

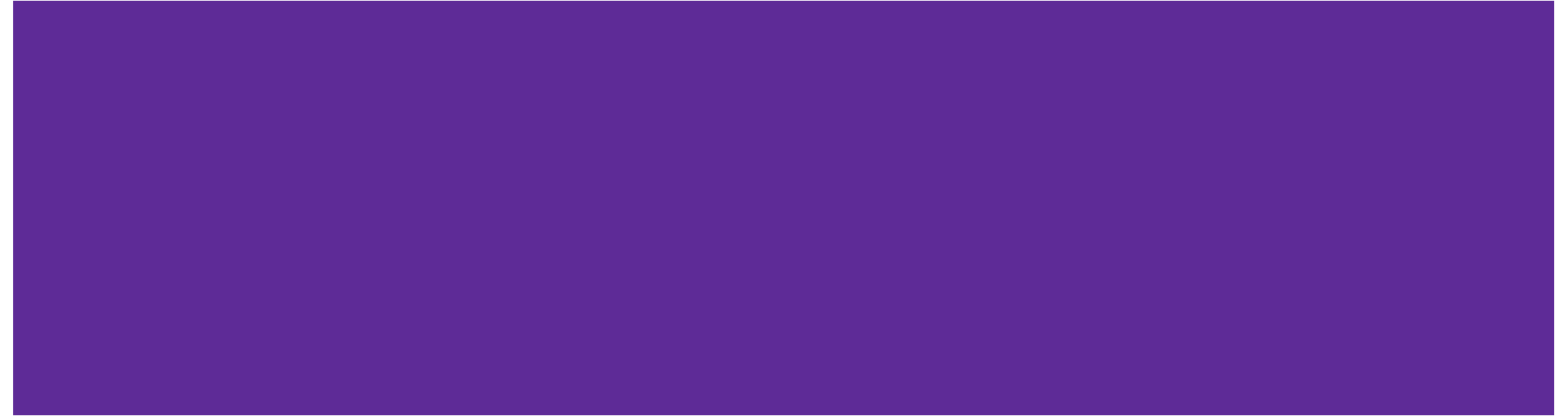
College Admissions: Trends and an Evolving Application Process

Justin J. Mohney; Director of Recruitment, Carnegie Mellon University

Michael White; Associate Director for Enrollment Management Technology/Applications, Slippery Rock University



An Evolving Applicant Profile: Who is applying?

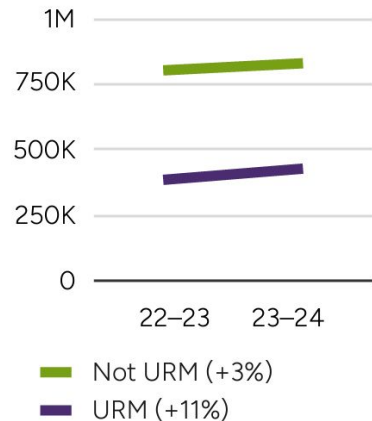


2024 Common Application Overview:

~ 1.4 Million Applicants Submit ~ 9.4 Million Applications

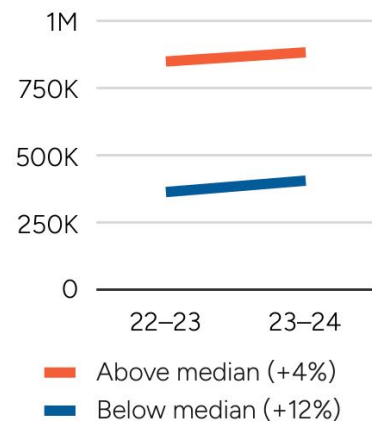
Underrepresented minority applicants

Underrepresented minority race/ethnicity (URM) increased by 11%



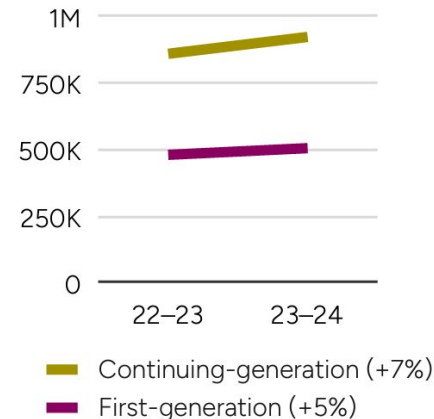
Below-median income

Growth in applicants from below median income ZIP-codes continued to outpace their peers at 12% since 2022-23 (versus 4%)



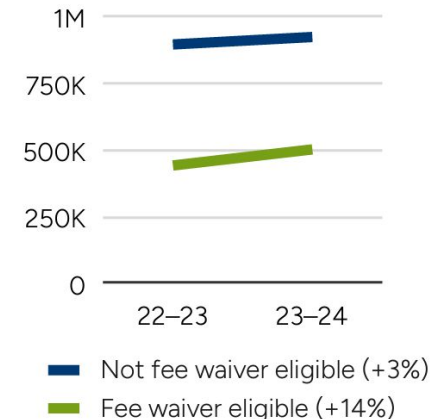
First-generation status

First-generation (“first-gen”) applicants increased by 5% since 2022-23



Fee waiver eligibility

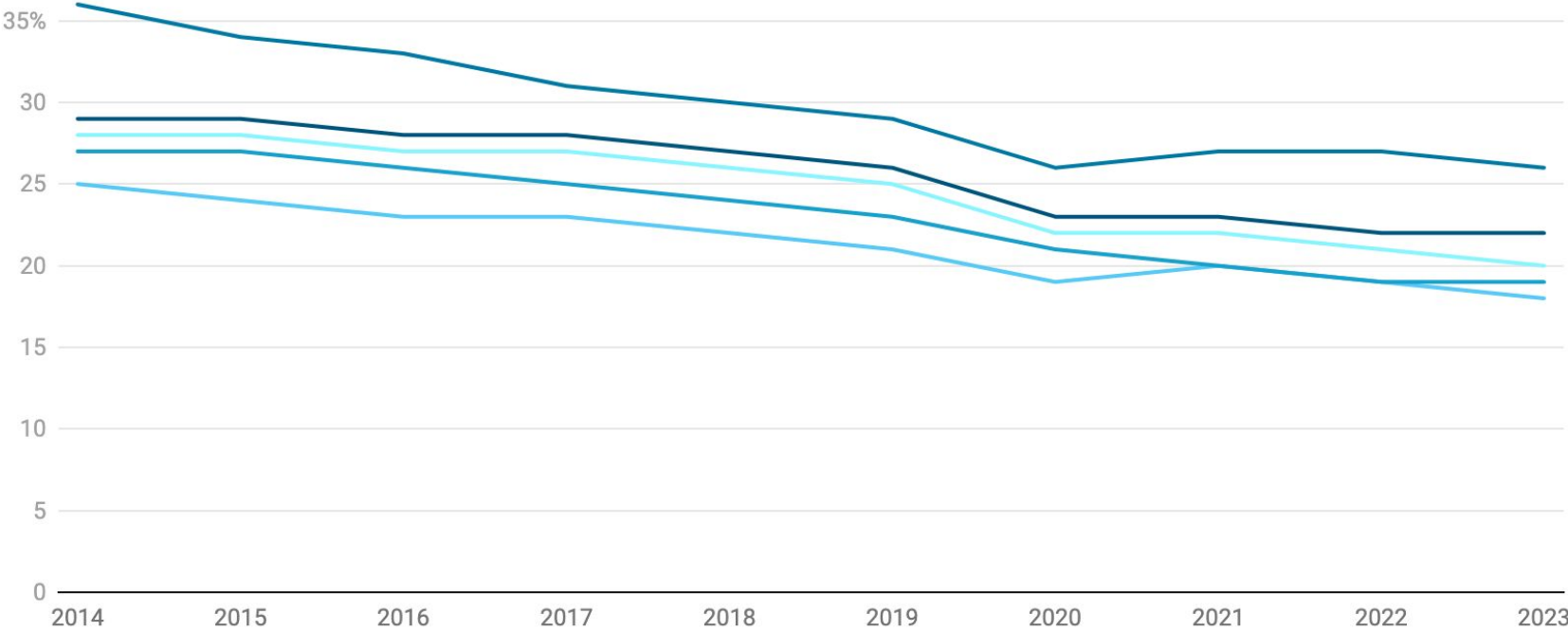
Students reporting eligibility for a Common App fee waiver increased at over four times the rate of students not reporting fee waiver eligibility (14% vs. 3%)



Source: Common App End-of-season report, 2023-2024: First-year application trends

Declining Yield Rates

— Total (1,597 institutions) — Master's (537 institutions) — Doctoral (426 institutions) — Baccalaureate (397 institutions) — Special focus 4-year (237 institutions)

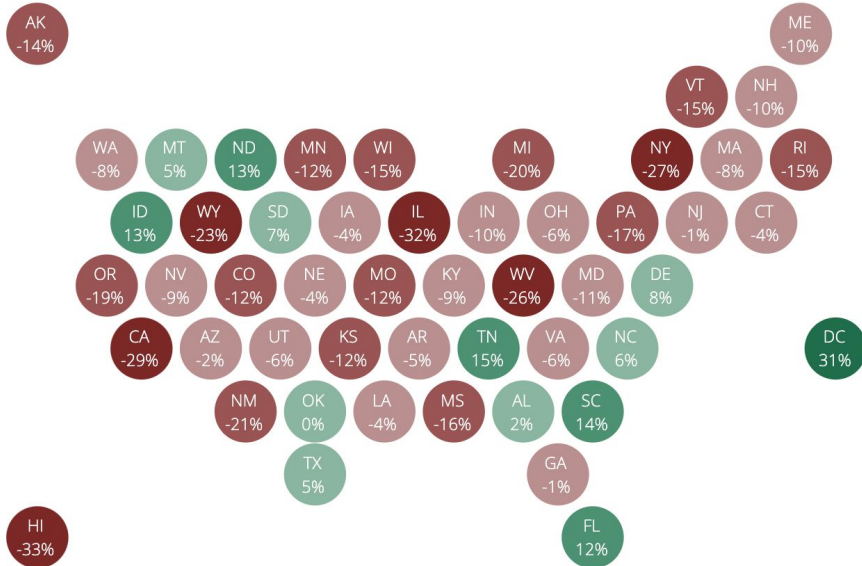


Source: Chronicle of Higher Ed analysis of U.S. Department of Education data

Changing Demographics - WICHE Data

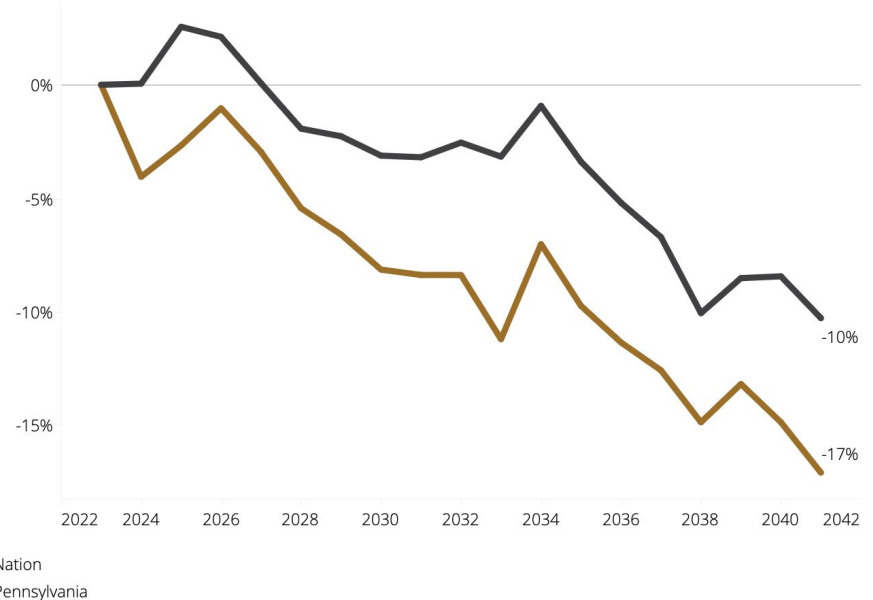
Projected percent change, 2023 to 2041

Select a state from the map to highlight on the bar chart and add to the line below



Projected percent change, 2023 to 2041

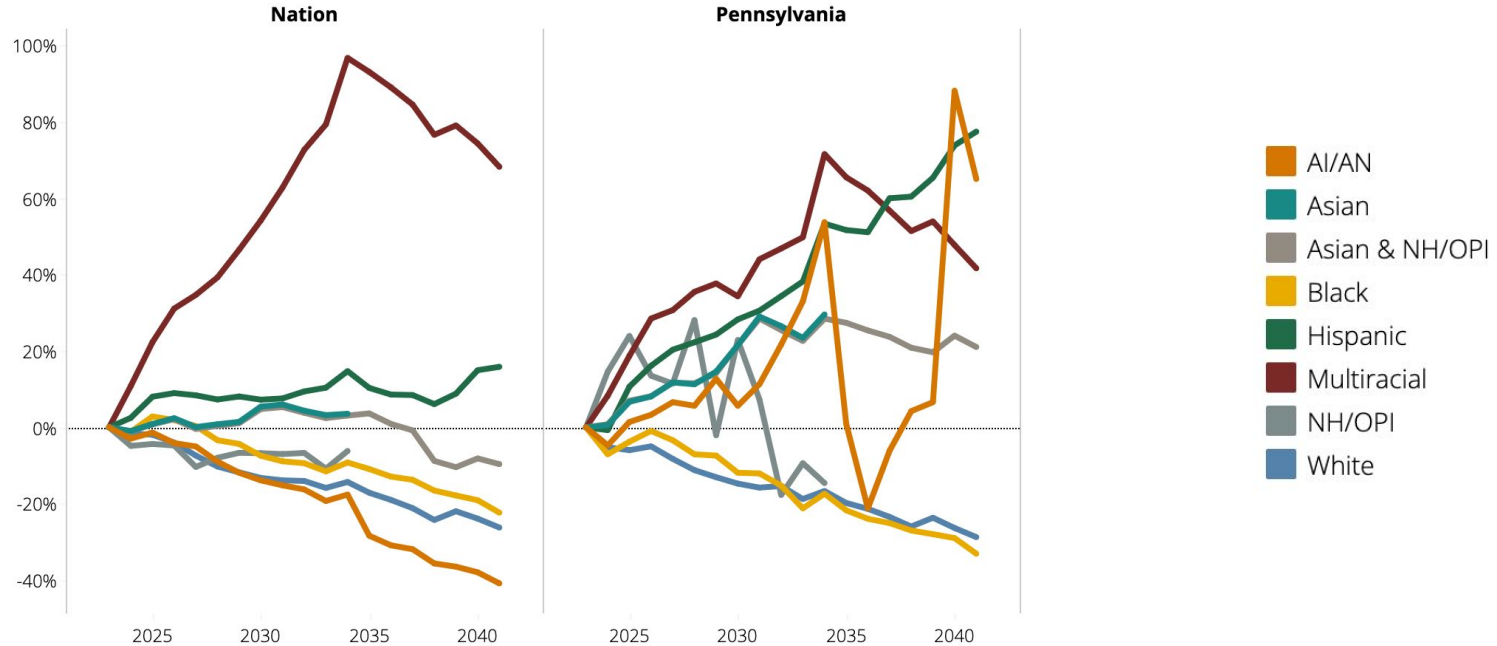
Select a state from the map above to add to the line below



Changing Demographics - WICHE Data

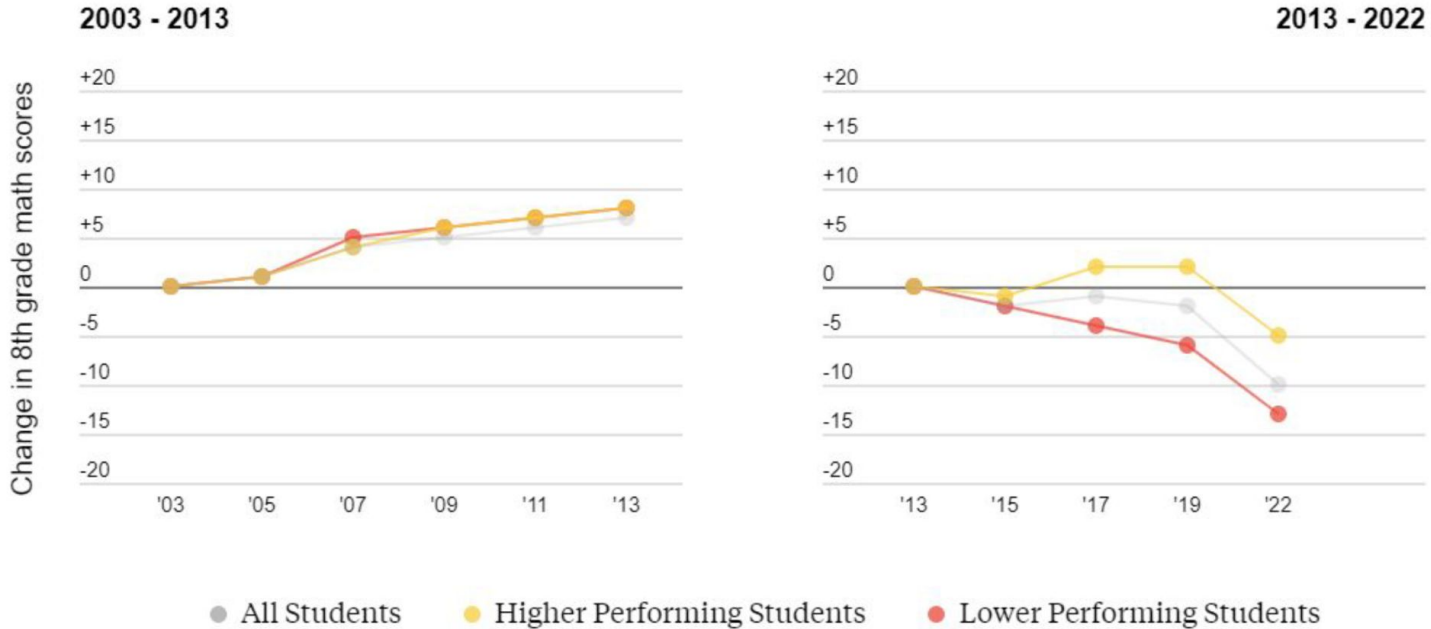
Projected change in public high school graduates from 2023 to 2041

Select a state from the map above to add to this chart



Source: Western Interstate Commission for Higher Education. (2024). *Knocking at the College Door*.

Academic Performance on the Decline: National NAEP “Nation’s Report Card” 8th Grade Math Scores



Source: <https://www.the74million.org/article/interactive-see-how-student-achievement-gaps-are-growing-in-your-state/>

Academic Performance on the Decline: Learning Loss & Growing Gaps

Figure 1. National Assessment of Educational Progress (NAEP), 2020 and 2023 Long-Term Trend Assessments, 13-Year-Olds

PERCENTILE	SCALED SCORES IN MATHEMATICS			SCALED SCORES IN READING		
	2020	2023	2023 DECREASE	2020	2023	2023 DECREASE
90th percentile	329	322	⬇ 6	308	305	⬇ 3
75th percentile	307	301	⬇ 6	287	283	⬇ 4
50th percentile	282	274	⬇ 8	262	258	⬇ 4
25th percentile	255	244	⬇ 12	236	231	⬇ 6
10th percentile	228	213	⬇ 14	209	202	⬇ 7

Source: <https://knocking.wiche.edu/learning-loss-in-education/>

A Changing Application Process: Shifting Landscape



Is Direct Admission Finally Helping Access Or Will It Be Challenged By Legislation Like Other Programs Seeking To Level The Playing Field?

Direct Admit Organization

With today's launch of our 2024–2025 Common App Direct Admissions program, even more students will know they are worthy and welcome on a college campus.

Niche Direct Admissions® continues to resonate with students from historically underrepresented communities with nearly two-thirds of admits identifying as Hispanic or Black or African American

Student Participation

400, 000 first gen and low income students participation

900,000 students participation

Institution Involvement

71 colleges and universities

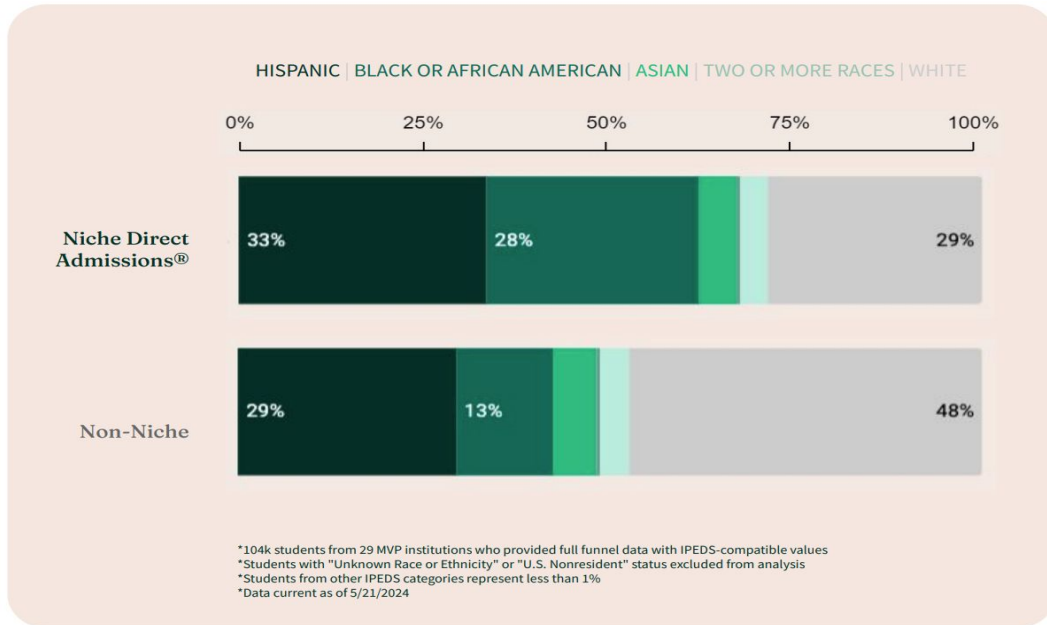
91 colleges and universities

Sources:

<https://www.niche.com/about/wp-content/uploads/2024/05/Using-direct-admissions-to-unlock-new-opportunities-Niche-2024.pdf>

<https://www.commonapp.org/blog/common-app-launches-2024-2025-direct-admissions-program-116-colleges-and-universities>

Is Direct Admission Finally Helping Access Or Will It Be Challenged By Legislation Like Other Programs Seeking To (Un)Level The Playing Field?



Test Optional Policies are Holding Steady: But, for How Long?

In the weeks and months that followed, nearly two dozen articles, op-eds, and newspaper editorials called on colleges to make the submission of test scores mandatory again. In many of these publications, supporters of the SAT and of its parent company, the College Board, essentially took a victory lap, forecasting the collapse of the test optional movement, which they said had been driven by **“politically correct” ideologues opposed to standardized testing.**
-David Leonhardt New York Times

“The Days of Optional SAT Scores May Be Coming to an End,” a column in *The Hill* prophesied. **“Colleges Are Bringing Back the SAT. It’s the Right Move,”** *The Washington Post’s* editorial board declared. **“SAT Isn’t Racist. How Liberals Got It Wrong With Standardized Tests,”** an op-ed in USA Today argued. **“Higher Ed Got It Wrong – the SAT Still Matters,”** the **Republican columnist Rich Barlow** wrote for WBUR, a public radio station in Boston.

Test Optional Policies are Holding Steady: But, for How Long?

2,100 +

Accredited, Bachelor's Degree Granting Colleges & Universities
with ACT/SAT Optional or Test-Free Admission Policies for
Students Seeking to Enroll in Fall 2025 or Beyond

2,015+

ACT/SAT Optional institutions

85+

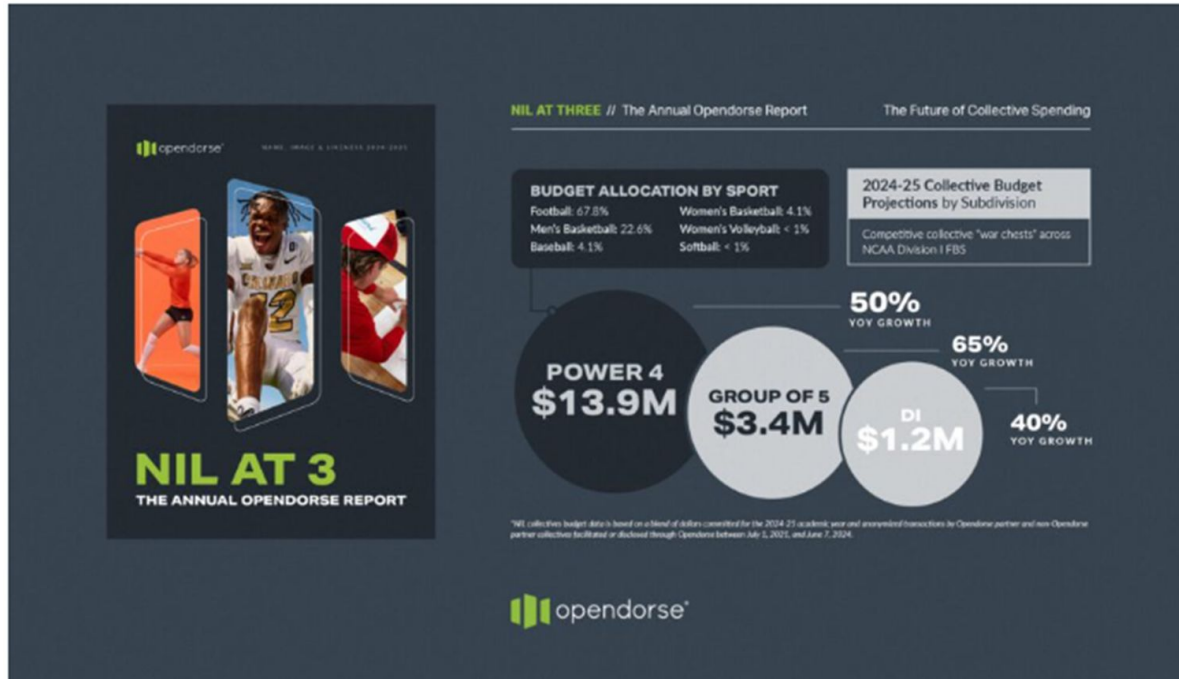
Test-Free Institutions

Transfer Portal and NIL's Impact on High School Athletes: The Good, The Bad, And the Ugly.

According to **NCAA** reports, over 3,000 players entered the portal in 2023, with many transferring multiple times during their college careers

- High School Athletes are Constantly being overlooked because of the Transfer Portal
- College rosters are filling up before high school athletes even have a chance to be recruited.
- Even 3-Star recruits struggle.

Transfer Portal and NIL's Impact on High School Athletes: The Good, The Bad, And the Ugly.



As of 2024, the NIL market is projected to reach \$1.67 billion, with expectations to exceed \$2.5 billion by 2025-2026.

Shedeur Sanders (Colorado): Leading with \$5.1 million in NIL earnings.

Arch Manning (Texas): With an NIL valuation of \$6.6 million.

on3.com

Olivia Dunne (LSU Gymnastics): Boasts a net worth exceeding \$9.5 million, with endorsements from brands like Reebok and Beats by Dre.

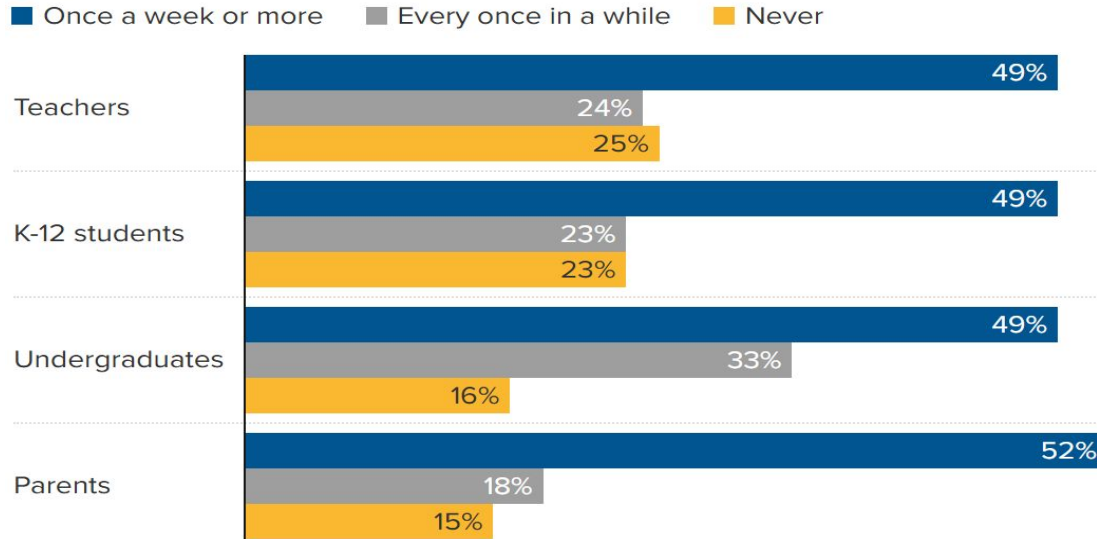
Source: <https://www.si.com/fannation/>

Transfer Portal and NIL's Impact on High School Athletes: The Good, The Bad, And the Ugly.

- **Financial Benefits:** High school athletes can start earning money through endorsements, sponsorships, and other NIL deals even before they enter college.
- **Brand Building:** Athletes can build their personal brand early, which can help them attract more lucrative deals and opportunities in college and beyond.
- **Increased Visibility:** NIL deals can increase an athlete's visibility and marketability, making them more attractive to college programs looking for high-profile recruits.
- **Increased Opportunities:** The transfer portal can create more opportunities for high school athletes as college players transfer out, potentially opening up roster spots and scholarships.
- **Better Fit:** High school athletes can find programs that are a better fit for their skills and goals, as coaches may look to fill specific needs created by transfers.

AI Usage across various educational centers

Rates have been increasing steadily.



Source: Impact Research
Online survey of 4,007 teachers, parents and students in the U.S. conducted May 7-15, 2024

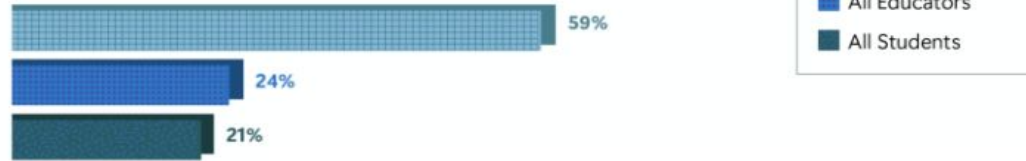


AI Usage across various educational centers

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Familiarity with AI

'Know a lot about AI'

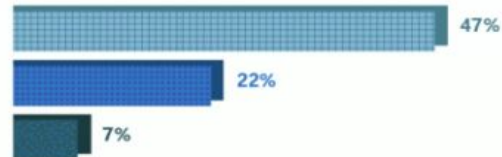


AI Usage in School Settings

Have used it at least once or twice



Daily Use



Student loan debt remains a national crisis. Many will not likely earn enough to pay them off.

Student Loan Debt Growth Relative to Student Borrowers

Source: U.S. Department of Education



Source:

https://www.microsoft.com/en-us/education/blog/2024/04/explore-insights-from-the-ai-in-education-report/?utm_source=chatgpt.com

Student loan debt remains a national crisis. New tools to measure institutions ROI...



College Scorecard - metric that measures the share of students at an institution whose earnings 10 years after enrollment are higher than those of workers with a high school diploma as their highest level of education.

Payscale College ROI - 20-year salary earnings of college alumni minus the total investment to attend that college (factoring in financial aid) compared to the 24-year earnings of high school graduates without a bachelor's degree.

Open Forum / Q&A

