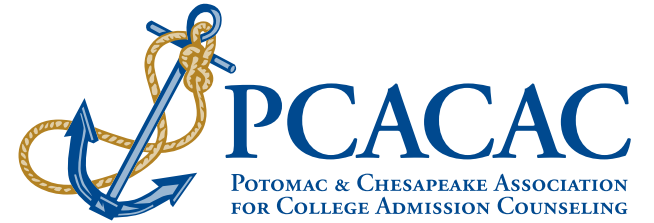




It's All About Priorities: Selective Admission and Counseling

PCACAC Leadership Education Series

Thursday, March 26



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How Priorities Drive Process

- General
 - Profile, Diversity, Net Tuition Revenue
- Institutional Context
 - Institutional Strategic Plans
 - Admissions-Related Goals (i.e. Diversity, Internationalization, Growth)
 - Admissions Tactical Plans, Annual Recruitment Plan



Who Sets Priorities?

- Mission and Context – Public/Private
- Market-Driven Imperatives
 - Characteristics of Pipeline
 - Institutional Market Position
- Role of Senior Leadership and Board of Trustees
- Circumstances in Time:
 - Effect of Political Economy on International Outreach
 - Pandemics



How Do Priorities Affect Practice?

- Profile
 - Admission Practices: Early Action
 - Financial Leveraging
- Diversity
 - Defining target populations: racial/ethnic, geographic, majors
 - Variable Outreach: Recruitment Plan
- Net Tuition Revenue
 - Modeling Desired NTR



How Do Priorities Affect Practice?

- Selection Grid
 - Reading Rubrics: indexes, capped majors, in-state v. non-residents, etc.
 - Awarding Rubrics
- Review and Revise
 - Results may or may not be as expected
 - Levers
 - Number of Offers
 - Appeals (academic and financial)
 - Wait List



Special Populations

- Athletes
- Visual and Performing Arts
- Legacies
- Special Interest (Politicians, Donor's, etc)



Threading the Needle of Institutional Priorities

- Student Initiated: National student protest #StudentBlackOut
- Alum/Donor Initiated: Bloomberg 1.8B gift to financial aid
- President Initiated: Elimination of legacy in admissions



Threading the Needle of Institutional Priorities

- Staff Impact - examples
 - Anchoring our work in diversity and inclusion
- Recruitment Impact - examples
 - Eliminating Financial Barriers
 - Eliminating legacy in Admissions



College Priorities impact on Counseling

- How do counselors learn about colleges institutional priorities?
 - Visit colleges - information sessions, campus tours, and conversations with admission officers
 - Attend Counselor Events hosted by colleges in your area
 - Research individual college websites
 - Review admission stat letters from admission deans at various points in the admission cycle
 - Read Mission Statements of colleges and universities posted on their websites
 - Research IPEDs and NCES data to note trends or changes from year to year



College Priorities impact on Counseling

- How do you counsel or inform students and families about institutional priorities?
 - We openly discuss college institutional priorities during our Junior Parent College Program
 - Individual college meetings with students
 - During our College Seminar classes



College Priorities impact on Counseling

- How does knowledge of college priorities impact how you counsel specific students?
 - Example:
 - First Gen
 - Villanova - an Augustinian University



A Balancing Act

Common App: a not-for-profit **membership association** committed to the pursuit of **access, equity, and integrity** in the college admission process.

- Who are our members?
 - 900+ colleges and universities
- Who do we serve?
 - Our members
 - 1.1 million applicants
 - 700,000 recommenders



A Balancing Act

The challenge is balancing conflicting needs:

- Among member institutions
- Between institutions and students
- Among students



A Balancing Act

- Conflicting needs among member institutions
 - Criminal history
- Conflicting needs between institutions and students
 - Supplemental writing requirements
- Conflicting needs among students
 - Resources that speak to all

Questions & Answers

- *Use the "Q&A" menu item in Zoom to type a question*