



The 2021 Survey of Admissions Leaders

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Methodology

- Questions prepared by *Inside Higher Ed* editors with assistance from Hanover Research.
- 206 admissions officials responded.
- Survey was in field in August 2021.
- All answers were confidential, but were sorted by sector.
- Survey's sponsors -- AWS, Formstack, Niche and Unibuddy – did not influence the content.

How Concerned Were the Admissions Leaders?

- **Very concerned: 59%**
- **Moderately concerned: 32%**
- **Not too concerned: 5%**
- **Not concerned at all: 4%**

May 1 as a Key Date?

- **68% had not filled their class by May 1.**
- **Of them, only 16% had filled by June 1 and 8% filled by July 1.**



--atakan / Getty Images

Impact of Closed Campuses



--urbazon / Getty Images

Expectations for Fall Enrollment

	Private Colleges	Public Colleges
Expect more undergraduates than last fall	56%	33%
Expect about the same	18%	24%
Expect fewer undergraduates	27%	43%

Test-Optional Admissions -- I

- **The College Board estimated that about 1.5 million students in the high school Class of 2021 took the SAT -- down 700,000 from the Class of 2020.**
- **ACT estimated 1.3 million students took its exam, down 375,000 in a year.**
- **The Common Application reported that only 43 percent of students had submitted SAT or ACT scores. That's down from 77 percent in 2019-20.**

Test-Optional Admissions -- II

Of colleges that are newly test optional or test blind:

- **47 percent said they saw an increase in applications from Black, Latinx and Native American students.**
- **55 percent said they admitted more Black, Latinx and Native American students.**
- **42 percent said they saw an increase in the percentage of students who needed aid to enroll.**

Test-Optional Admissions -- III

Of colleges that are newly test optional or test blind:

- **24 percent said their experience was "very positive."**
- **34 percent said it was "somewhat positive."**
- **32 percent said it was neutral.**
- **9 percent said it was "somewhat negative" and 1 percent said it was "very negative."**

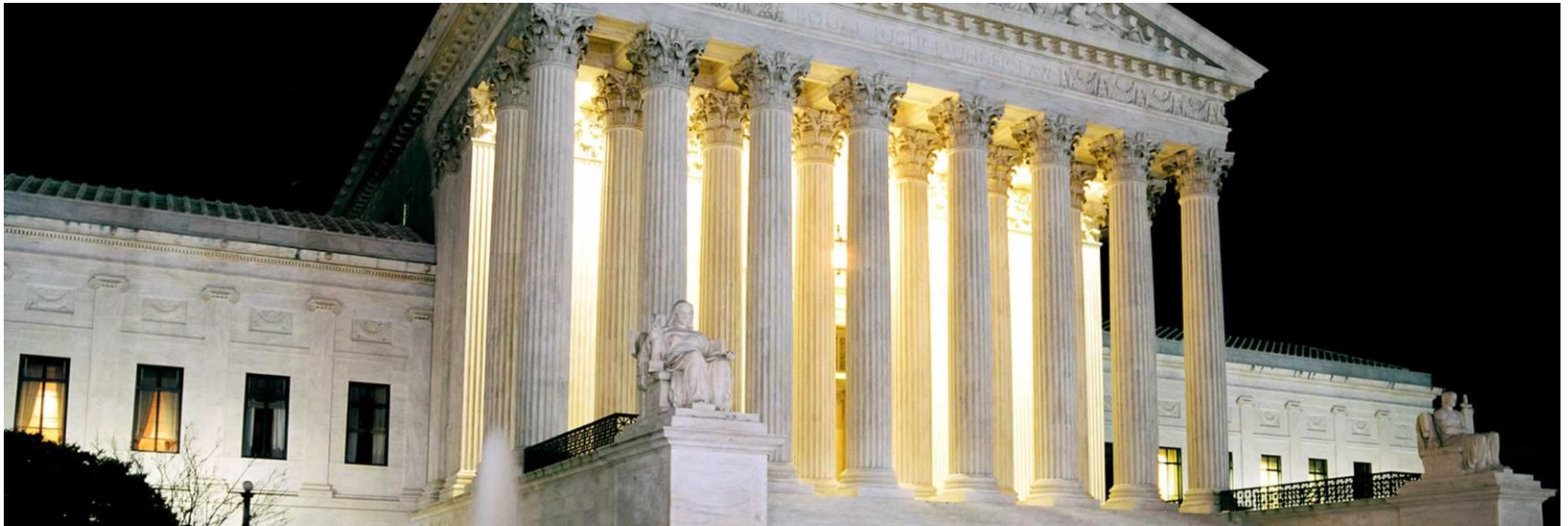
Test-Optional Admissions -- IV

Of newly test optional or test blind colleges, 59 percent strongly supported staying that way, and 20 percent somewhat supported.

Focus of Undergraduate Recruitment

- **Minority students: 85%**
- **Transfer students: 80%**
- **Full-time students: 78%**
- **First-generation college students: 74%**
- **Out-of-state students: 60%**
- **Students recruited with “merit” scholarships: 56%**
- **International students: 52%**
- **Veterans/military personnel: 51%**
- **Students older than 24: 44%**
- **Students who can afford to pay tuition: 42%**
- **Online students: 38%**
- **Part-time students: 26%**

Harvard Affirmative Action Case



Q&A

With Thanks

