

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 authentically connect with Gen Z and thrive through today's admissions challenges.

Applications, Documents, and Visits

Verify your Application Rounds by July 30

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.](#)

To help you save time, you can now copy your application rounds from the current cycle to the upcoming one!

Receive application documents from Scoir

Not familiar with accepting docs via Scoir? [Watch this training](#) to ensure proper setup and prevent duplicates.

- 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

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

Reminder: High schools can see when you reschedule Visits in Scoir.

Advanced College Solutions

Review and update your Content

Upgrade your presence to increase your reach and connect with stealth, highly engaged, and high-achieving students.

- 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. Unsure 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 from your Dashboard

- 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.

Drive engagement (at a much higher rate than email!) with interested students and their parents/guardians.

- Build your funnel with [Message Your Matches](#)

- Set up/refine your automated messages

- Schedule a monthly one-time message

- Slate users: Learn about an opportunity to [message Scoir students through Slate](#)



Learn more about our Advanced College Solutions by watching a [demo](#) or scheduling a free [consultation](#).