



# Fostering Equitable Application Review Using Character Attributes

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**Western PA College Success Roundtable  
January 25, 2022**

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# Agenda

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1. Introducing Character Attributes
2. Fostering Equitable Application Review
3. Resources to Learn More
4. Open Conversation



# Introducing Character Attributes





# Introducing Character Attributes

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- Character attributes influence student success in the classroom

*Appleby; The Soft Skills College Students Need to Succeed Now and in the Future; American Psychological Association; 2017*

- Traditional application review processes fall short in measuring character attributes

*Kuncel, Tran, & Zhang; Higher Education Admissions Practices: An International Perspective; Cambridge University Press; 2020*



# Introducing Character Attributes

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- 70% of colleges consider character of “considerable” or “moderate” importance in admission
- 58% of secondary schools report having formal character development programs  
*NACAC, Survey: Colleges Consider Student Character Traits in Admission Decisions, 2020*
- Opportunity to connect application review processes to institutional values/mission



# Fostering Equitable Application Review

## Fostering Equitable Application Review

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### Traditional Metrics

Extracurricular  
Involvement  
Volunteer Work  
Honors/Awards  
Leadership  
Positions Held

### Character Metrics

Community Impact  
Collaboration  
Perseverance  
Goal Orientation  
Prosocial  
Motivation  
Advocacy





# Resources to Learn More





## Resources to Learn More

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Making Caring Common Project  
Harvard Graduate School of Education  
<https://mcc.gse.harvard.edu>

- Publishes reports and research
- Broader than just higher education



## Resources to Learn More

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### The Character Collaborative

<https://character-admission.org>

- Publishes articles
- Hosts events
- Focuses narrowly on college application process



## Resources to Learn More

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National Association for College Admission Counseling  
<https://cc-learn.thinkific.com>

Offers free online courses in collaboration with Character Collaborative:

- Assessing Character in Admissions – An Introduction
- Writing and Evaluating Letters of Recommendation for Character
- Application Essays: Evaluating and Advising with Character in Mind





# Open Conversation



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