



**Inside
Higher
Ed**

A Transformative Year:
Inside Higher Ed's 2023 Survey
of College and University Admissions Directors

An Inside Higher Ed webcast
Oct. 18, 2023, 2 p.m. Eastern

Presenters



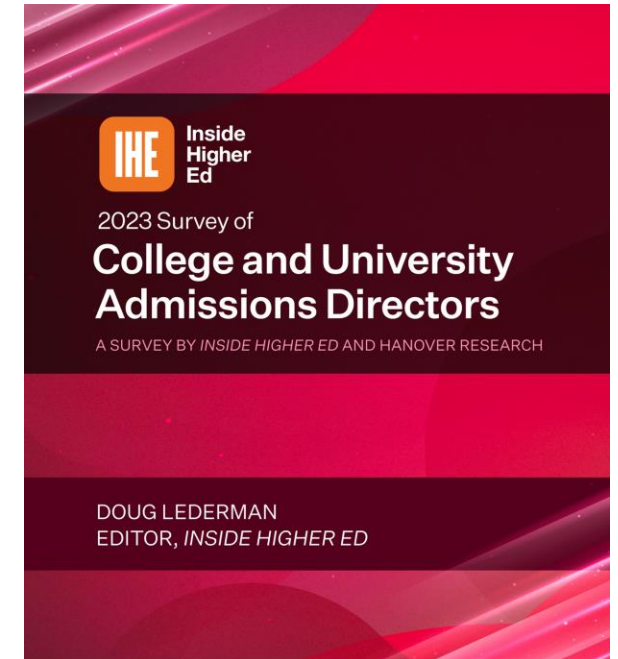
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Methodology

- Questions prepared by *Inside Higher Ed*, in collaboration with Hanover Research.
- Polling conducted in July/August.
- 239 admissions leaders responded; 100 public, 134 private nonprofit; nationally representative.
- Complete anonymity for respondents, but answers coded to allow for breakdown by sector, geography, etc.

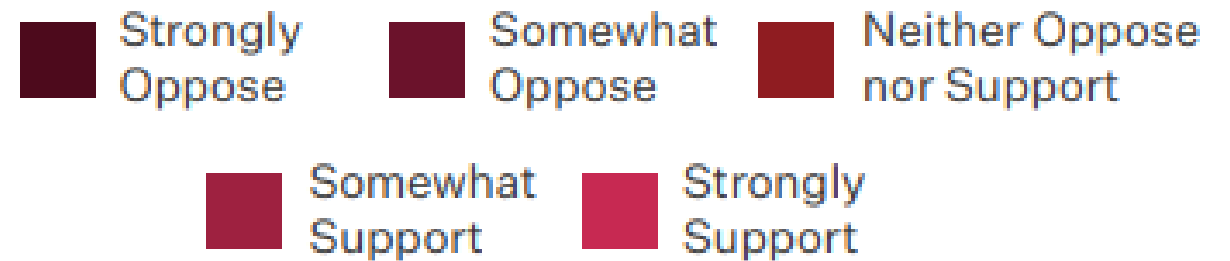




Overview

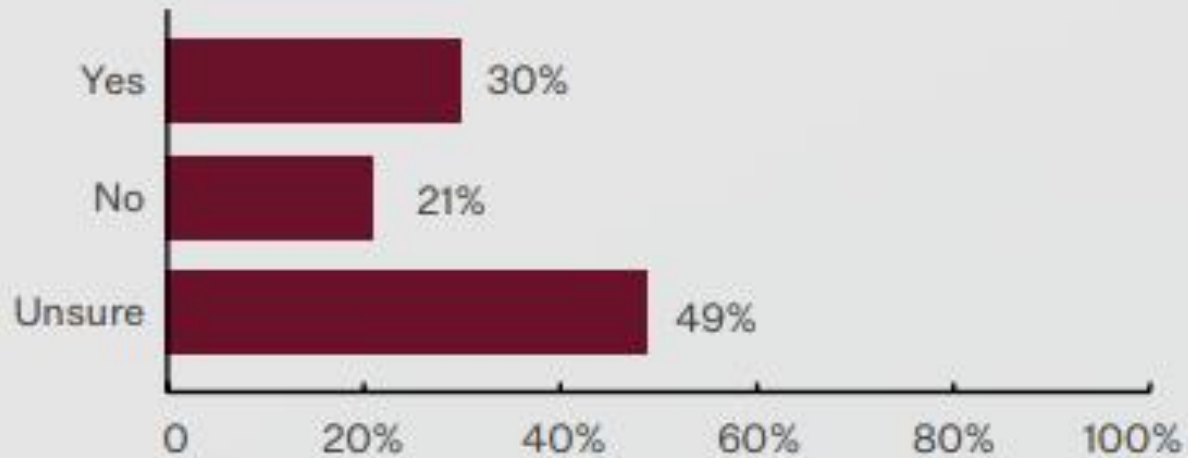
The End of Affirmative Action

To what extent do you oppose or support the recent Supreme Court decision on affirmative action? (n=224)

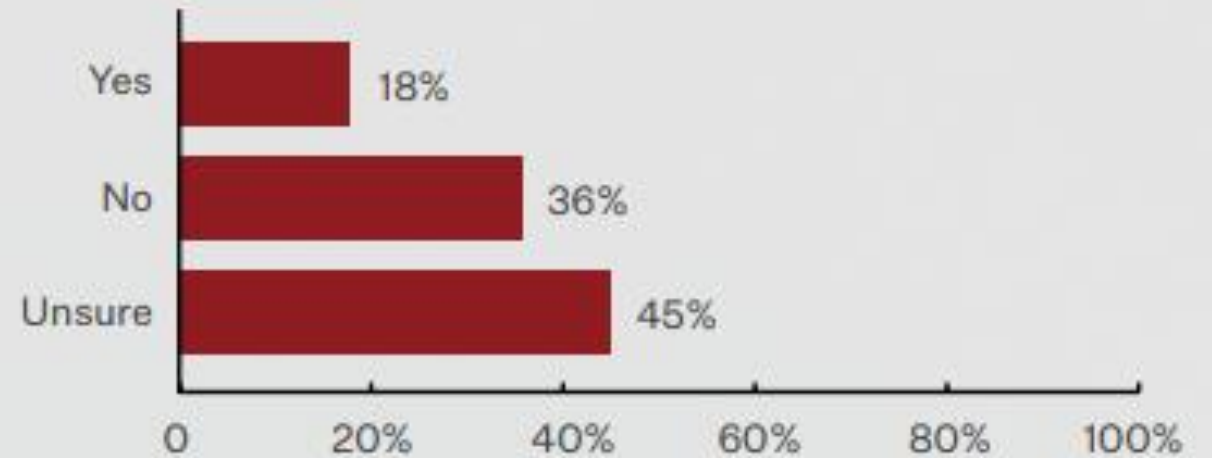


Weighing In on the Case

Do you believe Harvard and UNC offered a good defense of affirmative action?
(n=223)

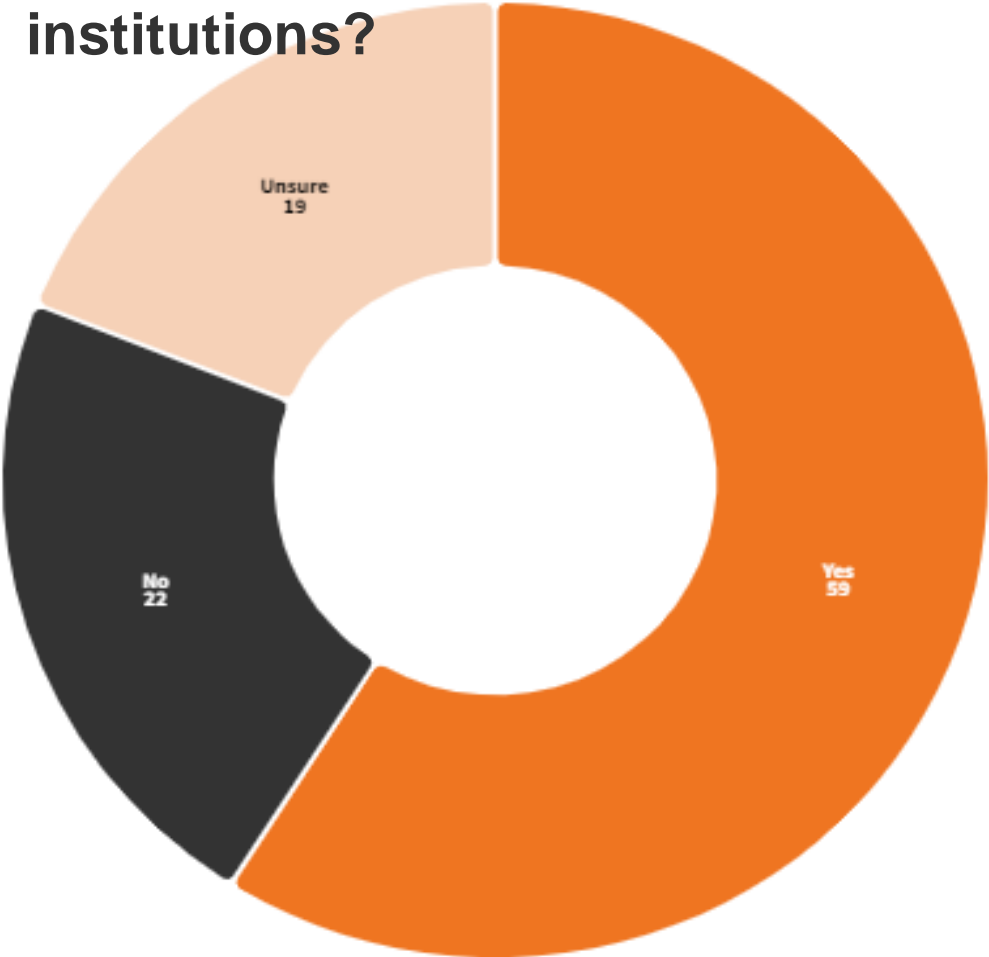


Did higher education (as a whole) plan properly for this case?
(n=223)

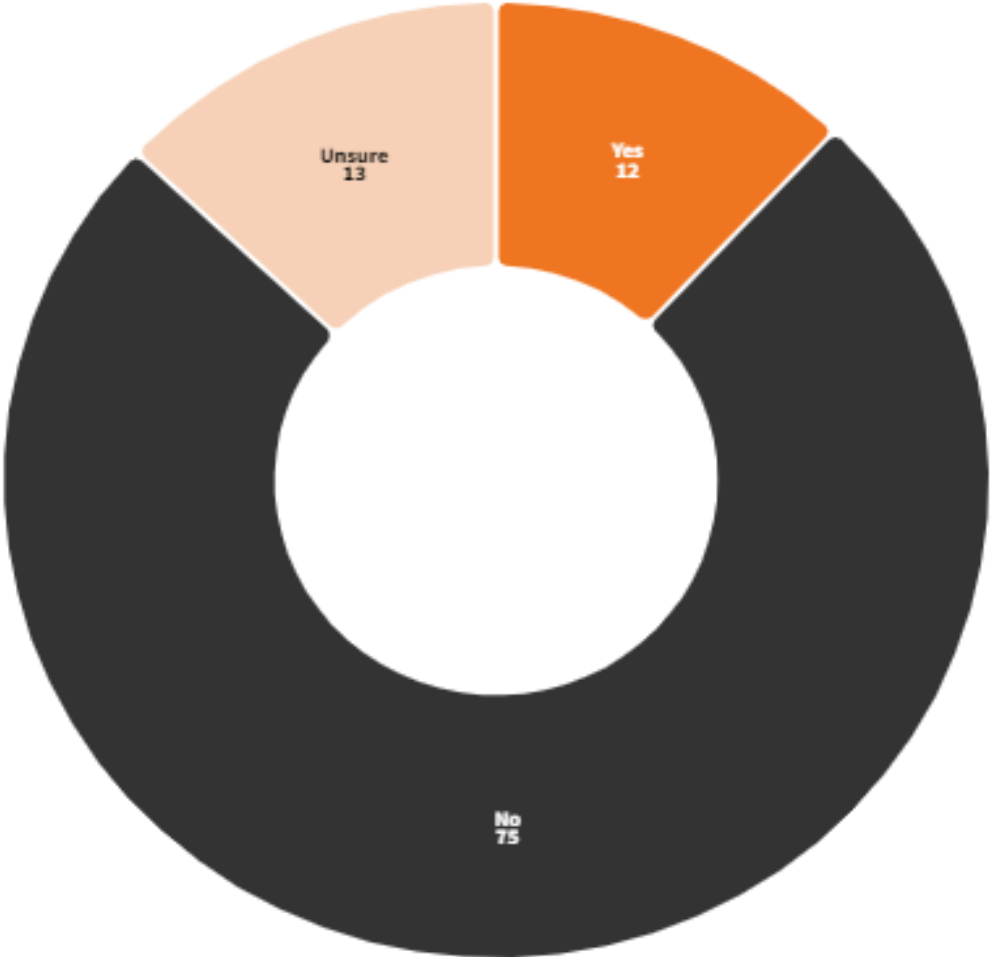


On the Ruling's Impact

Will the SCOTUS decision lead to fewer minority students at competitive institutions?

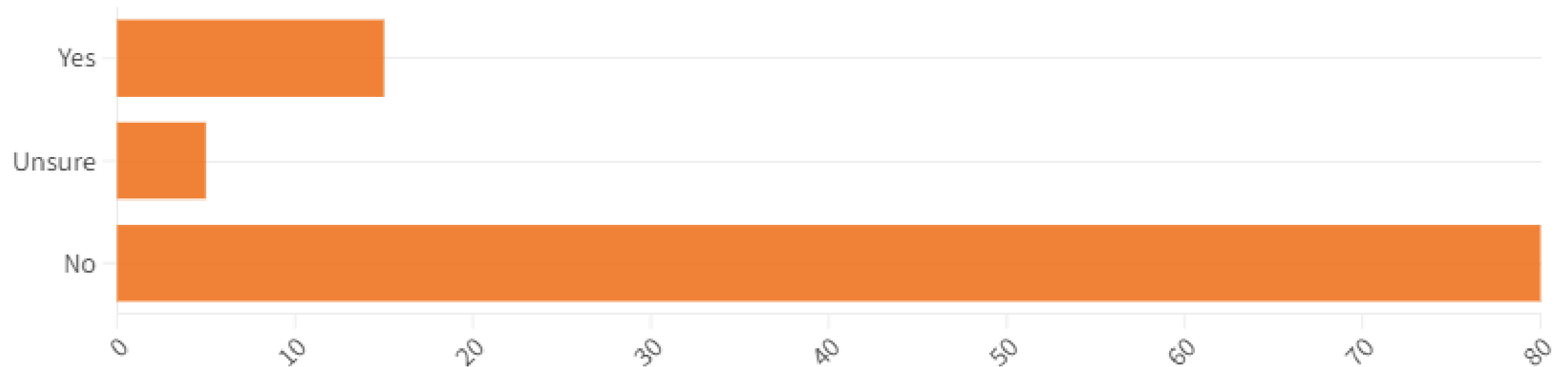


How about at your institution?



Effect on Admissions Policies

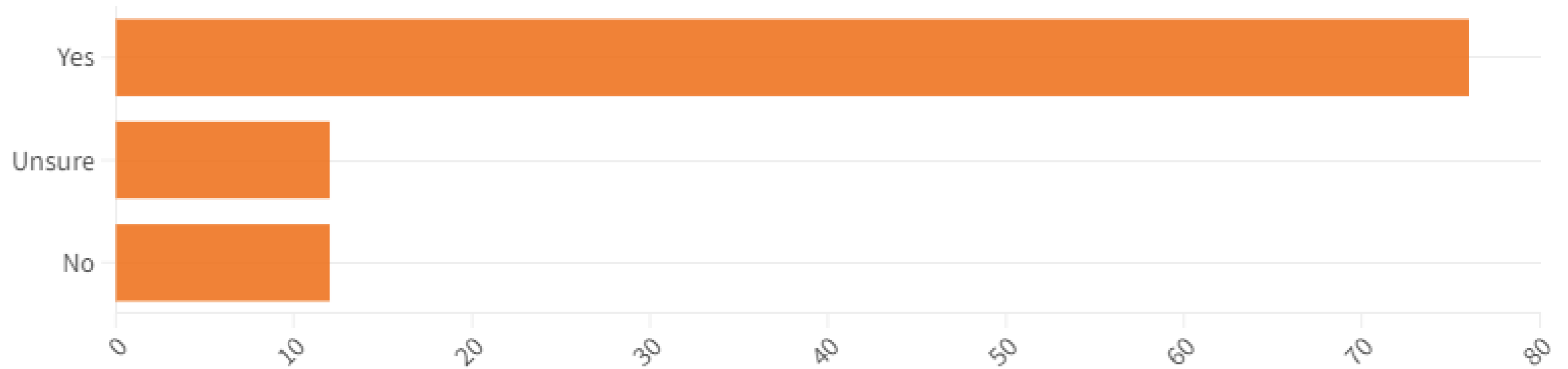
Will the decision result in changes in your institution's admissions policies?



Source: Inside Higher Ed • n=223

Readiness for Change

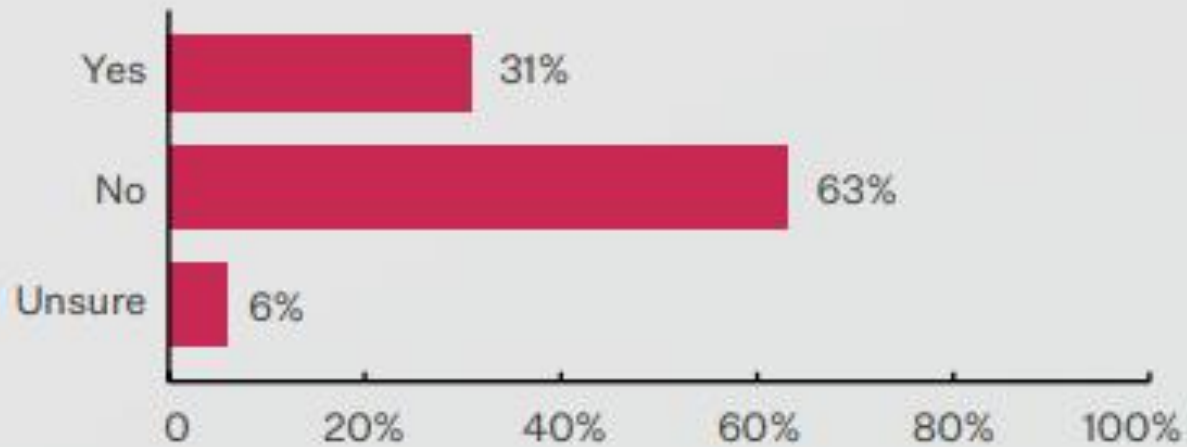
Is your institution prepared for those changes?



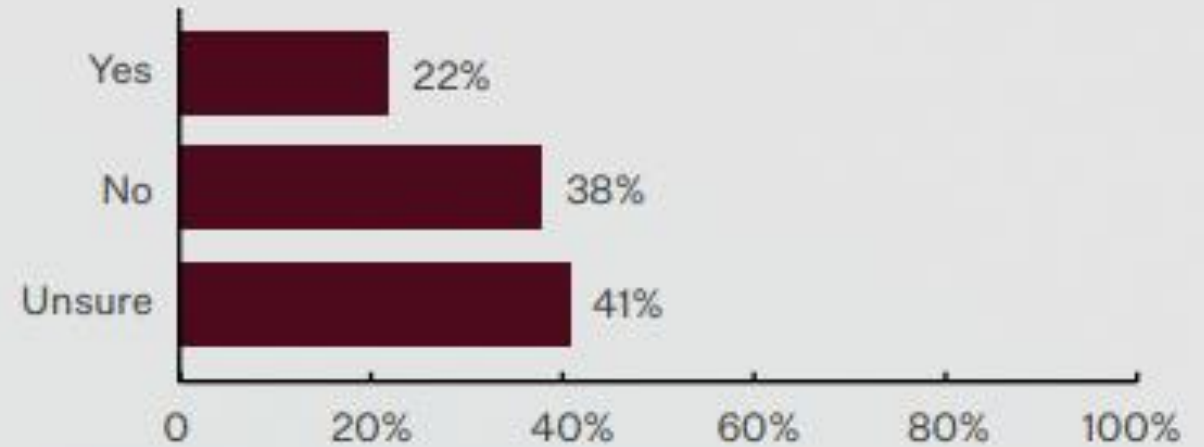
Source: Inside Higher Ed • n=33

Impact on Financial Aid Policies

Does your institution have any financial aid that you have, until now, awarded based on race or ethnicity?
(n=223)



Do you anticipate ending your program?
(n=69)



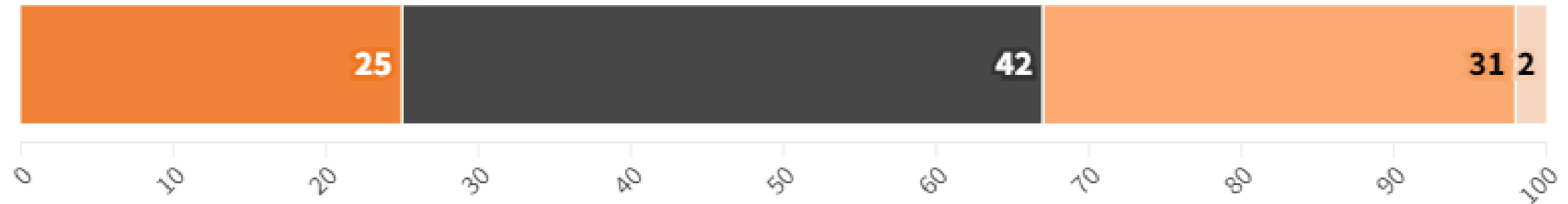
What Will Colleges Do Now?



New Essay Prompts

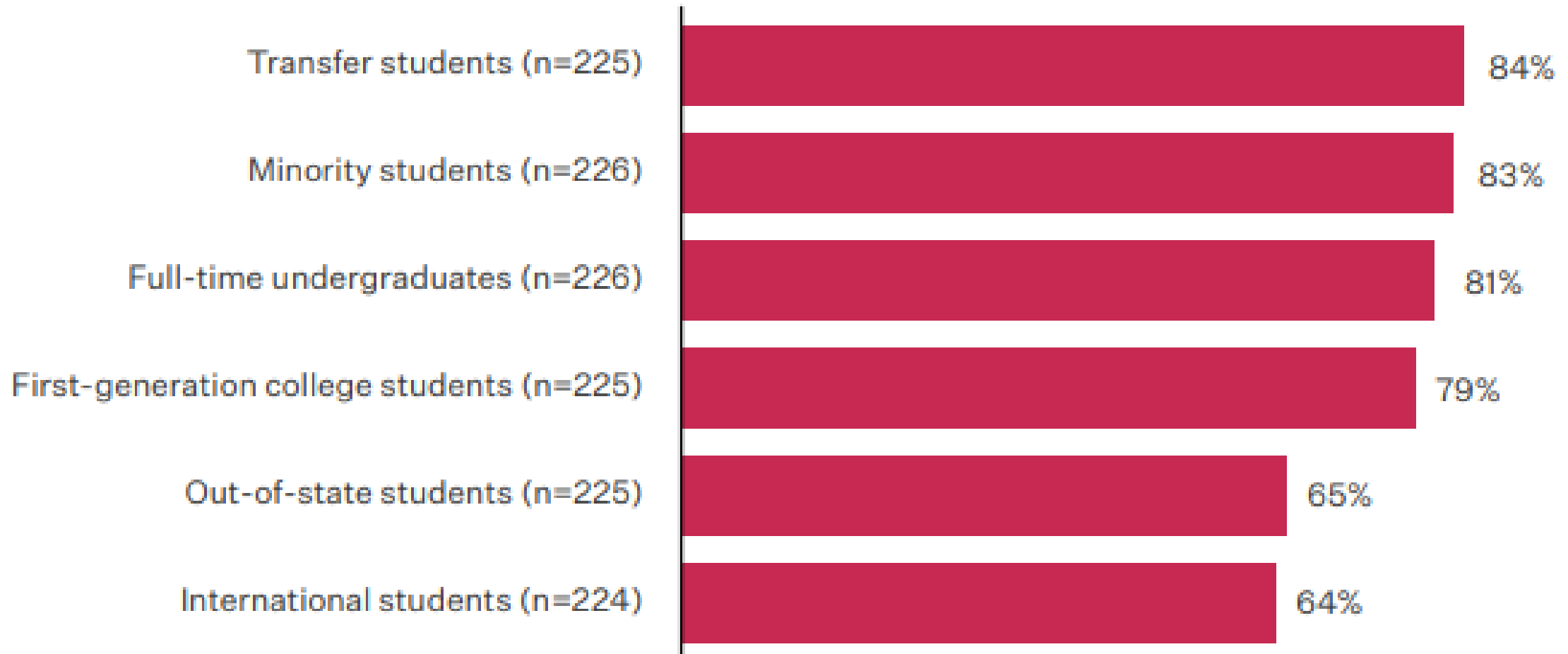
Some institutions hope that essay questions or interviews will help them achieve diversity in the new legal environment. How optimistic are you about this solution?

Not at All Optimistic Slightly Optimistic Moderately Optimistic Very Optimistic Extremely Optimistic



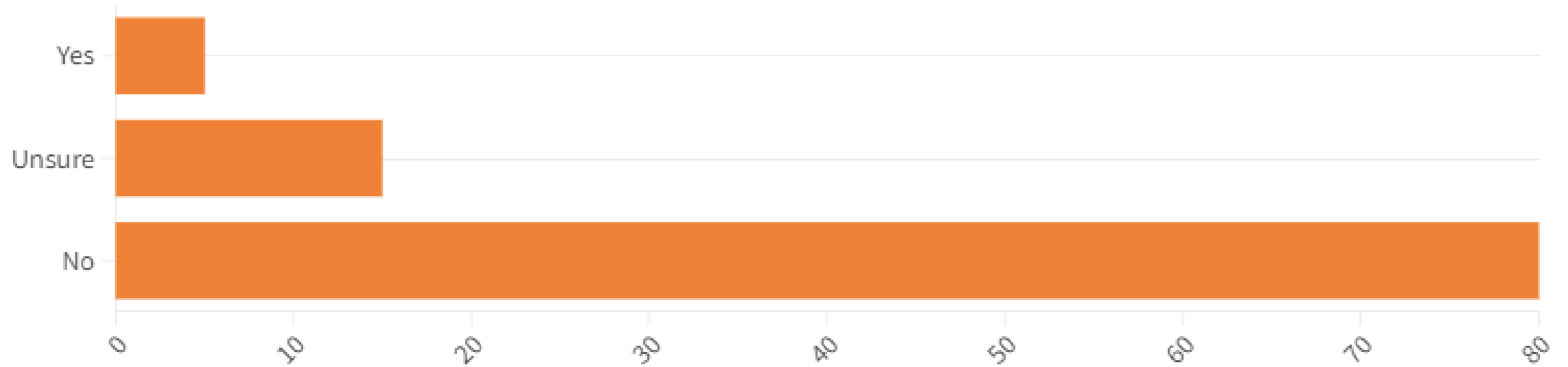
Source: Inside Higher Ed • n=222

Retooling Recruitment



More Dissonance?

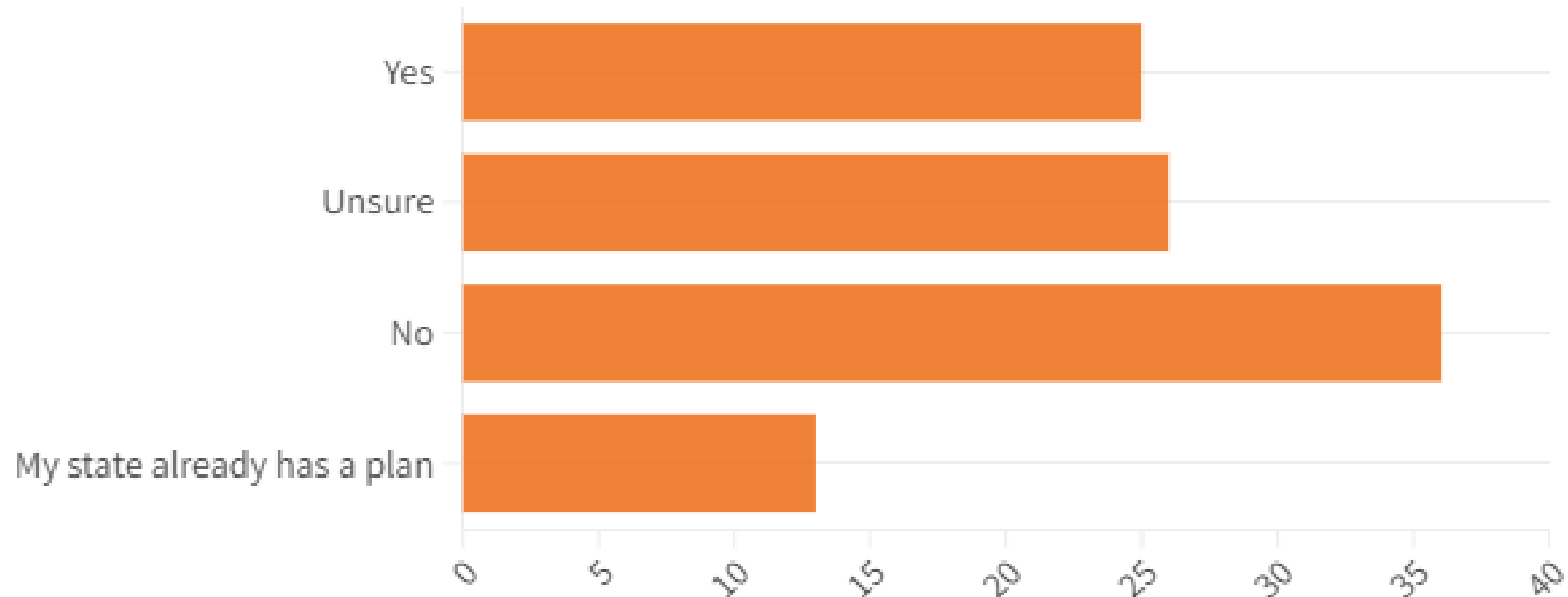
Is your institution considering a plan to admit significantly more transfer students as part of a response to the decision?



Source: Inside Higher Ed • n=223

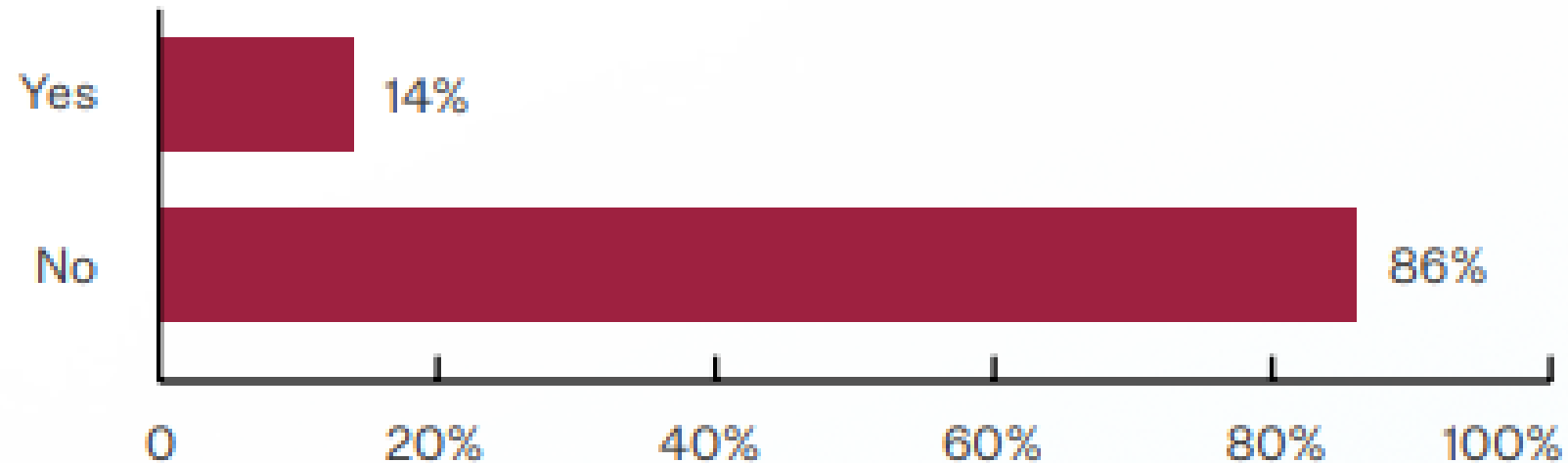
State Policy Solutions

Would you favor your state adopting a program to admit all students to public institutions who are in the top 10 percent of their high school classes in the state?



Removing Barriers to Equity

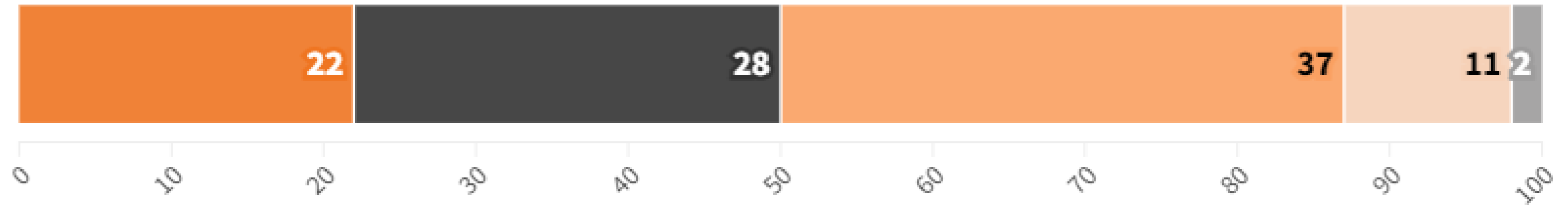
Does your institution grant any degree of preference to legacy applicants? (n=237)



Eliminating Legacy Admissions

To what extent do you agree or disagree with the following statement: Institutions should grant some degree of preference to legacy applicants over non-legacy applicants.

Strongly Disagree Disagree Neither Agree nor Disagree Agree Strongly Agree

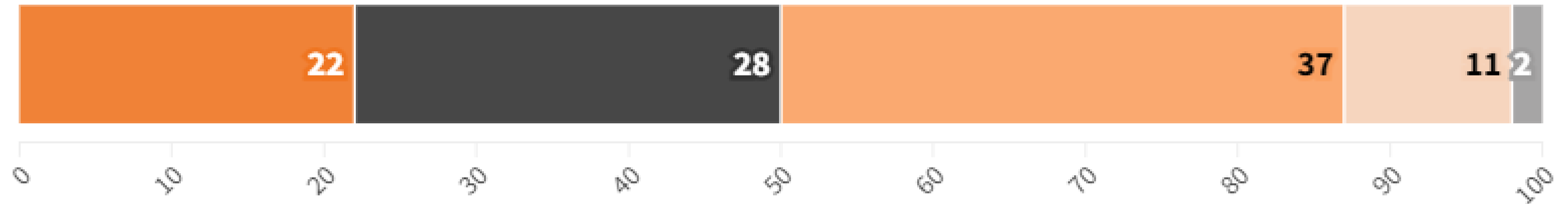


Source: Inside Higher Ed • n=236

Recommendation Letters

Some educators are encouraging institutions not to use letters of recommendations, arguing that they favor wealthier applicants. To what extent do you oppose or support the idea of dropping letters of recommendation from application processes?

Strongly Oppose Somewhat Oppose Neither Oppose nor Support Support Strongly Support

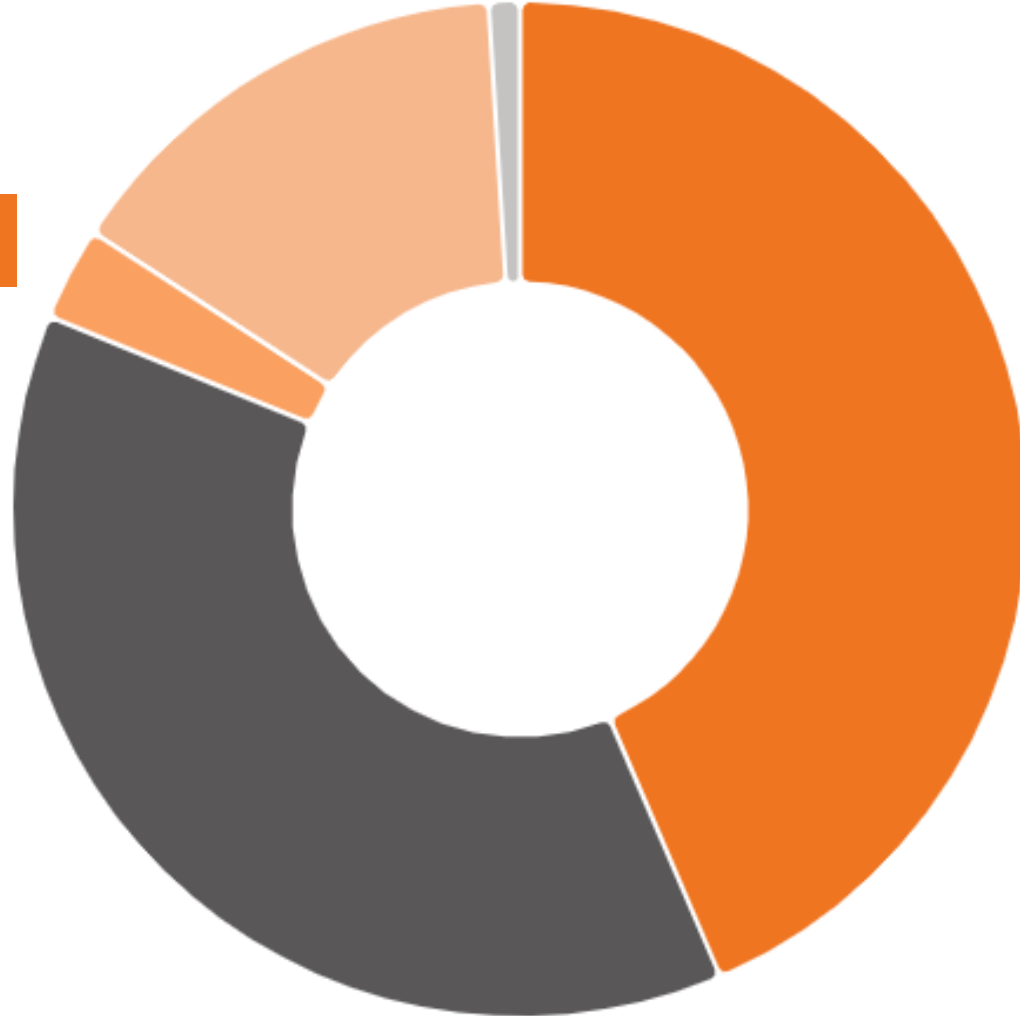


Source: Inside Higher Ed • n=239

Which of the following best describes your school:

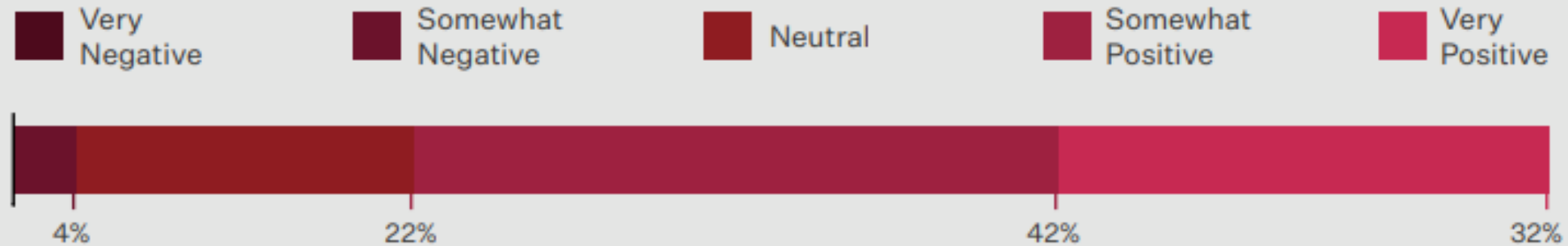
- We became test-optional after the pandemic
- We were test-optional before the pandemic
- We require applicants to submit scores
- Other
- Unsure

Test-Optional: The New Normal

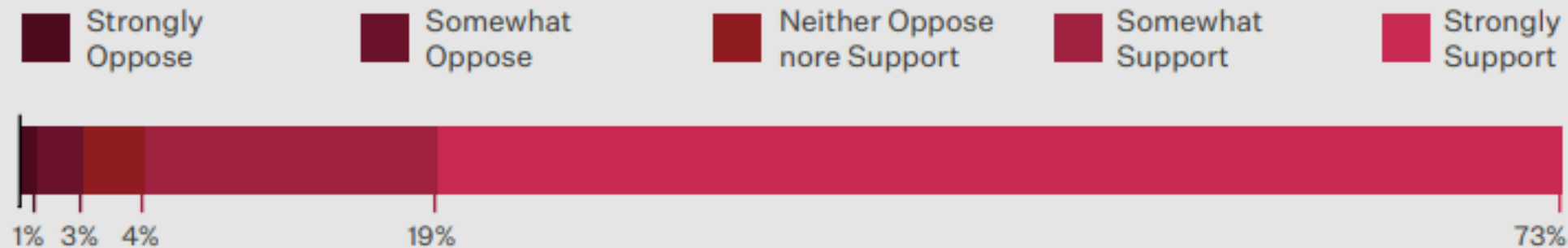


Success of Test-Optional Policies

How was the experience of admitting students without test scores? (n=100)

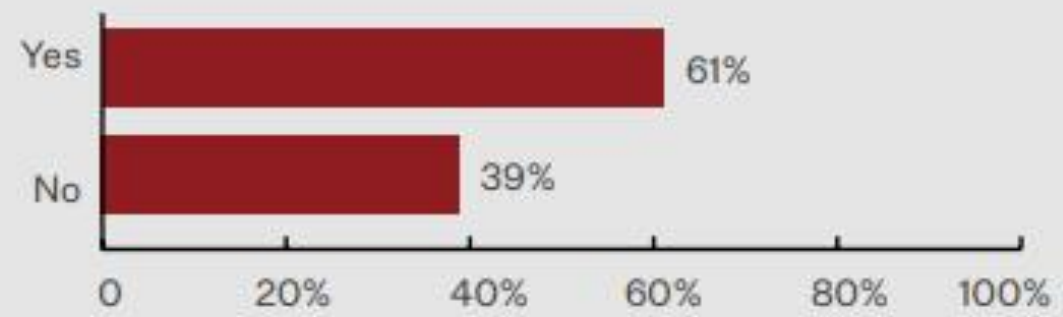


Would you oppose or support your institution remaining test-optional or test-blind permanently? (n=100)

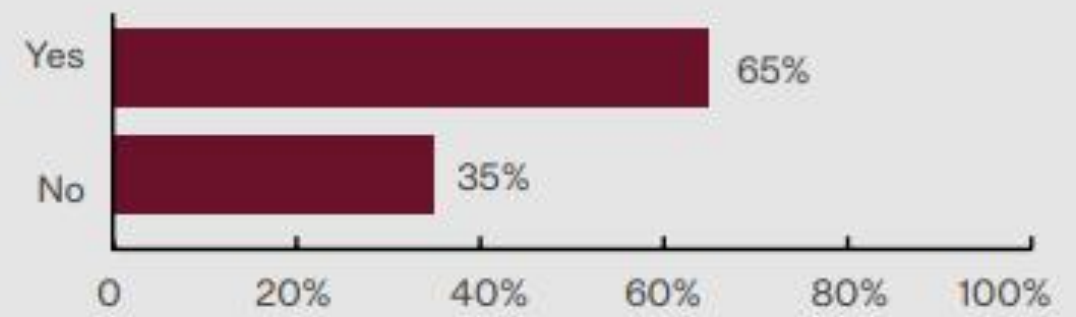


Racial Diversity Impacts of Test-Optional

After changing to a test-optional or test-blind process, did you see more applications from Black, Latinx, and Native American students? (n=100)



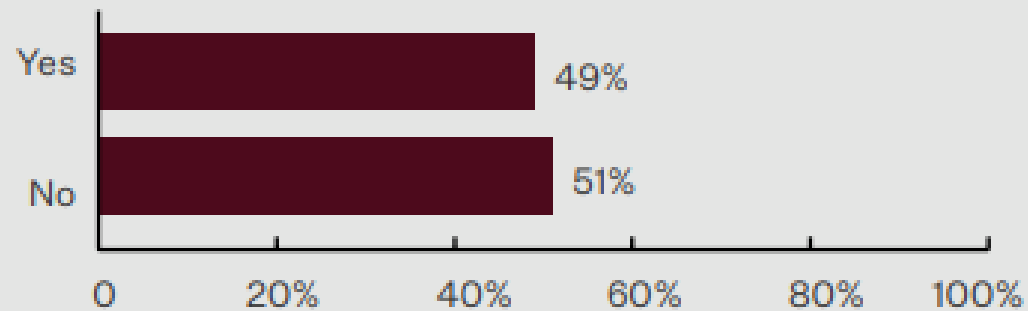
After changing to a test-optional or test-blind process, did you admit more Black, Latinx, and Native American students? (n=100)



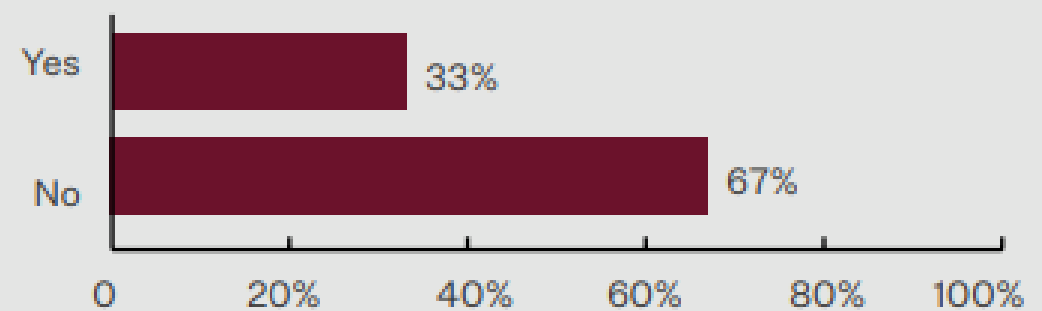
Note: Only admissions officers whose institutions changed to test-optional or test-blindness after the pandemic answered the above questions.

Socioeconomic Diversity Impacts of Test Optional

After changing to a test-optional or test-blind process, did you experience an increase in the percentage of students who needed aid to enroll? (n=100)

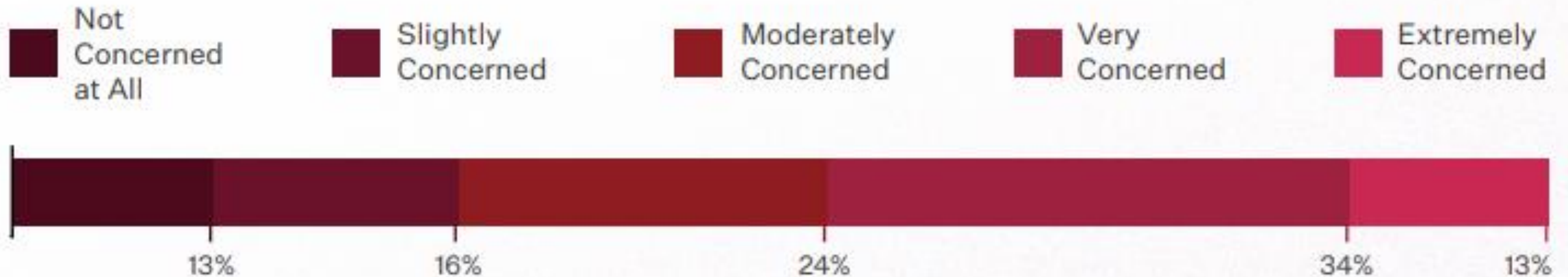


Did officials at your institution express concerns about the increase in the percentage of students who needed financial aid to enroll? (n=49)

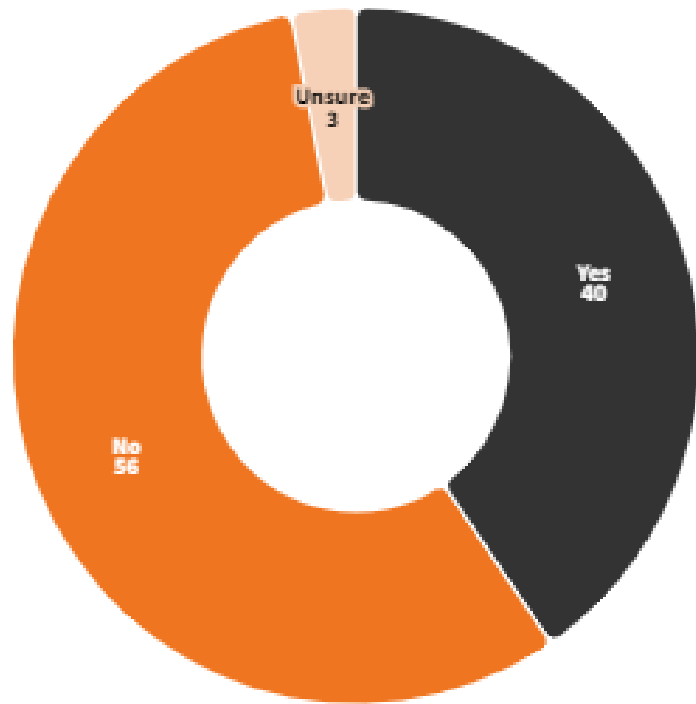


Growing Enrollment Challenges

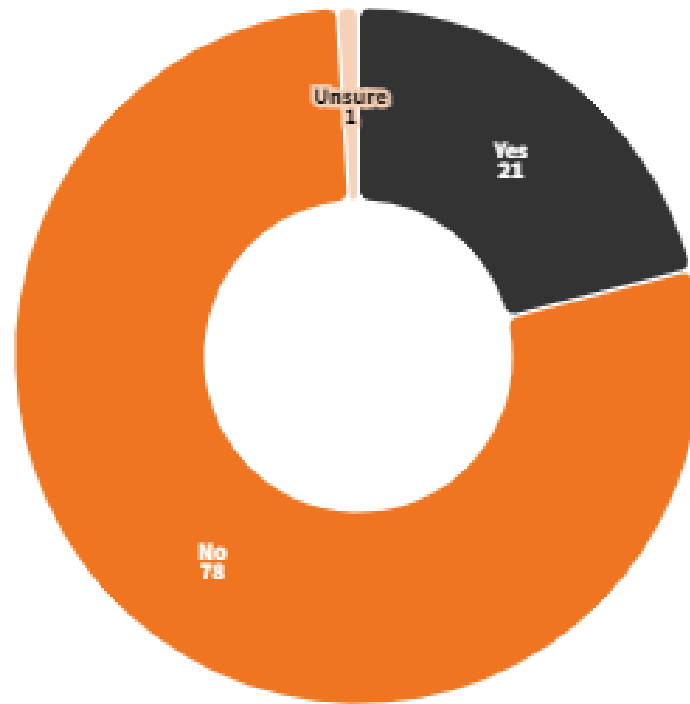
Thinking back, please indicate how concerned you were about meeting your institution's new student enrollment goals this year, that is, for the class enrolling in Fall 2023: (n=239)



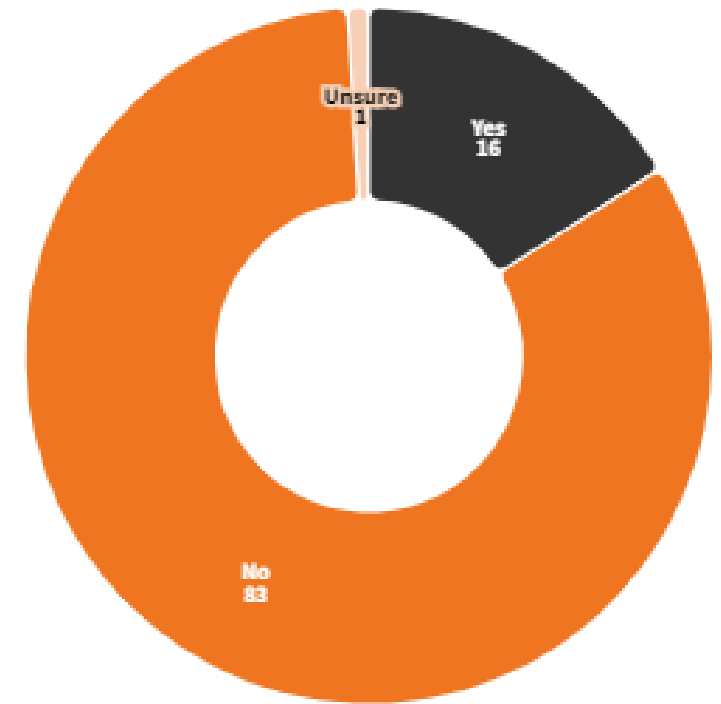
Meeting Enrollment Goals



By May 1



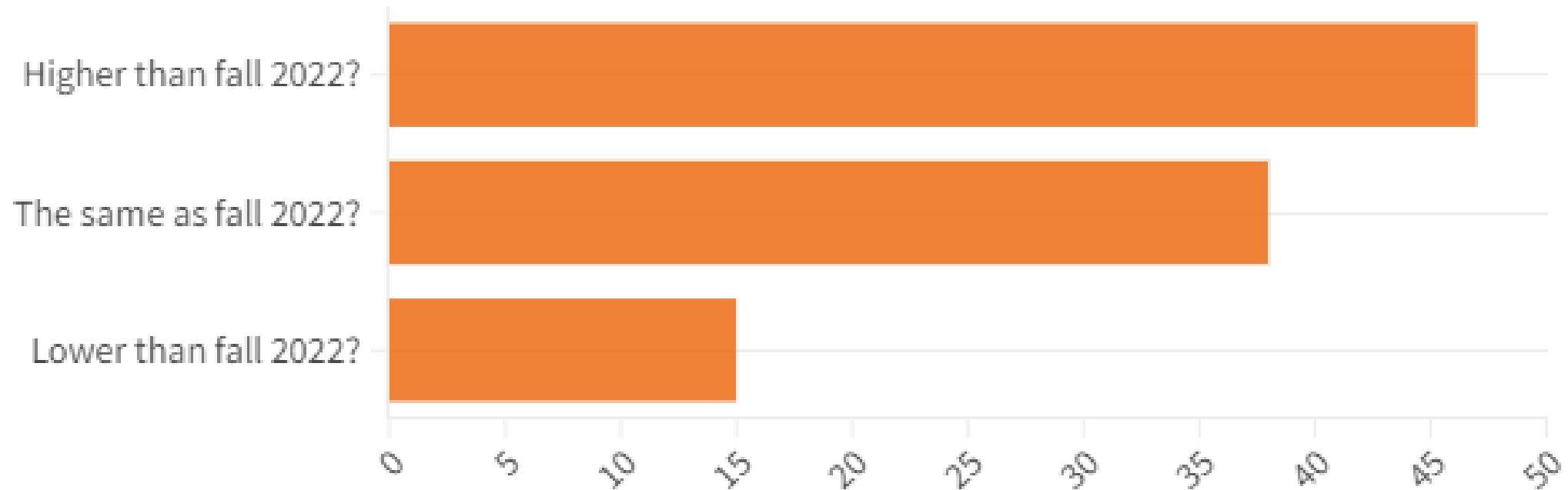
By June 1



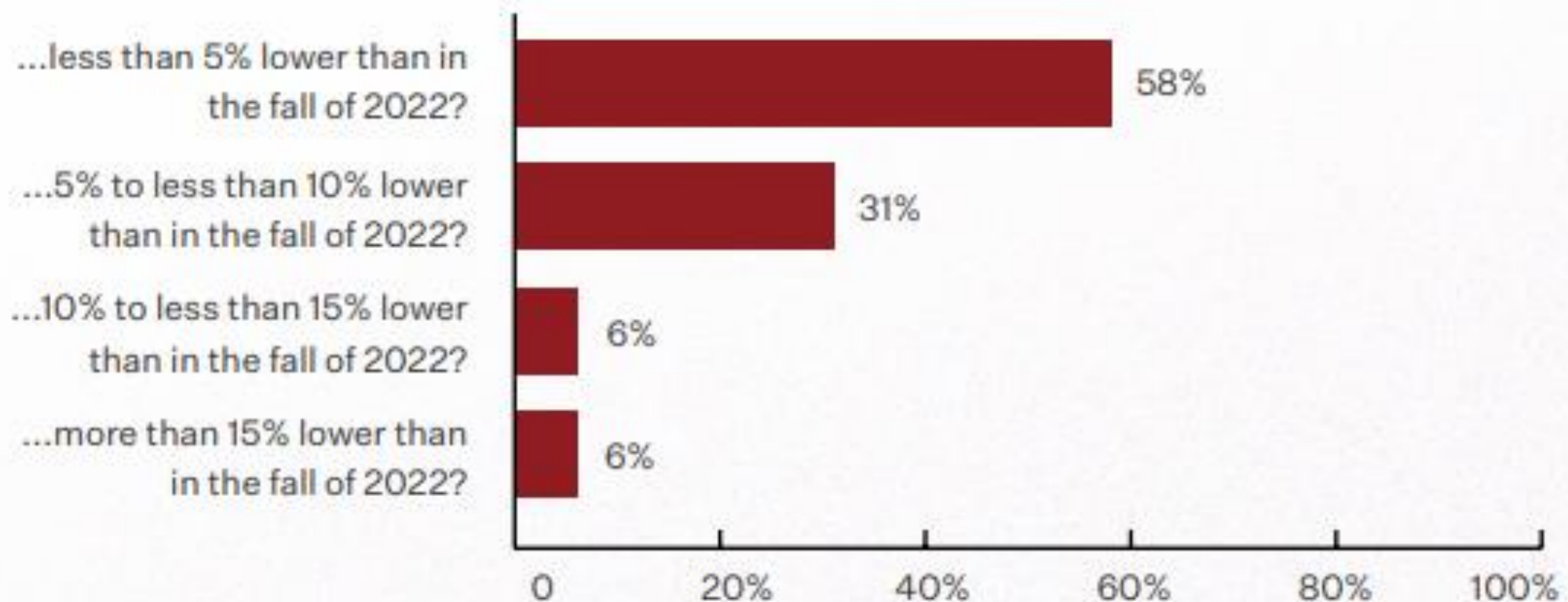
By July 1

Optimism or Denial?

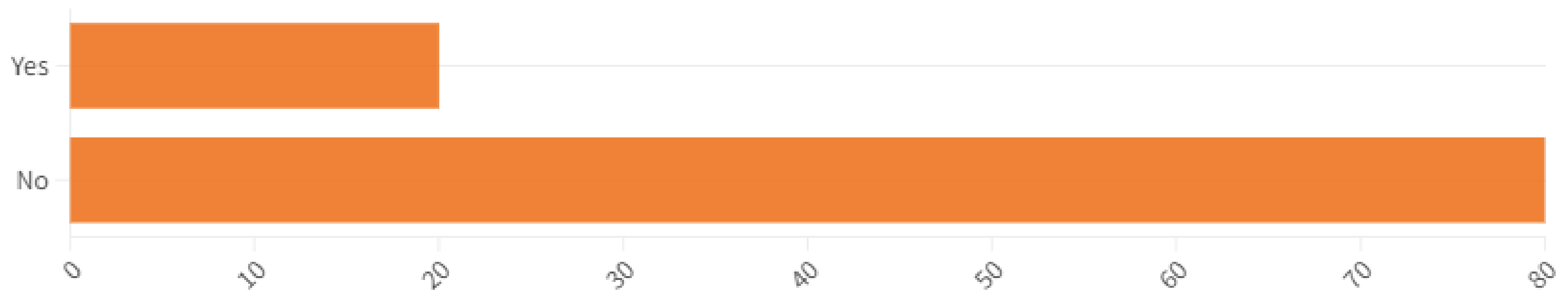
Do you expect undergraduate enrollment at your college in fall 2023 to be...



Do you expect undergraduate enrollment at your college in the fall of 2023 to be... (n=36)



Looking ahead, in the coming admissions cycle, do you expect your college to admit students it probably would not have admitted in prior years?



Source: Inside Higher Ed • n=239

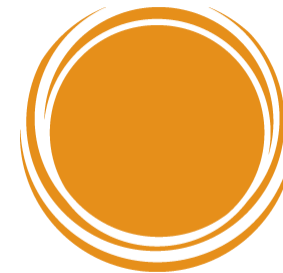
More on the Admissions Survey

- *Inside Higher Ed* [article on the survey](#)
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