

# Everything College Admissions

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# Application numbers continue to rise

- 1/3 of freshmen applied to 7+ institutions.
- Yield rates are falling at most colleges.
- The average yield rate for all institutions in 2016 was 32%, down from 49% in 2002.

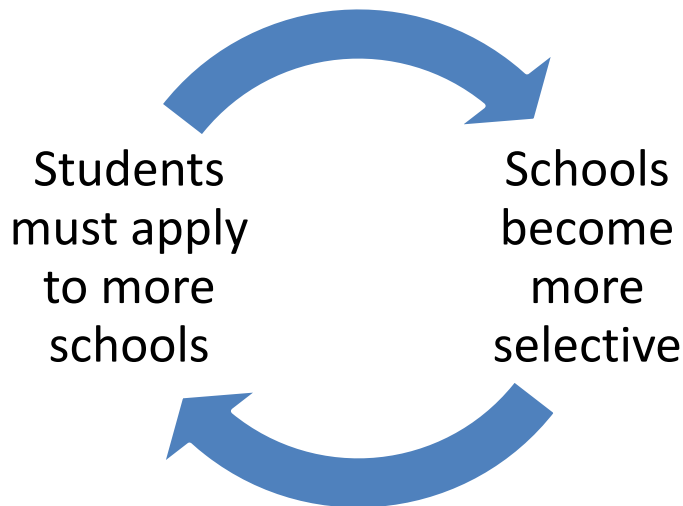


Chronicle of higher education Annual Survey, 2017

## At the top: selectivity on the rise

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Autocatalytic process: Schools become more selective: ergo students need to apply to more schools, further increasing selectivity



Common App is adding fuel to the fire

## Broader applicant pools inevitably change how applications are processed

- There is always a screening process, a way to cull the herd (quantitative indexing process, or aggressive first reader)
- Unless a reading staff has grown commensurately with the rise of applications- schools must read differently.

With heightened selectivity, admissions office will continue to emphasize quantitative components

# Enrollment Management will play a larger role than ever before

- Enrollment management comes to center stage in the admissions process as institutional needs trump loftier ideals
- Greater attention to demonstrated interest, yield, discount rate, strategic pricing
- Above all else, make the budgets work



# Yield Matters

# of Admission Offers Accepted

# of Admission Offers Given

College	Yield Rate
Harvard	81%
Stanford	78%
MIT	72%
Notre Dame	53%
Vandy	42%
Wash U.	35%
GA Tech	33%
American	26%
Northeastern	18%
Drexel	8%

Yield rates are dropping, making it more challenging to build a desired class and manage institutional needs. Giving too many or too few offers can have real consequences for colleges (e.g., housing, budgets)

# Big Data comes to college

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- The age of the algorithm and predictive analysis
- Integrating lessons from retailers such as Amazon and Walmart: finding the underlying patterns of consumer behavior.
- Improved predictions for GPA, likelihood of transfer or graduation
- IBM's Watson may eventually conduct admissions decisions





# Forecast Plus tool for student recruitment

Created by Ruffalo Levitz:  
Enrollment Management  
Consultant

<https://www.ruffalonl.com/enrollment-management/enrollment-marketing-services-to-target-and-recruit-students/recruitment-technologies/forecast-plus-student-recruitment-predictive-modeling>

## Know the score with your student leads

Because every student lead receives a score with ForecastPlus, it is very easy to qualify and grade your leads. A segment may look like this:

Jane Jennings	.99	Highly likely
Ben Pierce	.88	Highly likely
Tracy Williams	.79	Likely
Heather Smith	.72	Likely
How ForecastPlus Works Ryan Harris	.68	Likely
Bruce Adams	.56	Somewhat likely
Patricia Gill	.42	Somewhat likely
Todd Bauman	.31	Less likely
Kelly Lockhart	.12	Less likely

Jane and Ben are highly likely to enroll. Give them your attention and they will likely become students.

Tracy, Heather, and Ryan are also very strong. You definitely want to make communicating with them a priority.

Bruce and Patricia are on the fence. They will need more persuasion and communication.

Todd and Kelly are true long shots. You'll probably want to segment them from your main communication flow.



## Colleges attend more to student's **online** behavior

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“There are so many silent electronic footprints they’re leaving nowadays....[we track] whether individual applicants

- clicked to open email communications
- logged into the system to check the status of an application
- called the school and how long the call lasted ”

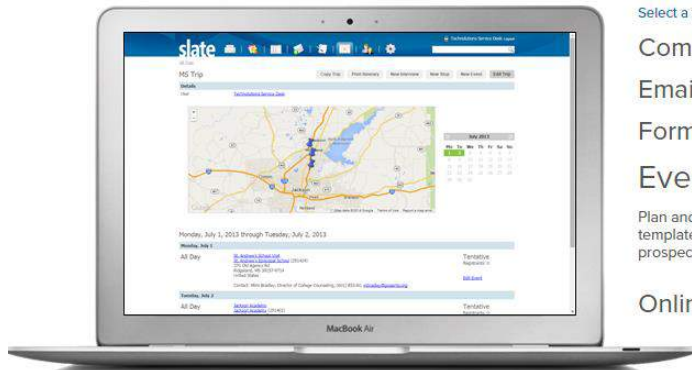


- Sundar Kumarasamy, VP enrollment management and marketing, U. Dayton

# Slate CRM



Designed and developed exclusively for higher education admissions, Slate is the only solution that can handle the breadth and depth of modern admissions. Encompassing CRM, outreach, travel management, online applications, and online reading, Slate is trusted by more than 600 colleges and universities.



Select a feature below to learn more:

Comprehensive CRM

Email and Text Messaging

Forms

Events and Travel

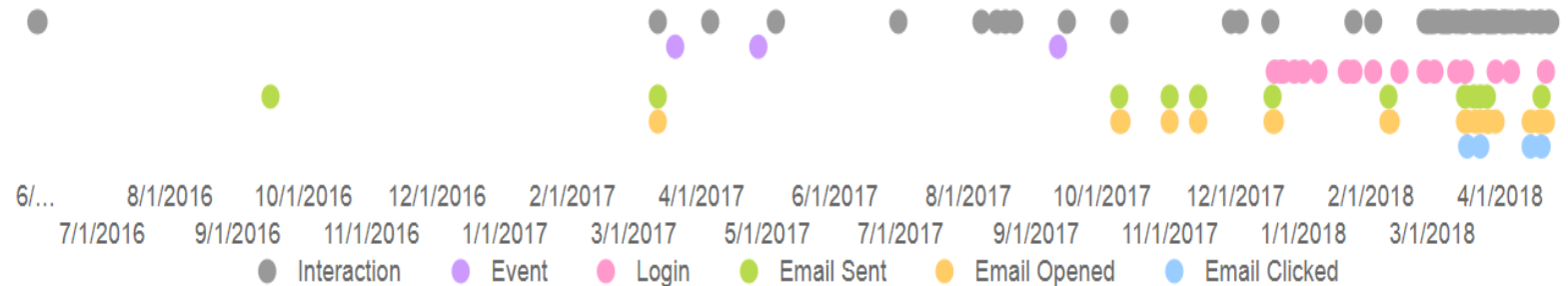
Plan and organize travel, schedule events with customizable templates, and automate your communications and reminders to prospective students, registrants, and affiliates.

Online Everything

Allows colleges to instantly and effortlessly track online behavior and measure demonstrated interest, spreading across the college landscape

# With Slate colleges can get an instant snapshot of student engagement

## Activity History



## Sample model: small liberal arts school in MA

Variable	Model Effect	Predictor Group
Being From Within 100 Miles of Campus	+	Best Predictors
<b>Campus Visit Flag</b>	+	
Public High School	-	
Student Athlete Flag	+	
Being From Lower Income Zip Code	-	Moderate Predictors
Private High School	+	
Low Rated High School	-	
Being From Massachusetts	+	
Being From a City	+	
<b>College Fair Attendee</b>	+	Minor Predictors
Coming From a Strong High School Feeder	+	



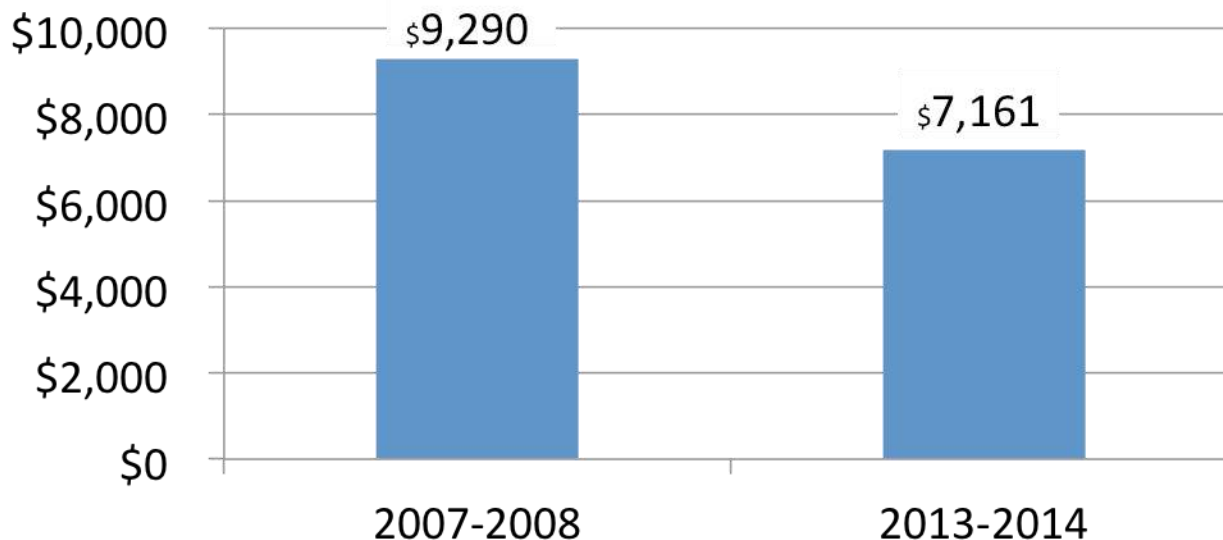


# The money crunch: a dual crisis of affordability and degree completion

The cost of college and perceptions of value play an even bigger role in college selection

# State funding continues its long decline

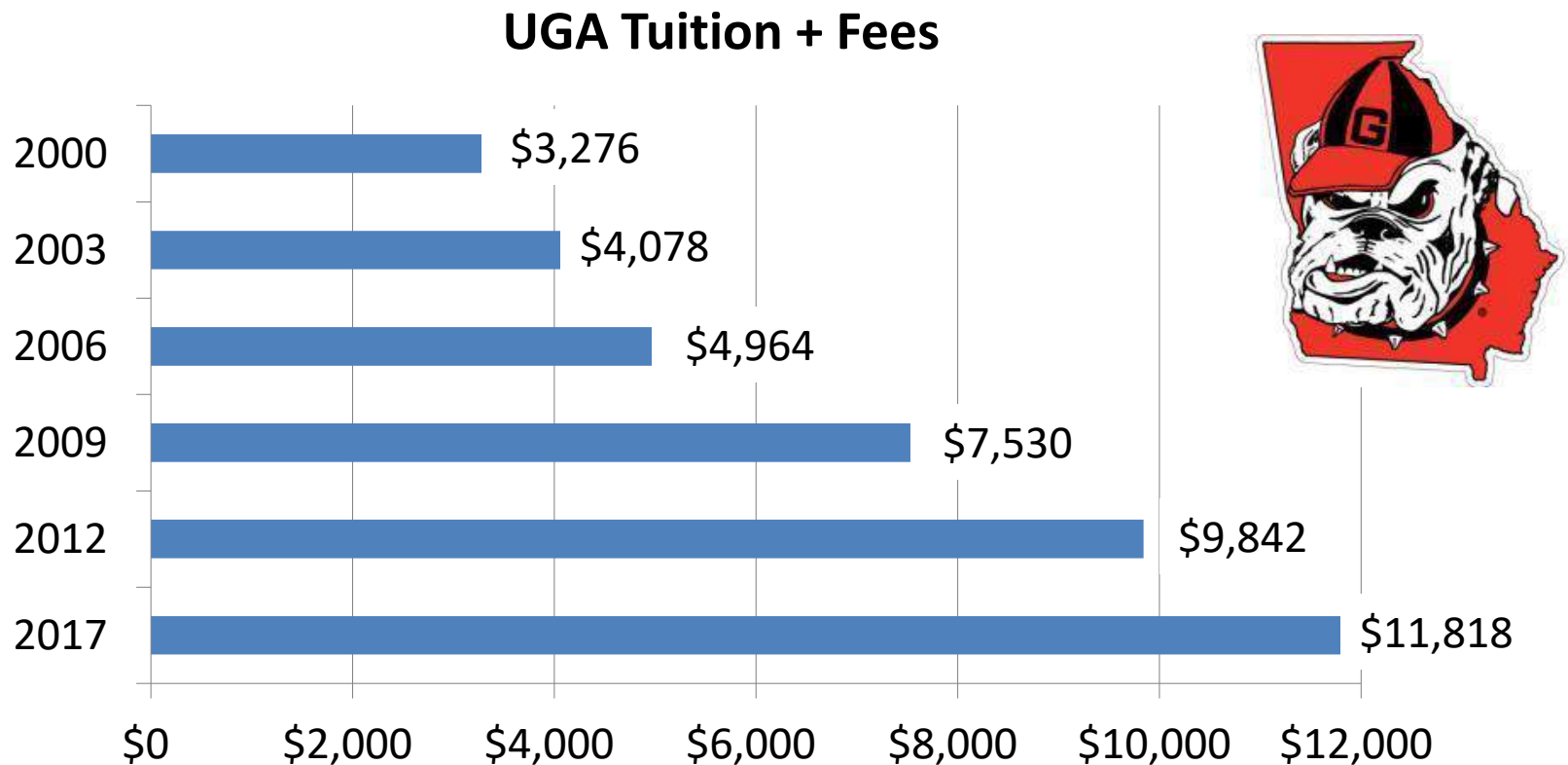
**Public Colleges and Universities, Dollars received per Full Time Equivalent  
(In 2013 Dollars)**



**23% Decline in 6 years. 30+ years of decreased state funding for higher ed.**

<https://secure-media.collegeboard.org/digitalServices/misc/trends/2014-trends-college-pricing-report-final.pdf>

# And colleges are passing on their higher costs to students





# Sample College Tuition Growth 1994-present

## In-State Tuition and Fees



1994	1994 Inflation Adjusted	2016
\$1,491	\$2,419	\$9,968

## Out of State Tuition and Fees

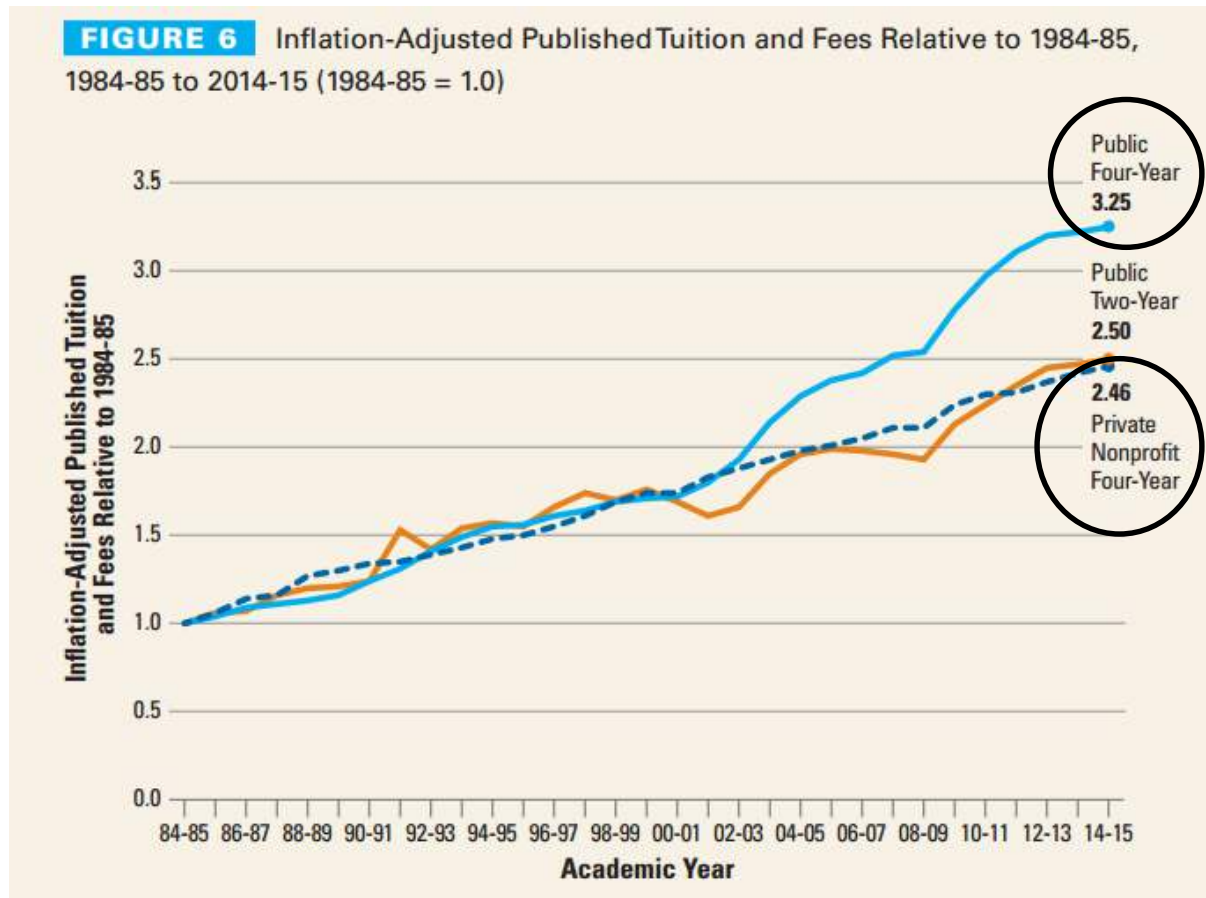
1994	1994 Inflation Adjusted	2016
\$4,755	\$7,714	\$35,310



1994	1994 Inflation Adjusted	2016
\$5,119	\$8,304	\$14,402

1994	1994 Inflation Adjusted	2016
\$15,681	\$25,439	\$45,410

# Costs continue a decades long trend of increasing

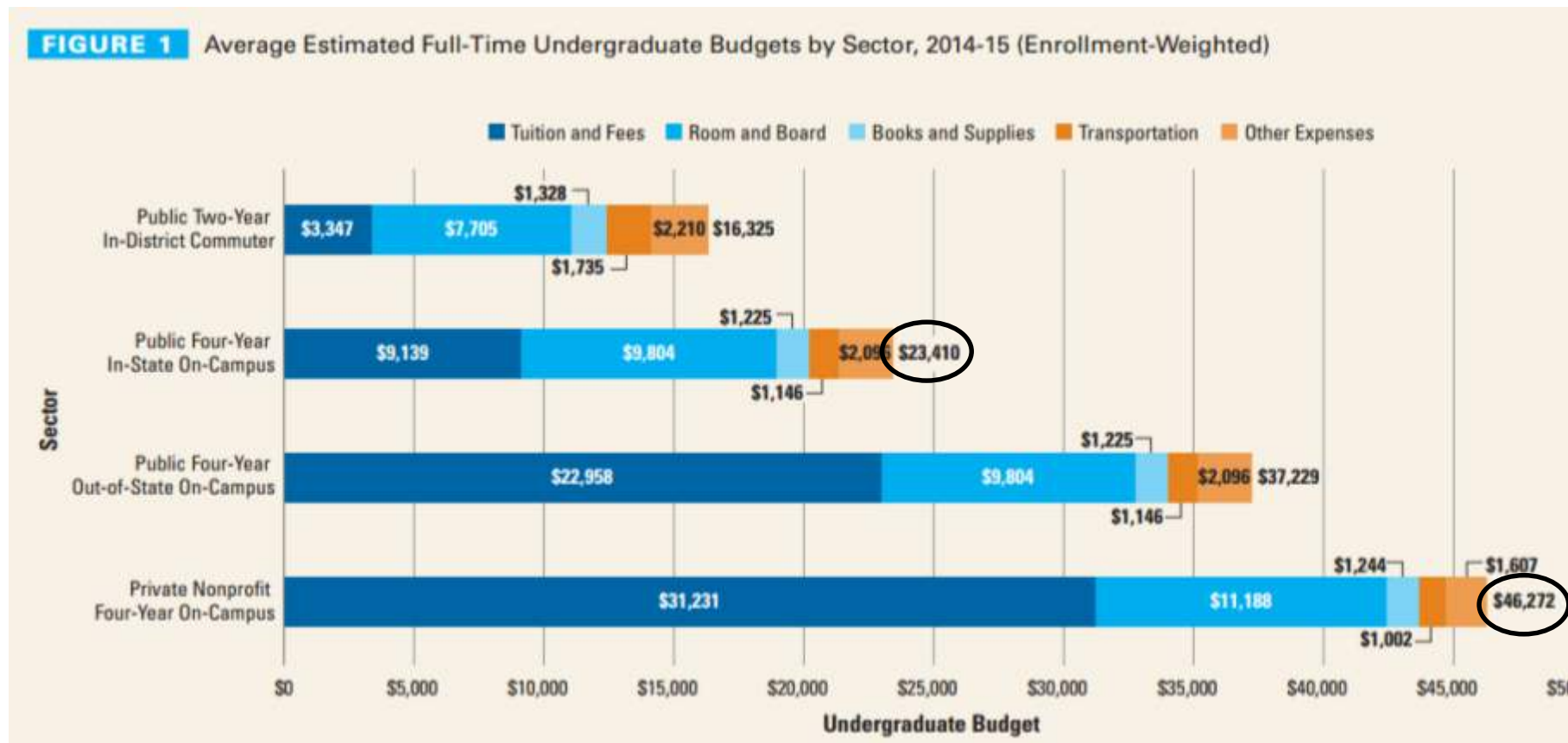


325% ↑

246% ↑

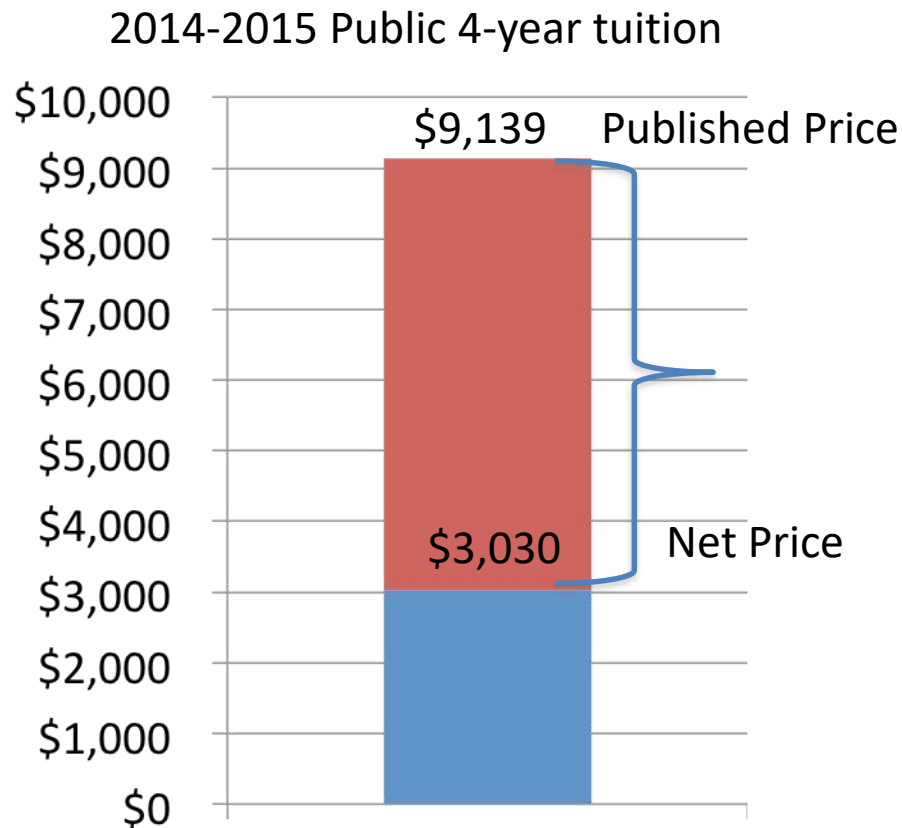
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# Current pricing by institution type



<https://secure-media.collegeboard.org/digitalServices/misc/trends/2014-trends-college-pricing-report-final.pdf>

# However there is a disparity between retail price and the Net price that students actually pay



Grants and tax credits and deductions cover the remainder for the average full-time student. Programs like Georgia's Hope Scholarship impact the Net price

# Net Price and Net Price Calculators

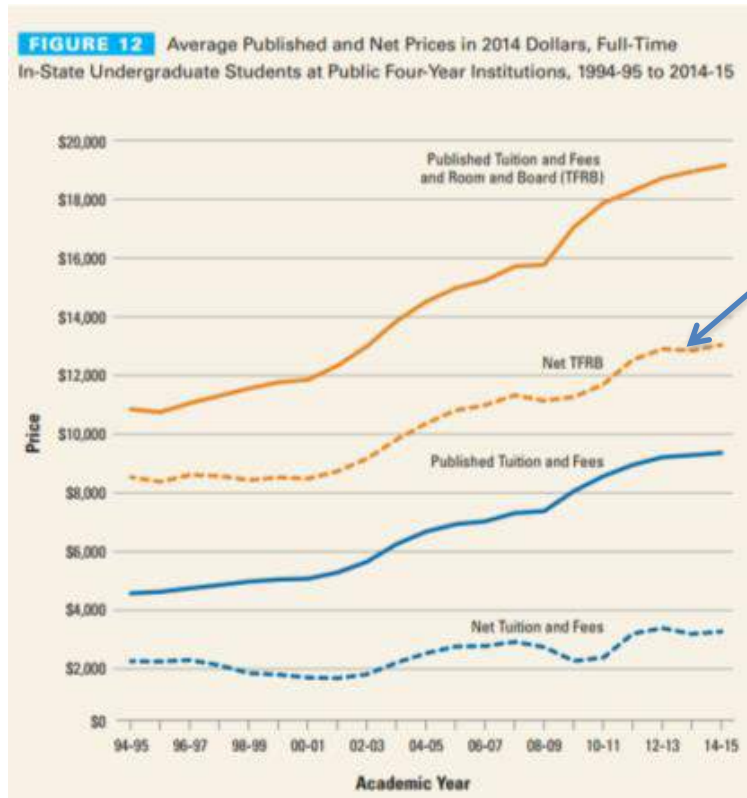
Sample from Wake Forest

<b>Estimated Cost of Attendance</b> ?	
Tuition & Fees ?	\$ 49,322
Room & Board ?	\$ 13,404
Books & Supplies ?	\$ 1,400
Transportation ?	\$ 900
Personal Expenses ?	\$ 1,500
<b>Estimated Total Cost of Attendance</b>	<b>\$ 66,526</b>
<b>Estimated Grant/Gift Aid</b> ?	
Need-Based Scholarship	\$ 19,119
<b>Estimated Total Grant/Gift Aid</b>	<b>\$ 19,119</b>
<b>ESTIMATED NET PRICE</b> ?	<b>\$ 47,407</b>
<b>Estimated Self Help</b> ?	
Student Loan	\$ 6,194
Student Work	\$ 2,000
<b>Estimated Total Self Help</b>	<b>\$ 8,194</b>
<b>ESTIMATED REMAINING COST</b> ?	<b>\$ 39,213</b>

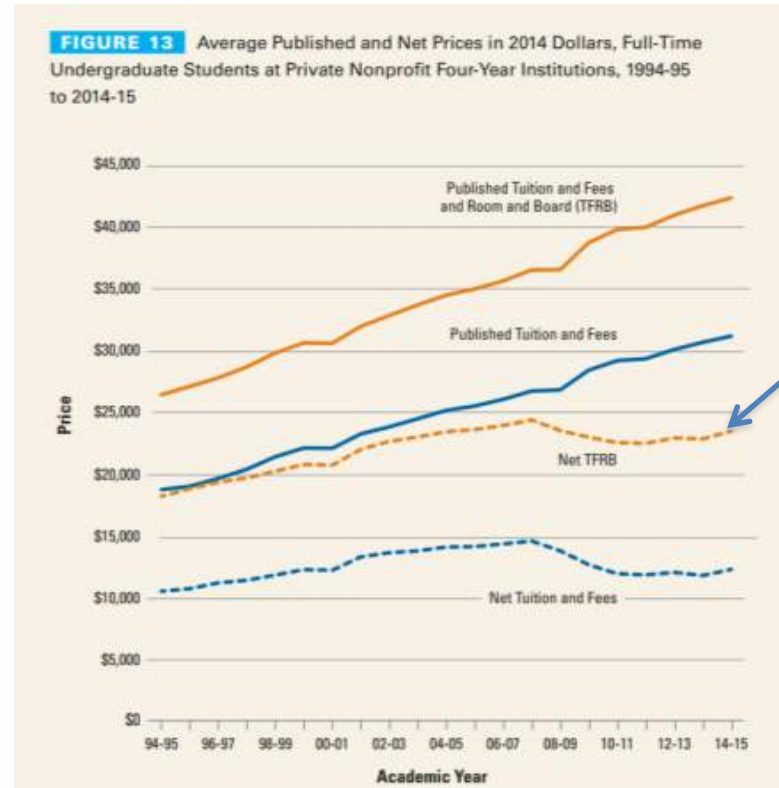
Cost of Attendance is distinct from Net Price. Most students do not pay full freight. Congress mandates that schools make NPCs readily available online.

# Grant aid and education tax benefits have come to play a larger role, decreasing Net Prices

Public 4-year



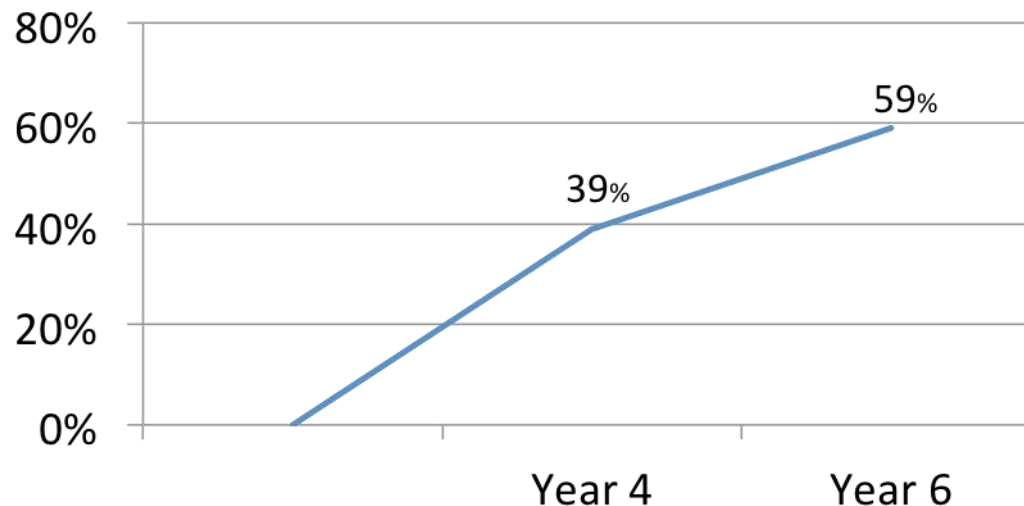
Private 4-year



<https://secure-media.collegeboard.org/digitalServices/misc/trends/2014-trends-college-pricing-report-final.pdf>

It often takes longer than 4 years to graduate,  
further increasing the cost

**Students commencing a 4-year  
program in 2005**



Switching majors or schools and insufficient class offerings (UC system!) can delay graduation. Financial aid may expire after year 4.



# The economic tension

- Today's workplace demands more students attend 4-year colleges
- Middle class families, after decades of stagnant wage growth, struggle to pay for college

Softening demand for more expensive seats



**Agnes Scott**



COLLEGE OF THE  
**Holy Cross**

\$38.4 (tuition)

\$48.9k

Increased demand for more affordable seats



**Georgia Institute  
of Technology**



**The University of Georgia**

\$10.1k

\$11.8k

# GA 4-year colleges and universities by price

INSTITUTION	ROOM AND BOARD	IN-STATE TUITION	IN-STATE TOTAL
Emory University	\$ 13,894	\$ 49,392	\$ 63,286
Agnes Scott College	\$ 11,970	\$ 39,960	\$ 51,930
Savannah College of Art and Design	\$ 14,244	\$ 35,910	\$ 50,154
Oglethorpe University	\$ 12,960	\$ 36,680	\$ 49,640
Berry College	\$ 12,260	\$ 35,176	\$ 47,436
Mercer University	\$ 11,315	\$ 36,000	\$ 47,315
Covenant College	\$ 9,910	\$ 33,170	\$ 43,080
Spelman College	\$ 13,461	\$ 28,431	\$ 41,892
LaGrange College	\$ 11,630	\$ 29,450	\$ 41,080
Young Harris College	\$ 11,794	\$ 29,267	\$ 41,061
Brenau University	\$ 12,418	\$ 28,510	\$ 40,928
Morehouse College	\$ 13,557	\$ 27,278	\$ 40,835
Piedmont College	\$ 9,870	\$ 24,464	\$ 34,334
Clark Atlanta University	\$ 9,338	\$ 23,082	\$ 32,420
Wesleyan College	\$ 9,570	\$ 22,370	\$ 31,940
Shorter University	\$ 9,460	\$ 21,670	\$ 31,130
Reinhardt University	\$ 8,266	\$ 22,422	\$ 30,688
Toccoa Falls College	\$ 7,934	\$ 22,104	\$ 30,038
Point University	\$ 7,900	\$ 20,600	\$ 28,500

# GA 4-year colleges and universities by price

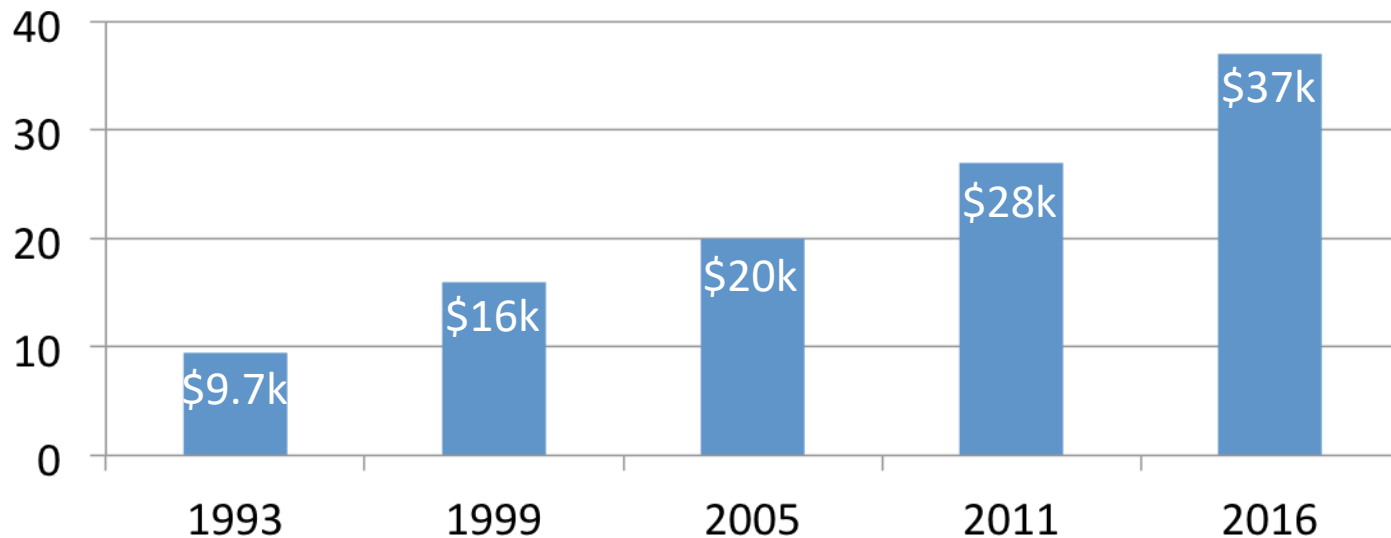
INSTITUTION	ROOM AND BOARD	IN-STATE TUITION	IN-STATE TOTAL
Emmanuel College	\$ 7,880	\$ 19,710	\$ 27,590
Truett McConnell University	\$ 7,400	\$ 19,480	\$ 26,880
Andrew College	\$ 10,130	\$ 16,560	\$ 26,690
Brewton-Parker College	\$ 7,720	\$ 18,190	\$ 25,910
Georgia Institute of Technology	\$ 11,432	\$ 12,418	\$ 23,850
Georgia State University	\$ 11,188	\$ 10,858	\$ 22,046
University of Georgia	\$ 9,544	\$ 11,818	\$ 21,362
Paine College	\$ 6,662	\$ 14,224	\$ 20,886
Georgia College and State University	\$ 11,002	\$ 9,346	\$ 20,348
Augusta University	\$ 9,570	\$ 10,718	\$ 20,288
Carver College	\$ 6,600	\$ 12,235	\$ 18,835
Georgia Gwinnett College	\$ 12,558	\$ 6,124	\$ 18,682
University of West Georgia	\$ 10,918	\$ 7,292	\$ 18,210
Armstrong State University	\$ 11,584	\$ 6,430	\$ 18,014
Georgia Southern University	\$ 10,070	\$ 7,422	\$ 17,492
Thomas University	--	\$ 16,715	\$ 16,715
Columbus State University	\$ 9,470	\$ 7,200	\$ 16,670
Clayton State University	\$ 9,994	\$ 6,410	\$ 16,404
Albany State University	\$ 8,656	\$ 6,726	\$ 15,382
University of North Georgia	\$ 7,876	\$ 7,336	\$ 15,212
Savannah State University	\$ 8,290	\$ 6,734	\$ 15,024

# GA 4-year colleges and universities by price

INSTITUTION	ROOM AND BOARD	IN-STATE TUITION	IN-STATE TOTAL
Fort Valley State University	\$ 8,252	\$ 6,664	\$ 14,916
Georgia Southwestern State University	\$ 7,910	\$ 6,332	\$ 14,242
College of Coastal Georgia	\$ 9,706	\$ 4,496	\$ 14,202
East Georgia State College	\$ 8,604	\$ 3,816	\$ 12,420
Abraham Baldwin Agricultural College	\$ 8,230	\$ 4,128	\$ 12,358
South Georgia State College	\$ 8,440	\$ 3,810	\$ 12,250
Gordon State College	\$ 6,458	\$ 4,246	\$ 10,704
Beulah Heights University	--	\$ 9,830	\$ 9,830
Luther Rice University	--	\$ 9,050	\$ 9,050
North Georgia Technical College	\$ 4,000	\$ 3,268	\$ 7,268
Georgia Military College	--	\$ 6,128	\$ 6,128
Middle Georgia State University	--	\$ 4,518	\$ 4,518
Dalton State College	--	\$ 4,212	\$ 4,212
Atlanta Metropolitan State College	--	\$ 4,008	\$ 4,008
Georgia Highlands College	--	\$ 3,844	\$ 3,844
Bainbridge State College	--	\$ 3,826	\$ 3,826
Gwinnett Technical College	--	\$ 3,402	\$ 3,402
Georgia Piedmont Technical College	--	\$ 3,394	\$ 3,394
Southeastern Technical College	--	\$ 3,368	\$ 3,368
West Georgia Technical College	--	\$ 3,368	\$ 3,368
Southern Crescent Technical College	--	\$ 3,358	\$ 3,358

# To finance their education, students are borrowing much more than ever before

**Average Student Debt by Graduating Year**



Students now leave college owing an average of \$37,172;  
Total US student debt approaches \$1.3 Trillion!

# Discounting is Up!



- Roughly 1/3 of private institutions didn't meet their goals for applications, net revenue, total headcount, and yield.
- 76 percent of admissions directors (especially those at private schools) think their institution is losing applicants because of concerns about student debt.
- In order to fill their classes, private colleges increasingly are discounting their tuition. The average discount for first-year students at private colleges is now 46%.
- 75% schools are using merit aid, which can sometimes squeeze out need-based aid.

Chronicle of Higher Education Annual Survey, 2015

# High Tuition, High Discount Pricing Strategy to optimize revenue



Price Paid by Highly  
Affluent Families

Less price sensitive.  
Ineligible for need-  
based discounts



Price Paid by Middle  
Class Families

More reliant upon  
need or merit based  
aid and discounts



Price Paid by Lower  
Income Families

Greatest need

High price, high discount maximizes revenue from affluent students,  
brings in a bigger haul than would a flatter pricing strategy



## Some schools abandoning tiered for flat pricing



2017 tuition

\$36,520



2018 tuition

\$21,000

Dropping high tuition/ high discount strategy. Perhaps some potential applicants are put off by the high sticker price. Try something new!

# Merit money is not going away anytime soon

44 % of admissions directors strongly agree and an additional 36% agree that merit scholarships are an appropriate use of their institution's financial resources.



Chronicle of Higher Education Annual Survey, 2015

# Skillful use of Merit Money can transform institutions

- Hope Scholarship has turned UGA from a back-up to a reach school. Using money to lure talented students is now a widespread strategy
- More colleges are using their resources to recruit scholars who will enhance the student body.

# Sample merit scholarship: Alabama



Alabama Tuition 2016-2017

In-State: \$11,270

Out of State: \$27,750

Name of Scholarship	HS GPA	New SAT Score	ACT Score	Annual Award	Total Savings
Capstone	3.5	1280-1300	27	\$3,500	\$14,000
Collegiate	3.5	1310-1340	28	\$4,000	\$16,000
Foundation in Excellence	3.5	1350-1380	29	\$13,000	\$52,000
UA Scholar	3.5	1390-1440	30-31	\$17,976	\$71,904
Presidential	3.5	1450-1600	32-36	\$26,950	\$107,800

<http://scholarships.ua.edu/types/out-of-state.php>

# Colleges are the primary source of scholarship money

Colleges will use their money to acquire:



# There are other sources of funds for college

- Corporate Scholarships
- Specific scholarships by major, gender, ethnicity (e.g., Hispanic female STEM majors)

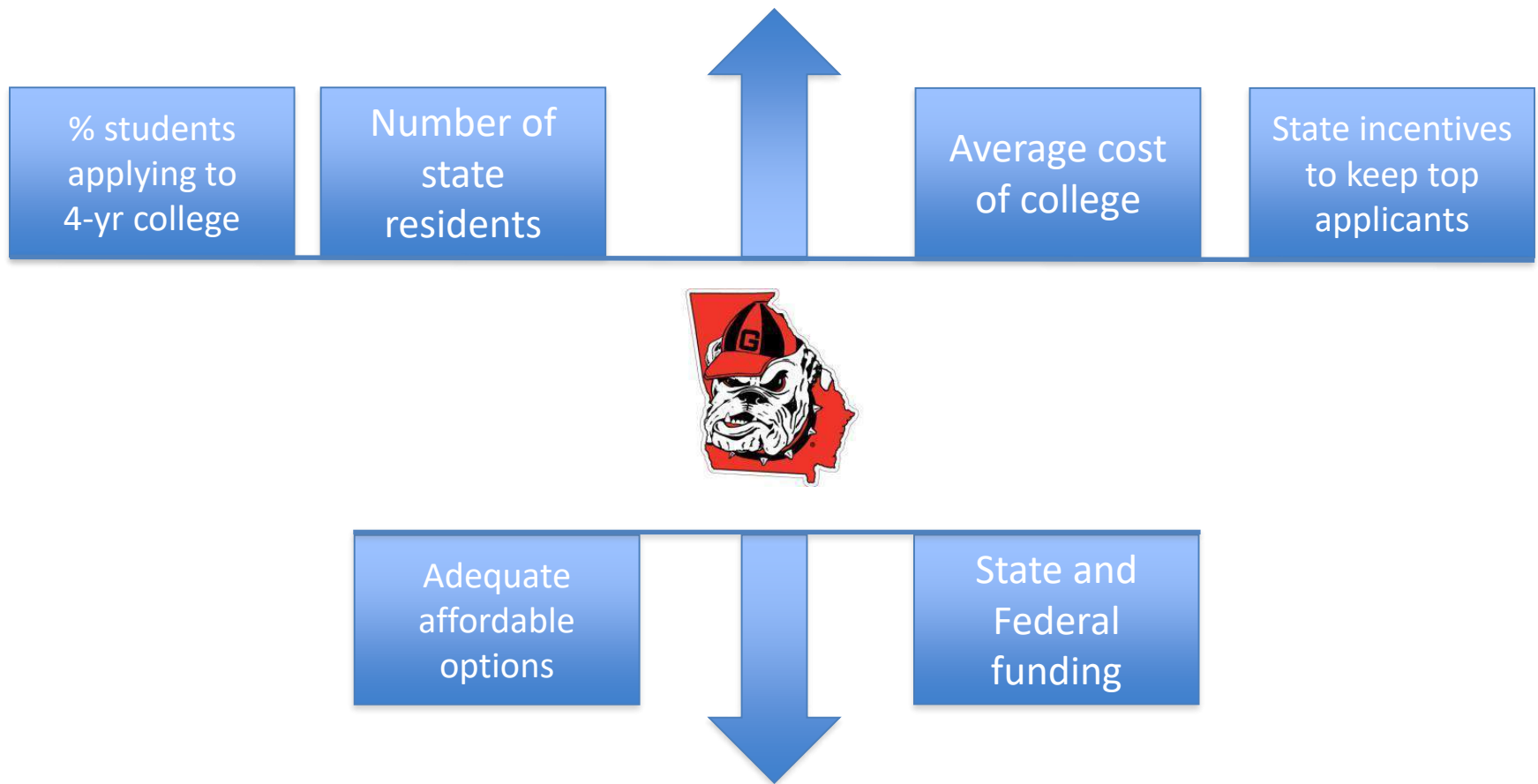
SallieMae: Access 5 million scholarships offering up to \$24 billion

Fastweb: Access 1.5 million scholarships offering up to \$3.4 billion

Cappex: Good source of info for merit-based scholarships

Unigo: Good source of scholarships

# Expect increasing competition at state flagship universities





# Private colleges and universities will use several strategies to balance the books

- 1) Achieve efficiencies in funding and student selection
- 2) Use computerized data analysis to increase yield by reducing the number of admission offers
- 3) “Engineer” financial incentives to maximize the impact of dollars in affecting yield decisions



What's the minimum scholarship we can award to this student in order to get her to come here?

Consultants, will you help us reduce our "discount rates" ?



Early admissions will play an even larger  
role for many colleges

Key strategy to maximize Yield

# The Early Edge

School (state)	Percent of early applicants admitted early*	Percent of regular applicants admitted	Difference in acceptance rates (percentage points)
American University (DC)	85%	23%	61.7
Governors State University (IL)	100%	40%	59.8
Simmons College (MA)	94%	34%	59.7
St. John's College (MD)	83%	24%	58.5
Trinity University (TX)	74%	17%	57.1
St. John's College (NM)	93%	37%	55.4
University of Tulsa (OK)	79%	26%	52.3
University of Arkansas	83%	31%	51.9
University of Denver	87%	36%	51.1
Augustana College (IL)	88%	37%	51.1

[www.usnews.com/education/best-colleges/the-short-list-college/articles/2017-11-21/10-colleges-where-early-applicants-have-an-edge](http://www.usnews.com/education/best-colleges/the-short-list-college/articles/2017-11-21/10-colleges-where-early-applicants-have-an-edge)

## The Early Advantage at the top schools

	Accepted Early	Accepted Regular	Net Gain of Early
Brown ED	19%	8%	238%
Columbia ED	20%	6%	321%
Cornell ED	37%	14%	258%
Dartmouth ED	26%	8%	322%
Harvard SCEA	21%	6%	350%
Penn ED	*25%	9%	278%
Princeton SCEA	19%	5%	380%
Yale SCEA	16%	5%	320%

## ED and EA are more important than ever:

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This year, it looks like they will have about 1470 total first year students. 480 of those will come from EDI or EDII, 950 from EA, and only 50 kids from RD.

*-Lindsay Hoyt, Asst Dir. of Admissions*



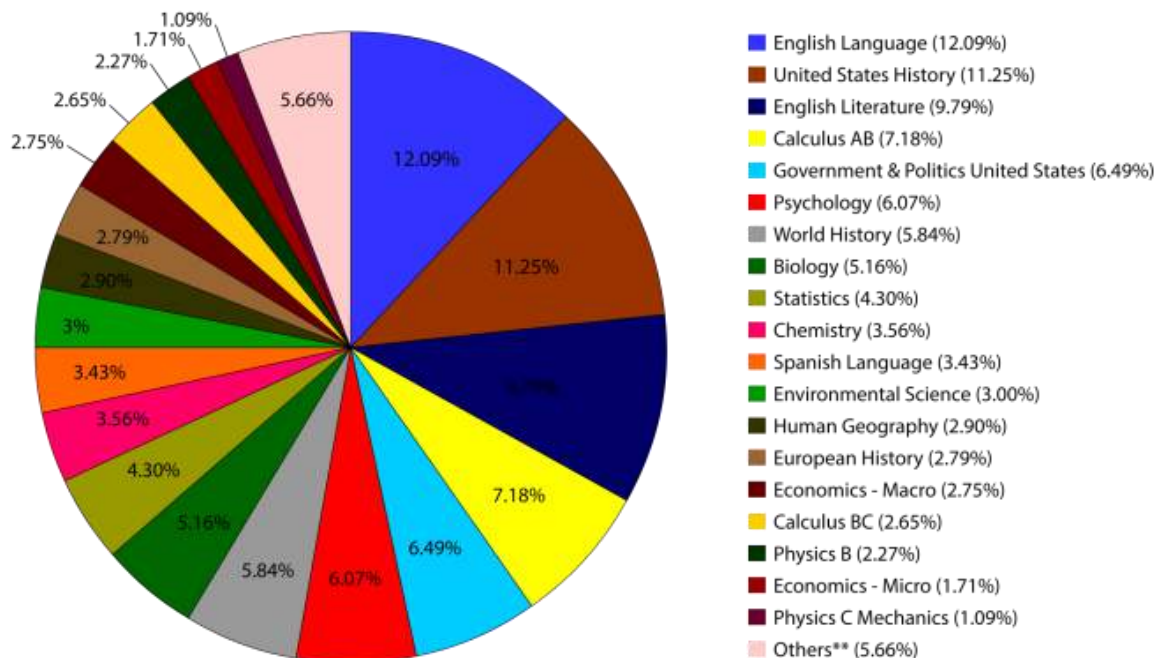
We have roughly 8,000 total apps for 530 spots: Regular admit rate is "scary low." By 2016, 50% of the class was ED (26% admit rate), 37% EA (16% admit rate), and only 13% accepted RD (5% admit rate!).

*-Leah Fugere, Sr. Asst. Dir of Admissions)*

Source: 2017 SACAC, RMACAC, TACAC breakout session

# Curricular strength will be more important than ever

## AP Exams Taken by Subject (2013)\*



More focus on  
APs and IB classes  
and Dual  
Enrollment  
College Level  
Classes

\* **3,938,100** AP Exams taken by 2,218,578 students in 2013.

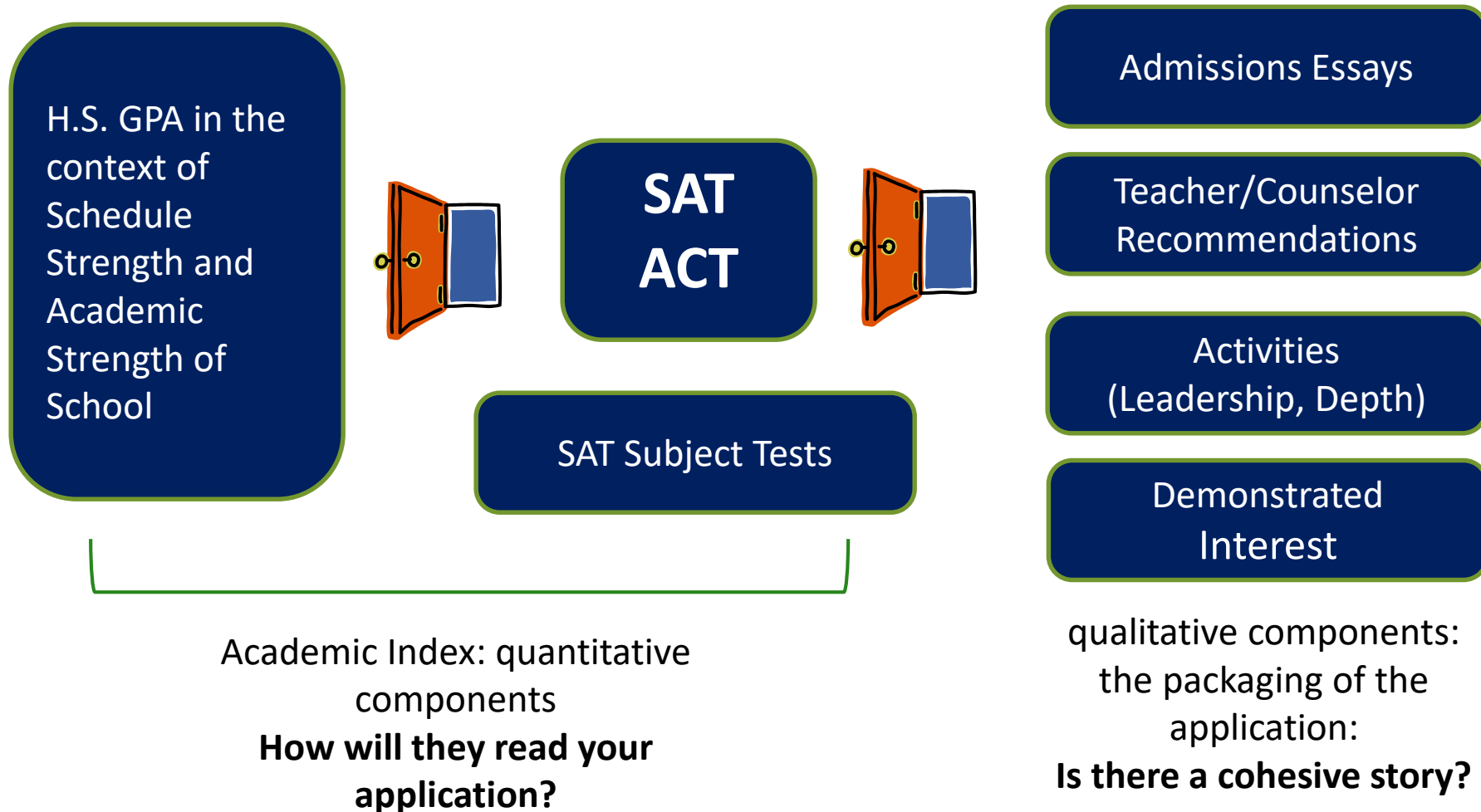
\*\* Computer Science A (0.79%), Studio Art 2-D Design (0.63%), Art History (0.58%), French Language (0.53%), Government & Politics Comparative (0.52%), Physics C E&M (0.49%), Spanish Literature (0.48%), Music Theory (0.46%), Studio Art Drawing (0.42%), Chinese Language (0.26%), Latin (0.17%), German Language (0.13%), Studio Art 3-D Design (0.11%), Japanese Language (0.06%), Italian Language (0.05%).



# US still puts a premium on testing: NACAC Survey: Factors influencing admissions decisions

Importance	Considerable	Moderate	Limited	None
Grades in college prep	86.5%	11.5%	1.6%	0.3%
Strength of curriculum	70.7	22.0	5.9	1.3
Admission test scores	57.8	32.0	9.2	1.0
Grades in all courses	45.6	43.9	9.8	0.7
Essay or writing sample	26.4	37.5	19.9	16.3
Demonstrated interest	20.7	27.0	27.6	24.7
Teacher recommendation	17.4	47.7	23.7	11.2
Counselor rec.	17.1	50.0	22.0	10.9
Class rank	16.3	42.2	31.7	9.8
Extracurricular activities	8.9	43.9	34.3	12.9
Subject test scores (AP, IB)	7.0	27.2	33.6	32.2
Interview	6.6	26.3	31.9	35.2
SAT II scores	5.0	11.0	28.0	56.0

# The admissions process for many colleges



## Different colleges value different things

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Every college will have its own institutional priorities to consider when building a class





# What does UGA Care about?

C7 Relative importance of each of the following academic and nonacademic factors in first-time, first-year, degree-seeking (freshman) admission decisions.

C7		Very Important	Important	Considered	Not Considered
C7	<b>Academic</b>				
C7	Rigor of secondary school record	x			
C7	Class rank				x
C7	Academic GPA	x			
C7	Standardized test scores		x		
C7	Application Essay			x	
C7	Recommendation(s)			x	
C7	<b>Nonacademic</b>				
C7	Interview				x
C7	Extracurricular activities			x	
C7	Talent/ability			x	
C7	Character/personal qualities			x	
C7	First generation			x	
C7	Alumni/ae relation				x
C7	Geographical residence				x
C7	State residency				x
C7	Religious affiliation/commitment				x
C7	Racial/ethnic status				x
C7	Volunteer work			x	
C7	Work experience			x	
C7	Level of applicant's interest				x



# What does Spelman College Care About?

C7 Relative importance of each of the following academic and nonacademic factors in first-time, first-year, degree-seeking (freshman) admission decisions.

C7		Very Important	Important	Considered	Not Considered
C7	<b>Academic</b>				
C7	Rigor of secondary school record	X			
C7	Class rank		X		
C7	Academic GPA	X			
C7	Standardized test scores	X			
C7	Application Essay	X			
C7	Recommendation(s)	X			
C7	<b>Nonacademic</b>				
C7	Interview				X
C7	Extracurricular activities		X		
C7	Talent/ability			X	
C7	Character/personal qualities	X			
C7	First generation				X
C7	Alumni/ae relation			X	
C7	Geographical residence			X	
C7	State residency				X
C7	Religious affiliation/commitment				X
C7	Racial/ethnic status				X
C7	Volunteer work		X		
C7	Work experience			X	
C7	Level of applicant's interest			X	

# How Most Colleges Evaluate Applicants

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## Step 1: Academic Indexing

- Applications are indexed through an algorithm that typically includes:
  - *Course rigor*
  - *Grades in core classes*
  - *Test scores*
  - *School strength*
- Schools assign different weights to these factors, but core GPA and course rigor often trump testing



# How Most Colleges Evaluate Applicants Continued...

## **Step 2\*: Involvement/Leadership Evaluation**

- Student résumé
- Extra Curricular Activities
- Leadership positions (depth) trumps variety (breadth)

\*The factors in Steps 2 and 3 are considered only if the student's academic index justifies a holistic read

# How Most Colleges Evaluate Applicants Continued...

## **Step 3: Consider Other, Qualitative Factors**

- Adversity
- Contributions to the community
- Diversity
- Awards and recognitions
- Personality and voice
- Student's self-awareness or insights, as demonstrated through the essays or letters of recommendation

# ACADEMICS

*HOW WILL COLLEGES VIEW MY TRANSCRIPT?*



# Balance Course Rigor and GPA

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Encourage students to take a challenging curriculum **in the context of your school**



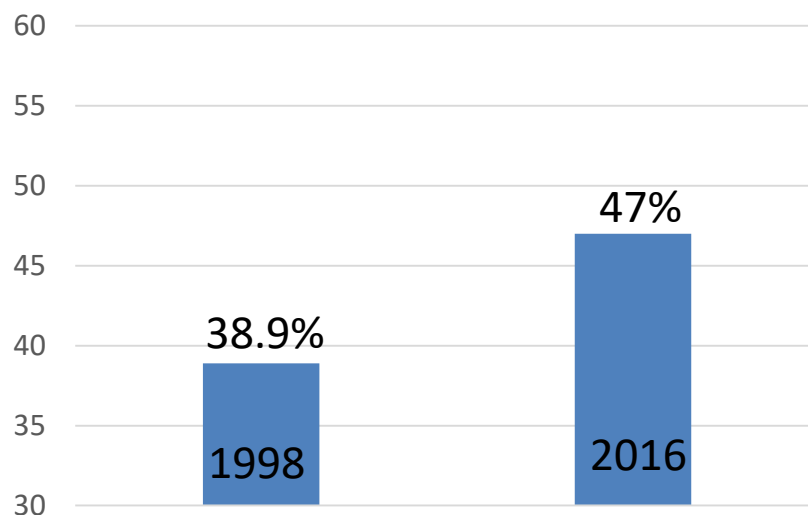
To strike the right balance, consider:

- Past performance
- In-school commitments
- Other commitments

Getting Cs in advanced courses does not constitute performance. If you are pushing into AP and IB land, As and Bs demonstrate success. More selective colleges want to see more As.

# A's are not as special as they once were

High School students with an **A** average



Grade compression weakens HS GPA as a predictor of College GPA, keeping focus on rigor and testing

# Grade Trends are Essential

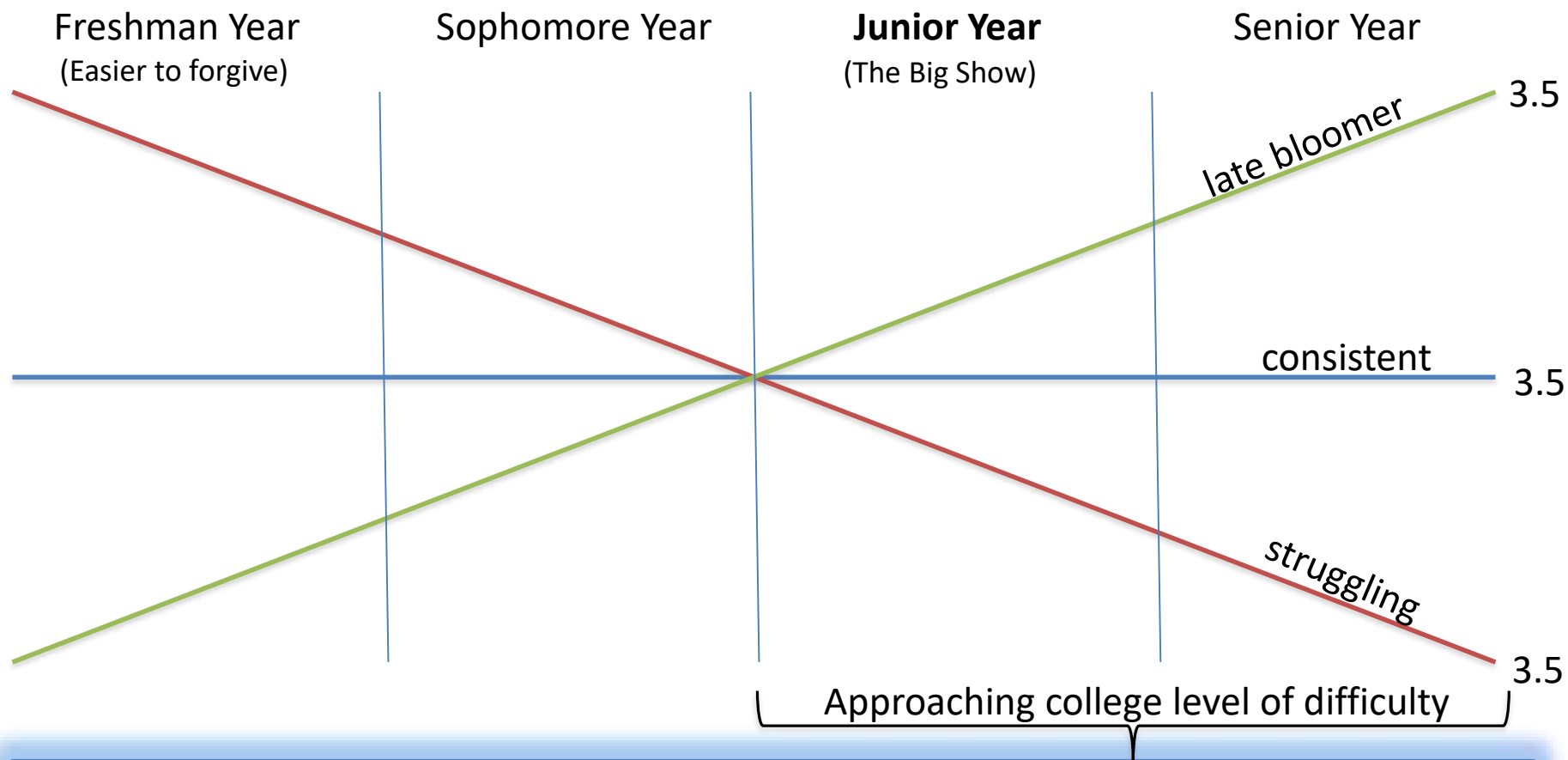
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It is **never** too late to improve your grades. It may be tough to change your cumulative GPA first semester senior year, but an upward trend can help with admissions





# A 3.5 CGPA can tell different stories



Upward grade trends are your friends: And typically Core GPA has the most weight.

# Competition within Cohorts

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You are compared to other students at **your school** (a high school profile will accompany your application); you are also frequently compared within ethnicity and gender bands

# College Admissions Essay

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- The personal statement is the single most important essay most students will write in high school
- Students often need specific help with essay writing instruction



# Why the Essay Matters

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- Offers the student a chance to come alive as a human being and share something not found anywhere else in the application
- A well-crafted essay can turn an application reader into a vocal advocate in committee

For students on the margin, the essay can be a deciding factor in the admissions decision.

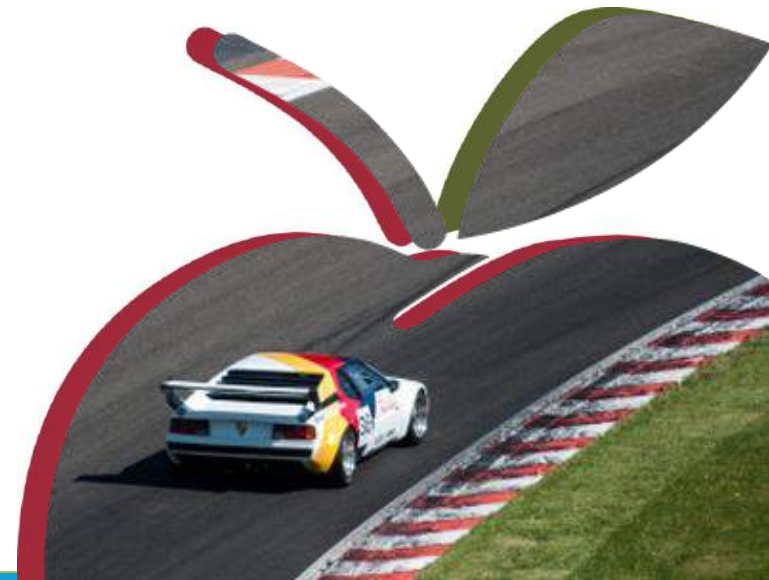
## Supplemental (short) Essays

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- Why do I want to go to X College?
- The Activities Essay

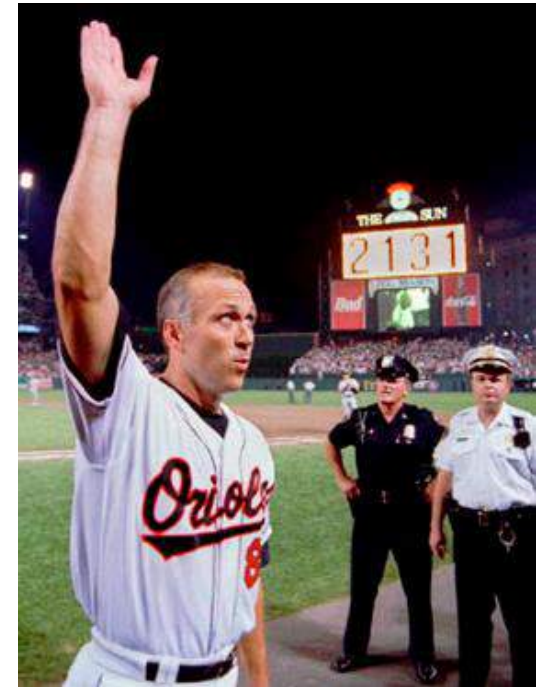
Make sure you do your homework for the “Why I want to go to X college” essay. Do a college visit or a deep dive on their website, course guide, virtual college tour.

# ACTIVITIES



# How Do Activities Factor into Admissions?

- Admissions officers look for **continuity, depth, and contribution**
- Doing the activity consistently over multiple years is key; do not switch every year.



It's good to have involvement beyond sports, if possible. Admissions officers are asking, "what will this student bring to campus?"



# DEMONSTRATED INTEREST

*WHY SHOULD I GO ON COLLEGE VISITS?*



# Demonstrated Interest May Improve Admissions Chances

- Demonstrated interest helps college manage yield.
- Demonstrated interest is a plus, but it's not essential for low SES students.
- DI doesn't factor into the decision for the Ivies, or other super-high yield schools, who are not remotely worried about filling their classes.

Interact with college admissions officers, even if you cannot visit their schools.

# College Visits Demonstrate Interest and More

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- May help you clarify your interest level and help you narrow your list
- Can inform your application (why Oberlin?)
- May provide a chance for an on-campus interview



## Greater Engagement with the school plays a role

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HIGH	MEDIUM	LOW
Exceptional contact with the College	Traditional level of engagement	Minimal contact despite available opportunities
Interview (on campus or alumni)	Campus Tour	
Overnight visit	Info Session	
Participation in multicultural recruitment event	High School Visit	
Connection with faculty	College fair	

# Demonstrated Interest within the application

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## Why Us?

- What factors influenced your decision to apply to Barnard College and why do you think the College would be a good match for you? (250 word limit)

## Why That (& Why US)?

- Describe your academic interests and how you plan to pursue them at USC. Please feel free to address your first- and second-choice major selections (250 word limit).

# Leveraging Diversity

*What does “diverse” mean to colleges?*



# Colleges Want Diverse, Balanced Classes

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- The Admissions Office has directives from the Board of Directors to craft a class with:
  - Gender balance
  - Racial balance
  - Geographic balance (a flag in every state!)
- You are generally competing within your own pool, which may help or hurt you. It's easier to get into Boston College if you're from Nebraska than if you're from Boston.



## Admissions offices are mindful of US News Rankings and the metrics by which they are judged

- Incoming GPA and testing of Freshman class
- Selectivity
- 4 Year and 6 Year Graduation Rates



**Transfer Students** are essentially invisible to the rankings.  
Colleges will accept students with lower test scores and high school grades if they have a proven track record of college success.  
Same goes for graduate school.

# Types of Applications

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## **Early Applications:**

- Early Action
  - Restricted, e.g., Single Choice Early Action
  - Unrestricted
- Early Decision (A Binding Commitment)
- Priority Deadlines (Better odds early)
- Rolling Decision (A *Yes* in October could become a *No* by December as the class fills)

**Regular Decision:** Regular Deadlines Apply

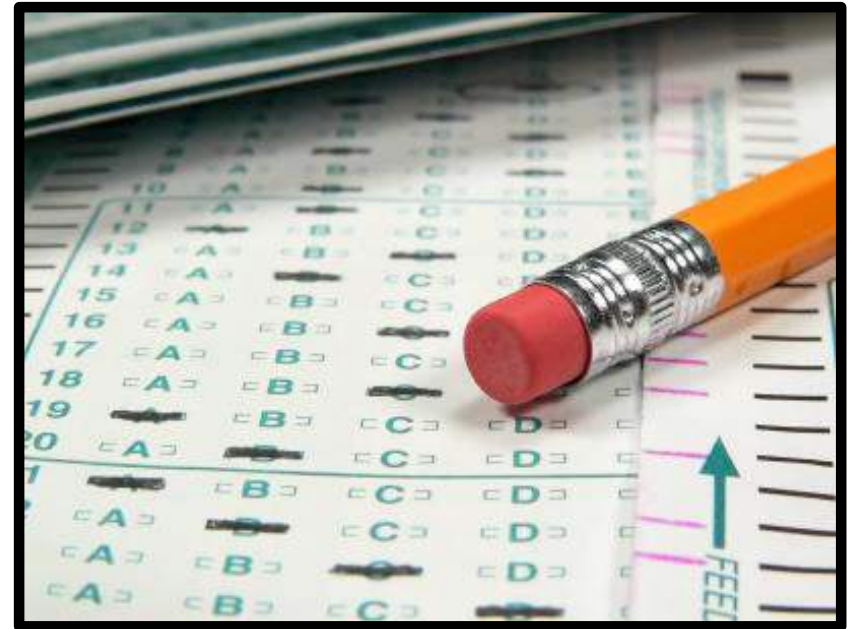
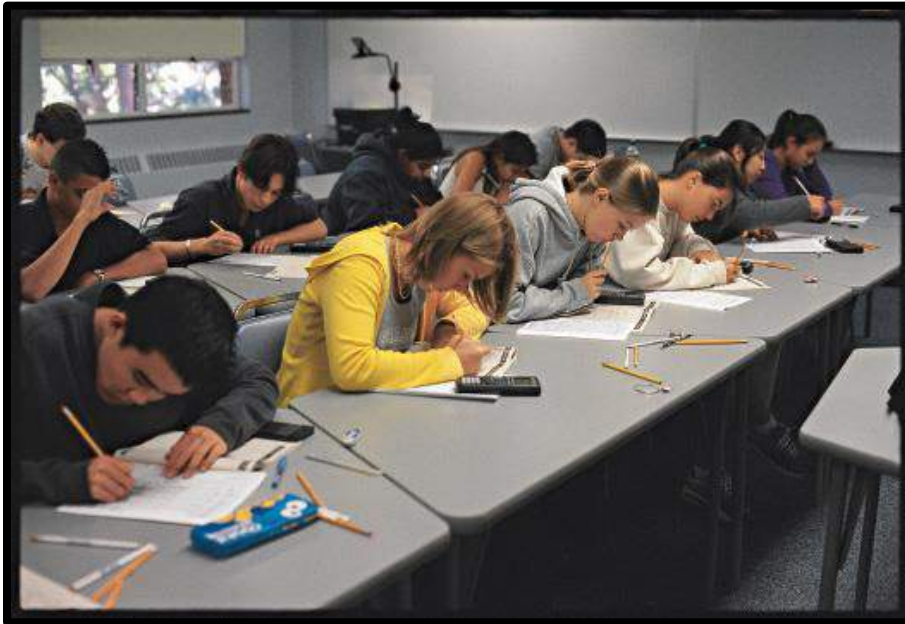
# Academic Common Market

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- Leverage In-State-Tuition in Member States if a major or program is unavailable in your state



# Overview of Standardized Tests



# Selection of GA schools by SAT score

College or University	Avg SAT	SAT 25%	SAT 75%
GEORGIA INSTITUTE OF TECHNOLOGY	1420	1350	1500
UNIVERSITY OF GEORGIA	1310	1210	1400
MERCER UNIVERSITY	1260	1170	1350
COVENANT COLLEGE	1250	1130	1360
BERRY COLLEGE	1220	1130	1310
SOUTHERN POLYTECHNIC STATE UNIVERSITY	1210	1110	1300
GEORGIA COLLEGE & STATE UNIVERSITY	1200	1110	1290
OGLETHORPE UNIVERSITY	1200	1100	1300
GEORGIA SOUTHERN UNIVERSITY	1190	1110	1260
NORTH GEORGIA COLLEGE & STATE U.	1180	1090	1270
KENNESAW STATE UNIVERSITY	1160	1070	1250
SAVANNAH COLLEGE OF ART AND DESIGN	1150	1030	1260
GEORGIA STATE UNIVERSITY	1150	1040	1250
SPELMAN COLLEGE	1150	1060	1240
WESLEYAN COLLEGE	1100	1010	1190
LAGRANGE COLLEGE	1090	1010	1160
YOUNG HARRIS COLLEGE	1080	960	1190

# Selection of GA schools by SAT score

College or University	Avg SAT	SAT 25%	SAT 75%
AUGUSTA STATE UNIVERSITY	1060	960	1150
PIEDMONT COLLEGE	1050	940	1160
COLUMBUS STATE UNIVERSITY	1050	940	1160
VALDOSTA STATE UNIVERSITY	1050	970	1130
GAINESVILLE STATE COLLEGE	1050	930	1160
MOREHOUSE COLLEGE	1050	940	1160
GEORGIA SOUTHWESTERN STATE	1040	950	1130
TRUETT MCCONNELL COLLEGE	1040	940	1130
BRENAU UNIVERSITY	1030	940	1110
TOCCOA FALLS COLLEGE	1030	910	1150
EMMANUEL COLLEGE	1030	910	1140
SHORTER UNIVERSITY	1030	910	1140
UNIVERSITY OF WEST GEORGIA	1020	950	1090
MACON STATE COLLEGE	1000	890	1100
POINT UNIVERSITY	990	890	1090
COLLEGE OF COASTAL GEORGIA	980	880	1080
CLARK ATLANTA UNIVERSITY	970	900	1050

# Discussion



applerouth

Helping prepare students for higher scores and grades since 2001