

INSIDE
HIGHER ED



A Proven Playbook for the New Reality in Admissions

An Inside Higher Ed webcast

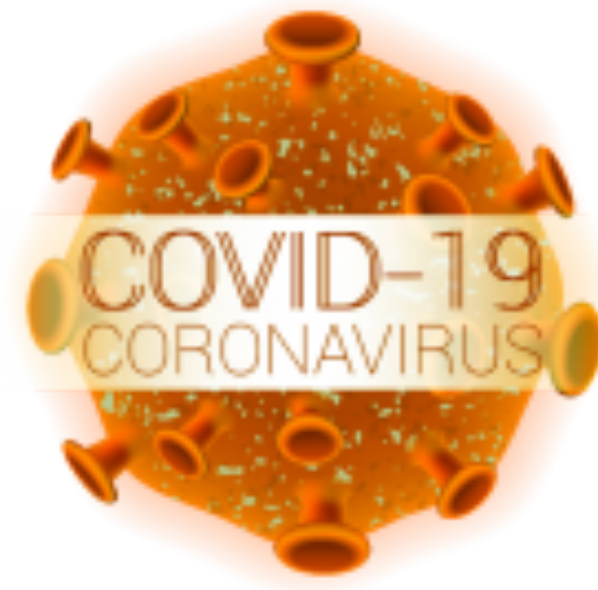
Thursday, April 8, 2021

2 p.m. Eastern

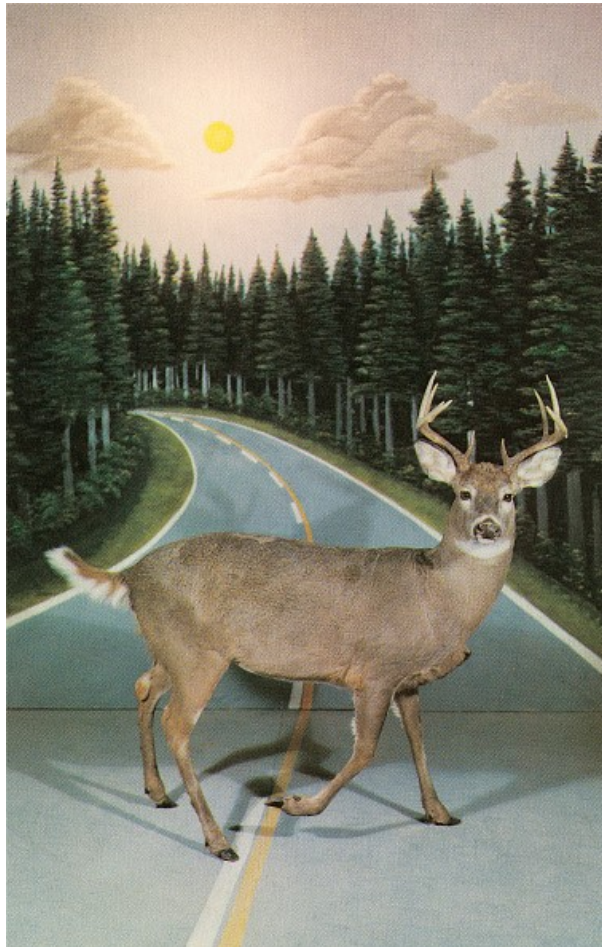
Presenters

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Coronavirus



The Crazy Year We Had



--Corbis Historical / Getty Images

Starting Off... (Spring 2020)

- Sudden change
- Remote staff
- No visitors
- Webcasts
- Everyone was in the same situation

The Fall

- Thinking long term
- Campuses that were back*
- Campuses that weren't

*Many campuses that were back still didn't allow visitors

The Evolution of Video/Webcasts

- From “extra” to regular service
- Length of time
- Production quality
- Personalized

The Power of Money



--Getty Images

The Pandemic Accelerated Situations; It Didn't Create Them



--Getty Images

More Applications, Not More Students

- The Common Application saw an 11 percent increase in applications.
- The Common Application saw a 2 percent increase in the number of unique applicants.

The Gap Is By Prestige

- Private competitive colleges and universities (regardless of size) are doing well.
- Public universities are doing well.

Who Is Hurting?

- Regional publics
- Community colleges
- Private colleges that aren't well known

Note: They aren't hurting because of their quality.

What Should They Be Doing?

- Emphasizing niche
- Personal approaches

Q&A

- Your questions
- Your suggestions for future coverage

With Thanks ...



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