

# **Reaching Across the Desk**

## *Best Practices for Admission & Secondary School Counselors*

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# The Great Interruption

- According to the National Student Clearinghouse Research Center, undergraduate enrollment year over year fell by 3.1% in fall 2021.
- Total undergraduate enrollment declined nearly 7% from fall 2019 to fall 2021, representing a loss of just over a million students.
- Since 2019, total higher education enrollment has fallen by almost 7.5%.
  - Declines are being seen in all sections, but they were larger amount four-year institutions than in two-year colleges
- Number of high school grads is projected to decrease from 2027 through 2037.

# Challenges for Admissions Professionals

- Typical recruitment tactics have drastically changed
  - Paid search
  - High School visits
  - College Fairs
- Communication
  - Students are anonymous until they don't want to be
  - Use of social media
  - Web presence
- The Great Resignation
- We wear many hats
- Differentiate, differentiate, differentiate
- Increasing campus visits
- Increasing FAFSA filers

# Test optional

## Here to stay...for most schools

- More than 1,800 colleges and universities are test-optional or test-blind for students entering in fall 2023 according to the National Center for Fair and Open Testing
- Common App data shows that only 4% of colleges are requiring a test score
- Fewer than half of the students who applied early to college this fall submitted standardized test scores, according to Common App vs. 78% of applicants who included test scores in early Common App submissions (a round of admissions that ends November 1st) three years ago

# Transfer credit - AP, CHS, Dual Enrollment

- Most colleges/universities accept transfer credit
- Almost all institutions have a transfer credit cap and/or residency requirement
- Transfer credit policies differ, encourage students to check with individual colleges/universities they're considering (never assume)
- In general a 3 or higher on AP Exams will garner college credit
- General coursework is encouraged
  - English, Psychology, Sociology, Psychology, Literature

# What we want you to know: an Admissions Counselor Perspective

- We will advocate for your students
- We have connections all over campus
- We can talk financial aid
- We're here to support you
  - You have a lot on your plate, send your students to us for guidance about college search, applications, scholarships
- Document sharing (Parchment, Naviance, etc)
  - Things get lost in cyberspace
  - Documents are typically shared directly with counselors, a processing team may be involved