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What is Demonstrated Interest?

Demonstrated Interest (DI) is the degree to which you show a college you are interested in attending. When schools assess applicants, they consider whether a student will convert – in other words, if that student would **accept** an offer to attend. If you showcase DI, you can make the school more confident in their decision to admit you.

Is Demonstrated Interest Important?

For schools that take DI into account, it's very important. If a school has two "equal" candidates side-by-side, DI can be the difference between acceptance and rejection.

All else equal, a school would rather offer admission to a student whom they are certain will accept and attend.

You can find out whether a school takes demonstrated interest into account by viewing the school's admissions information.

8 Ways to Show Demonstrated Interest

1. Go on Campus Visits
2. Request College Information
3. Address Interest in Supplemental Essays
4. Complete Optional Application Elements: Interviews, Essays
5. Attend College Fairs and College Visits to Your School
6. Send a Thank You Note
7. Contact Your Territory Manager
8. Apply Early!



Want to Learn More?

You can learn more about DI in our *Book on College Applications*.

We discuss the following:

- Timing of communication
- Frequency of communication
- What to include in your communications
- Communication samples