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# State of College Admission 2008 Report

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# Components of Report

- Counseling Trends Survey
- Admission Trends Survey
- External Data
  - US Department of Education IPEDS Data
  - US Census Bureau
  - College Board Annual Survey
  - Other Education Organizations



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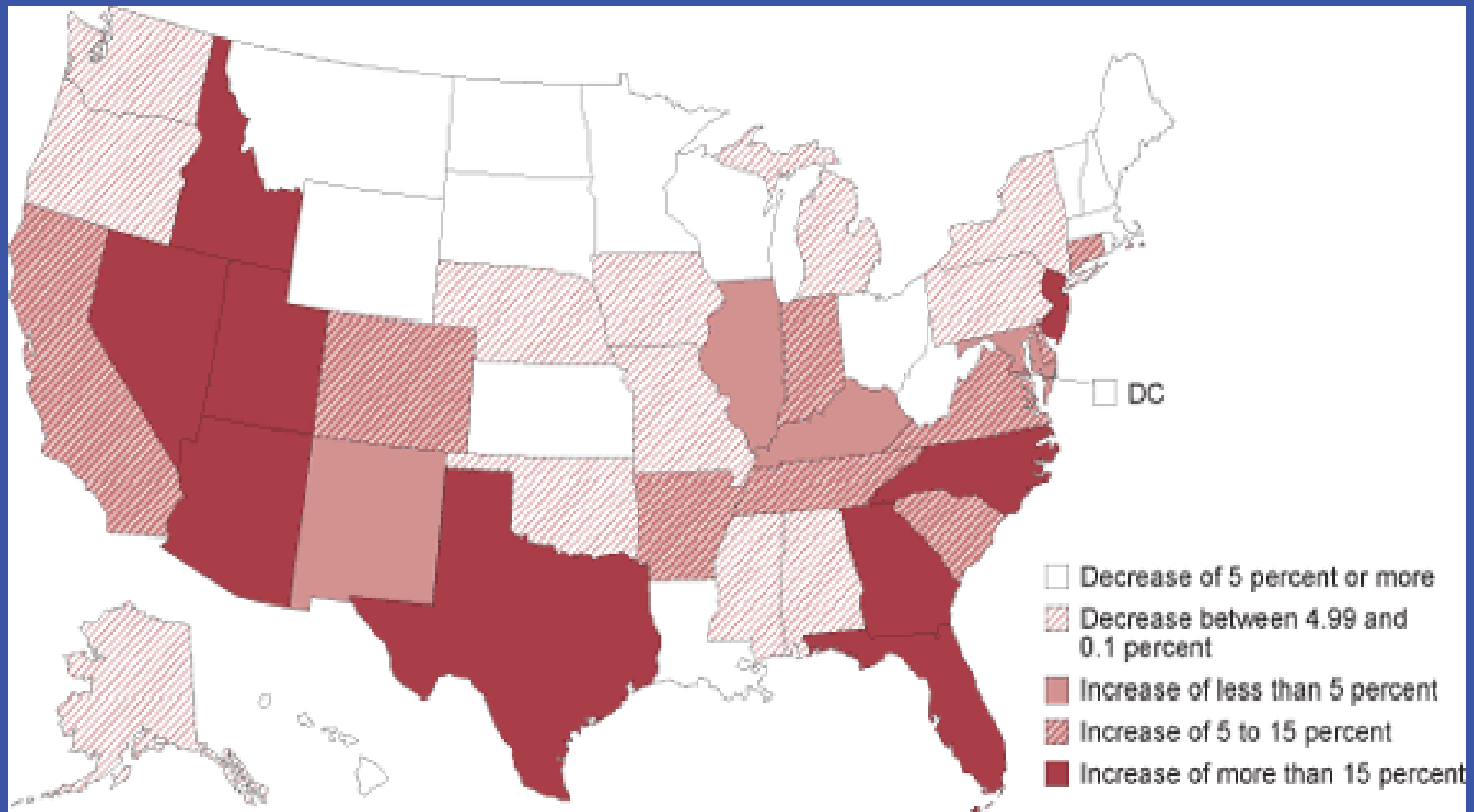
## Chapter 1: The Flow of Students

- Number of HS Grads Will Peak at 3.33 Million for 2008–09
  - Wide Variations By State and Region
  - Racial/Ethnic Composition Changing
- Total College Enrollment Will Increase At Least Through 2016
- Racial/Ethnic Imbalance in College Enrollment



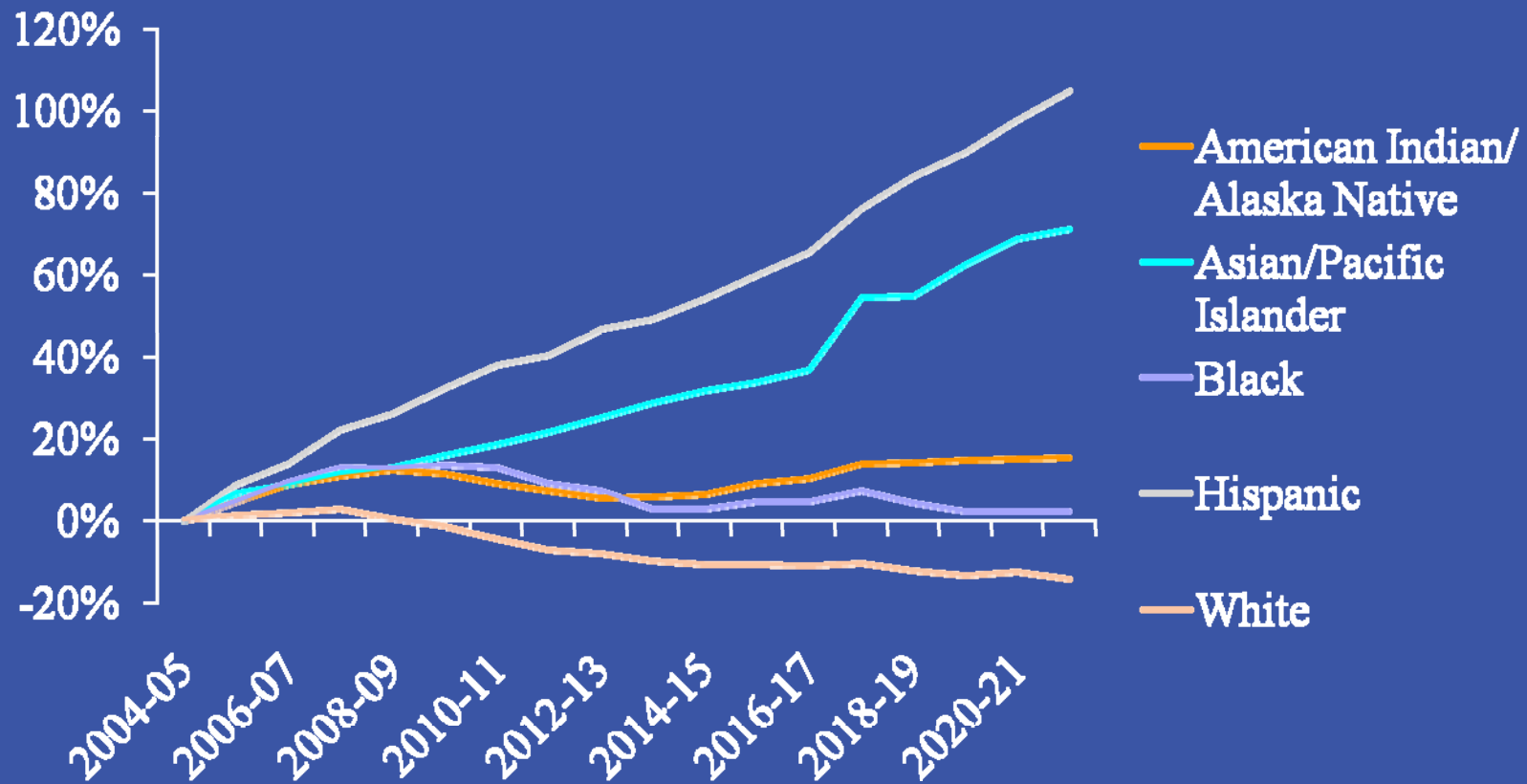
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# Projected percentage change in public high school graduates, by state: 2003–04 to 2016–07





## Cumulative Percent Change in US Public High School Graduates Relative to 2004–05 by Race/Ethnicity



SOURCE: Western Interstate Commission for Higher Education. (2008). *Knocking at the College Door: Projections of High School Graduates by State and Race/Ethnicity 1992–2022*.



## Enrollment in Postsecondary Education In Comparison to Share of College-Aged Population

	White	Black	Hispanic	Asian/ Pacific Islander	American Indian/ Alaska Native
Percent of pop. age 18– 24	61.7	14.8	17.3	4.4	1.2
Percent of racial/ethnic group enrolled in postsecondary education					
Total	68.7	12.4	11.0	6.8	1.0
Control					
Public	67.3	12.5	12.1	7.0	1.1
Private	74.1	12.1	6.8	6.4	0.7
Type					
Four-year	72.3	11.7	8.3	6.8	0.9
Two-year	63.0	13.6	15.2	6.9	1.3

SOURCES: US Department of Education 2007 *Digest of Education Statistics*; US Census Bureau Estimates of the Population



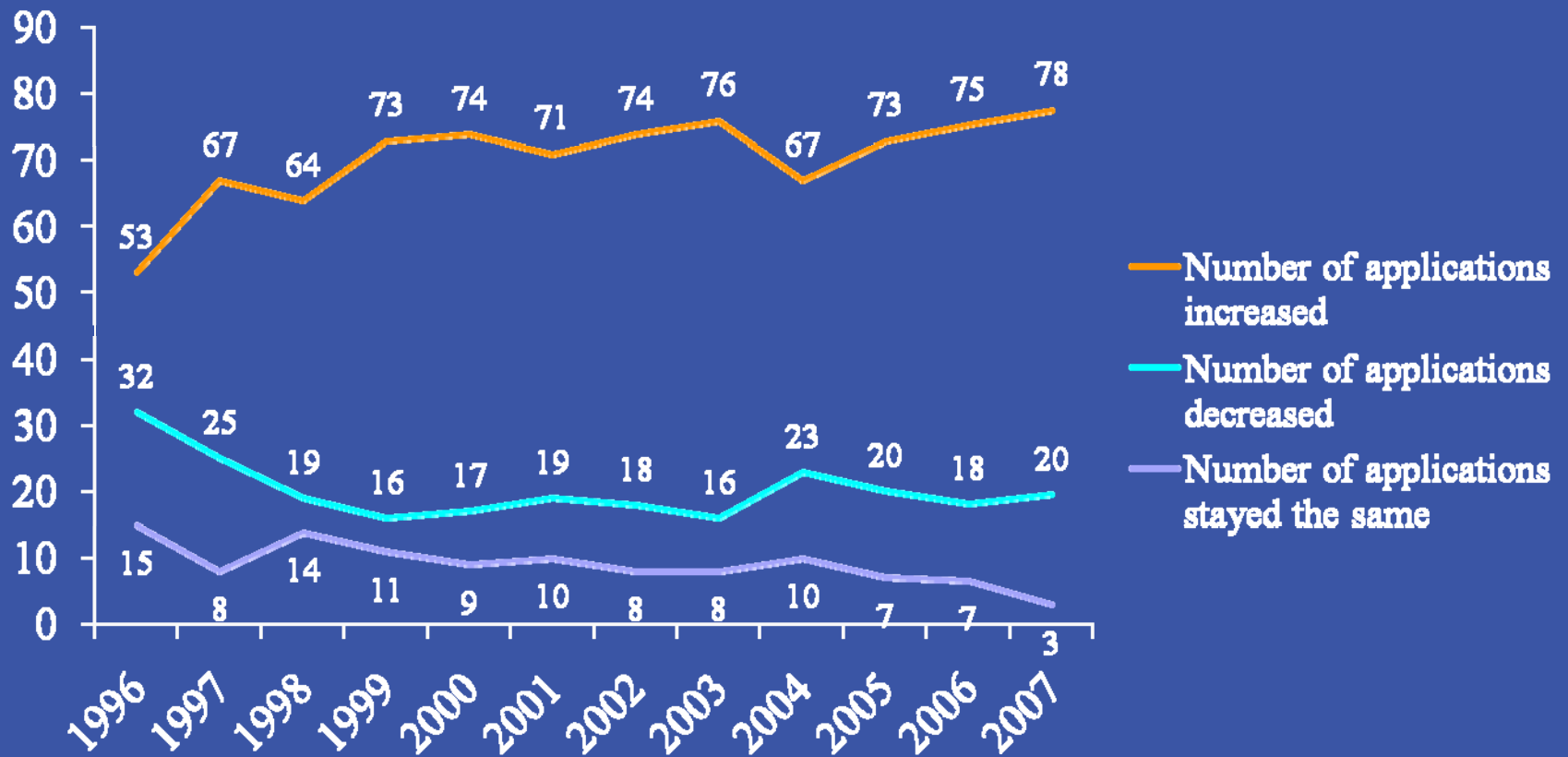
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## Chapter 2. Applications and Selectivity

- Application Volume Continues to Increase
- Overall Acceptance Rate Unchanged
- Share of Enrollment By Selectivity



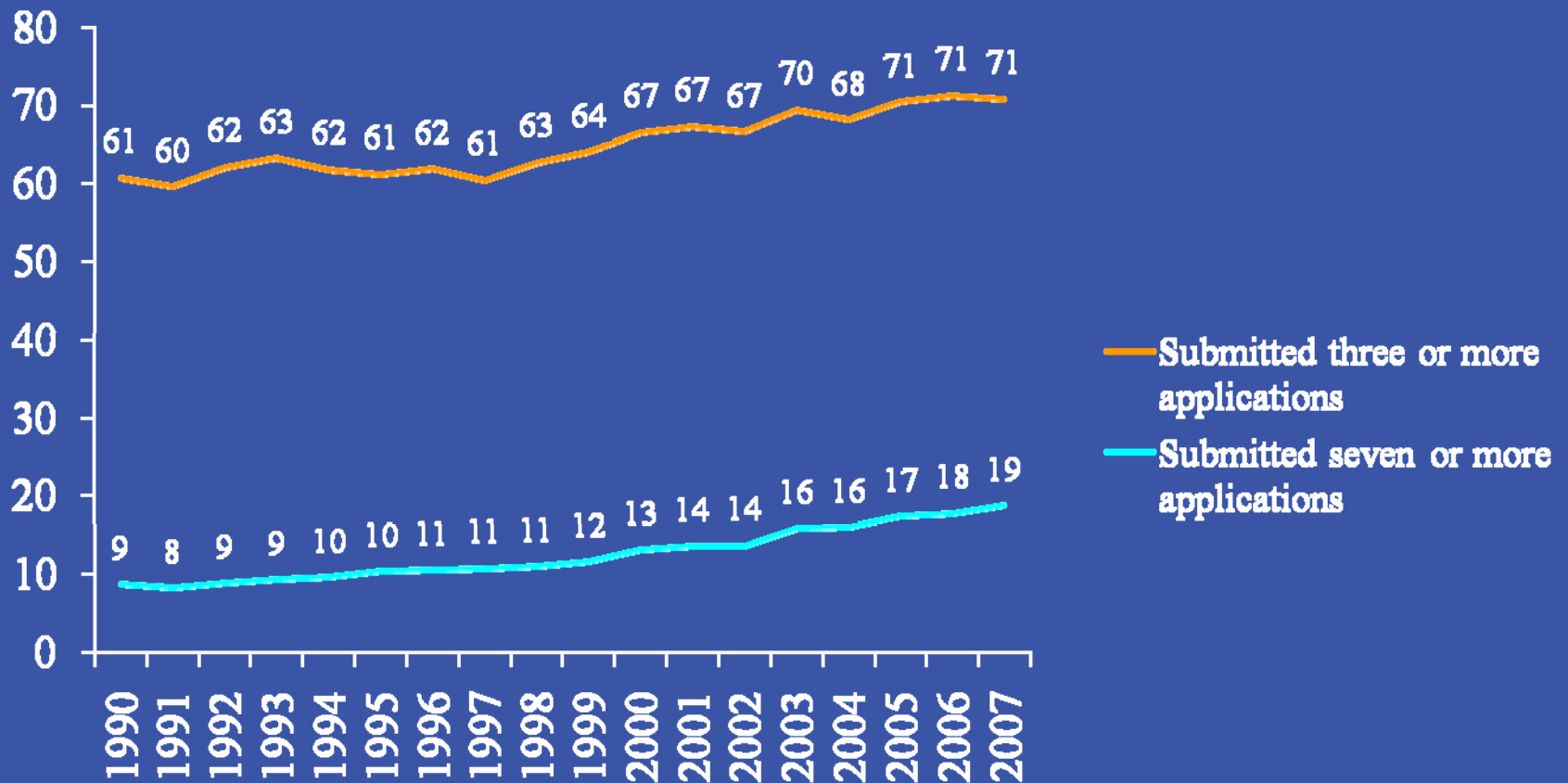
## Percentage of Colleges Reporting Change From the Previous Year In Number of Applications: 1996 to 2007



SOURCE: NACAC Admission Trends Survey, 1996 through 2007.



## Percentage of Students Submitting Three or More and Seven or More Applications: 1990 to 2007



SOURCE: Higher Education Research Institute, UCLA. (2007). *The American Freshman: Forty Year Trends, 1966–2006* and *The American Freshman: National Norms for Fall 2007*.



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## Mean Selectivity and Yield by Control: Fall 2006

	Selectivity	Yield
<b>Total</b>	<b>68.3</b>	<b>45.6</b>
<i>Control</i>		
Public	70.4	45.6
Private	67.4	45.6

SOURCE: US Department of Education 2005–06 Integrated Postsecondary Education Data System (IPEDS).



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# Applications and Enrollment By Selectivity

	Average Applications Per Institution	National Share of Applications	National Share of First-Year Students Enrolled
<b>Selectivity</b>			
Accept fewer than 50% of applicants	7,437	31.1%	17.9%
50 to 70%	4,194	35.0%	34.5%
71 to 85%	3,135	26.5%	35.1%
More than 85%	1,626	7.3%	12.6%

SOURCE: US Department of Education 2005–06 Integrated Postsecondary Education Data System (IPEDS).



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## Chapter 3. Admission Strategies

- Early Decision Application Volume Tapers Off
  - Only 50 Percent of Institutions Reported Increases
- Early Action Volume Continues to Increase
  - 81 Percent of Colleges Report Increases
- More Colleges Use Wait Lists
  - 41 Percent Up From One-Third in Previous Years



## Percentage of Institutions Using Early Decision, Early Action and Wait Lists: Fall 2007

	Early Decision	Early Action	Wait List
<b>Total</b>	<b>18.3%</b>	<b>25.2%</b>	<b>40.6%</b>
<i>Control</i>			
Public	4.8	23.3	34.6
Private	23.5	25.9	42.9
<i>Selectivity</i>			
Accept fewer than 50% of applicants	55.6	22.2	79.6
50 to 70%	17.5	37.1	50.8
71 to 85%	12.8	27.4	30.3
More than 85%	3.0	7.7	16.7
<i>Yield</i>			
Enroll fewer than 30% of admitted students	31.0	43.9	57.0
30 to 45%	18.2	18.6	41.7
46 to 60%	6.8	17.5	32.2
More than 60%	10.8	20.5	20.5



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## Key Statistics for Colleges with Early Application Options

	Early Decision	Early Action
Mean percentage of applications received through the early application option	5.8%	36.4%
Mean selectivity rate under the early application option	65.4	71.5
Mean overall selectivity rate at colleges with the early application option	53.4	65.2
Mean yield rate under the early application option	91.7	28.1
Mean overall yield rate at colleges with the early application option	33.8	36.0

SOURCE: NACAC Admission Trends Survey, 2007.



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## Mean Percentage of Students Admitted off the Wait List: Fall 2007

	Mean Percent Admitted
<b>Total</b>	<b>29.6</b>
<i>Control</i>	
Public	37.7
Private	27.0
<i>Selectivity</i>	
Accept fewer than 50% of applicants	13.5
50 to 70%	29.2
71 to 85%	45.8
More than 85%	53.6
<i>Yield</i>	
Enroll fewer than 30% of admitted students	25.3
30 to 45%	26.9
46 to 60%	45.2
More than 60%	48.8

SOURCE: NACAC Admission Trends Survey, 2007.



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## Chapter 4. Factors in the Admission Decision

- Top Factors Unchanged
  - Grades in College Prep Courses
  - Strength of Curriculum
  - Test Scores
  - Overall GPA
- **New Question:** Why Colleges Revoke Admission Offers



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## College Ratings of the Importance of Various Factors in the Admission Decision: Fall 2007

	Considerable	Moderate	Limited	None
Grades in college prep	79.9%	14.4%	2.9%	2.7%
Strength of curriculum	63.8	23.9	8.0	4.3
Admission test scores	58.5	30.9	8.0	2.7
Grades in all courses	51.6	40.1	6.1	2.1
Essay or writing sample	25.8	37.9	19.9	16.4
Class rank	23.4	43.8	23.4	9.4
Demonstrated interest	22.0	30.3	23.9	23.9
Counselor recommendation	21.1	40.4	28.1	10.4
Teacher recommendation	20.8	40.0	28.6	10.5
Interview	10.8	23.7	35.8	29.8
Subject test scores (AP, IB)	6.8	32.2	34.9	26.2
Extracurricular activities	6.5	45.7	32.8	15.1
SAT II scores	6.2	13.8	28.2	51.8
State graduation exam scores	4.4	13.7	28.7	53.3
Work	1.9	24.2	46.8	27.2



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## Factors by Institutional Characteristics

- Public vs. Private
  - Private: essay, interview, counselor and teacher recommendations, work, extracurricular activities, demonstrated interest
  - Public: class rank
- Enrollment Size
  - Smaller: interview, counselor and teacher recommendations, demonstrated interest
- Selectivity
  - More Selective: strength of curriculum, essay, counselor and teacher recommendations, extracurricular activities, work, subject test scores, SAT II scores



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## 35% of Colleges Revoked Admission Offers in 2007

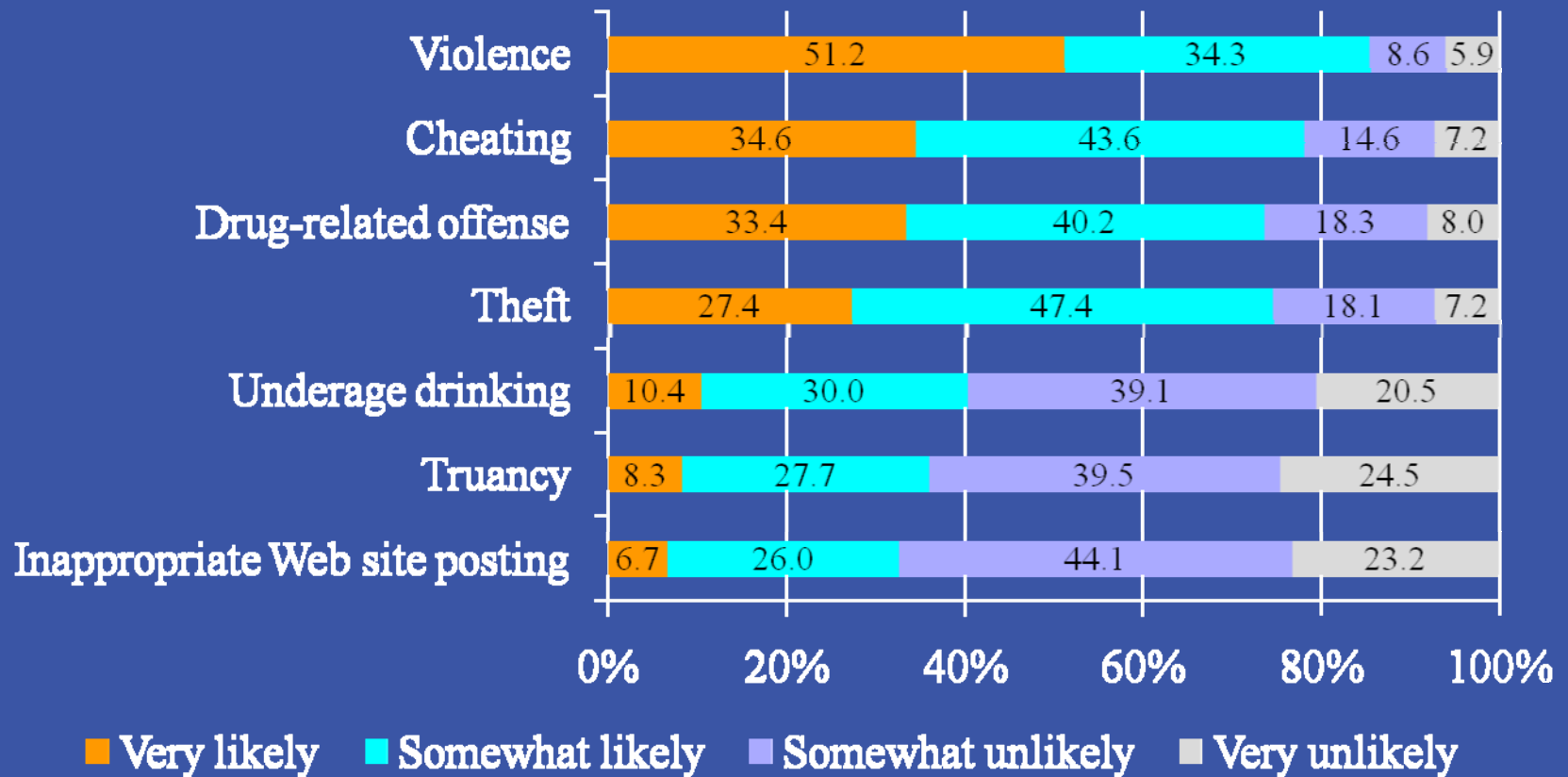
### Percentage of Colleges that Revoked Admission Offers for Various Reasons (Among Those That Revoked Any Offers)



SOURCE: NACAC Admission Trends Survey, 2007.



## College Ratings of Likelihood That Various Disciplinary Issues Will Result in an Admission Offer Being Revoked



SOURCE: Admission Trends Survey, 2007.



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## Chapter 5. College Counseling In High Schools

- Student-to-Counselor Ratios
- Time Spent on College Counseling
- **New Question:** Release of Student Disciplinary Information to Colleges



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# Student-to-Counselor Ratios by School Characteristics

	Students Per Counselor	Students Per College Counselor
<b>Total</b>	<b>247</b>	<b>311</b>
<b><i>Control</i></b>		
Public	260	321
Private	177	254
<i>Private non-parochial</i>	<i>175</i>	<i>251</i>
<i>Private parochial</i>	<i>181</i>	<i>261</i>
<b><i>Enrollment</i></b>		
Fewer than 500	190	220
500 to 999	259	328
1,000 to 1,499	271	337
1,500 to 1,999	291	340
2,000 or more	334	515
<b><i>FRPL</i></b>		
0 to 25%	242	305
26 to 50%	265	307
51 to 75%	237	330
76 to 100%	209	332

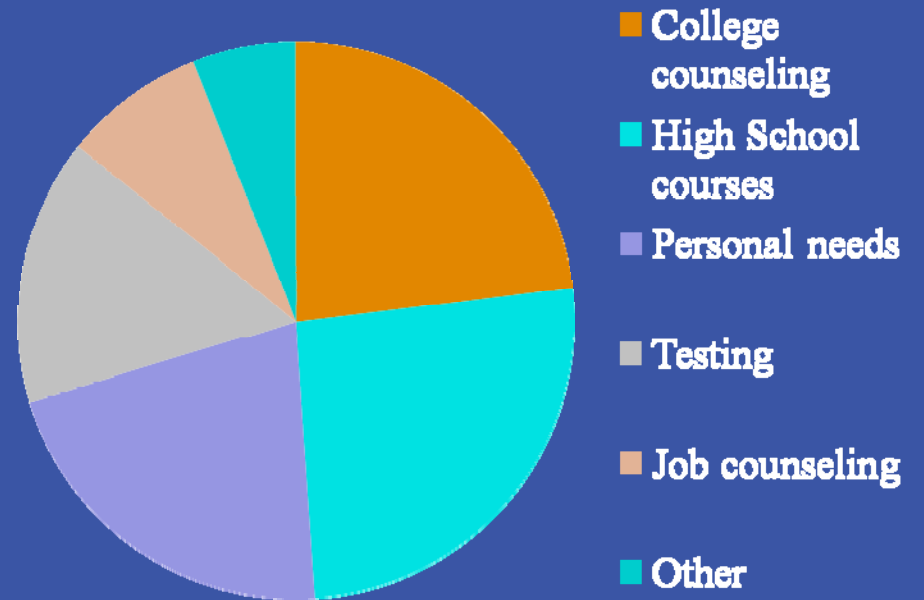
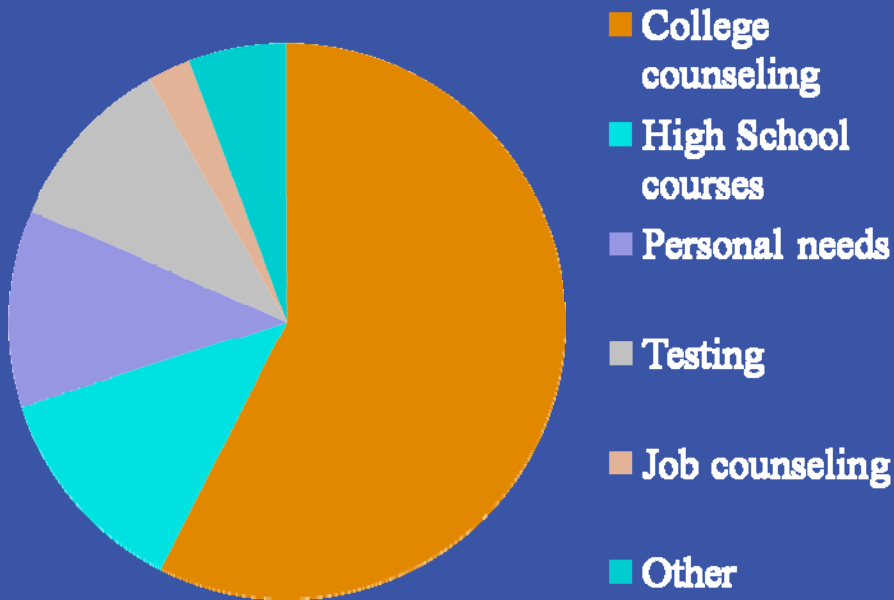


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# Percentage of Time Spent on College Counseling

## Private Schools

## Public Schools





## Disclosure of Disciplinary Information to Colleges

	Percentage of schools that have written disclosure policies	Percentage of schools that allow disclosure		
		Yes	In Some Cases	No
<b>Total</b>	<b>25.9%</b>	<b>23.1%</b>	<b>38.8%</b>	<b>38.0%</b>
<i>Control</i>				
Public	21.4	18.7	38.2	43.0
Private	48.6	44.0	41.8	14.2
<i>Private non-parochial</i>	55.5	48.4	42.3	9.3
<i>Private parochial</i>	32.7	34.0	40.6	25.5

SOURCE: NACAC Counseling Trends Survey, 2007



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# Themes of Disclosure Policies and Practices

	All Schools	Public	Private
Yes—All information	3.3	2.7	5.1
Yes—Only major infractions	20.3	14.8	35.2
Yes—When requested	22.4	21.0	26.7
Yes—As directed by school administration	3.8	4.3	2.3
Yes—With student/parent consent	10.7	13.6	2.8
Yes—When behavior risks self or others	4.2	4.1	4.5
Yes—At the discretion of the counselor	0.8	0.8	0.6
Yes—Determined on a case-by-case basis	11.4	13.0	6.8
No—Responsibility of the student to report; Legal infractions available via public records; Only to comply with legal and court requests	21.1	23.5	14.8
No—Data are not maintained by or available to counselors	2.0	2.3	1.1

SOURCE: NACAC Counseling Trends Survey, 2007.



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# Chapter 6. The Admission Office

- Application-to-Admission Officer Ratios
- Cost to Recruit



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# Application-to- Admission Officer Ratios

	Applications per admission officer
<b>Total</b>	<b>423</b>
<i>Control</i>	
Public	756
Private	299
<i>Enrollment</i>	
Fewer than 3,000	249
3,000 to 9,999	686
10,000 or more	962
<i>Selectivity</i>	
Accept fewer than 50% of applicants	668
50 to 70%	473
71 to 85%	370
More than 85%	252

SOURCE: NACAC Admission Trends Survey, 2007.



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# Cost to Recruit

	Applicant	Admitted	Enrolled
<b>Total</b>	<b>\$578.08</b>	<b>\$836.49</b>	<b>\$2,366.08</b>
<i>Control</i>			
Public	342.54	470.21	1,002.02
Private	668.23	976.67	2,894.65
<i>Enrollment</i>			
Fewer than 3,000	710.79	1,042.88	2,963.46
3,000 to 9,999	365.68	512.47	1,743.22
10,000 or more	293.27	389.79	841.30
<i>Selectivity</i>			
Accept fewer than 50% of applicants	422.01	1,072.23	3,384.62
50 to 70%	555.45	875.30	2,451.30
71 to 85%	611.64	769.29	2,138.28
More than 85%	642.03	774.06	2,053.44
<i>Yield</i>			
Enroll fewer than 30% of admitted students	559.13	836.70	3,030.48
30 to 45%	566.12	813.55	2,303.32
46 to 60%	503.41	834.43	1,756.79
More than 60%	830.31	955.80	1,535.16



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# We Welcome Your Input

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