

Introducing Interest in My College

POWERED BY
COLLEGE BOARD SEARCH



Build connections based on mutual interest

Looking to connect with students who are already thinking about your institution? Interest in My College allows your enrollment team to filter your College Board Search queries to find students specifically interested in your institution.

HERE'S HOW IT WORKS:

- Millions of students visit our BigFuture™ college planning site each year to create a college list.
- Once a student has opted in to the program, their College Board Search record is updated with the institutions they've added to their college list.
- Interest in My College subscribers gain access to an advanced filter in College Board Search, allowing them to search for students who indicated interest in their institution.
- Subscribers see an "Interest in My College" flag next to students in all Search orders so they can identify students in primary market Searches who've shown interest.

Institutions who participated in our pilot found that students who expressed interest were **10x more likely to apply** to their institution when compared to the rates of traditional Search students.

"I'm excited to have a new Search option associated with a college search tool that's widely used and respected. In an increasingly competitive landscape, any opportunity to broaden outreach to prospective students is valued and desired."

ASSOCIATE VICE PRESIDENT FOR ENROLLMENT
MANAGEMENT, SELECTIVE PUBLIC UNIVERSITY

Request a free demo today at cb.org/meet-imc.