



Self-Advocacy & Demonstrated Interest



What is Demonstrated Interest?

- An aspect that **may** be considered in the university application process
- Useful for deferred applications and regular decision!
- A way to show them that you are engaged in the application process
 - Participating in alumni interviews
 - Visiting the campus
 - Attending uni fairs and making professional connections with admissions reps that you talk to

What does it boil down to?

Have you proven to be enthusiastic (or at least curious) about the school you are applying to?

What is Demonstrated Interest?

According to a 2018 survey of schools conducted by the [National Association of College Admissions Counseling \(NACAC\)](#), most schools consider demonstrated interest to some extent, but its importance is limited or nonexistent for 63.1% of colleges. Here's how strongly those schools felt about demonstrated interest:

- 15.5% said it was considerably important
- 21.4% said it was moderately important
- 34.5% said its importance was limited
- 28.6% said it was not important

What is in your email?

- ◎ **Nuggets of Gold**
 - Communicate a few more reasons why the school is a good fit for you
 - Go on a treasure hunt on the website or info from current students on IG, FB etc.
 - These examples could be related to your proposed program, interests, or your flexibility in your major in case there are openings in other programs)
- ◎ **Updates**
 - Academic: grades update, internal assessments, projects etc.
 - Personal that were not in your original application - challenges, achievements etc.
- ◎ Do not be wordy - keep it under **500 words** max!
- ◎ Be personal, kind and warm. Do NOT copy and paste