



Michael Horn



Rick Weissbourd

Welcome!

The program will begin at 8pm Eastern / 7pm Central.

www.sais.org/parents

Housekeeping

- Everyone is muted given the size of this group
- Please use the chat feature for discussion and the Q&A feature for questions
- You can “up vote” questions already asked

To start

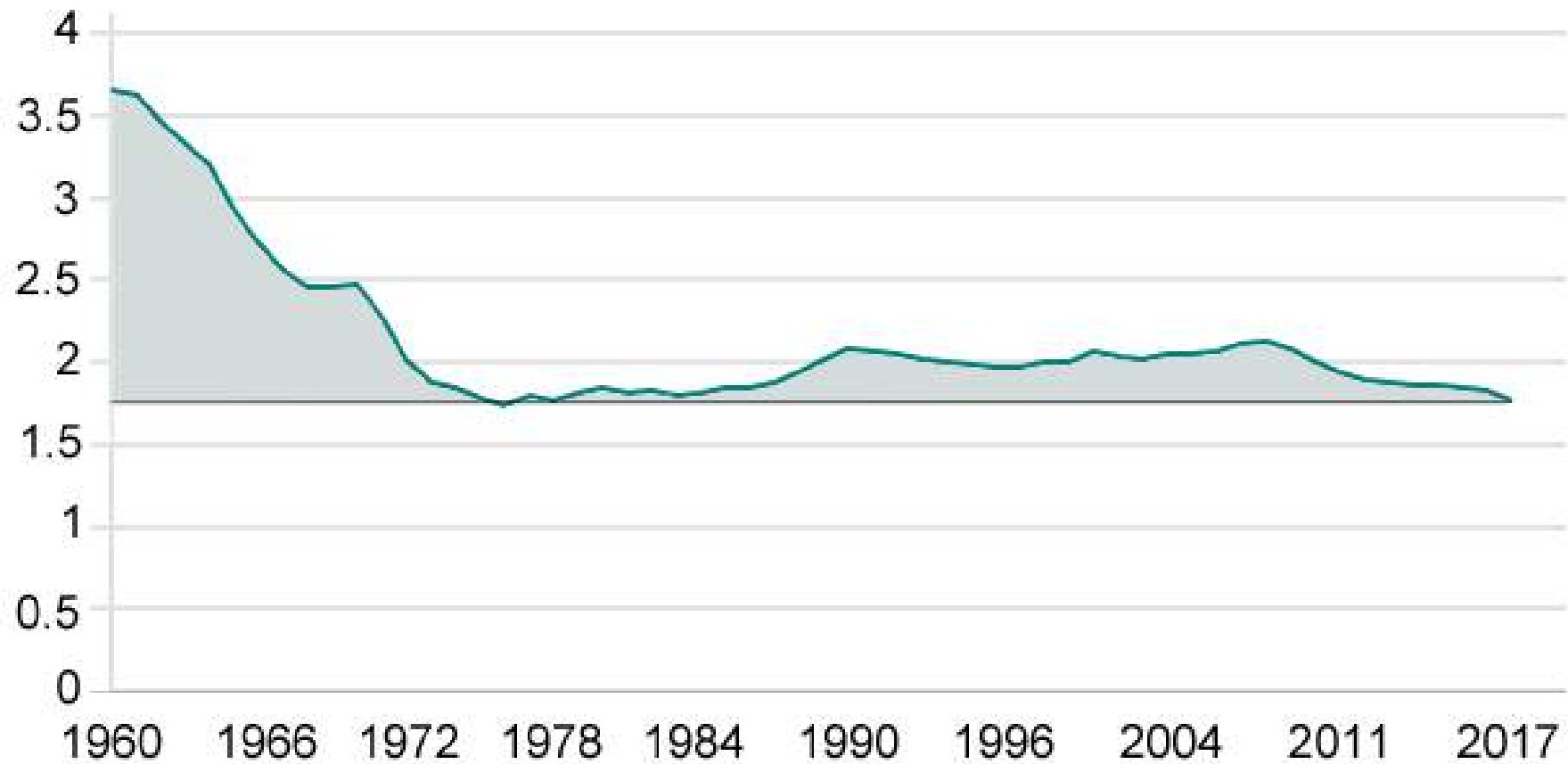
- *There are many “unknowns” and there will be for a while.*
- Colleges do not generally know what next year will look like for incoming freshman
- Admissions officers do not generally know what the next admissions cycle will look like
- College counselors do not generally know what the next admissions cycle will look like
- For this reason
 - We will lay some groundwork
 - Have some general questions
 - Take questions



What were we seeing in
higher education?

Lowest US fertility rate since 1978

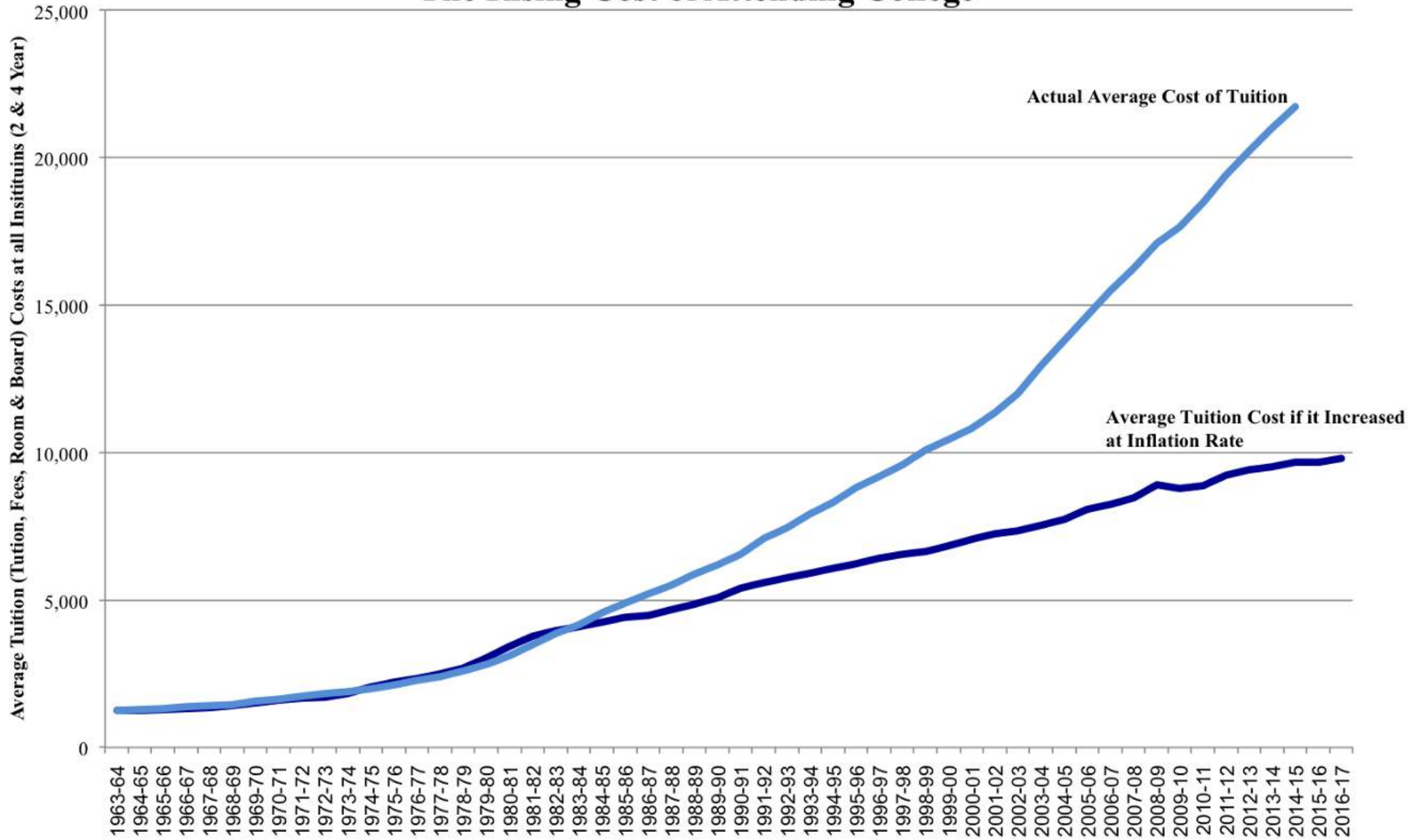
Births per woman 1960-2017



Source: CDC/World Bank

BBC

The Rising Cost of Attending College





onicle illustration, Getty Images

The Great Enrollment Crash

Students aren't showing up. And it's only going to get worse.

By BILL CONLEY

Bucknell

- 2018 Set an aggressive target of 980 (40 more first-year students than in 2017)
- Yield model indicated admit pool + 30 to 35 students from the wait list, safely land by the first day of fall classes.
- May 2. The enrollment-deposit spigot went dry, considerably short of our goal. As it turned out, we would need to enroll about 100 students from our wait list.

Not so full?



After the May 1 deadline, colleges can use a “still open for business” status alerting that there’s still time to submit an application.



For classes entering between 2014 and 2016, the average number of colleges considering post deadline apps was 436.



2016-2019 The average was 554 — a **27% increase**.



Non-Resident Admission Index

		Non-Resident Scholarship/Admission Index																		
		GPA																		
SAT	ACT	4.0	3.9	3.8	3.7	3.6	3.5	3.4	3.3	3.2	3.1	3.0	2.9	2.8	2.7	2.6	2.5	2.4	2.3	2.2
1600	36	142	140	139	137	135	133	132	130	128	126	124	123	121	119	117	116	114	112	110
1580	35	140	138	137	135	133	131	130	128	126	124	122	121	119	117	115	114	112	110	108
1530	34	138	136	135	133	131	129	128	126	124	122	120	119	117	115	113	112	110	108	106
1460	33	136	134	133	131	129	127	126	124	122	120	118	117	115	113	111	110	108	106	105
1440	32	134	132	131	129	127	125	124	122	120	118	116	115	113	111	109	108	106	105	103
1360	31	133	131	130	128	126	124	123	121	119	117	115	114	112	110	108	107	105	103	101
1320	30	131	129	128	126	124	122	121	119	117	115	113	112	110	108	106	105	103	101	99
1280	29	129	127	126	124	122	120	119	117	115	113	111	110	108	106	104	103	101	99	98
1240	28	127	125	124	122	120	118	117	115	113	111	109	108	106	104	102	101	99	98	96
1210	27	126	124	123	121	118	117	116	114	112	110	108	107	105	103	101	100	98	96	94
1170	26	124	122	121	119	117	115	114	112	110	108	106	105	103	101	99	98	96	94	92
1140	25	122	120	119	117	115	113	112	110	108	106	104	103	101	99	97	96	94	92	90
1100	24	120	118	117	115	113	111	110	108	106	104	102	101	99	97	95	94	92	90	88
1060	23	118	116	115	113	111	109	108	106	104	102	101	99	97	95	94	92	90	88	86
1030	22	117	115	114	112	110	108	107	105	103	101	99	98	96	94	92	91	89	87	85
990	21	115	113	112	110	108	106	105	103	101	99	97	96	94	92	91	89	87	85	83
950	20	113	111	110	108	106	104	103	101	99	97	95	94	92	90	88	87	85	83	81
910	19	111	109	108	106	104	102	101	99	97	95	93	92	90	88	86	85	83	81	79
860	18	109	107	106	104	102	100	99	97	95	93	91	90	88	86	84	83	81	79	77
820	17	108	106	105	103	101	99	98	96	94	92	90	89	87	85	83	82	80	78	76
770	16	106	104	103	101	99	97	96	94	92	90	88	87	85	83	81	80	78	76	74

* This index is to be used as an estimate only. Exact scholarship awards will be finalized upon your admission to SUU.

NON-RESIDENT PRESIDENT'S SCHOLARSHIP
Full Tuition
8 semesters

NON-RESIDENT FOUNDERS' SCHOLARSHIP
\$6,908 / semester
8 semesters

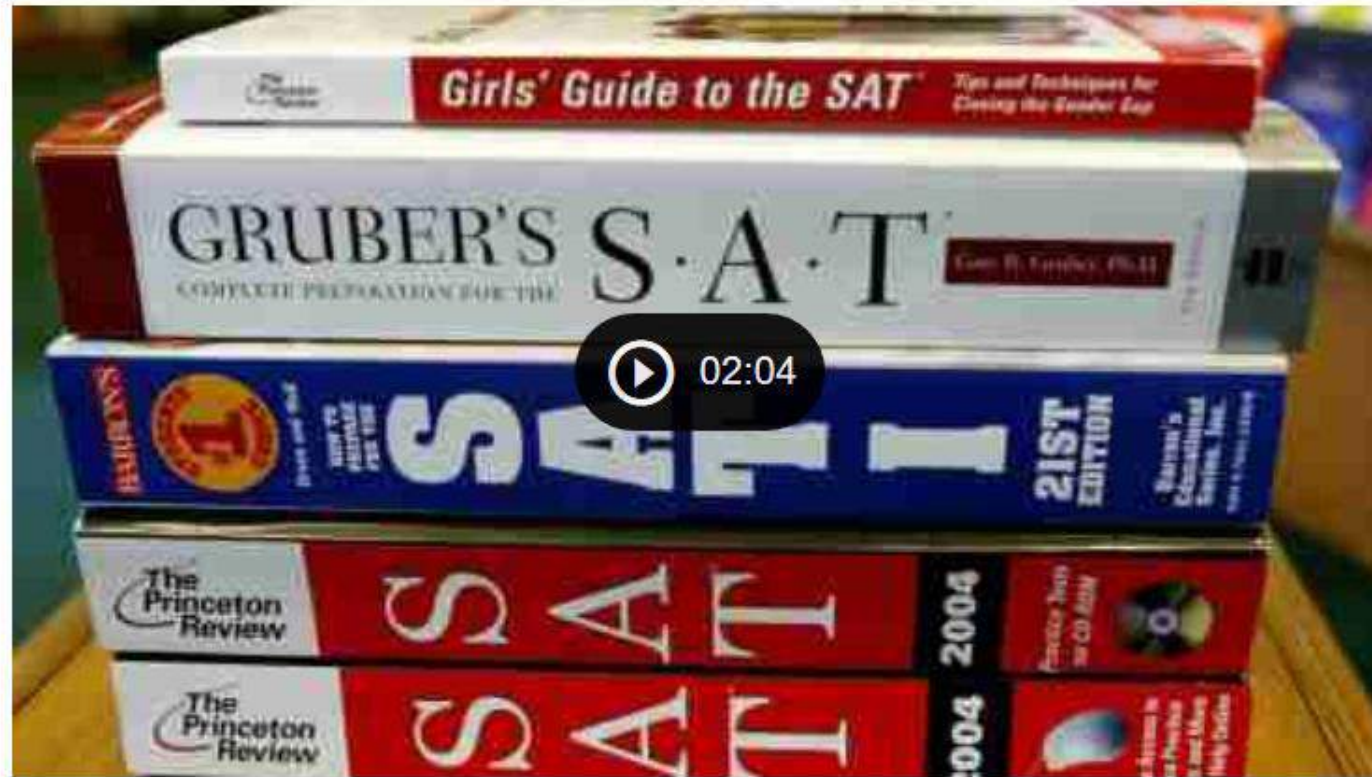
NON-RESIDENT WUE SCHOLARSHIP
\$5,408 / semester
8 semesters

NON-RESIDENT MERIT SCHOLARSHIP
\$4,000 / semester
8 semesters

U.S.

VIRGINIA TECH STUDENTS OFFERED \$1,000 TO DEFER ADMISSION DUE TO OVER-ENROLLMENT

BY JENNI FINK ON 6/3/19 AT 12:51 PM EDT



Admissions Plot Twist...

- DOJ antitrust division settlement with NACAC
- Opens up recruitment until last minute
- Opens up recruitment of former applicants
- Opens up incentives for early decision

Higher Education and COVID-19

- Many institutions have lost millions of dollars
- Refund of room and board, but also loss of auxiliary income
 - Sports events
 - Summer programs
 - Additional programs and fees during the year
 - International students
 - Students with financial uncertainty
- Some federal and state funding will be available
- Belt-tightening and hiring / salary freezes across the board
- Project pauses

Will some
colleges
close?

- Yes. Particularly if already imperiled beforehand
- In-state schools will face ongoing funding issues as states struggle with budgets
- Important to understand where the colleges you are considering are on the financial spectrum

College Admissions Before COVID- 19

- GPA
- SAT or ACT
- “Rigor” – APs, IBs, etc.
- Community service / involvement
- Extracurricular activities / Sports
- “Fit”
- Most colleges have a “number” that needs to be met.
 - Depending on strength of other skills / traits / strengths might be lower
 - Even with everything perfectly aligned, still might not get in
- Massive upswing in applications through Common App made for confusion

Where
College
Admissions
have been
trending
Pre-COVID 19

- Concern for student health and outlook
- More focus on what is important in the higher education experience: value add
 - [Gallup Study](#)
 - Colleges and universities reinventing themselves
- More focus on different traits in students
- More mission driven selection
- More character considerations / assessment
- Consideration of student backgrounds (in every sense)
- Less on the number of activities, more on the quality

College Admissions Now: High School Seniors

- Unexpected family financial concerns
- States holding the line on state scholarships
- Reality of starting online in the fall
- Students staying closer to home
- Deferring
- Starting local, transferring national / international
- Considering the financial wherewithal of the institution
- Considering the quality of the online experience
- Schools going to their waitlists



What might colleges do this year?

- You might see schools offer an across the board scholarship of \$x to share the risk
- You might see schools taking deferment off the table
- You might see start of academic year pushed back three or more months
- You might see semesters split in concentrated halves
- You **will** see them prepared to go online for next fall

College Admissions Now: Juniors

- Standardized tests
 - SAT cancelled until late August; ACT likely to announce shortly
 - In-home tests coming
 - Institutions going test optional for this class
 - States holding the line on state scholarships
- Grades: colleges know there is wide “variety” across the board this semester
- Extracurriculars: On pause for many
- Backlog of deferred students from 2020?
- Demonstrated interest via online visits / chats / zooms

College Admissions: Juniors

- What will they consider?
 - Grades – don't count this year out
 - Scores – Many are going optional, bad testers get a break, but if the scores are strong, they may help
 - Sports – likely to be a frozen year if your spring sport got cancelled.
 - NCAA recruitment – also moving online and looking at current clips, flexibility within the NCAA
 - **Looking at broader student – where creative students and those engaging from home in opportunities are going to shine**
- Potential new metrics – character assessment
- Speculation that colleges will be admitting more students from this year because of ambiguity in admissions cycle
- Balance with potential backlog of students who deferred

Sara
Harberson

- Dozens of colleges waiving SAT/ACT, more to come
- Importance of subject tests, APs, and IBs waning
- Virtual demonstrated interest
- Students with creativity and ingenuity this summer demonstrate engagement and curiosity
- Students who keep going this semester will see more opportunities
- Colleges know grades for this part of the year all over the map

Freshmen and Sophomores

- Colleges
 - End of next season will give colleges a lot of takeaways on what works
 - Will also have a better financial picture
 - Will take a couple of years to work out the unevenness of enrollment
 - Character and other assessments / considerations might be built in
- Students
 - Stay engaged in school / school activities
 - Find engagement over summer
 - Best to focus on why are you going to college and what is important to the student in the long run
 - Be ready for a disrupted fall