

# The End of Affirmative Action

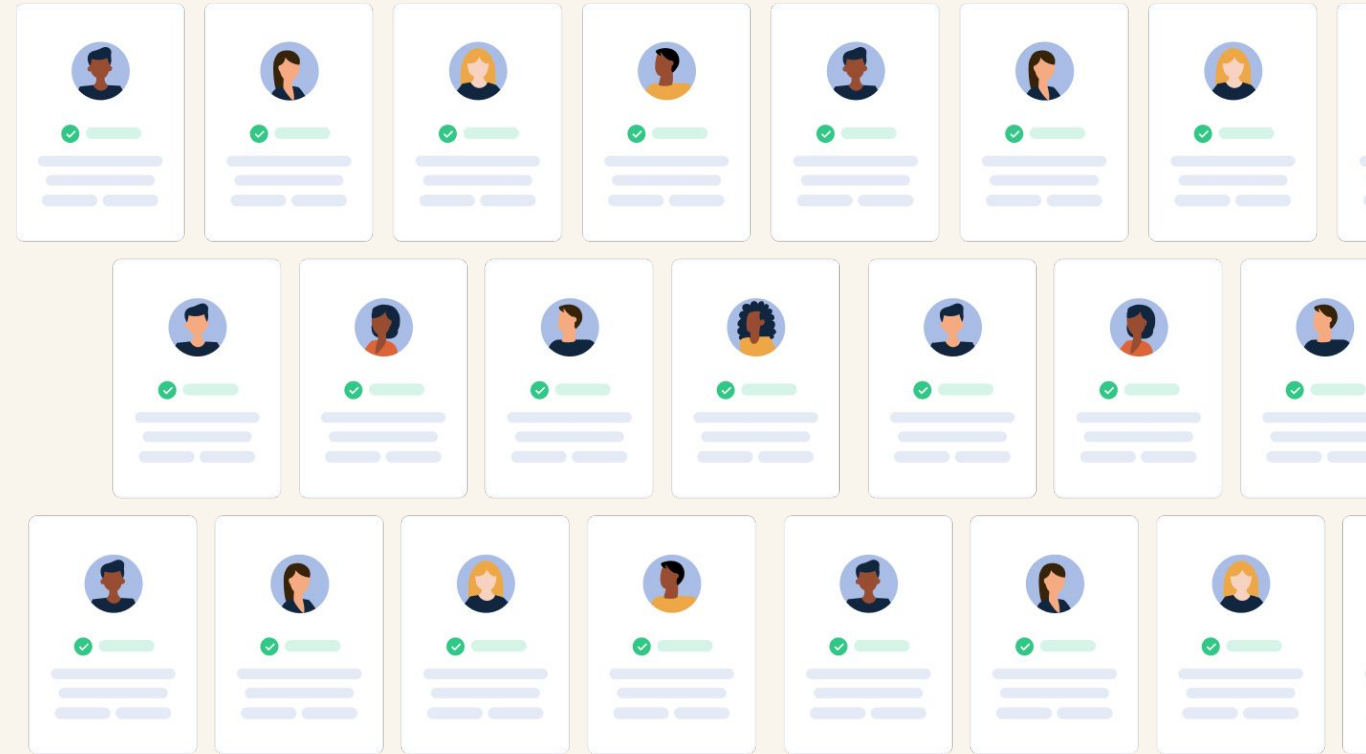
& College Admissions





# The world's first and largest network built to connect students with colleges.

With 1.5 million student members creating full profiles to get recruited by colleges, more than 350 universities partner with CollegeVine and use our network to authentically connect with and recruit a diverse group of students.



## CollegeVine Audience

**1.5m**  
Enrolled students

**20m**  
Annual sessions

**26%**  
First-generation

**34%**  
Students of color

**20%**  
International students



# Power up your recruiting efforts with our research:

Stay up to date on key insights and developments among college bound students. Email us at [partnerships@collegevine.com](mailto:partnerships@collegevine.com) – we're happy to help!



# Legal experts from both sides of the aisle agree that the Supreme Court is likely to end affirmative action.

## Professor Tanya Monique Washington, J.D.

Professor of Law, Georgia State University



*[This] decision, which I predict will be that the use of race in admissions is ruled unconstitutional, is going to provide an opportunity for admissions officers and departments to go back to square one and create a definition of qualification that allows students of all races to compete fairly for the limited number of seats at these institutions.*

## Richard H. Sander, J.D., Ph.D.

Professor of Law, UCLA School of Law



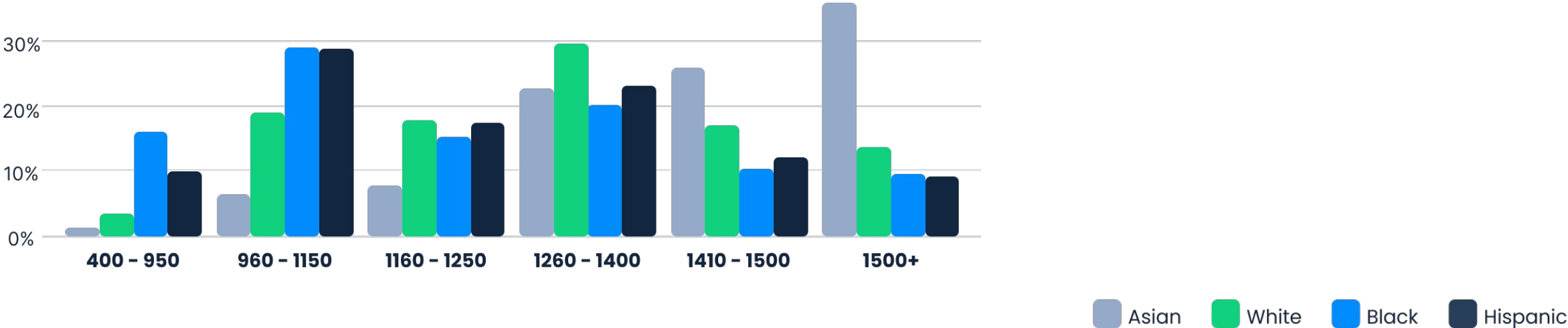
*A fourth possibility is that the court issues a ban and schools respond by coming up with reverse engineering. In which case there will eventually be a lawsuit, and the court will have to decide if this amounts to a system that has an illegal disparate impact on White and Asian students. And I think there's a good chance they would find that was unconstitutional or illegal.*

*Complete interviews with Professors Washington and Sander can be found in the full-length report*

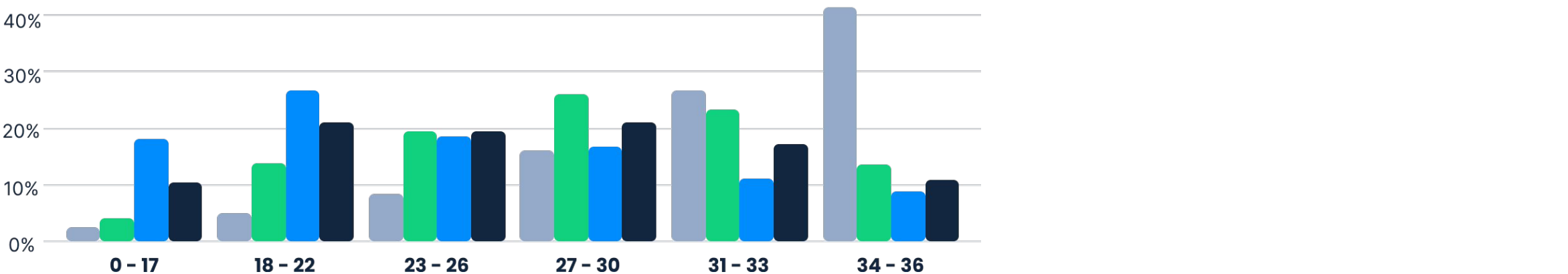
**Continued use of traditional academic metrics will make it harder to build a racially diverse class.**

# College-bound Asian and White students have higher SAT & ACT scores than college-bound Black and Hispanic students

### SAT scores by ethnicity



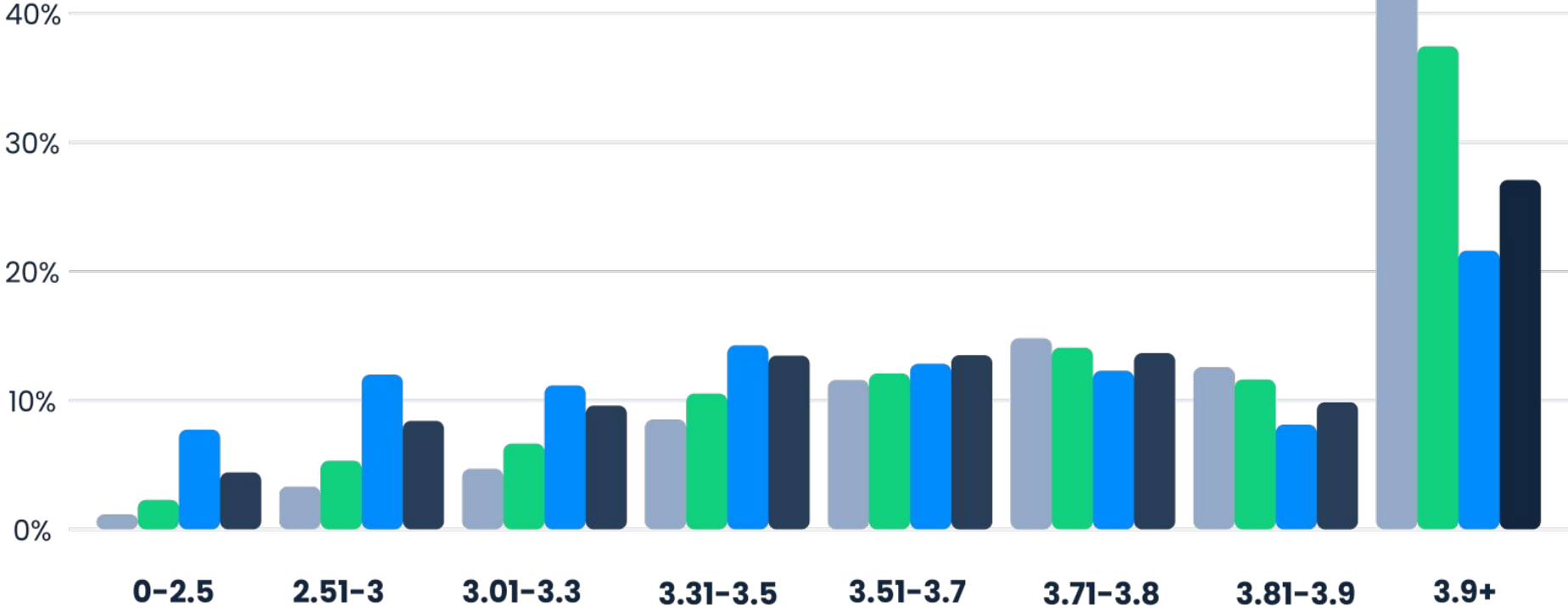
### ACT scores by ethnicity



# College-bound Asian and White students also have higher GPAs, but the gap is smaller

Student GPA by Ethnicity

Asian White Black Hispanic



# Test-blind policies allow you to recruit more high-performing students of color

3.7+ GPA &

1450+ SAT or 31+ ACT

State	Ethnicity	Volume (with tests)
TX	Black	<b>259</b>
FL		<b>255</b>
CA		<b>152</b>
IL		<b>136</b>
TX	Hispanic	<b>1,837</b>
NY		<b>490</b>
PR		<b>401</b>
AZ		<b>375</b>



# Test-blind policies allow you to recruit more high-performing students of color

3.7+ GPA **only**

State	Ethnicity	Volume (with tests)	Volume (test-blind)
TX	Black	<b>259</b>	<b>1,649</b>
FL		<b>255</b>	<b>1,626</b>
CA		<b>152</b>	<b>966</b>
IL		<b>136</b>	<b>865</b>
TX	Hispanic	<b>1,837</b>	<b>11,364</b>
NY		<b>490</b>	<b>3,035</b>
PR		<b>401</b>	<b>2,481</b>
AZ		<b>375</b>	<b>2,320</b>



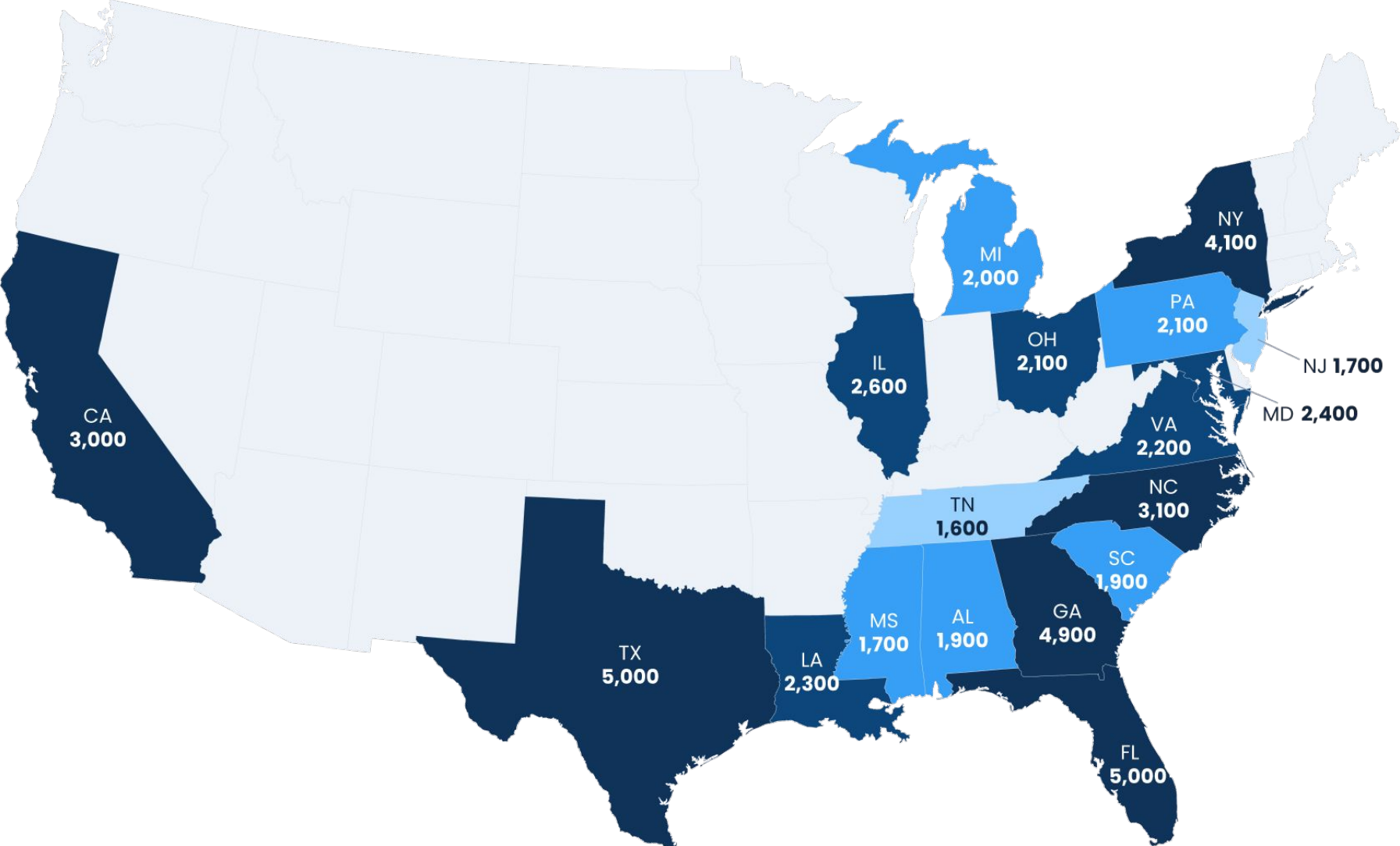
## RECOMMENDATION

**Explore switching to a test-blind policy institutionally or on a program-by-program basis.**

**You will need to change  
where you recruit to enroll  
Black and Hispanic students  
that meet your academic  
standards.**

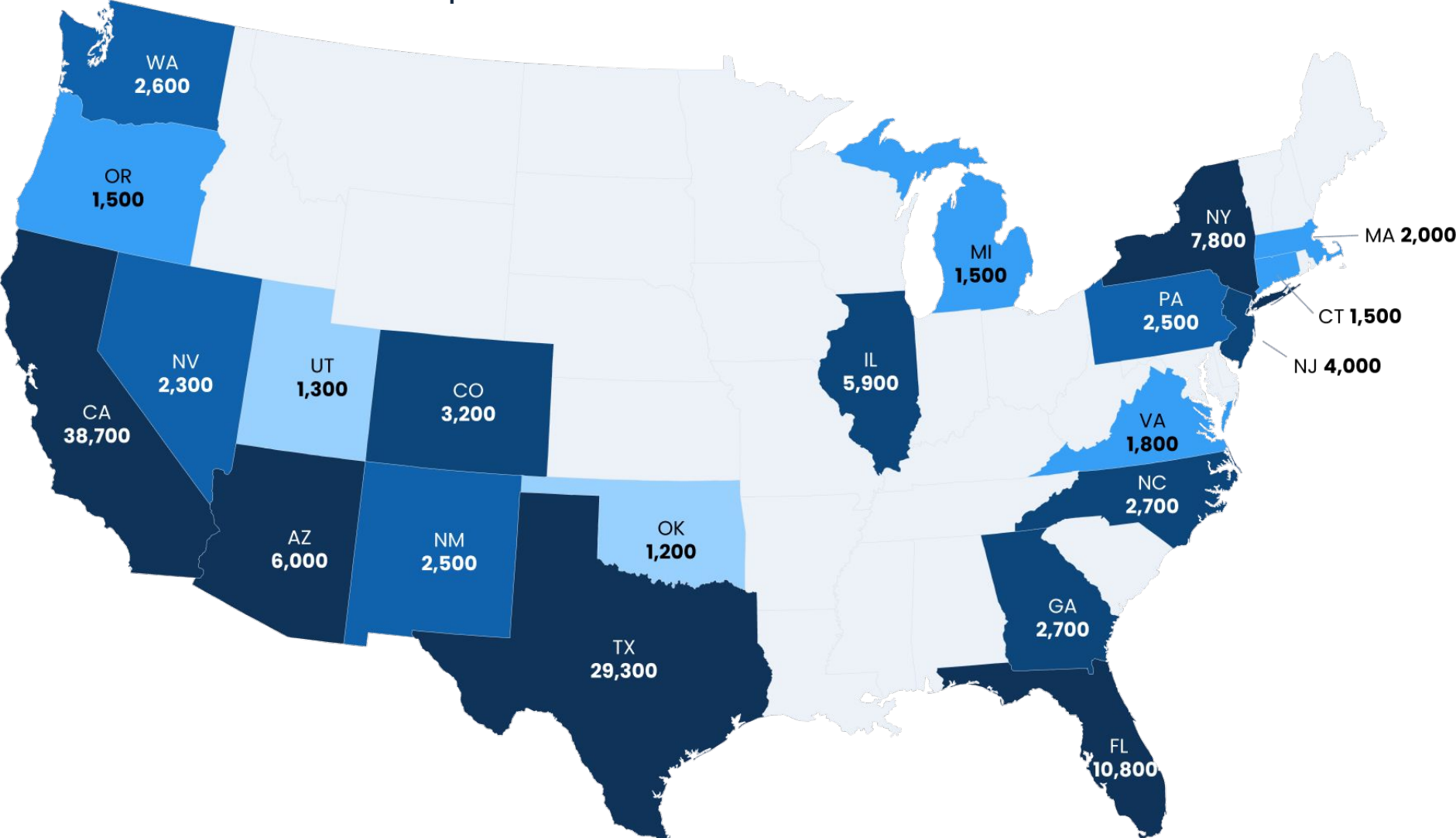
# For Black students, the greatest recruiting opportunity is in the Southeast and the Mid Atlantic.

Black Students with 3.4+ GPA



# For Hispanic students, the greatest recruiting opportunity is in the West and Southwest.

Hispanic Students with 3.4+ GPA





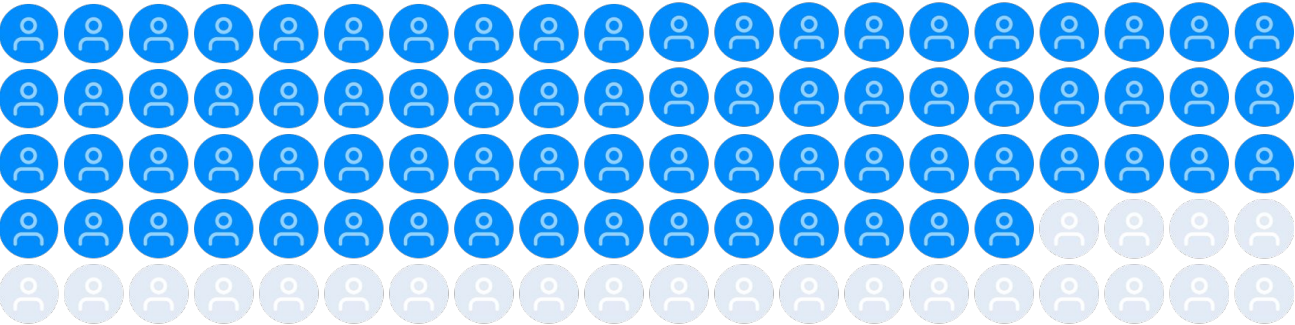
## RECOMMENDATION

**Expand your recruitment presence in markets and high schools with high-performing students of color.**

**It is critical to give  
appropriate consideration  
to extracurricular activities  
with disproportionate  
student of color  
participation**

# Particular student backgrounds are overrepresented in certain extracurricular activities.

**76%** of students that reported 4-H as an activity are White


















**70%** of students that reported step as an activity are Black






















# There are several extracurricular activities with strong Black student participation, and it is important to give these appropriate consideration in the admissions process.

Activities with disproportionate Black student participation		
 Basketball	 NSHSS	 Dancing
Black Student Association/Union	 Flag football	 National Technical Honor Society
 Track & field	 Upward Bound	 Diversity Club
 JROTC	 Prefect (leadership)	 Jack and Jill
 Step	 AVID (college-readiness program)	
 Student Government	 Anime Club	

# There are also several extracurricular activities with strong Hispanic student participation

Activities with disproportionate Hispanic student participation		
 Spanish Honor Society	 JROTC	 UIL (University Interscholastic League - Texas)
 Spanish Club	 Academic Decathlon	 MEChA (political group promoting Chicano empowerment)
 California Scholarship Federation	 Flag Football	 Fashion Club
 Associated Student Body	 Upward Bound	 Mariachi
 AVID (college-readiness program)	 Drill team	 Anime Club
 Leadership	 Gym	



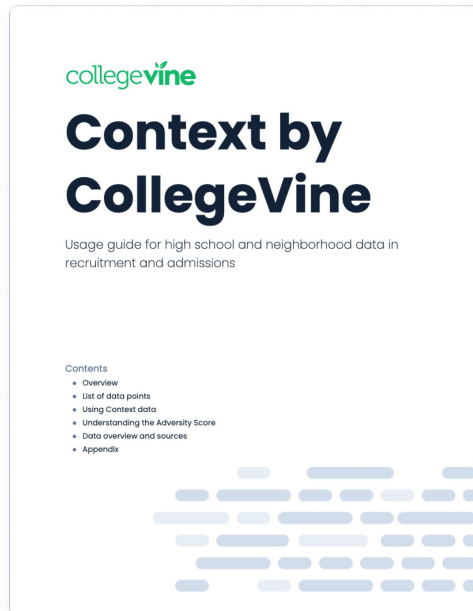
## RECOMMENDATION

**Invest in staff training to ensure that they are able to give appropriate consideration to student of color resumes**

# Using *Context* to identify students with a challenging school and neighborhood environment

# What is Context?

1. Key information about a student's high school and neighborhood environment
2. Built into CollegeVine recruitment tools
3. Race-neutral



High School data points	Academic data points	Neighborhood data points
High School Name	Statewide ACT Average	Social Capital
High School Type	Statewide SAT Average	Economic Mobility
Locale		Household Structure
Senior Class Size		Median Family Income
Percentage of Students Eligible for Free and Reduced Price Lunch (Public HS only)		Average House Price
Graduation Rate		Education Level
Funding Level		Crime
Student:Teacher Ratio		



# Environment Index

Combines key *Context* information into a single score, on a consistent 0-100 scale



**Danielle Fyfe**

Class of '24



Female

Asian

First-generation



Danielle@gmail.com



(123) 456-7890

### Parents/guardians:

Leah Fyfe (Leah.fyfe@gmail.com), Wayne Fyfe (Wayne.fyfe@gmail.com)



Athens, GA 14221

\$68,452 Median Family Income (\$57,643 National avg.)



Montgomery High school

Public • Suburban



## Insights

Admission chances

**98%**

Environment index

**55%**

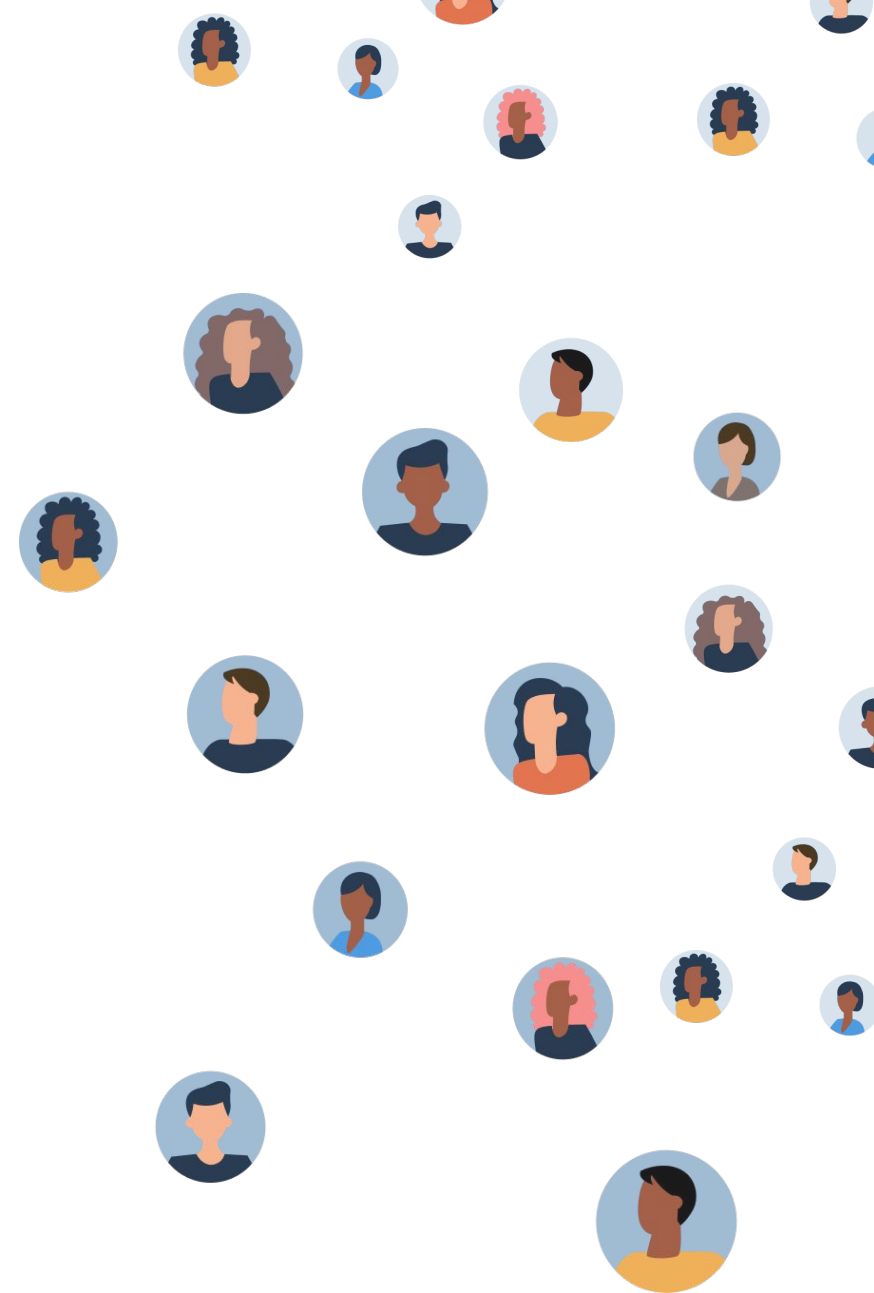
A higher percentile means a more challenging school and neighborhood environment.

# Strategizing for Fall 24 admissions and beyond

# Developing your strategy

1. **Analyze** your current admissions data and make projections
2. **Adjust** your recruitment strategy to build a presence in the right geographies
3. **Work on incorporating** *Context* data into your recruitment process
4. **Consider adjustments** to your admissions policies and training
5. **Develop** a legal defense strategy

**We'd love to help!**





# Next steps

1. Schedule a strategy session with our team
  - ✓ Working session
  - ✓ Demo of CollegeVine recruitment solutions
2. Email [partnerships@collegevine.com](mailto:partnerships@collegevine.com)



# Want to learn more?

Schedule a strategy session and demo with our team

Email [partnerships@collegevine.com](mailto:partnerships@collegevine.com)

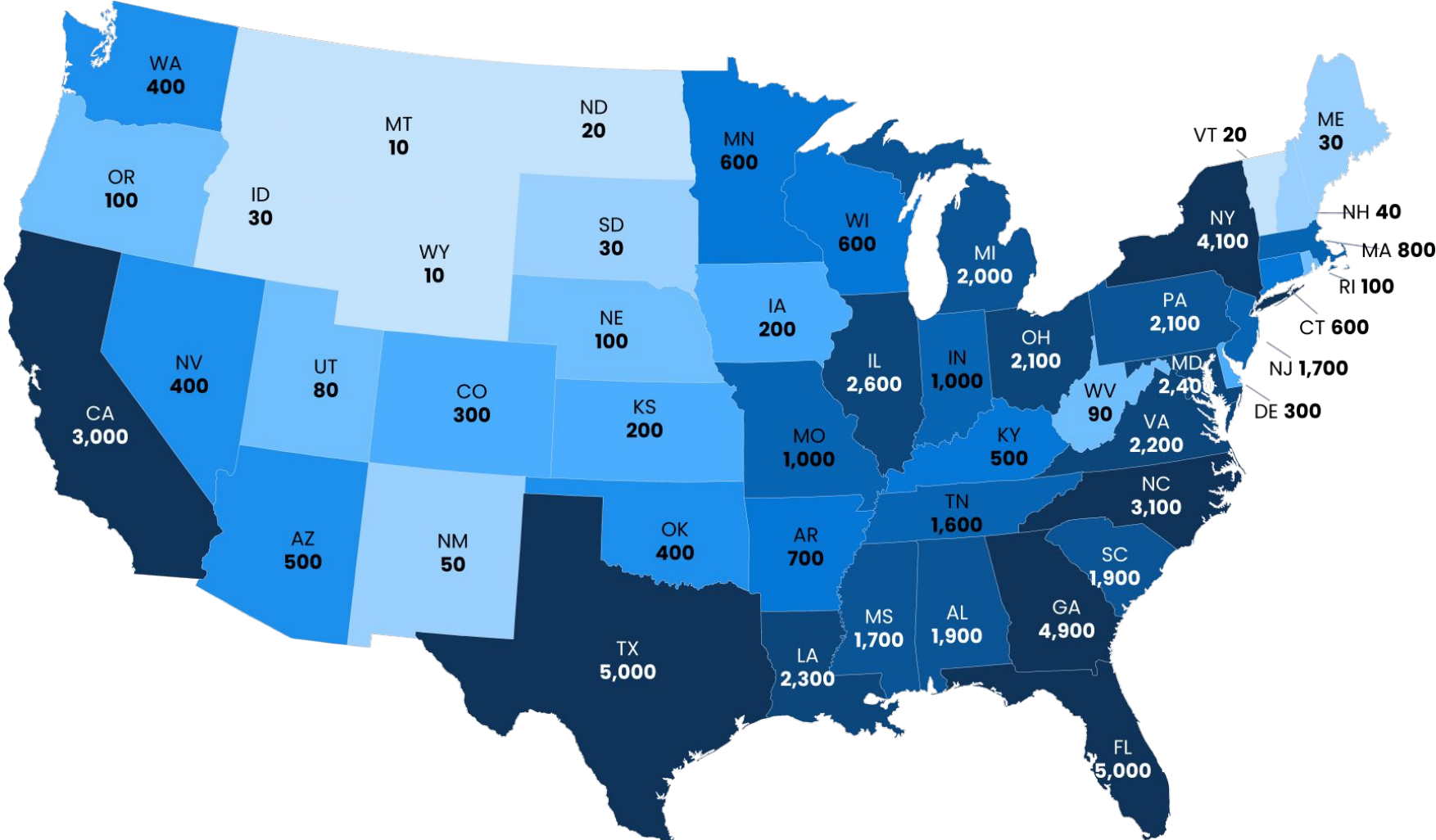


**Thank you!**

# Appendix

# For Black students, the greatest recruiting opportunity is in the Southeast and the Mid Atlantic.

## Black Students with 3.4+ GPA



# For Hispanic students, the greatest recruiting opportunity is in the West and Southwest.

## Hispanic Students with 3.4+ GPA

