

The 2013 Inside Higher Ed Survey of **College & University Admissions Directors**

Conducted by Gallup®

SCOTT JASCHIK & DOUG LEDERMAN
EDITORS, INSIDE HIGHER ED

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THE 2013 INSIDE HIGHER ED SURVEY OF COLLEGE AND UNIVERSITY ADMISSIONS DIRECTORS

A study by *Inside Higher Ed* and Gallup

Inside Higher Ed

1015 18th Street NW, Suite 1100

Washington, DC 20036

t 202.659.9208

Gallup

901 F Street, NW

Washington, DC 20004

t 202.715.3030

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FOREWORD

Increasingly, higher education institutions in America are rethinking their recruiting and admissions practice to try to draw students who will be a good fit with their culture. Directors of admissions have the unique challenge of complying with shifting approaches in policy at a time of burgeoning budget pressures on colleges and growing price sensitivity on the part of students.

This study addresses important questions about higher education admissions and recruiting policies and procedures as perceived by leaders grappling with the key issues. Following are some of the questions addressed by the study:

- What student populations are the focus of admissions recruitment efforts?
- What admissions resources are most effective in steering a student to the

college that is a good fit?

- Do institutions admit students from some subgroups in spite of lower academic performance?
- Did institutions meet their enrollment goals by the spring of this year?
- Are higher education costs and student indebtedness affecting admissions practices?
- How important is the connection between degree programs and future

career opportunities to applicants and their families?

- Do institutions use race or ethnicity in making admissions decisions? If so, can they meet the new “narrowly tailored” test recently set by the Supreme Court?
- What is the prevalence of false admissions data reporting by colleges and universities?
- What are the key factors in admissions directors’ job performance evaluation?

SNAPSHOT OF FINDINGS

- Similar to findings from the 2012 *Inside Higher Ed* Survey of College and University Admissions Directors, 4 in 10 admissions directors strongly agree they will increase their recruitment of transfer students this year.
- 41 percent of college admissions directors say their admitted minority students have lower grades and test scores than do other applicants; however, more than half (53 percent)

say they should admit some of these students.

- Nearly half (46 percent) strongly agree that merit (non-need-based) scholarships are an appropriate use of their institution’s financial resources.
- Over half (59 percent) of institutions say they did not meet their enrollment goals this year by May 1.
- Fewer than half of directors of admissions (46 percent) say it is a good

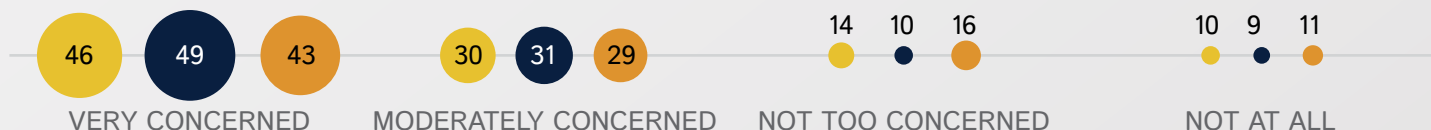
idea for students to take out private loans to pay for college.

- Nearly three in four (73 percent) directors strongly agree that parents of applicants place high importance on the ability of degree programs to help students get a good job; just 45 percent strongly agree their institution is increasing attention on the ability of their degree programs to help students get one.

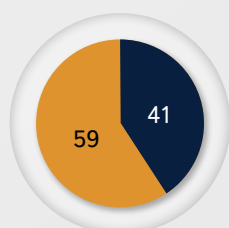
MORE ANXIETY ABOUT FILLING THE CLASS

Please indicate how concerned you were about meeting your institution's new student enrollment goals this year:

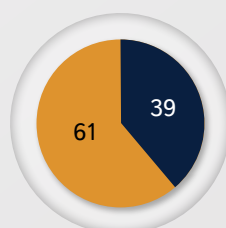
● All ● Public ● Private Nonprofit



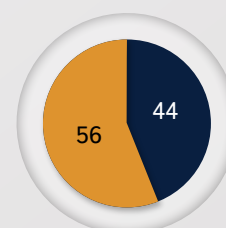
Did your institution meet its new student enrollment goals this year prior to May 1, 2013?



ALL



PUBLIC



PRIVATE NONPROFIT

A SHIFT ON INTERNATIONAL RECRUITING

In 2011, **65 percent** of admissions directors backed a draft policy by the National Association for College Admission Counseling to bar the use of agents who are paid in part based on commission.

In 2013, **58 percent** back a new draft NACAC policy that would permit the use of such agents.

HOW ARE ADMISSIONS DIRECTORS JUDGED?

In the wake of the Supreme Court's recent decision, how likely is your institution to make changes to your college's affirmative action policies?

● All ● Public ● Private Nonprofit



Recently there have been academic scandals involving higher education institutions falsely reporting standardized test scores or other admissions data.

● Yes ● No

All Public Private NP

All Public Private NP

All Public Private NP

All Public Private NP

Has your institution falsely reported standardized test scores or other admissions data?

Do you think other higher education institutions have falsely reported standardized test scores or other admissions data?

Do rankings producers have reliable systems in place to prevent fabrication of standardized test scores or other such data?

In your opinion, should higher education institutions add a voluntary question on their admissions application about sexual orientation or gender identity?

- A majority (74 percent) of directors say their institution does not currently consider race or ethnicity in its admissions or financial aid decisions; of those that do, nearly all (92 percent) say they could meet the new “narrowly tailored” test set by the Supreme Court.
- Nearly all institutions (99 percent) report that they have not falsified student admissions data; most (93 percent) say they think other institutions have done so.
- Of six job performance criteria presented, directors of admissions were most likely to say that the “fit” between new students and the institution was at least somewhat important (79 percent) in the way their boss evaluates their job performance. Just 9 percent say that change in institutional rankings is a very important job performance criteria.

METHODOLOGY

The following report presents findings from a quantitative survey research study Gallup conducted on behalf of *Inside Higher Ed*. The overall objective of the study was to learn the practices and perceptions of senior-level college and university admissions and enrollment officers related to recruitment policies, admissions procedures, and higher education costs and programming.

Gallup education consultants developed the questionnaire in collaboration with Scott Jaschik and Doug Lederman from *Inside Higher Ed*. Some specialized or very small colleges, namely Bible colleges and seminaries with a Carnegie Code classification of 24, and institutions with enrollment <500, were excluded from the sample.

Gallup conducted the surveys in English from Tuesday, Aug. 13 through Tuesday, Aug. 27, 2013. A brief follow-up Web survey was conducted with respondents representing two-year institutions from Sept. 3 through Sept. 9, 2013.

Gallup collected 381 Web surveys from admissions leaders. Respondents represented 150 public institutions, 220 private institutions, and 11 institutions from the for-profit sector.

Invitations were sent via e-mail to 2,767 potential respondents, yielding a 14 percent response rate. E-mail reminders were sent to reach respondents who had not yet participated throughout the survey period. Each institution is represented only once in the results.

Data are not statistically adjusted

(weighted). Some sectors do not have data reported due to low n sizes. Sector groupings are determined based on the 2010 Carnegie Code for the institution. For results based on the sample size of 381 total respondents, one can say with 95 percent confidence that the margin of error attributable to sampling error is ± 5.0 percentage points. For subgroups within this population, the margin of error is greater.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

In some cases, reported frequencies may not add up to 100 percent due to rounding. “Don’t know” and “Refused” responses are excluded from the results.

PARTICIPATION BY SECTOR

	ALL INSTITUTIONS BY SECTOR				PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE	FOR-PROFIT*	DOCTORAL	MASTER'S / BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Total N	381	150	220	11	36	47	65	35	69	96

*Data are not reported for these groups due to small sample size.

DETAILED FINDINGS

FOCUS ON RECRUITMENT

TARGET POPULATIONS

Directors of admissions were asked to reflect on different student groups and whether they were likely to increase their recruitment of those groups. A majority of officials agree they are very likely to increase their recruitment efforts for 9 of 10 undergraduate populations presented, with a focus on full-time

undergrads, transfer and minority students.

Over half (59 percent) strongly agree they will increase recruitment of full-time undergraduate students, and 40 percent strongly agree they will increase recruitment of transfer students. About one-third strongly agree they will push

recruitment of minority students (34 percent), out-of-state students (33 percent), merit scholarship students (31 percent) and international students (31 percent).

Just 14 percent strongly agree they will increase recruitment of part-time undergraduates.

Using a five-point scale, where 5 means strongly agree and 1 means strongly disagree, please indicate your level of agreement with the following statements about undergraduate applicant populations.

This year at my institution, I am very likely to increase my recruitment efforts for the following populations of undergraduate applicants to my institution:

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Students recruited with merit scholarships									
%5 Strongly agree	31	30	33	36	39	16	19	46	32
%4	28	23	30	33	23	18	19	28	35
%3	24	27	21	19	20	36	35	18	15
%2	8	11	6	3	11	16	13	3	4
%1 Strongly disagree	10	10	10	8	7	14	13	4	14
Full-time undergraduates									
%5 Strongly agree	59	57	61	59	59	55	54	72	59
%4	25	30	21	32	30	30	20	19	23
%3	11	10	11	9	9	9	20	6	11
%2	3	1	4	0	0	2	6	1	3
%1 Strongly disagree	3	3	3	0	2	5	0	1	4
Part-time undergraduates									
%5 Strongly agree	14	20	8	3	2	41	4	15	5
%4	15	20	10	10	18	27	12	10	11
%3	26	26	27	13	34	23	19	28	27
%2	19	21	18	30	36	6	19	18	18
%1 Strongly disagree	26	14	37	43	9	3	46	28	39

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
International students									
%5 Strongly agree	31	29	33	33	44	16	35	40	29
%4	25	21	28	33	28	9	32	22	32
%3	25	25	25	30	21	26	24	22	29
%2	12	12	10	0	5	24	6	12	10
%1 Strongly disagree	8	13	4	3	2	26	3	5	1
Transfer students									
%5 Strongly agree	40	39	41	53	61	15	37	54	35
%4	28	24	30	25	24	24	29	30	30
%3	20	20	19	8	13	32	23	13	20
%2	6	10	4	11	0	15	0	3	7
%1 Strongly disagree	6	7	6	3	2	14	11	0	7
Minority students									
%5 Strongly agree	34	41	29	42	54	32	43	30	26
%4	34	34	34	36	26	39	29	25	40
%3	24	17	28	17	19	18	23	36	25
%2	5	3	6	0	2	6	6	4	6
%1 Strongly disagree	4	3	3	6	0	5	0	4	3
First-generation college students									
%5 Strongly agree	25	31	20	21	38	32	20	25	15
%4	29	36	25	41	27	40	31	18	27
%3	33	27	38	35	31	19	31	39	41
%2	9	2	13	0	2	3	11	15	14
%1 Strongly disagree	4	3	3	3	2	5	6	3	2
Out-of-state students									
%5 Strongly agree	33	36	32	60	58	7	35	35	30
%4	26	17	33	20	22	12	29	38	31
%3	25	18	30	9	11	28	32	18	33
%2	9	14	4	9	4	22	0	8	3
%1 Strongly disagree	7	15	2	3	4	31	3	0	2

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Full-pay students									
%5 Strongly agree	24	19	27	25	27	10	21	27	32
%4	27	23	29	28	27	14	24	30	33
%3	26	29	25	25	24	35	33	27	18
%2	11	12	10	6	12	16	6	8	11
%1 Strongly disagree	12	17	8	16	10	24	15	8	6
Veterans/military personnel									
%5 Strongly agree	24	30	19	18	33	33	12	24	17
%4	27	33	21	39	31	33	26	22	18
%3	34	30	38	36	31	25	38	44	34
%2	9	4	12	3	4	5	15	3	18
%1 Strongly disagree	7	3	10	3	0	5	9	6	12

ADMISSIONS RESOURCES

When it comes to admissions resources for students, directors don't believe that college guides and rankings (e.g., *U.S. News*) and the federal government's College Navigator are much help. Only 2 percent strongly agree that college rankings and the Navigator are very effective in helping students find a good college fit. Data-driven college counseling tools, such as Naviance,

do somewhat better; while 8 percent strongly agree they are very effective, another 32 percent agree they are effective. Similarly, 41 percent at least agree that financial aid and scholarship websites are very effective in helping students find an institution that will be a good fit. As seen in the table on the next page, public sector directors (60 percent) were more likely than private

sector ones (29 percent) to agree that public high school college counselors are very effective in helping students find a good college fit. More from both sectors (76 percent) agree or strongly agree that college counselors at private high schools are very effective. Just 14 percent strongly agree that independent college counselors are very effective, though another 29 percent agree.

Public college admissions directors were twice as likely as private sector ones to say that public high school college counselors are very effective in helping students find a good college fit.



Sarah Gibbs

Director of Admissions,
Grove City College

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Again, using a five-point scale, where 5 means strongly agree and 1 means strongly disagree, please indicate your level of agreement with the following statements about college admissions resources.

The following college admissions resources are very effective in helping students find an institution that will be a good fit:

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
College counselors at public high schools									
%5 Strongly agree	15	23	9	3	19	39	9	13	6
%4	27	37	20	50	40	26	12	25	20
%3	40	29	49	39	21	27	45	49	49
%2	15	10	18	8	15	8	24	10	23
%1 Strongly disagree	3	1	3	0	4	0	9	1	2
College counselors at private high schools									
%5 Strongly agree	31	27	36	26	26	29	36	39	33
%4	45	44	46	54	45	37	52	48	47
%3	18	22	15	20	23	22	9	12	17
%2	5	8	2	0	6	12	3	0	3
%1 Strongly disagree	1	0	0	0	0	0	0	0	0
Independent/Private college counselors									
%5 Strongly agree	14	11	16	8	7	16	9	21	14
%4	29	20	36	25	18	18	50	36	33
%3	33	37	30	47	38	29	25	29	30
%2	18	25	15	19	31	22	13	12	20
%1 Strongly disagree	6	8	3	0	7	16	3	2	3
College rankings (e.g., <i>U.S. News</i>)									
%5 Strongly agree	2	1	2	0	0	2	3	1	2
%4	11	11	12	6	13	12	9	15	11
%3	32	36	29	22	43	40	24	28	35
%2	37	35	39	47	30	28	38	43	35
%1 Strongly disagree	19	18	18	25	15	18	26	13	17

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Data-driven college counseling tools (Naviance, etc.)									
%5 Strongly agree	8	11	7	9	11	13	9	8	6
%4	32	28	36	38	25	23	43	39	34
%3	43	42	44	44	45	38	37	39	48
%2	13	16	12	6	18	19	11	14	11
%1 Strongly disagree	3	4	1	3	0	8	0	0	1
Financial aid/Scholarship websites (FAFSA, FastWeb, FinAid.org, etc.)									
%5 Strongly agree	12	19	8	6	22	25	6	12	6
%4	29	26	30	24	24	30	20	34	33
%3	41	40	42	47	47	31	57	43	37
%2	15	11	18	21	7	10	17	12	21
%1 Strongly disagree	2	3	2	3	0	5	0	0	3
College Navigator (U.S. Dept. of Education)									
%5 Strongly agree	2	3	2	3	2	4	3	3	0
%4	13	17	12	9	10	28	13	13	10
%3	49	53	47	66	56	41	61	41	46
%2	26	21	30	16	29	15	16	34	33
%1 Strongly disagree	8	7	10	6	2	11	6	8	11

APPLICANT TEST SCORES

Some admissions directors say their admitted applicants from various subgroups of students have lower grades and test scores than those typically admitted. They were most likely to report, across all institutional types, that athletes and minorities admitted to the institution have lower marks than those typically admitted. As seen in the table on the following page, about one-third (34 percent) say athletes admitted have lower grades and test scores on

average, and 41 percent say the same of minority students. Fewer, 18 percent, say children of alumni have lower grades and test scores, and 18 percent say the same of veterans. Just 11 percent say that international students admitted, on average, have lower grades and test scores.

Directors of admissions were more likely (15 percent) to say that males admitted (for gender balance) have lower grades and test scores than they

were to say that admitted females (4 percent) have lower grades and test scores.

There is a notable difference between private institutions and public institutions on the question of full-pay students. Just 5 percent of public sector directors say their full-pay students have lower grades and test scores, while 16 percent of those at private institutions say their full-pay students have lower grades and test scores.

Many institutions admit some applicants who apply with lower grades and test scores than those typically admitted. For the following groups, do your institution's admitted applicants, on average, have lower grades and test scores than other applicants?

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Athletes									
%Yes	34	38	33	58	28	30	59	22	31
%No	66	62	67	42	72	70	41	78	69
Children of alumni									
%Yes	18	10	22	3	12	17	32	18	20
%No	82	90	78	97	88	83	68	82	80
Minority students									
%Yes	41	36	45	33	28	50	68	35	45
%No	59	64	55	67	72	50	32	65	55
Men (for gender balance)									
%Yes	15	10	18	3	9	19	17	16	20
%No	85	90	82	97	91	81	83	84	80
Women (for gender balance)									
%Yes	4	7	3	6	5	12	7	2	1
%No	96	93	97	94	94	88	93	98	99
Full-pay students									
%Yes	12	5	16	0	7	8	13	13	17
%No	88	95	84	100	93	92	87	87	83
International students									
%Yes	11	7	12	3	5	16	13	17	9
%No	89	93	88	97	95	84	87	83	91
Veterans									
%Yes	18	19	18	31	12	19	39	19	14
%No	82	81	82	69	88	81	61	81	86

While few directors say their admitted applicants have lower grades and test scores on average for six of the eight groups presented, directors were somewhat more likely to say students *should* be admitted from each of these

groups, even if they apply with lower average grades and test scores than other applicants.

As seen on the following page, admissions officials were most likely (62 percent) to say that children of alumni

should be admitted in spite of lower grades and test scores, and over half (53 percent) say minority students should be admitted with lower grades and test scores. Nearly half (48 percent) say the same of veterans. Fewer (39



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percent) say that athletes should be admitted even if they apply with lower than average grades and test scores, and even fewer, about one in four, say the same of international students (27 percent), men for gender balance (25 percent), women for gender balance (22 percent), and full-pay students (22 percent).

In your opinion, should institutions like yours admit some applicants from the following groups even if they apply with lower grades and test scores than other applicants?									
	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Athletes									
%Yes	39	39	40	53	30	35	74	28	39
%No	61	61	60	47	70	65	26	72	61
Children of alumni									
%Yes	62	75	56	77	80	64	38	67	53
%No	38	25	44	23	20	36	63	33	47
Minority students									
%Yes	53	47	57	55	36	54	91	40	59
%No	47	53	43	45	64	46	9	60	41
Men (for gender balance)									
%Yes	25	21	27	14	11	48	32	18	31
%No	75	79	73	86	89	52	68	82	69
Women (for gender balance)									
%Yes	22	23	21	21	11	46	33	12	23
%No	78	77	79	79	89	54	67	88	77
Full-pay students									
%Yes	22	18	24	17	7	40	13	17	35
%No	78	82	76	83	93	60	88	83	65
International students									
%Yes	27	23	28	17	18	37	45	24	27
%No	73	77	72	83	82	63	55	76	73
Veterans									
%Yes	48	45	49	47	39	54	71	46	44
%No	52	55	51	53	61	46	29	54	56

ADMISSIONS PRACTICES

Admissions directors were asked to share their perceptions on a range of admissions practices generally and at their institution specifically.

Just 10 percent of directors say their institutions are expanding the use of nontraditional admissions criteria as part of their admissions process.

In keeping with the traditional approach to college admissions criteria, standardized testing, in spite of a growing critique in some quarters, will remain part of the equation.

Admissions directors say they are not prioritizing an applicant's ability to pay in making their admissions decisions, with just 13 percent agreeing with this

statement, and the vast majority (83 percent) agree that merit scholarships are an appropriate use of institutional resources.

As institutions struggle to reconcile budget demands, costs to students, and enrollment needs, relatively few directors of admissions (34 percent) agree or strongly agree they have increased their discount rate to enroll more students, and 32 percent strongly disagree with this statement. About one-third (35 percent) agree that the rate of increase in their discount rate is sustainable. Similarly, 39 percent agree that increases in the discount rate have reduced their net tuition revenue.

Besides costs, admissions directors were asked to reflect on admissions requirements. While many higher education institutions require an essay as part of the application process, just 20 percent strongly agree that this very time-consuming task conveys important information about applicants; another 36 percent agree. Private college officials (23 percent) are more likely than their public college peers (13 percent) to strongly agree with this. Just 10 percent strongly agree that coaching by parents or college counselors on essays is making it difficult to learn about students. Most say plagiarism in these essays is not a problem.

Using a five-point scale, where 5 means strongly agree and 1 means strongly disagree, please indicate your level of agreement with the following items.									
	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
My institution is expanding the use of nontraditional admissions criteria as part of its admissions review process.									
%5 Strongly agree	10	12	9	9	11	17	18	5	8
%4	24	21	23	15	23	24	21	20	22
%3	24	26	24	29	32	14	27	24	23
%2	23	17	26	24	16	10	18	32	29
%1 Strongly disagree	19	24	17	24	18	34	15	20	19
Standardized test scores (such as SAT or ACT) should be optional for students who apply to my institution.									
%5 Strongly agree	20	20	18	3	9	49	9	19	18
%4	10	11	9	17	6	10	9	11	9
%3	12	13	12	11	17	10	15	11	12
%2	25	23	28	17	34	15	24	30	28
%1 Strongly disagree	33	33	33	53	34	15	44	30	33

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
We are reducing the role of standardized test scores in undergraduate admissions decisions.									
%5 Strongly agree	10	6	12	0	7	12	12	11	11
%4	13	14	12	11	16	15	9	13	12
%3	20	19	22	19	18	19	24	19	22
%2	24	23	25	22	22	27	21	27	27
%1 Strongly disagree	33	38	30	47	38	27	35	31	29
Because of the financial downturn, we are prioritizing an applicant's ability to pay in making admissions decisions.									
%5 Strongly agree	4	5	3	3	2	13	3	4	2
%4	9	3	12	0	2	6	9	13	14
%3	15	8	19	6	9	9	16	21	15
%2	15	11	18	9	13	9	25	9	23
%1 Strongly disagree	57	73	48	82	74	63	47	52	46
Merit scholarships are an appropriate use of our institution's financial resources.									
%5 Strongly agree	46	43	47	31	52	46	30	57	41
%4	37	39	35	53	35	35	40	38	35
%3	10	12	9	11	9	11	10	6	11
%2	5	5	4	6	4	7	13	0	5
%1 Strongly disagree	3	1	4	0	0	2	7	0	8
We have increased our discount rate in order to enroll more students.									
%5 Strongly agree	18	10	20	0	13	29	6	24	22
%4	16	9	19	13	10	0	6	22	20
%3	19	16	22	16	23	0	26	25	16
%2	15	19	14	29	16	7	23	13	11
%1 Strongly disagree	32	45	26	42	39	64	39	15	31
The rate of increase in our discount rate is sustainable.									
%5 Strongly agree	15	23	12	19	31	17	8	13	10
%4	20	19	21	24	19	0	12	26	19
%3	30	21	31	29	6	33	35	30	32
%2	25	26	26	24	31	17	27	23	31
%1 Strongly disagree	11	12	10	5	13	33	19	8	8

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Increases in the discount rate have reduced our net tuition revenue.									
%5 Strongly agree	15	8	17	4	12	14	8	13	23
%4	24	19	26	13	29	14	28	28	23
%3	19	17	20	30	6	0	16	18	21
%2	23	29	21	30	29	29	24	22	18
%1 Strongly disagree	19	27	17	22	24	43	24	18	15
Application essays convey important information about applicants.									
%5 Strongly agree	20	13	23	17	11	9	30	11	24
%4	36	34	38	38	36	18	30	35	44
%3	21	26	19	24	21	45	24	21	18
%2	16	19	15	17	21	18	12	21	13
%1 Strongly disagree	6	7	5	3	11	9	3	12	1
Plagiarism is a prevalent problem with student admissions essays at my institution.									
%5 Strongly agree	3	7	2	10	6	0	0	2	0
%4	4	7	3	0	17	0	4	4	3
%3	24	20	25	24	22	0	25	30	20
%2	44	40	45	38	33	67	57	34	50
%1 Strongly disagree	26	27	25	29	22	33	14	30	27
Apparent coaching by parents or college counselors on admissions essays is making it difficult to learn about applicants.									
%5 Strongly agree	10	18	8	13	19	33	7	12	6
%4	26	28	25	17	43	17	21	30	26
%3	31	28	32	43	14	17	36	30	31
%2	29	22	31	26	14	33	32	26	35
%1 Strongly disagree	4	4	3	0	10	0	4	2	3

As seen on the following page, three in four (76 percent) admissions directors say they were at least moderately concerned about meeting their new student enrollment goals this year. Only

10 percent say they were not at all concerned.

The level of concern seems warranted since only 41 percent say their institutions met their new student

enrollment goal by May 1 this year.

Most admissions directors (71 percent) say that they did not recruit applicants after May 1 who had already committed to other colleges.

Please indicate how concerned you were about meeting your institution's new student enrollment goals this year:

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Very concerned	46	49	43	44	55	48	26	55	40
Moderately concerned	30	31	29	19	30	40	23	26	33
Not too concerned	14	10	16	14	9	8	23	13	17
Not concerned at all	10	9	11	22	6	5	29	6	11

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Did your institution meet its new student enrollment goals this year prior to May 1, 2013?									
%Yes	41	39	44	64	23	34	65	39	41
%No	59	61	56	36	77	66	35	61	59
Did your institution recruit applicants after May 1, 2013 who had already committed to other colleges?									
%Yes	29	40	20	3	37	64	12	17	18
%No	71	60	80	97	63	36	88	83	82

INTERNATIONAL RECRUITING

Few admissions directors (16 percent) say their institutions retain agents with commission-based pay to recruit international undergraduates. (No community colleges said they use such agents.) Of those who do not use such agents, just 14 percent are considering doing so, as seen on the next page.

Private college admissions directors

are more likely than public sector directors to say their office makes the decision about whether to retain paid international recruiting agents (76 percent versus 35 percent). Directors are somewhat split on whether they agree with the National Association of College Admission Counseling's draft policy that it should be acceptable for

member colleges to pay international recruiting agents in part based on commission with 58 percent agreeing, and 42 percent disagreeing.

Most (84 percent) say that fabrications on international admissions applications are not a prevalent problem at their institution; 61 percent say paid agents aid such fabrications.

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Does your institution retain agents who are paid in part or in full on commission to recruit international undergraduates?									
%Yes	16	12	19	21	21	0	15	33	13
%No	84	88	81	79	79	100	85	67	87
Is your institution considering the use of agents who are paid in part or in full on commission to recruit international undergraduates?*									
%Yes	14	14	14	18	23	7	7	24	14
%No	86	86	86	82	77	93	93	76	86
Does the admissions office at your institution make the decision whether to retain paid agents for recruiting international undergraduate students?									
%Yes	60	35	76	37	36	34	76	75	80
%No	40	65	24	63	64	66	24	25	20
The National Association for College Admission Counseling's draft policy on international undergraduate recruiting suggests that, under certain conditions, it should be acceptable for member colleges to pay agents in part based on commission. Do you agree with the draft of the NACAC policy?									
%Yes	58	55	59	70	61	39	48	76	54
%No	42	45	41	30	39	61	52	24	46
Are fabrications on international admissions applications a prevalent problem at your institution?									
%Yes	16	14	18	19	16	9	45	9	15
%No	84	86	82	81	84	91	55	91	85
In your opinion, do paid agents often play a direct role in helping international applicants to fabricate information on their admissions applications?									
%Yes	61	59	63	67	69	42	88	35	72
%No	39	41	37	33	31	58	13	65	28

*Asked only of those who indicated they do not use commission-based pay agents.

STUDENT DEBT AND FINANCIAL AID LOANS

Admissions directors are divided on whether it is a good idea for students to take out private loans to pay for college. Over all, just under half (46 percent) say it is a good idea, and 54 percent say it is not. Private sector admissions directors

are more likely to say it is a good idea than their public college peers. There is a similar variance on the question of whether too many students are taking out private loans to pay for college; 69 percent of private college directors

say yes, versus 89 percent of public sector directors. Most public college admissions officials across institution types say too many students are taking out private loans to pay for college, as seen on the next page.

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
In your opinion, is it a good idea for students to take out private loans to pay for college?									
%Yes	46	39	51	52	36	36	50	49	48
%No	54	61	49	48	64	65	50	51	52
In your opinion, are too many students taking out private loans to pay for college?									
%Yes	76	89	69	84	92	90	69	65	72
%No	24	11	31	16	8	10	31	35	28

Admissions directors at public colleges and universities were most likely (36 percent) to say that \$10,000 to less than \$20,000 is a reasonable amount of loan debt for an undergraduate student to accumulate over a four-year period of time. Private college directors were most likely (48 percent) to say \$20,000 to less than \$30,000 is a reasonable amount of loan debt to incur or their four-year degree.

In your opinion, what is a reasonable amount of loan debt from all sources for an undergraduate student to accumulate over a four-year period?									
	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
No amount of loan debt is reasonable	2	2	2	3	0	3	0	0	3
Under \$5,000	2	2	1	0	4	2	3	1	0
\$5,000 to less than \$10,000	6	11	3	0	2	24	6	0	4
\$10,000 to less than \$20,000	25	36	18	42	37	32	14	10	27
\$20,000 to less than \$30,000	41	33	48	39	37	25	54	60	44
\$30,000 to less than \$40,000	17	12	18	13	13	10	20	24	13
\$40,000 to less than \$50,000	6	3	6	3	7	0	3	4	6
\$50,000 or more	2	1	2	0	0	3	0	0	2

A majority, 79 percent, say that a reasonable debt amount for an undergraduate student depends at least somewhat on the degree program in which the student enrolls, as seen in the table on the next page.

In your opinion, does a reasonable loan debt amount accumulated by an undergraduate student depend a great deal, some, or only a little upon the degree program in which the student enrolls?

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
A great deal	25	29	21	28	20	38	38	20	14
Some	54	52	54	53	57	47	53	55	56
Only a little	22	19	24	19	24	16	9	26	30

Admissions directors were lukewarm on whether federal financial aid tools are helpful for families in making college decisions. Just 13 percent say the federal mandated net price calculators are very helpful, though another 53 percent say they are somewhat helpful. They were less enthusiastic about the Obama administration's Shopping Sheet and College Scorecard, with just 4 percent and 3 percent, respectively, saying these are very helpful.

As you may know, there are new tools available to help students and families evaluate colleges and their financial aid offerings. For each of the below, please indicate how helpful the tool is in helping families make college decisions.

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
The Net Price Calculator									
Very helpful	13	15	10	6	14	23	9	14	7
Somewhat helpful	55	54	52	62	58	47	41	52	59
Not too helpful	26	24	28	26	23	19	44	25	25
Not at all helpful	8	7	9	6	5	11	6	9	9
The Shopping Sheet									
Very helpful	4	5	3	7	3	6	0	4	3
Somewhat helpful	39	46	35	43	46	53	46	43	25
Not too helpful	45	35	51	43	37	26	50	39	60
Not at all helpful	12	13	12	7	14	15	4	15	12
The College Scorecard									
Very helpful	3	5	2	4	0	10	0	3	0
Somewhat helpful	42	50	36	37	57	55	36	43	31
Not too helpful	42	33	48	52	31	20	56	39	51
Not at all helpful	14	13	15	7	11	15	8	15	17

GAPPING

“Gapping,” the practice of admitting students without giving them enough aid to enroll, inspires widely divergent opinions among admissions directors. Over half say they practice gapping, but private college directors are more likely (65 percent) to say they use this practice. Just 38 percent of public university directors say they practice gapping. However, just 29 percent of private sector directors say gapping is necessary, while 59 percent of public college directors say it is necessary. Two-thirds say the practice is ethical, with private college admissions officials more likely than their public peers to say so.

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
As you may know, “gapping” is the practice of admitting students to institutions without giving them enough aid to enroll. Do you practice gapping at your institution?									
%Yes	55	38	65	70	41	15	56	85	58
%No	45	62	35	30	59	85	44	15	42
In your opinion, is gapping a necessary practice for institutions like yours?									
%Yes	60	41	71	74	41	19	61	90	64
%No	40	59	29	26	59	81	39	10	36
Do you think that gapping is an ethical practice or not?									
%Yes	66	53	74	69	59	37	74	83	69
%No	34	47	26	31	41	63	26	17	31

A tiny fraction of admissions directors say the Obama administration’s Shopping Sheet and College Scorecard are very helpful for families trying to choose a college.

PROGRAM VALUE

Four in 10 admissions directors (44 percent) strongly agree that prospective students place high importance on the ability of degree programs to help them get a good job, and 73 percent say the

same of parents.

Just 45 percent strongly agree their institution is paying increasing attention to the ability of their degree programs to help students get a good job, although

another 38 percent agree. The vast majority of admissions directors, 86 percent, say that liberal arts programs need to increase their attention on their ability to help students get a good job.

Using a five-point scale, where 5 means strongly agree and 1 means strongly disagree, please indicate your level of agreement with the following items.

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Prospective students place high importance on the ability of degree programs to help them get a good job.									
%5 Strongly agree	44	44	42	25	47	53	49	40	37
%4	38	39	39	58	38	28	34	43	41
%3	14	13	15	14	11	16	17	13	18
%2	3	3	2	3	4	3	0	3	3
%1 Strongly disagree	1	0	1	0	0	0	0	1	1
Parents of applicants place high importance on the ability of degree programs to help students get a good job.									
%5 Strongly agree	73	71	74	69	83	64	80	76	68
%4	23	23	23	26	13	30	11	21	31
%3	2	3	2	6	0	5	9	1	0
%2	2	2	1	0	4	2	0	0	1
%1 Strongly disagree	0	0	0	0	0	0	0	1	0
My institution is increasing attention on the ability of our degree programs to help students get a good job.									
%5 Strongly agree	45	41	46	44	37	43	34	43	46
%4	37	37	37	33	46	33	40	37	40
%3	13	14	13	22	11	13	23	14	10
%2	4	6	3	0	7	10	3	3	3
%1 Strongly disagree	1	1	1	0	0	2	0	3	1
To stay competitive, liberal arts programs must increase attention on their ability to help students get a good job.									
%5 Strongly agree	48	45	50	36	57	43	38	48	56
%4	38	38	40	47	34	34	47	38	38
%3	11	15	8	17	6	20	12	11	4
%2	2	1	2	0	0	3	3	2	1
%1 Strongly disagree	1	1	1	0	2	0	0	2	1

POLICY

Most admissions directors (74 percent) say their institution does not consider race or ethnicity in its admissions or financial aid decisions. Of those that do, nearly all (92 percent) say they are confident that their institution could successfully meet the “narrowly tailored” test set by the U.S. Supreme Court in its recent ruling.

As you know, the Supreme Court recently ordered an appeals court to consider a challenge to the consideration of race in admissions by the University of Texas at Austin. The ruling states that colleges need to be held to a high standard when showing that their consideration of race is “narrowly tailored.”									
	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Does your institution currently consider race or ethnicity in its admissions or financial aid decisions?									
%Yes	26	16	35	28	20	3	67	19	39
%No	74	84	65	72	80	97	33	81	61
Are you confident that your institution could successfully meet the “narrowly tailored” test set by the Supreme Court?*									
%Yes	92	90	93	90	100	50	94	100	90
%No	8	10	7	10	0	50	6	0	10

*Asked only of those respondents who indicated their institution does currently consider race or ethnicity in admissions or financial aid decisions.

Most admissions directors, 93 percent, say they are not likely to make changes to their college’s affirmative action policies in the wake of the recent Supreme Court decision.

In the wake of the Supreme Court’s recent decision, how likely is your institution to make changes to your college’s affirmative action policies?									
	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Very likely	1	1	1	0	0	2	0	0	0
Somewhat likely	6	4	8	6	5	2	17	7	5
Not very likely	40	34	44	48	43	16	55	40	45
Not at all likely	53	61	48	45	51	80	28	53	50

While nearly all directors of admissions say their institution has not falsely reported standardized test scores or other admissions data, most (93 percent) are nonetheless convinced that other institutions have falsely reported such data. As seen on the next page, they also overwhelmingly think rankings producers do not have reliable systems in place to prevent fabrications of student performance data. A majority (75 percent) feel institutions should not add a voluntary question on their admissions application about sexual orientation or gender identity.

Recently there have been academic scandals involving higher education institutions falsely reporting standardized test scores or other admissions data.

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Has your institution falsely reported standardized test scores or other admissions data?									
%Yes	1	1	2	0	0	2	3	2	1
%No	99	99	98	100	100	98	97	98	99
Do you think other higher education institutions have falsely reported standardized test scores or other admissions data?									
%Yes	93	91	93	100	89	86	93	92	95
%No	7	9	7	0	11	14	7	8	5
Do rankings producers have reliable systems in place to prevent fabrication of standardized test scores or other such data?									
%Yes	7	5	8	4	6	4	8	8	8
%No	93	95	93	96	94	96	92	92	92
In your opinion, should higher education institutions add a voluntary question on their admissions application about sexual orientation or gender identity?									
%Yes	25	28	24	25	38	21	36	13	24
%No	75	72	76	75	63	79	64	87	76

Asked to rate how important six factors were in how their bosses evaluated their performance, admissions directors most often (42 percent) identified the “fit” between the students they admitted and the institution as very important, 41

percent said the ability to admit a class without overspending on financial aid, about a third said academic measures of admitted students, and 26 percent chose student diversity.

Just 9 percent said change in

institutional rankings was a very important job evaluation factor, and the fewest, 7 percent, said the percentage of full-pay students admitted is very important in how their bosses evaluate their performance.

How important are the following factors in the way your boss evaluates your job performance?

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Academic measures of admitted students (GPA, test scores, class rank)									
Very important	32	30	35	51	33	6	48	28	37
Somewhat important	44	37	50	40	47	23	48	52	51
Not very important	11	9	10	6	4	17	0	14	9
Not at all important	13	24	5	3	16	54	3	6	3

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Diversity of students									
Very important	26	25	28	37	31	10	42	17	29
Somewhat important	48	51	47	51	53	49	48	47	49
Not very important	16	11	18	6	7	20	9	25	18
Not at all important	10	13	6	6	9	22	0	12	4
Percentage of full pay students									
Very important	7	4	9	0	5	6	3	8	10
Somewhat important	27	19	32	27	19	14	34	27	37
Not very important	36	31	38	50	24	23	31	42	38
Not at all important	30	45	22	23	52	57	31	22	15
Ability to admit class without overspending on financial aid									
Very important	41	23	53	33	21	16	53	59	51
Somewhat important	31	25	35	27	24	26	34	28	41
Not very important	10	16	6	20	16	10	9	7	3
Not at all important	17	37	6	20	39	48	3	7	5
Changes in institutional rankings									
Very important	9	10	8	16	7	6	18	5	8
Somewhat important	25	27	25	39	29	13	27	31	22
Not very important	35	24	41	19	27	23	36	41	42
Not at all important	32	40	26	26	37	58	18	24	28
“Fit” between new students and the institution									
Very important	42	30	47	41	25	27	33	44	49
Somewhat important	37	35	39	38	36	30	55	33	41
Not very important	11	15	9	6	23	14	6	18	7
Not at all important	11	21	5	16	16	30	6	5	3

Generally, directors of admissions say they *should* be evaluated based on the factors they reported they *actually are* evaluated on, as seen on the following page.

However, even more directors (64 percent) say student “fit” with the college or university should be a very important factor in their evaluation than say it is a very important (42 percent).

Just 5 percent say change in institutional rankings should be a very important factor in their evaluation, versus 9 percent who say it is a very important factor.

In your opinion, how important SHOULD the following factors be in the way your boss evaluates your job performance?

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Academic measures of admitted students (GPA, test scores, class rank)									
Very important	33	24	39	39	30	5	38	33	44
Somewhat important	48	48	49	58	52	36	56	52	43
Not very important	9	8	8	3	4	15	3	11	9
Not at all important	10	19	4	0	13	44	3	5	4
Diversity of students									
Very important	29	30	31	45	31	20	50	19	28
Somewhat important	49	48	50	48	47	50	47	56	50
Not very important	12	10	11	3	11	11	0	16	13
Not at all important	10	12	8	3	11	20	3	10	9
Percentage of full pay students									
Very important	7	3	9	0	2	5	6	10	10
Somewhat important	28	23	32	28	25	16	27	23	41
Not very important	33	27	36	41	23	19	42	39	31
Not at all important	33	47	24	31	50	59	24	29	18
Ability to admit class without overspending on financial aid									
Very important	33	15	44	23	12	14	45	44	43
Somewhat important	40	40	41	39	45	33	45	36	44
Not very important	12	15	10	26	14	6	6	13	8
Not at all important	15	30	6	13	29	47	3	7	5
Changes in institutional rankings									
Very important	5	5	6	0	4	12	9	3	6
Somewhat important	22	26	20	37	33	9	24	16	20
Not very important	32	22	39	30	16	21	44	47	32
Not at all important	41	47	37	33	47	59	24	34	42
"Fit" between new students and the institution									
Very important	64	50	71	69	56	34	68	63	75
Somewhat important	24	27	22	25	27	30	26	25	21
Not very important	6	10	3	6	11	7	3	8	1
Not at all important	7	13	3	0	7	30	3	3	3

ONLINE LEARNING

Three in four admissions directors college officials to say they offer online certificate programs online, and nearly say their institutions offer courses courses. all public and private sector directors online, though administrators at public Two-thirds (67 percent) say their of admissions say they are increasing institutions are more likely than private institutions offer complete degree or enrollment in these programs.

	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Does your institution offer courses online?									
%Yes	76	95	63	92	94	98	80	78	46
%No	24	5	38	8	6	2	20	22	54
Does your institution offer complete degree or certificate programs online?*									
%Yes	67	72	60	81	70	69	46	71	53
%No	33	28	40	19	30	31	54	29	47
Is your institution increasing enrollment in your online degree or certificate programs?*									
%Yes	85	86	84	89	93	80	75	86	95
%No	15	14	16	11	7	20	25	14	5

* Asked only of respondents who indicated their institution offers courses online (n=282).

**Asked only of respondents who indicated their institution offers complete degree or certificate programs online (n=170).

One-third (32 percent) of directors institution's total enrollment. Another Just 3 percent say online programs are say that online degree or certificate 46 percent say these programs are not at all important to their institution's programs are very important to their somewhat important to total enrollment. enrollment.

How important are your online degree or certificate programs to your institution's total enrollment?*									
	ALL INSTITUTIONS BY SECTOR			PUBLIC			PRIVATE NONPROFIT		
	ALL	PUBLIC	PRIVATE NONPROFIT	DOCTORAL	MASTER'S/ BACC.	ASSOC.	DOCTORAL	MASTER'S	BACC.
Very important	32	27	35	16	23	33	23	33	52
Somewhat important	46	48	44	44	53	48	38	50	39
Not very important	19	22	16	36	20	17	31	14	4
Not at all important	3	3	4	4	3	2	8	3	4

*Asked only of respondents who indicated their institution offers complete degree or certificate programs online (n=184).

COMMUNITY COLLEGES

Directors of admissions at two-year institutions were asked an additional series of items. A majority of these admissions directors (58 percent) say there is either no change or a decrease in the enrollment of “traditional” students who in the past might have enrolled at public or private four-year colleges or universities.

In the last year, has your institution seen an increase, a decrease or seen no change in the enrollment of “traditional” students who in the past might have enrolled at public or private four-year colleges or universities?*	
	ASSOCIATE.
Increase	42
Decrease	35
No change	23

*These items provided in a follow-up survey for two-year institutions only. Total n = 35.

Among two-year institutions that report an increase (42 percent) in the enrollment of “traditional” students on their campus, 56 percent report a 1 percent to less than 5 percent increase and a third report a 5 percent to less than 15 percent increase. Eleven percent report an increase of 15 to 25 percent.

What percent increase in the number of “traditional” students has your institution seen in the last year?*	
	ASSOCIATE.
1% to less than 5% increase	56
5% to less than 15% increase	33
15% to less than 25% increase	11
25% or greater increase	0

*Asked only of respondents who indicated their institution has seen an increase in the number of “traditional” students who in the past might have enrolled at public or private four-year institutions (n = 9).

One-third of directors from two-year institutions say they are experiencing a great deal of competition with for-profit colleges and universities to enroll students in some selected programs, but just 10 percent say they are experiencing a great deal of competition from for-profit institutions across all fields and programs.

Is your institution experiencing a great deal, some, or only a little competition with for-profit colleges and universities to enroll students in some selected programs, such as healthcare or information technology?*

	PUBLIC ASSOC.
A great deal	32
Some	43
Only a little	25

*Asked only of two-year institutions.

Is your institution experiencing a great deal, some, or only a little competition with for-profit colleges and universities to enroll students across all fields and programs?*

	PUBLIC ASSOC.
A great deal	10
Some	57
Only a little	33

*Asked only of two-year institutions.

Nine in 10 directors at two-year competitive. to earn certain grades in prerequisite colleges say their institutions have Of these, nearly all (97 percent) say courses in order to secure admission academic programs that are highly students in these programs are required into these programs.

Are there any programs at your institution, such as nursing or automotive technology, for which admissions is highly competitive?

	PUBLIC ASSOC.
%Yes	91
%No	9

*Asked only of two-year institutions.

For programs which are highly competitive at your institution, are students required to achieve certain grades in prerequisite courses to secure admission to the program?*

	PUBLIC ASSOC.
%Yes	97
%No	3

*Asked only of respondents who indicated they have highly competitive programs (n = 32).

Competitive programs at two-year institutions are selective, according to admissions directors. Three in four (76 percent) directors from two-year institutions say they admit fewer than half of applicants who meet basic requirements for admission into highly competitive programs at their institution. Forty-four percent of two-year-college directors say they admit fewer than 25 percent of these applicants.

For students who meet basic requirements for admission into highly competitive programs at your institution, what percent of applicants do you admit?	
	PUBLIC ASSOC.
Less than 25%	44
25% to less than 50%	32
50% or more	24

*Asked only of respondents who indicated they have highly competitive programs (n = 25).

INSTITUTION AND PERSONAL DEMOGRAPHICS

WHAT IS YOUR AGE?	OVERALL %
Under 30	3
31 to 40	24
41 to 50	34
51 to 60	31
61 to 70	8
70 and older	1

WHAT IS YOUR GENDER?	OVERALL %
Male	57
Female	43

How many years have you served as the chief admissions officer at this institution?	OVERALL %
Less than 6 months	4
6 months to less than 3 years	26
3 years to less than 5 years	17
5 years to less than 10 years	27
10 years or more	27

How many years have you served as an admissions or enrollment management officer at any institution?	OVERALL %
Less than 6 months	2
6 months to less than 3 years	5
3 years to less than 5 years	9
5 years to less than 10 years	19
10 years or more	66

What proportion of the applicants for full-time undergraduate admissions do you typically admit to your college or university?	OVERALL %
Less than 20%	5
20% to less than 50%	19
50% or more	76

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