

# FEELING THE HEAT

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The 2013 *Inside Higher Ed* Survey  
of College and University Admissions Directors  
October 10, 2013 at 1 p.m. Eastern

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# Presenter

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# Methodology

- Survey conducted by Gallup in August 2013
- Responses from 381 admissions deans (or equivalent title)
- Gallup estimates a 95 percent confidence level that margin of error is 5 percentage points
- Responses were coded by institution to allow for sorting by sector
- Complete confidentiality for individuals and institutions

# A Tougher Environment

- **59 percent of college admissions directors said they had not met admissions targets by May 1.**
- **29 percent said that they recruited applicants – after May 1 – who had already committed to other colleges.**
- **76 percent reported that they were very concerned or moderately concerned this year about meeting admissions targets.**



# Targets of Opportunity

## Targets for Increased Recruiting in Year Ahead

Target	Public	Private
Students recruited with merit scholarships	53%	63%
International students	50%	61%
Transfer students	63%	71%
Out-of-state students	53%	65%
Full-pay students	42%	56%

# New Strategies Bring Scrutiny

Chicago  Tribune  
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## Illinois' share of students at U. of I. continues to decline

The percentage of in-state freshmen at the University of Illinois at Urbana-Champaign this fall has dropped to a new low, with about 73 percent coming from Illinois compared to 90 percent less than a decade ago.

September 13, 2013 | By Jodi S. Cohen and Alex Richards | Tribune reporters

### At USF, international students bring diversity and dollars



Stephanie Hayes, Times Staff Writer

Saturday, October 5, 2013 9:25pm

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# Rankings Deceptions

- 1 percent of public and 2 percent of private institutions admit to having submitted false data
- 90 percent believe that other institutions do so
- Only 7 percent believe that “reliable systems” are in place to prevent submission of false data
- New disputes about what is reliable

FORBES | 7/24/2013 @ 9:55AM | 190,740 views

## Why Forbes Removed 4 Schools From Its America's Best Colleges Rankings

*This story appears in the August 12, 2013 issue of Forbes.*

42 comments, 41 called-out [+ Comment Now](#) [+ Follow Comments](#)

Sometime in 2004 Richard C. Vos, the admission dean at Claremont McKenna College, a highly regarded liberal arts school outside Los Angeles, developed a novel way



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# How Much Borrowing Is OK?

## What Admissions Directors See as Reasonable Debt Levels for Bachelor's Degree

Debt Level	Public	Private
Under \$5,000	4%	3%
\$5,000 to less than \$10,000	11%	3%
\$10,000 to less than \$20,000	36%	18%
\$20,000 to less than \$30,000	33%	48%
\$30,000 to less than \$40,000	12%	18%
\$40,000 to less than \$50,000	3%	6%
\$50,000 and higher	1%	2%

# Loan Tensions at U. of Virginia



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# Gapping

	Public	Private
Does your institution gap?	38%	65%
Is the practice necessary for an institution like yours?	41%	71%
Do you think gapping is ethical?	53%	74%



# Affirmative Action

- 93 percent of private admissions leaders and 90 percent of publics believe their plans meet the standards set by the Supreme Court
- 4 percent of public and 8 percent of private admissions leaders expect to make changes
- What's next in the legal pipeline?



# Sexual Orientation: Time to Ask and Tell?

- Changes in the last year
- 25 percent of admissions leaders now support asking optional questions on sexual orientation and gender identity



# How to Judge?

How admissions directors are evaluated by their bosses

Factors Admissions Directors Say Are Used by Their Bosses in Evaluating Them

	Public	Private
<b>Academic measures of admitted students (grades, test scores, etc.)</b>		
--Very important	30%	35%
--Somewhat important	37%	50%
--Not very important	9%	10%
--Not at all important	24%	5%
<b>Diversity of students</b>		
--Very important	25%	28%
--Somewhat important	51%	47%
--Not very important	11%	18%
--Not at all important	13%	6%
<b>Percentage of full pay students</b>		
--Very important	4%	9%
--Somewhat important	19%	32%
--Not very important	31%	38%
--Not at all important	45%	22%
<b>Ability to admit class without overspending on financial aid</b>		
--Very important	23%	53%
--Somewhat important	25%	35%
--Not very important	16%	6%
--Not at all important	37%	6%
<b>Changes in rankings</b>		
--Very important	10%	8%
--Somewhat important	27%	25%
--Not very important	24%	41%
--Not at all important	40%	26%
<b>"Fit" between new students and institution</b>		
--Very important	30%	47%
--Somewhat important	35%	39%
--Not very important	15%	9%
--Not at all important	21%	5%

# The Obama Plan

How the President Wants to Change the Way Students Evaluate Colleges...



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# Challenges for Colleges

How the Obama plan could complicate strategies for:

- Liberal arts colleges
- Community colleges
- Historically black colleges and other institutions that pride themselves on educating disadvantaged students

# Questions?

Seeking both questions and suggestions on topics to add to next year's survey....

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