



CARROT: BALLOT

Stuffing the Ballot Box

Once your application has been submitted you will have to make sure it gets noticed. Stuffing the ballot box refers to you and your team casting a “vote” on your behalf. A vote is any kind of positive interaction with the college on your behalf.

When you vote for yourself it is called “expressed interest” and there is evidence that simply by expressing interest you can significantly increase your chances of being accepted.

There are a variety of ways to express interest in a college including:

- Filling out a reply card from a mailing.
- Requesting a catalog or application from the college’s web site.
- Introducing yourself to the admissions counselor at a college fair and leaving your name.
- Sending a personal thank you note to the admissions counselor to follow-up on a conversation.
- Sending polite, periodic emails providing news and information about you that might be of interest. For instance, you might send a note with a link to an article in the local paper about you and your NTA.
- Attending an online admissions chat session through a college’s web site.
- Visiting campus and meeting the admissions staff.
- Interviewing on campus.
- Asking your recommendations to make contact on your behalf such as an email, personal note, letter, phone call or face-to-face meeting.

While it is possible to overdo it, expressing interest is an important way to get noticed. In addition to expressing interest you should ask your references to make an extra contact with the college via phone or email.