



**INSIDE**  
HIGHER ED

# DEBT, JOBS, DIVERSITY

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*Inside Higher Ed's 2012 Survey*  
of College Admissions Directors  
October 22, 2012



# The Presenters

- Scott Jaschik is editor and one of three founders of *Inside Higher Ed*, and has written extensively on college admissions issues for more than 20 years.
- Jerry Lucido is executive director of the University of Southern California Center for Enrollment Research, Policy and Practice. He has held senior admissions/enrollment management positions at USC and at public institutions, including the University of North Carolina at Chapel Hill.



# Methodology

- *Inside Higher Ed* survey conducted by Gallup
- Responses from 576 admissions directors (or equivalent title)
- Complete anonymity
- Demographic and sector data collected to allow for comparisons of public 4-year, private 4-year and community colleges
- Survey in field in late August and early September



# Debt I – The Context

- Rising levels of indebtedness
- Tough job market for graduates
- Lingering economic downturn
- Criticism from politicians and parents over clarity of aid offers, loan requirements

# Debt II – What's Reasonable?

Level	All	2-Year	Public 4-Year	Private 4-Year
<\$5,000	3%	12%	2%	1%
\$5,000 to <\$10,000	8%	19%	13%	2%
\$10,000 to <\$20,000	25%	26%	40%	18%
\$20,000 to <\$30,000	42%	32%	32%	50%
\$30,000 to <\$40,000	17%	11%	10%	21%
\$40,000 to <\$50,000	4%	0%	2%	5%
\$50,000 and up	1%	0%	0%	2%

# Debt III – Debt vs. Career Plans

Admissions directors on how much debt levels should reflect students' career goals

	All	Community Colleges	Public 4-Year	Private 4-Year
A great deal	31%	43%	26%	30%
Some	47%	38%	50%	49%
Only a little	21%	19%	24%	21%

## Debt IV – “Gapping”

	All	Community Colleges	Public 4-Year	Private 4-Year
Engaged in “gapping”	51%	14%	36%	64%
Believe “gapping” is necessary for institution like yours	55%	17%	39%	68%
Believe “gapping” is ethical	61%	22%	45%	74%

# Jobs I – Pressure on Colleges

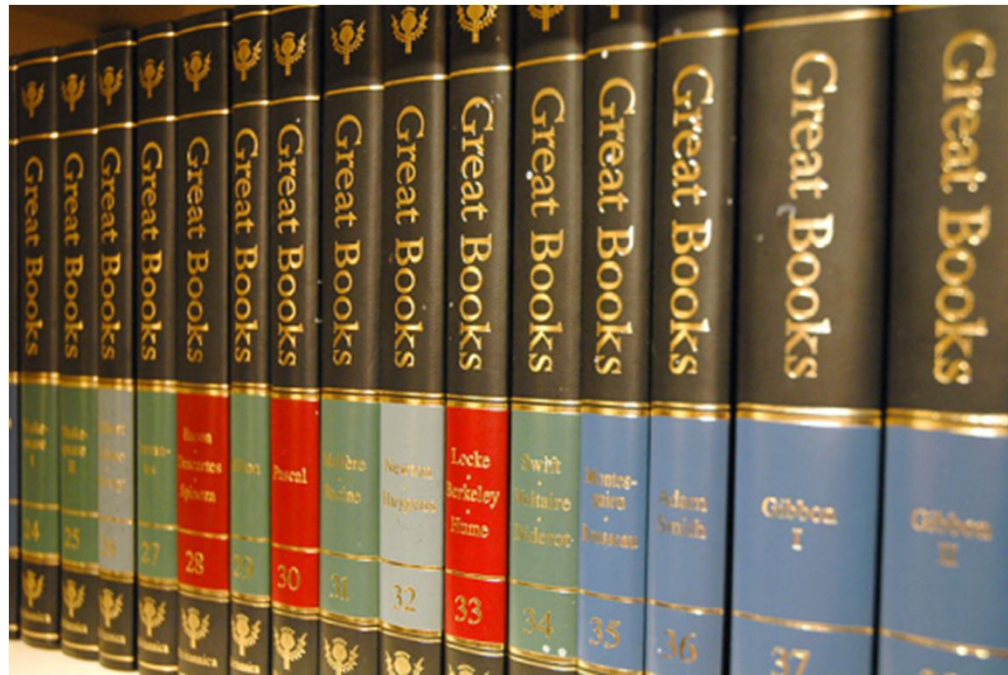
- Students
- Parents
- Politicians





# Jobs II – Are Colleges Changing?

- More attention on career-related training
- Challenge for the liberal arts



# Diversity I – The Supreme Court Case

- College beliefs
- What the Supreme Court may do



# Diversity II – What Colleges Would Do If Affirmative Action is Limited

Policy Changes Admissions Directors Would Consider

Policy	Public 4-Year	Private 4-Year
Drop standardized test requirements	10%	13%
Admit top X percent of high school classes	16%	8%
Place more consideration on socioeconomic status	20%	22%
Place more consideration on “first generation” status	30%	30%

# Rankings Scandals

- Claremont McKenna and Emory
- Percentage admitting to submitting false information
- Percentage believing that others do so



# Community College Issues

- Rise of traditional age students
- Competition with for-profit sector
- Increased interest from four-year institutions in community college graduates





# Other Issues

- Continued high levels of interest in attracting more “full pay” students
- A third of admissions directors reported that senior administrators had tried to influence them to admit some applicants.
- More than three-fourths of admissions directors believe that “merit” scholarships (those not based on financial need) are an appropriate use of financial resources.
- 22% of admissions directors favor adding voluntary questions for applicants on sexual orientation and gender identity.

# Supporters of This Survey



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