Are You Common App Ready?

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SACAC 2018 Annual Conference
AGENDA

✓ Common Application community
✓ Removing barriers to access
✓ The Advisor role
✓ Equipping students and recommenders for success
✓ Looking forward
✓ Q&A
But first…

Who do we have in the audience?
Common Application
Community
The Common Application is a not-for-profit membership organization committed to the pursuit of access, equity, and integrity in the college admission process.
Welcoming to all who are mission-aligned

Growth in membership 1975–2017
2017-2018 Membership

- **772** Member Institutions
- **49** States Plus DC and PR
- **59** International Members
- **144** Public Universities (20%)
- **44** Minority Serving Institutions
- **18** Countries
  - **US**
  - **Outside**
Public Institutions

- Bridgewater State University (MA)
- CUNY Queens College (NY)
- Florida State University (FL)
- Indiana University Purdue University Indianapolis (IUPUI) (IN)
- Michigan State University (MI)
- Oregon State University (OR)
- Penn State (PA)
- Radford University (VA)
- Shippensburg University of Pennsylvania (PA)
- The University of Kansas (KS)
- The University of Utah (UT)
- The Wilkes Honors College of FAU (FL)
- University of Central Missouri (MO)
- University of Cincinnati - Blue Ash College and Clermont College (OH)
- University of Iowa (IA)
- University of North Carolina at Charlotte (NC)
- University of Pittsburgh (PA)
- Wright State University (OH)
The Applicants

- **White**: 50.4%
- **Hispanic or Latino**: 13.1%
- **Black or African American**: 9.5%
- **Asian**: 9.3%
- **Multi**: 4.3%
- **Native Hawaiian or Other Pacific Islander**: 0.1%
- **Non-US**: 9.4%
- **Native American or Alaska Native**: 0.2%
- **Unknown**: 3.7%

**30%** First-Generation Students

**24%** Students Granted Need-Based Fee Waivers
Worldwide Reach

212 Countries and Territories

91% U.S.
9% International

Top 15 States

New York (12.3%)
California (9.9%)
New Jersey (7.1%)
Illinois (6.1%)
Massachusetts (5.6%)
Ohio (5.4%)
Pennsylvania (4.8%)
North Carolina (4.3%)
Virginia (4.1%)
Texas (3.8%)
Florida (3.4%)
Maryland (3.3%)
Connecticut (3.3%)
Georgia (2.7%)
Michigan (2.6%)
2017-2018 By the Numbers

- **2M** Applicant Profiles Created
- **1M** Unique Applicants
- **4.9M** Applications Submitted
- **484K** Rollover Accounts
- **24M** Recommendation Forms Submitted
- **4.7** Average # of Apps Submitted Per Student
Removing Barriers to Access
Removing Barriers

- **325**
  No Application Fee

- **250+**
  Flexible or not used testing policies

- **200**
  Personal Essay optional

- **>50%**
  Require no letter of recommendation

- **Strive for College**
  Free virtual mentoring

- **Scholar Snapp**
  Connects students with scholarships
Welcome!
Exposure
Matching
Revision
Completion
Our Intervention

- College Tours
- College Exposure Course
- Stratified application intervention
  - CT Honors
  - Dual Enrollment
- College Prep Institute
- Application Fridays
- Weekend Intensives
- Google Drive

www.collegetrack.org
The Common App
Advisor Role
“Students who don’t have experience with college are unlikely to use the available tools to their fullest advantage without support from knowledgeable advisers.”

- Michael Lawrence Collins, Vice President at Jobs for the Future
The Common App Advisor Role

What is the Advisor Role?

Who is an Advisor?

How does it work?

If a student chooses to invite an Advisor, that action will remain private. The Advisor invitation and profile information will not be visible to a student's colleges or any other invited Recommender.
## Advisor View

### Search by student name

<table>
<thead>
<tr>
<th>Student name</th>
<th>Next deadline</th>
<th>Profile</th>
<th>Family</th>
<th>Educ.</th>
<th>Test.</th>
<th>Activ.</th>
<th>Writ.</th>
<th>C&amp;G</th>
<th>Preview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash, Johnny</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Dylan, Bob</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Guthrie, Woody</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
<tr>
<td>Mitchell, Joni</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Seeger, Pete</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Simon, Paul</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>N/A</td>
</tr>
</tbody>
</table>
College-level Detail

![College List for Bob Dylan](image)

<table>
<thead>
<tr>
<th>College</th>
<th>Decision Plan</th>
<th>Application Deadline</th>
<th>Student Deadline</th>
<th>Application Submitted</th>
<th>Writing Supp. Required</th>
<th>Writing Supp. Submission</th>
<th>Student Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bowdoin College</td>
<td>Regular Decision</td>
<td>01/01/2018</td>
<td>Not Submitted</td>
<td>Not Required</td>
<td>✓</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Brown University</td>
<td>Regular Decision</td>
<td>01/01/2018</td>
<td>01/01/2018</td>
<td>01/02/2018</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Columbia University</td>
<td>Regular Decision</td>
<td>01/01/2018</td>
<td>01/02/2018</td>
<td>01/01/2018</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Louisiana State University A&amp;M-Baton Rouge</td>
<td>Rolling Admission</td>
<td>04/15/2018</td>
<td>01/01/2018</td>
<td>01/03/2018</td>
<td>✓</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Loyola University</td>
<td>Regular Decision</td>
<td>01/01/2018</td>
<td>Not Submitted</td>
<td>Not Required</td>
<td>✓</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

This student attends a school that uses Naviance eDocs for counselor and teacher recommendations. Counselor and teacher assignments will only be visible here once they have submitted recommendations for that college.

**Symbol Legend**
- ✓ = Completed Status
- Application Preview: 
  - = On  
  - = Off
- = View Submitted Form
- C = Counselor
- T = Teacher
- O = Other Recommender
- = Unassigned Recommender
- = Assigned Recommender
- P = Parent
Benefits

- Track student progress
- Ensure application completion
- Provide feedback on applications remotely
- Ensure that the schools that students are applying to are aligned with college match
Equipping Students and Recommenders for Success

- Common App Website
- Common App Ready
- Recommendation System Resources
- Account Rollover
- Common App onTrack
- Solutions Center
Your partner in the college admissions process.

We’re more than an application tool. We are a leader in the college admission profession, and we’re dedicated to helping you help your students.
Counselors & Recommenders

Share Your Expertise

The Virtual Counselor provides college counseling tools and guidance to students who need it most.

Submit Your Advice

Create a Practice Account

Help your students get started on their Common App by exploring the application.

Start Today

Sign Up for Our Newsletter

Get the latest tips and information for counselors and teachers about the Common App, professional development opportunities, and more.

First Name

Last Name

Title

Organization

Email

Subscribe
Common App Ready

Explore the Common App Ready Toolkit

Explore and download ready-to-use training materials to create a toolkit that guides your students through the Common Application.

Learn More

Getting Started

Creating a Common App Account

This comprehensive slide deck provides a great introduction for those just starting on the Common App.

PowerPoint Presentation

Getting Started

Completing the Common App

This slide deck gives you the tools you need to help applicants complete the six sections of the Common App tab.

PowerPoint Presentation

Getting Started

Tips and Best Practices

A helpful checklist to keep handy as you navigate the application from start to finish.

Tips and Best Practices

www.commonapp.org/ready
Recommendation System Resources

- Embedded training videos
- Easy to navigate tab to explore tools
- Discover partner organizations sharing a commitment to advancing student access
Account Rollover

Any account created now can carry over from year to year.

▪ User name and password remain the same

▪ What rolls over? Any answers to questions on the ‘Common App’ tab:
  ✓ Profile
  ✓ Family
  ✓ Education
  ✓ Testing
  ✓ Activities
  ✓ Writing
  ✓ Courses & Grades

▪ Great for 10th and 11th grade students wanting to explore the application

▪ Nearly 500K rollover accounts this year
Common App OnTrack

• Free mobile companion to Common App account
• Student-centered design
• Add and research colleges, track deadlines and submissions, track and invite recommenders, set reminders, and more
• Available in iTunes and Google Play stores
Looking Forward
Our focus as we move forward

We are forging a direct, unambiguous path to a viable future for all students.

The principles that will guide our efforts

> Choose inclusion
> Clear the way
> Experience first
> Our product is our point of view
2018-2019 Essay Prompts Remain the Same
2018-2019 Enhancements

- Continued privacy efforts
- Responding to user suggestions
- Refining Courses & Grades
A big opportunity to advance our mission – transfer and returning students

3.3 M
First-time, full-time freshmen market

37 M
Transfer and returning student market
Transfer Advisory Committee

Common App Members

Arizona State University (AZ)
Boston College (MA)
Boston University (MA)
Colorado State University (CO)
DePaul University (IL)
George Mason University (VA)
Mount Holyoke College (MA)
New York University (NY)
Northeastern University (MA)
Spelman College (GA)
Stevenson University (MD)
The George Washington University (DC)
Trinity University (TX)
Tufts University (MA)
UMASS Amherst (MA)
UMASS Boston (MA)
UMASS Lowell (MA)
University of Richmond (VA)
University of Wisconsin-Madison (WI)
University of Southern California (CA)
College of William & Mary (VA)
Williams College (MA)
Transfer Advisory Committee

Partner Organizations

American Association of Collegiate Registrars and Admissions Officers (AACRAO)

National Institute for the Study of Transfer Students (NISTS) at University of North Georgia (GA)

The Aspen Institute (DC)

The Graduate! Network, Inc. (PA)

Partner Institutions

Montgomery College (MD)

Prince George’s Community College (MD)

Wilmington University (DE)
The Common App for Transfer

- Built in partnership with Liaison International, leader in graduate admissions
- An experience that is accommodating of today’s transfer students
- Targeted pathways based on individual applicant information
- Expanded and centralized document collection to simplify process
- Early adopters live now; full membership use in 2018-2019

apply.transfer.commonapp.org
Questions from Counselors

• How will Account Rollover work?

• Will programs require a high school transcript?

• How will high school transcripts be collected?

• What does the new transfer recommendation system look like?
Your Questions
Students have changed.
Higher education has changed.
Our mission hasn’t.

Thank you!

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Extra Slides
Our future lies in expanding the variety of students and institutions we serve.

May 2017
Announced new Common App for transfer

Jun 2017
Established Transfer Advisory Committee

Jan 2018
Early adopters Common App for transfer

Aug 2018
General release Common App for transfer
Questions and Takeaways

• How do we address…
  o When to collect parent information?
  o Program eligibility?
  o Intended path?

• The need to reframe our thinking: “gaps” in education are when life happens

• Incredible diversity in transfer processing & enrollment needs
Early Adopters

- Arizona State University (AZ)
- DePaul University (IL)
- Dominican University of California (CA)
- King’s College (PA)
- Loyola Marymount University (CA)
- Lynchburg College (VA)
- Mount Holyoke College (MA)
- Robert Morris University (PA)
- St. Edward’s University (TX)
- University of Dayton (OH)
- Valparaiso University (IN)

Next Steps

- Community engagement and education
- Focus groups
- Refine based on feedback from early adopters, students, and advisory committees
- Develop support resources for transfer applicants and advisors
- Open to full membership for 2018-2019 application cycle
Evolving Student Landscape

Current Undergraduates
- Works full time: 15%
- Has dependents other than a spouse: 85%
- Is a single parent: 45%
- Has no high school diploma: 15%
- Has taken more than just a gap year: 37%
- Attends part time: 45%
- Is financially independent from parents: 37%

Student Mobility
- 37%
Expanding access since 1975

This is who we are, and who we have been since our beginning.
“One of the best things we can do to increase educational attainment – especially for underserved populations – is to ensure the transfer admissions process works well for everyone; we must make it a top priority.”

- Jon Boeckenstedt, Associate Vice President for Enrollment Management and Marketing at DePaul University
A Challenging Path

80%

Entering community college students who intend to attain a bachelor’s degree or higher

1/3

Transfer to a four-year institution within six years

1/7

Earn a bachelor’s degree

In the 2015-16 academic year, 49% of all students who completed a bachelor’s degree at a four-year institution had been enrolled at a two-year public institution at some point in the previous 10 years.

In fall 2014, 42% of all and 25% of full-time undergraduate students were enrolled in community colleges.

Community College Research Center
Tracking Transfer 2016

College Board Research: Trends in Community Colleges – April 2016
Liaison’s Footprint

[Image showing various university logos and program icons related to professional health fields.]
15% Current undergraduate students enrolling immediately following high school

85% Diverse group of students including those beginning postsecondary education at 2-year institutions, military and veterans, returning adults
HS Transcripts & Recommendations

- Transfer applicants can choose from the following recommender types: Personal, Academic, Professional
- Ability to include a personal message and a requested completion date
- Each program will inform applicants if an official high school transcript is required
- If a program wants a high school transcript, the applicant will be able to invite their counselor or another school official to upload their transcript into the transfer recommendation system (**feature still under development**)

recommend.transfer.commonapp.org