

# Back-to-School College Checklist

Colleges, use the Back-to-School Checklist to prepare your Scoir account for this new school year so you can attract, engage, convert, and yield best-fit students!

Enrollment Marketing is available to Premium Partners. Learn more by watching a [demo](#) or scheduling a free [consultation](#).

## Documents & Visits

- Verify your Application Rounds**

Give students, parents/guardians, and counselors the verified information they need to confidently apply to your school.

  - If you haven't already, assign an Application Manager (AM).**

We recommend assigning just one AM per organization to avoid confusion. Learn more [here](#).
  - Set your deadlines and requirements.**

AMs can do this via App Rounds. [Here's how](#).
- Schedule Visits with High Schools**

See which high schools have open visits, schedule time on-campus or virtually, and/or connect with counselors.

  - If your institution is not yet configured for Visits, get started [here](#).**
  - If your institution is already on Scoir, contact your admin to be added to your account.**
  - [Schedule visits](#) to increase your visibility and get in front of more students.**
- Receive application documents from Scoir**

Not familiar with accepting docs via Scoir? [Watch this training](#).

  - If you're not receiving documents currently, get started [here](#).**
  - If you receive documents manually, consider switching to an [automated delivery method](#) (Slate or SFTP) to increase efficiency.**

## Enrollment Marketing

- Review and update your CMS Content**

Set your school up to be discovered by your best-fit students with a personalized experience.

  - Add and review your current content. Pro tip: Make sure you include top performing content from your digital channels in your profile.**
  - Add relevant tags to your content to increase your chances of being discovered. Not sure what tags are best for you? Reach out to your Customer Success Manager.**
- Review insights from your Dashboard**
  - Use the map to identify where you have the most interested students to make strategic planning decisions.**
  - Identify student trends based on your school's presence on Scoir.**
  - Pinpoint opportunities to increase your presence and attract more students.**
- Refine your messaging strategy**

*Don't forget! Segment messages by parents, state, first gen, and more to enhance personalization!*

Set yourself up to drive meaningful engagement.

  - Review message performance and refine accordingly. Need help or suggestions? See our [student](#) and [parent](#) messaging playbooks or reach out to your Customer Success Manager for a messaging consult.**
  - Set up/refine your automated messages.**
  - Schedule a monthly one-time message.**