

SchoolFinder.com

Why You Should Request Info from Schools Before Applying

What do we mean by **request info**?

Both [SchoolFinder.com](https://www.schoolfinder.com) and [StudyinCanada.com](https://www.studyincanada.com) have a **request info** button on school and program profiles. This short form helps you **quickly get in contact with schools** regarding any questions you have—or if you just want to learn more. These schools will usually get back to you by email. Now for the real question. Why would I want to request info from schools before I apply to them?

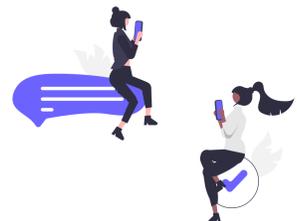
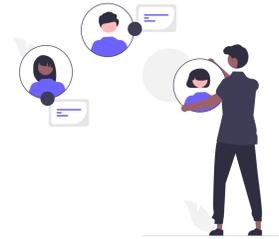
How reaching out to schools before applying is **beneficial to you**

1. **Schools notice if you show more interest**

Every year, more and more students are applying to universities and colleges. This means that your competition is growing, and schools have some tough choices to make. One way you can **stand out above other applicants** is **by showing interest** in the school before you have even applied. Schools notice when you connect with them and it makes you a better candidate than those who have not.

2. **Schools determine financial aid and course availability based on interest levels**

When schools are planning for the next year, the students' level of interest plays a factor in their decisions. **The school will determine financial aid and courses based on students' interests** from previous years. If your desired program isn't common, you should reach out to the school and let them know you're interested. The last thing you want is for your course to be canceled due to lack of interest.



3. Get the inside scoop on their application process

When you reach out to schools before you apply, you **connect with recruiters and current students** who can help guide you through their school's application process. They may share **useful tips and tricks** for how to cater your application to the school. They can offer **valuable insight** on what volunteer activities will look good, how to structure your application, and more! You never know what useful information schools might share with you when you make the effort to connect with them.

4. Small effort, big reward

It takes very little time to send an email, connect on social media, and sign up for newsletters, but the outcome could be significant. By demonstrating interest in the school before submitting your application, you show the school your commitment and eagerness to be a student there. This **helps recruiters recognize your name** when it comes time to review your application.



5. Narrow down where you want to go to school

While you're planning on where to apply to school, it's a good idea to connect with the school beforehand to **get a better sense of where you might want to go**. You can learn a lot from interacting with the school. You might learn how they treat incoming students from how long it takes to connect with a recruiter and the general vibe you get from them. This can also tell you a lot about how the school treats their current students.

How else can you show interest?

1. Connect and interact with schools on social media

Schools are using **social media** more and more to connect with students. Take advantage of this and **follow** their accounts, **interact** with their posts, and **message** them if you have questions. You never know what schools are keeping track of, and your level of interaction with their accounts may be a factor in receiving an acceptance letter.



2. Attend campus tours and admission events

Get a feel for the campus, participate in program information sessions, and attend admission events. This is one of the best ways to **see if the school is the right fit for you**. If it is, then the schools will notice that you've taken time to get to know them and this will make you a better candidate. You can also **use the information you learn on the tours and events to tailor your application to the school** and make it more personal.

3. **Apply early**

One way you can **show genuine interest** is by applying to a school early. This shows organization, planning, and commitment. Applying early shows a school that you're eager to join them.

4. **Contact admissions officers and other staff**

Send an email to a recruiter to get your specific questions answered. Recruiters can go in-depth on topics that aren't necessarily available online, like campus life, activities, the surrounding city, and more. If you know what program you're interested in, then **reach out to a professor** in that department. They can tell you more about the structure of the program, courses you may take, and what you can expect if you become a student there. You may **develop some valuable connections** that could help you in the application process.

5. **Sign up for school newsletters and open their emails**

Schools will often send newsletters for potential students featuring different information that will be beneficial in helping decide where you want to go to school. This could include financial aid options, residences, programs, campus life, sports and activities, and more. **Schools may keep track of when you sign up for these newsletters and open their emails.** This means that you can demonstrate interest by simply reading an email.



How can you begin to **connect with schools?**

The first step to connecting with schools is by going to [SchoolFinder.com](https://www.schoolfinder.com) or [StudyinCanada.com](https://www.studyincanada.com), checking out a school or program, and **hitting that request info button**. After filling in this quick form, you're one step above other applications.

Start reaching out to schools now — good luck with your applications!

