Admissions Directors in an Era of Change

Webcast on *Inside Higher Ed*'s 2022
Survey of College and University
Admissions Directors
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2 p.m. Eastern

Presenters

- Scott Jaschik, editor, *Inside Higher Ed* scott.jaschik@insidehighered.com

- Doug Lederman, editor, *Inside Higher Ed* doug.lederman@insidehighered.com
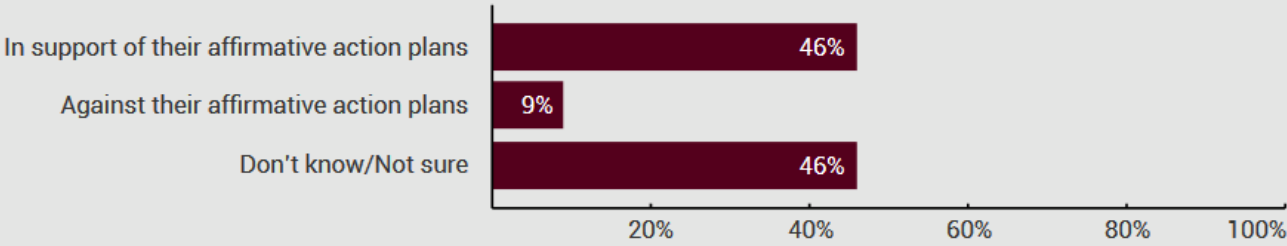
Methodology

- Participation of 271 admissions officials.
- Only one answer per institution.
- Answers are completely anonymous, but coded for sector.
- Survey conducted by Hanover Research.
- Survey sponsored by Niche, CampusReel and Motimatic.
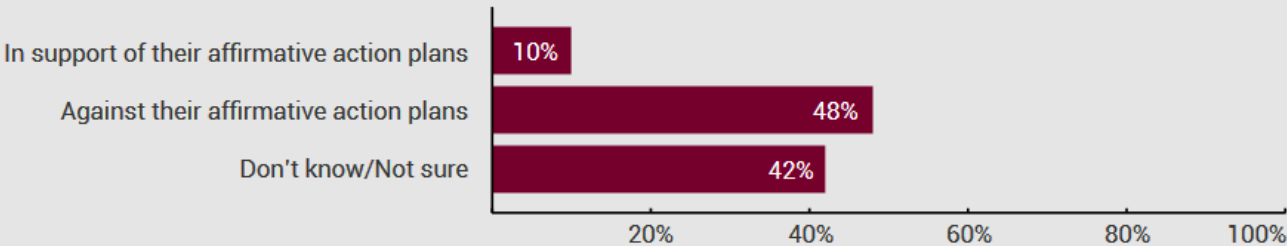
The Supreme Court Cases

What Admissions Directors Hope Will Happen

How would you prefer for the Supreme Court to rule on the Harvard and UNC at Chapel Hill affirmative action cases? (n=257)

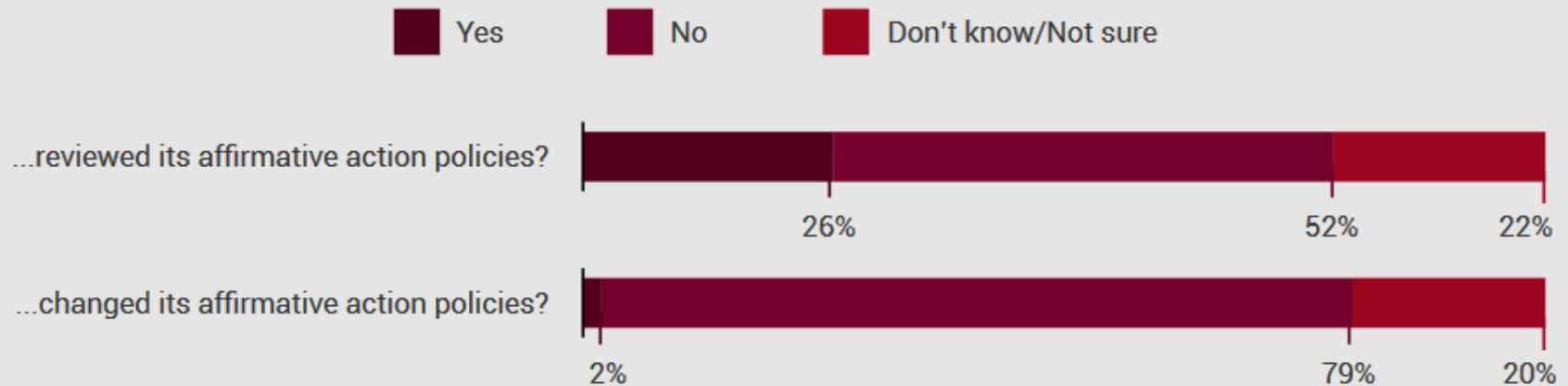|	
In support of their affirmative action plans	46%
Against their affirmative action plans	9%
Don't know/Not sure	46%

How do you think the Supreme Court will rule on the Harvard and UNC at Chapel Hill affirmative action cases? (n=257)

In support of their affirmative action plans	10%
Against their affirmative action plans	48%
Don't know/Not sure	42%

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Are Colleges Prepared?

In anticipation of the Supreme Court's decision on these cases, has your institution... (n=257)

■ Yes ■ No ■ Don't know/Not sure

...reviewed its affirmative action policies?
26%   52%   22%

...changed its affirmative action policies?
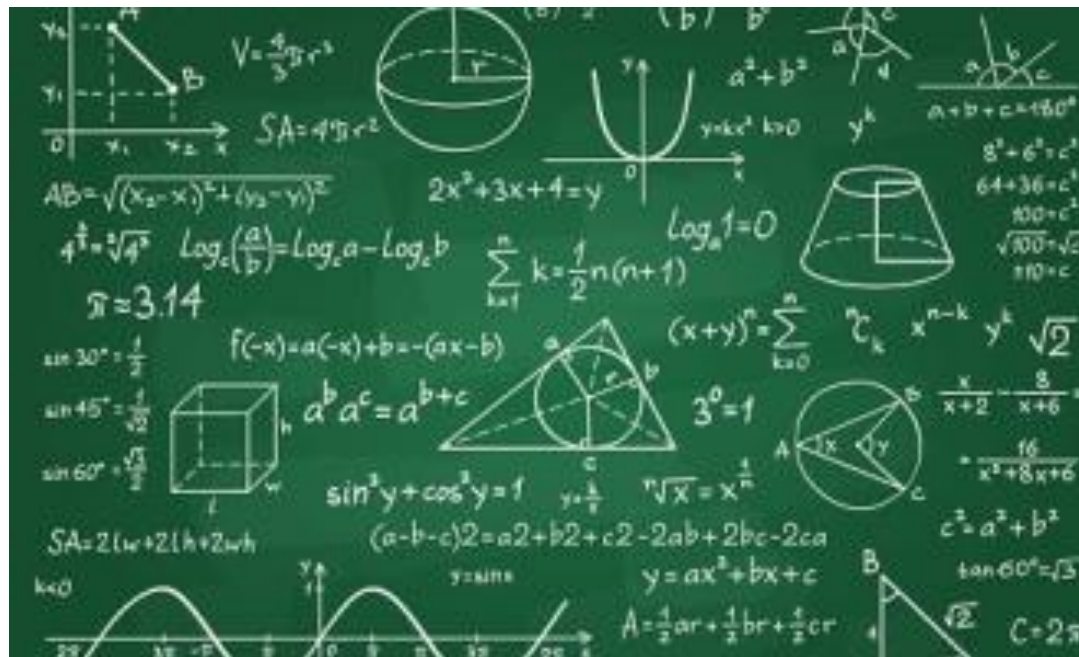2%   79%   20%

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Test-Optional Admissions

- 7 percent of admissions leaders said their college requires the ACT or SAT.

- 43 percent said they were test optional before the pandemic.

- 50 percent said they changed their process during the pandemic to test optional or test blind.

INSIDE
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Impact of Test Optional

- 54 percent of those whose policies changed during the pandemic saw more applications from Black, Latino and Native American students.

- 58 percent admitted more Black, Latino and Native American applicants.

- 67 percent strongly support keeping their policies and 22 percent somewhat support keeping their policies.

Divided on Calculus

--Tetiana Lazunova/Getty Images

Letters of Recommendation

- 16 percent strongly favor ending their use.
- 21 percent somewhat support the idea.
- 20 percent somewhat oppose the idea.
- 9 percent strongly oppose the idea.

Legacy Admissions: Its Extent

- 20 percent of private college admissions leaders said they favored legacies.

- 3 percent of public institutions favor legacies.
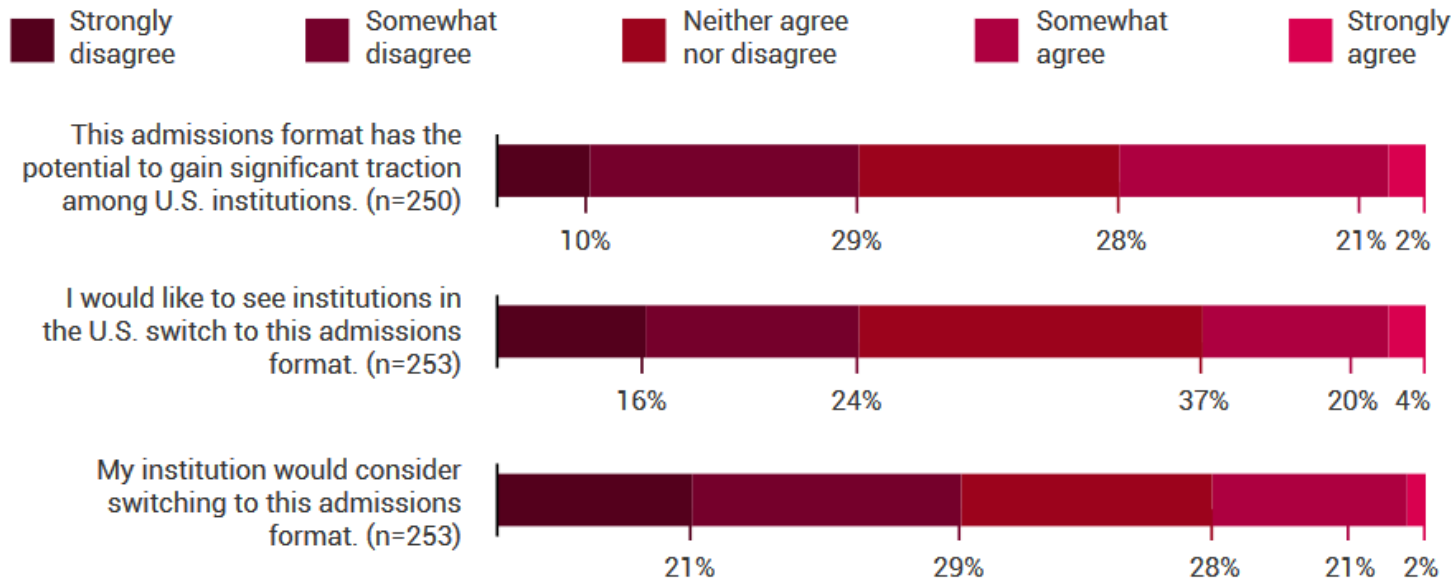
Legacy Admissions: Opinions

Responding to the statement: "Institutions should grant some degree of preference to legacy applicants over non-legacy applicants":

- 1 percent strongly agreed
- 11 percent somewhat agreed
- 14 percent strongly disagreed
- 27 percent somewhat disagreed

Direct Admissions

A group of educators call for a change in admissions by having students create simple portfolios of their work (e.g., grades, interests, extracurriculars). Some colleges in the United States offer admissions based on this system alone. To what extent do you agree or disagree with the following statements related to this idea?

% Agree + % Strongly Agree

Legend:
- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

This admissions format has the potential to gain significant traction among U.S. institutions. (n=250)
10% | 29% | 28% | 21% | 2%

I would like to see institutions in the U.S. switch to this admissions format. (n=253)
16% | 24% | 37% | 20% | 4%

My institution would consider switching to this admissions format. (n=253)
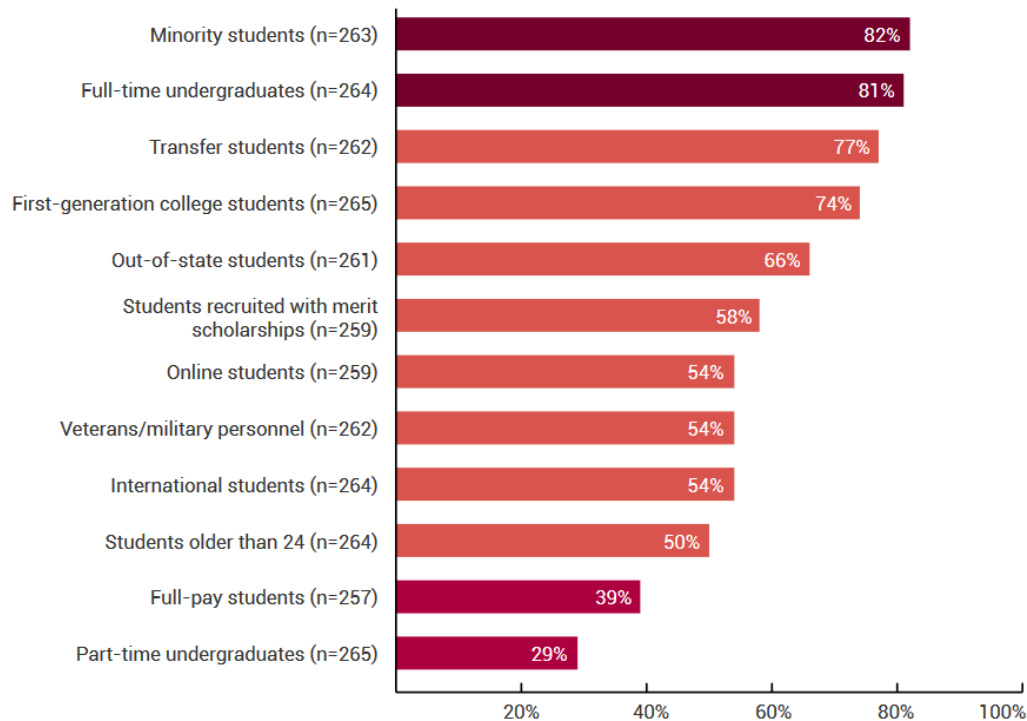21% | 29% | 28% | 21% | 2%

May 1?

- 36 percent said their classes were full by May 1. (32 percent answered that way last year.)

- Of the 174 colleges that hadn't met their goals for the class by May 1, 17 percent had met the goals by June 1.

- Of the 144 colleges that still hadn't met their goals by June 1, 10 percent said they had done so by July 1.

Goals for Next Year

Please indicate your level of agreement with the following statements about undergraduate applicant populations. This year (2022-2023) at my institution, I am very likely to increase my recruitment efforts for the following populations of undergraduate applicants to my institution:
(% Agree + % Strongly Agree)

Population	%
Minority students (n=263)	82%
Full-time undergraduates (n=264)	81%
Transfer students (n=262)	77%
First-generation college students (n=265)	74%
Out-of-state students (n=261)	66%
Students recruited with merit scholarships (n=259)	58%
Online students (n=259)	54%
Veterans/military personnel (n=262)	54%
International students (n=264)	54%
Students older than 24 (n=264)	50%
Full-pay students (n=257)	39%
Part-time undergraduates (n=265)	29%

Your Questions

With Thanks