

IMC Ordering Guide

Whether you are conducting Student Search in-house or working with a third-party provider to license names, you'll want to take advantage of College Board's hand-raiser feature, *Interest in My College*, available for all College Board Search users.

Reach students hoping to hear from you.

Students who have added your school to their **BigFuture™** college list are much more likely—ten times as likely—to apply. Our Interest in My College feature allows you to start conversations based on mutual interest and is available as an easy-to-use filter in Search.

Leveraging IMC Step-by-Step

Search is dynamic. Thousands of students build college lists and opt into College Board Search each week. Most institutions will have new hand-raisers on a regular basis. You'll want to reach out to them as quickly as possible—at the time they are most engaged with college planning.

- Bookmark cbsearch.collegeboard.org for easy access to the system
- Email collegeboardsearch@collegeboard.org if you have questions regarding your Search account access or log-in (Chrome is the recommended browser)
- If you're placing your first IMC order, click the blue **Start a New Search** button to begin!

The screenshot shows the top navigation bar with the 'Search' logo and a user profile for 'Hi, Ashley'. Below the navigation bar, there are several menu items: 'Names Remaining: Unlimited*', 'Sample Coll, Sample Coll Midwest Regional Office', 'Prospect Identifier', 'My Searches, Orders & Files', 'Search for Students', 'Plan Travel (EPS)', 'Research HS (EPS)', 'Competitive Analysis (EPS)', and 'Summary Reports (EPS)'. A 'Segment Analysis Service' link is also visible. In the main content area, under the heading 'SEARCH FOR STUDENTS', there is a section titled 'My Searches, Orders and Files'. This section contains a paragraph of text and two buttons: 'Start a New Search' (a blue button) and 'Generate Living Record' (a light blue button). A purple arrow points to the 'Start a New Search' button.

There are 2 ways to identify your IMC students:

Access resources for optimal Search at cbsearch.collegeboard.org

- Use the **Interest in My College** filter selection in Search to isolate hand-raisers on a dedicated list—remember to include all upcoming graduating class years and *include only new students not included in my other orders* to deduplicate against previous Search order.

Graduating Class
HS Grad Class: 2023; 2024; 2025; 2026; New Prospects: Include only new students not included in my other orders

You must select an option from 'Graduating Class' to view other criteria.

Research and license students who opted-in to Search
Students gave consent to receive notices when they opted-in to Student Search Service by either taking at least one College Board assessment (PSAT/NMSQT, PSAT 10, SAT, SAT Subject Tests or AP) or signing up for an account on our college planning website.

Include all years 6,852,736 students

2026 HS Grad Class 251,769 students

2025 HS Grad Class 755,416 students

2024 HS Grad Class 1,648,989 students

2023 HS Grad Class 2,143,727 students

2022 HS Grad Class 2,052,835 students

New Prospects Include only new students not included in my other orders

Criteria	Selections	Clear All
HS Grad Class	2023 x 2024 x 2025 x 2026 x	
New Prospects	Include only new students not included in my other orders x	

Interest In My College
Interest in My College: Include only students that are interested in my college

These students visited our college planning site and added your institution to their college list.

Include only students that are interested in my college

Criteria	Selections	Clear All
Interest in My College	Include only students that are interested in my college x	

- Import the **INTEREST_ME** field from any Search output file into your CRM (your IMC names will be populated with a Y)

BK
INTEREST_ME
Y
Y

Best Practice: While IMC can be used with other Search filters, we recommend licensing all hand raisers and acknowledging their interest for maximum results. For most institutions IMC volume is manageable across budget and communication flow—just like students you meet at high school visits or college fairs, IMC names can be treated as inquirers since they have already taken a proactive step.

Additional Considerations for Optimizing IMC

Set up a Standing Order to get your IMC names early and often. For best frequency, set your standing order to run weekly to get new hand-raiser records on the first Monday of each month automatically ready for download!

Work alongside Search partners to integrate IMC strategy. If a third-party provider assists with your Search ordering, make sure they are licensing your IMC names and sending IMC data back to you in output files they may generate for your campus.

- View our [Data File Layout Guide](#)
- In general, make sure you are leveraging the robust data provided in your Search output files for IMC records. From demographic profile traits (race/ethnicity, first-generation, home-schooled) to academic context (self-reported GPA, AP participation and coursework) to major choice, there is likely something you can use to enhance your messaging.



Let us help.

Online consultations with our Search consultants are free and designed to help you get the most out of Interest in My College and your larger Search strategy.

Schedule at cb.org/searchconsult

