

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 Information**

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 Round Manager (ARM).**

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

ARMs 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, SFTP, or API Integration) 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.**