

Demonstrating: Interest or Engagement

Understanding “DI” in selective application review

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Agenda

- **What is “DI?”**
 - **What do we think DI is?**
 - **Types of DI**
 - **A Two-Way Conversation**
- **How does DI “Fit” with Fit?**
- **How do Admission Offices use DI?**
 - **Content**
 - **Content**
- **Best-Practices: Ask Us Anything**



What is Demonstrated Interest?

- We hear this term frequently, but what does it even mean?



What is Demonstrated Interest?

- **Survey results from a survey submitted to IACAC listserv**
 - Results forthcoming



What is Demonstrated Interest?

All of these could be categorized as “DI”

- Visiting, in-person or virtually
- Applying: ED vs. RD
- Attending events: at school, in person, online
- Inquiry cards
- Thoughtful emails
- Opening & reading emails
- Following social media accounts
- Contacting a current student
- Supplemental materials: writing, arts supplements, interviews and more

Admission offices may define “DI” differently, but universally, DI is a way to gauge engagement, fit, and likelihood of a student to contribute to a community.



A Two-Way Conversation

Getting to know the university

Before the application year, the student is in data collection mode

- Through researching institutions, a student should learn about their priorities
- Virtual programs, websites, emailing, school visits, etc.
- Consider: What aspects of an HEI speaks to a student's unique attributes

Letting the university get to know you

In application year, the student has the opportunity to show what they learned

- What was it from their research that they connected with? How can they express this to the admission office?
- What opportunities will they have to engage?
- Is there a tipping point where they might be demonstrating "too much interest?"

How does this progression occur?



How Does DI “Fit” with Fit?

Sometimes these terms are synonymously used, but they have important differences:

- Is it about colleges simply crunching the numbers to build the class?
 - The role of ED, ED2, Rolling Admission and Early Action
- Colleges and small universities building a community
 - Active roles on campus and active roles in the admissions process

The Importance of “Fit”

- Selectivity in the process (often under 30%)
- Personal investment in the campus culture
- The change in Early Decision ratios over 10 years



How do Admission Officers Use “DI”?

- **We hear this term frequently, but what does it even mean?**
 - Will add stats about some changes in yield after implementation of DI ***** - Grinnell
 - Number of “Ghost” applicants ***** Grinnell
 - Better yield their class, ensuring diversity of enrollment
 - More content to come here



What questions do we still have about DI?

- Ask Us Anything



Questions and Discussion

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