

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 handraiser feature, *Interest in My College*, which is now 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 at our regular per-name licensing fee.

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 handraisers 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 problems or questions regarding your Search account access or log-in (Chrome is the recommended browser for usage)
- If you're placing your first IMC order, click the orange **Start New Search** button to begin!

My Searches, Orders & Files | Amanda Sohl | Support

Sample College

Home Search for Students Plan Travel Research High Schools Competitive Analysis Summary Report Data Upload & Analysis

Search for Students

Recent searches
Yaneth Data
See all saved searches in My Searches, Orders & Files >

Top searches

Related Reports
College Board Reports
Reports and other resources to inform your enrollment activities
High School Projections
Forecasted data on the number

IMPORTANT INFORMATION

Free Search Webinars!

Upcoming Strategic Search Webinars: [Register](#)

Upcoming Trainings

- Segment Analysis Advanced Usage Training - Wednesday, August 4 at 3pm EST - [REGISTER](#)
- EPS Fall Travel Planning Training - Wednesday, August

Getting Started

Search for Students is the heart of College Board Search. Whether you want to license a list of names and addresses or conduct research using

Start new search

Access resources for optimal Search at cbsearch.collegeboard.org

There are 2 ways to identify your IMC students:

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

My Searches, Orders & Files | Amanda Sohl | Support

Sample College

Home
Search for Students
Plan Travel
Research High Schools
Competitive Analysis
Summary Report
Data Upload & Analysis

Search for Students

(0) View Matches | Select Criteria | View Dashboard | Submit Order

Graduating Class Hide graduating class section

Research & license students who have opted-in to Search [Read more](#)

Choose years	Available for license	New prospects
<input type="checkbox"/> Include all years	8,206,174 students	<input type="radio"/> Include all students
<input checked="" type="checkbox"/> 2024 HS grad class	380,207 students	<input checked="" type="radio"/> Include only new students not included in my other orders
<input checked="" type="checkbox"/> 2023 HS grad class	1,053,376 students	
<input checked="" type="checkbox"/> 2022 HS grad class	2,041,761 students	
<input type="checkbox"/> 2021 HS grad class	2,181,137 students	
<input type="checkbox"/> 2020 HS grad class	2,549,693 students	

Research only [Read more](#)

Your Selections	
HS grad class	New prospects
<input checked="" type="checkbox"/> 2023 HS grad class	<input checked="" type="checkbox"/> Include only new students not included in my other orders
<input checked="" type="checkbox"/> 2022 HS grad class	
<input checked="" type="checkbox"/> 2024 HS grad class	

[Clear graduating class selections](#) | [Hide graduating class section](#)

College Board Exams Include all opt-in students

Interest in My College Hide interest in my college section

Include all students

Include only students interested in my college

[Hide interest in my college section](#)

325
Students included

Calculate

0%

Your search includes 0% of available students.

Unnamed search

Save

Options

- Graduating Class
- College Board Exams
- Interest in My College
- Geography
- Demographics
- High School Academic Performance
- Intended Major
- Email & Postal Address Preferences
- Segment Analysis
- College Plans & Preferences
- High School Courses & Activities
- National Recognition Programs

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

BF
INTEREST_ME
Y
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 monthly to get new handraiser records on the first Monday of each month automatically ready for download!

- For general tips on placing Search orders, check out our [Licensing Guide](#)

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.

- If you think you may have missed IMC students from any third-party orders placed after 9/1/21, you can download your previous files on your own at no extra charge. View our [Data File Layout Guide](#) and [Download Files in the Format of Your Choice](#) to find IMC students.
- *In general, make sure you are leveraging the robust data provided in your Search output files for IMC records. From demographics 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.*

Get ideas from your peers. A diverse group of 200 institutions have been using IMC for the past couple of years. Hear what has worked for 4 of them on our [IMC for All webinar](#).



Let's Connect.

Online Search consultations with our Recruitment and Enrollment specialists are always free and designed to help you get the most out of Interest in My College and your entire Search strategy.

Schedule today at
[cb.org/searchconsult](https://collegeboard.org/searchconsult)