University
- Skidmore College
- St. John's College, Annapolis
- St. John's College, Santa Fe
- Susquehanna University
- The College of Wooster
- Trinity College
- United States Merchant Marine Academy
- United States Military Academy
- University of Arizona
- University of Dayton
- University of Evansville
- University of Massachusetts, Amherst
- University of North Carolina, Asheville
- University of Tulsa
- Wheaton College (MA)

**Colleges That Take into Consideration Demonstrated Interest:**

- Agnes Scott College
- Alfred University
- Alma College
- Appalachian State University
- Babson College
- Bard College
- Barnard College
- Baylor University
- Beloit College

- Berea College
- Bradley University
- Brigham Young University
- Bryant University
- Calvin College
- Canisius College
- Case Western Reserve University
- Catholic University
- Clark University
- Coe College
- Colby College
- College of Charleston
- College of the Atlantic
- College of the Holy Cross
- College of William and Mary
- Colorado College
- Colorado School of Mines
- Connecticut College
- Cornell College
- Creighton University
- Davidson College
- DePauw University
- Drew University
- Drexel University
- Duke University
- Duquesne University
- East Carolina University
- Elizabethtown College
- Elon University
- Florida Atlantic University
- Florida Gulf Coast University
- Florida International University
- Fordham University
- Franklin & Marshall College
- Furman University
- George Mason University
- George Washington University
- Georgia Institute of Technology
- Gettysburg College
- Gonzaga University
- Goucher College
- Grinnell College
- Gustavus Adolphus College
- Hamilton College
- Haverford College

- Hobart and William Smith Colleges
- Hofstra University
- Hollins University
- Hood College
- Howard University
- Illinois Institute of Technology
- Illinois Wesleyan University
- Juniata College
- Kalamazoo College
- Knox College
- Lafayette College
- Lake Forest College
- Lawrence University
- Lewis & Clark College
- Louisiana State University
- Loyola University Maryland
- Marietta College
- Marist College
- Marquette University
- McDaniel College
- Messiah College
- Middlebury College
- Mount Holyoke College
- Muhlenberg College
- New Jersey Institute of Technology
- New York University
- Northeastern University
- Northwestern University
- Oberlin College
- Occidental College
- Oregon State University
- Pitzer College
- Providence College
- Purdue University
- Ramapo College of New Jersey
- Rhodes College
- Rice University
- Rochester Institute of Technology
- Rollins College
- Saint Joseph's University
- Saint Louis University
- Saint Mary's College, Notre Dame
- Saint Michael's College
- Santa Clara University
- Sarah Lawrence College

- Sewanee: University of the South,
- Siena College
- Simmons College
- Southern Methodist University
- Southwestern University
- Spelman College
- St. Edward's University
- St. Lawrence University
- St. Mary's College of Maryland
- St. Olaf College
- Stevens Institute of Technology
- Stonehill College
- The State University of New York NY - Binghamton University
- The State University of New York NY - Maritime College
- The State University of New York NY - Stony Brook University
- The State University of New York NY - University at Albany
- The State University of New York NY, Geneseo
- The State University of New York NY, New Paltz
- The State University of New York NY, Oneonta
- The State University of New York NY, Oswego
- Swarthmore College
- Texas A&M University
- Texas Christian University
- Texas Tech University
- The College of New Jersey
- Trinity University
- Truman State University
- Tufts University
- Tulane University
- Union College
- United States Coast Guard Academy
- University of Central Florida
- University of Chicago
- University of Colorado Boulder
- University of Connecticut, Storrs
- University of Dallas
- University of Delaware
- University of Denver
- University of Florida
- University of Mary Washington
- University of Miami
- University of Michigan
- University of Missouri, Columbia
- University of North Carolina, Charlotte
- University of North Carolina, Wilmington

- University of North Texas
- University of Notre Dame
- University of Oklahoma
- University of Pennsylvania
- University of Pittsburgh
- University of Portland
- University of Puget Sound
- University of Rhode Island
- University of Richmond
- University of Rochester
- University of San Diego
- University of Scranton
- University of Tennessee
- University of Texas, Austin
- University of Texas, Dallas
- University of Vermont
- University of Wisconsin
- Ursinus College
- Villanova University
- Virginia Tech
- Wake Forest University
- Warren Wilson College
- Washington & Jefferson College
- Washington and Lee University
- Washington University in St. Louis
- Wellesley College
- Wentworth Institute of Technology
- Wheaton College (IL)
- Whitman College
- Whittier College
- Wittenberg University
- Wofford College
- Worcester Polytechnic Institute
- Xavier University
- Yeshiva University

**Colleges That Don't Take into Consideration Demonstrated Interest:**

- Albion College
- Amherst College
- Arizona State University
- Belmont University
- Bennington College
- Berry College
- Birmingham Southern College
- Boston College

- Bowdoin College
- Brown University
- Bryn Mawr College
- Bucknell University
- California Institute of Technology
- California Polytechnic State University, San Luis Obispo
- Carleton College
- Carnegie Mellon University
- Centre College
- Chapman University
- Claremont McKenna College
- Clemson University
- Colgate University
- Colorado State University
- Columbia University
- Cornell University
- The City University of New York - Baruch College
- The City University of New York - Brooklyn College
- The City University of New York - City College
- The City University of New York - Hunter College
- Dartmouth College
- Drake University
- Earlham College
- Embry-Riddle Aeronautical University
- Emerson College
- Emory University
- Florida State University
- Georgetown College
- Georgetown University
- Georgia State University
- Harvard University
- Harvey Mudd College
- Hendrix College
- Hope College
- Indiana University
- James Madison University
- Johns Hopkins University
- Kettering University
- Loyola Marymount University
- Macalester College
- Massachusetts Institute of Technology
- Miami University
- Millsaps College
- Milwaukee School of Engineering
- Mississippi State University



- North Carolina State University
- Ohio State University
- Ohio University
- Penn State University
- Pepperdine University
- Pomona College
- Princeton University
- Ripon College
- Rockhurst University
- Rutgers University
- Saint John's University (MN)
- San Diego State University
- San Francisco State University
- Scripps College
- Smith College
- Stanford University
- The State University of New York - Purchase College
- The State University of New York - University of Buffalo
- Temple University
- Towson University
- University of Alabama
- University of California, Berkeley
- University of California, Davis
- University of California, Irvine
- University of California, Los Angeles
- University of California, Riverside
- University of California, San Diego
- University of California, Santa Barbara
- University of California, Santa Cruz
- University of Cincinnati
- University of Georgia
- University of Hawaii, Manoa
- University of Houston
- University of Illinois, Urbana Champaign
- University of Iowa
- University of Kansas
- University of Kentucky
- University of Louisville
- University of Maine
- University of Maryland
- University of Maryland, Baltimore County
- University of Minnesota
- University of Mississippi
- University of Missouri, Kansas City
- University of Montana

- University of Nebraska, Lincoln
- University of New Hampshire
- University of North Carolina, Chapel Hill
- University of North Carolina, Greensboro
- University of Oregon
- University of Redlands
- University of San Francisco
- University of South Carolina
- University of South Florida
- University of Southern California
- University of St. Thomas (MN)
- University of Utah
- University of Virginia
- University of Washington
- Vanderbilt University
- Vassar College
- Washington State University
- Wesleyan University
- West Chester University of Pennsylvania
- Williams College
- Yale University

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