



# AACRAO

*Advancing Global Higher Education*

## **Admission Practice Snapshot**

**Results of the AACRAO July 2015 60 Second Survey**

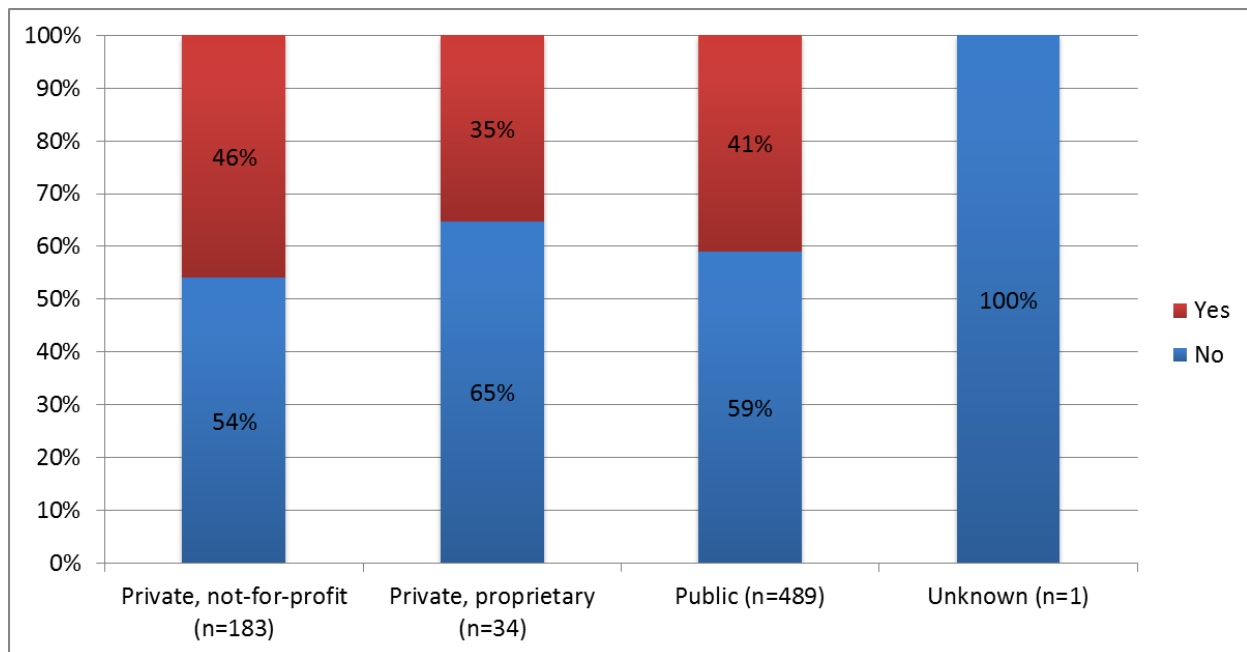


The purpose of the July 2015 60 Second Survey was to gain a snapshot understanding of a handful of admission practices that were suggested as topics of interest by the membership (Appendix A). Data cleaning resulted in 808 usable responses representing a variety of institutional types, sizes, controls and locations (Appendix B), with the majority representing U.S. and Canadian institutions (98%, n=798).

More than three quarters of participants represent undergraduate practices (78%), 16% graduate and/or professional, and 5% selected “other.” Most who selected “other” represent both undergraduate and graduate practices for purposes of this survey.

Less than half (42%, n=807) use a common application of some sort (e.g., the Common Application, Apply Texas, Ontario Universities’ Application Centre, etc.). Private, proprietary institutions are less likely than other types to use a common application (Figure 1).

**Figure 1: Use of Common Application by Percentage of Respondents**



Admission practice use varies widely both in the aggregate (Table 1) and when disaggregated by undergraduate and graduate/professional practices (Appendix D). Overall, the least common practice is to apply different admission criteria for wholly online programs; only 12% indicated this was a practice in use at their institution. Most (79%) allow students to defer their enrollment period, and about half (55%) use “holistic” admission. As anticipated,



undergraduate practice is more likely than graduate and/or professional practice to allow students to enroll in their first term with an undeclared/undecided major (82% vs. 21%).

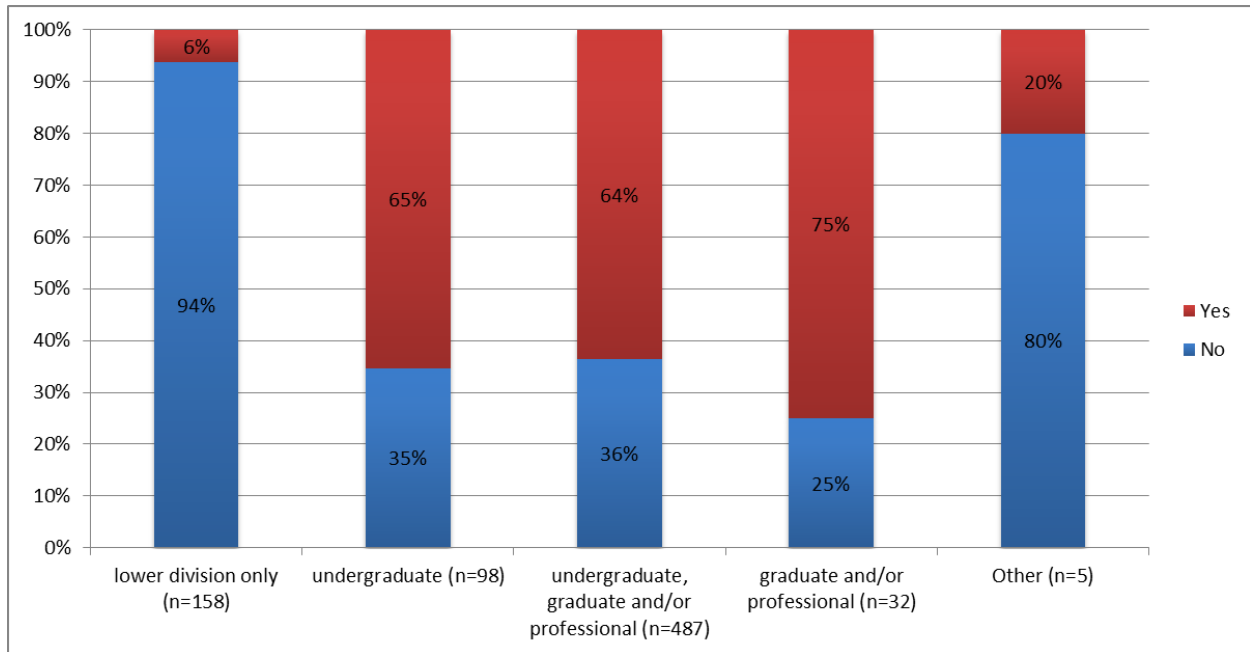
**Table 1: Use of Various Admissions Practices - All Institutions**

	Yes	No	N/A	Count
Allow students to enroll in their first term with an undeclared/undecided major	71%	20%	8%	805
Accept hand carried transcripts as official for the admission process	64%	35%	2%	802
Use a document management solution for any part of the admission process	72%	25%	3%	799
Engage alumni ambassadors for any recruitment event or process	60%	36%	5%	800
Allow admitted students to defer their enrollments	79%	15%	6%	802
Have a documented process for evaluating credit for transfer from unaccredited institutions	43%	43%	15%	798
Use different admission requirements for wholly online programs as compared to residential or hybrid programs	12%	65%	23%	800
Have a dual admission option for high school students	56%	28%	16%	801
Use a "holistic" admission process	55%	30%	15%	785
Allow an applicant to appeal an admission decision	64%	20%	16%	801
Use wait listing for high demand programs	48%	34%	18%	796
Have a dual admission agreement with at least one other post-secondary institution	51%	40%	9%	797
Use a self-reported GPA for the initial admission decision	20%	68%	12%	800

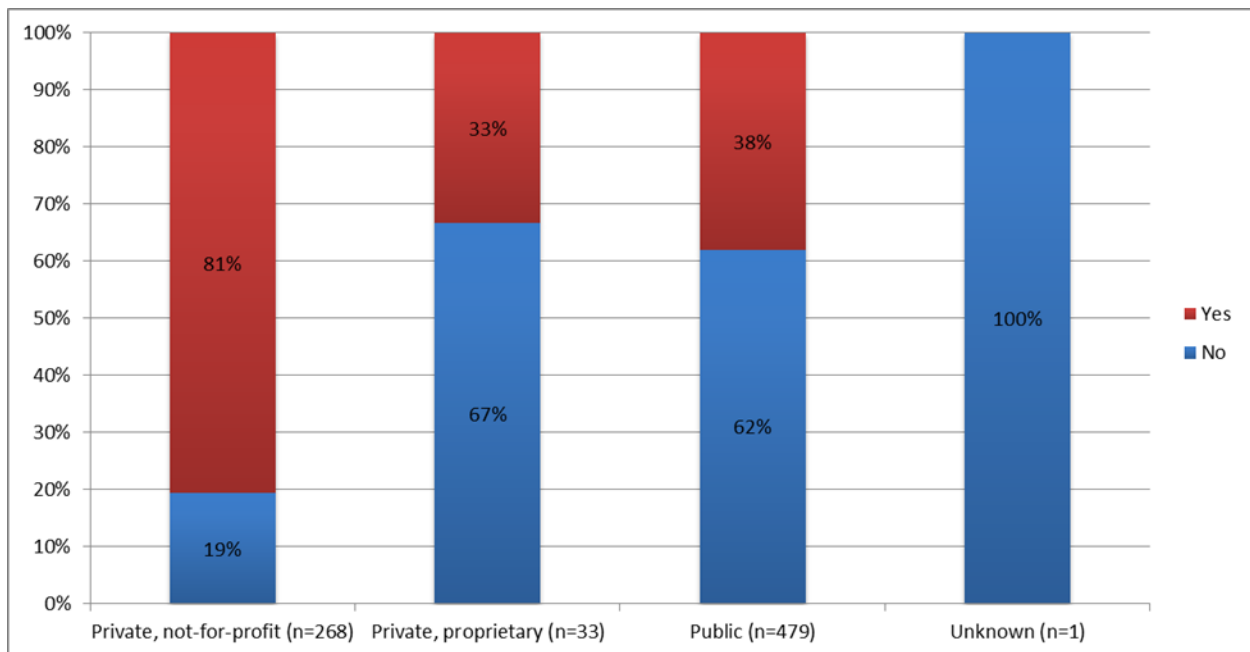
Less than half (42%, n=807) of the participating institutions require an admission deposit. As anticipated, only a small percent (6%) of lower-division-only institutions report using an enrollment deposit (Figure 2). Private, not-for-profit institutions are more likely than any other type of institutional control to use a deposit (81%) (Figure 3). Institution size appears to have a subtle relationship with the use of a deposit with smaller institutions being less likely to require a deposit (Figure 4). After three outlier deposit values over \$1,000 were removed from the recorded deposit amounts the average deposit was \$251. However the standard deviation is \$185.73 indicating a wide-range of deposit values (min. \$20, max. \$1,000, n= 393) (Appendix E).



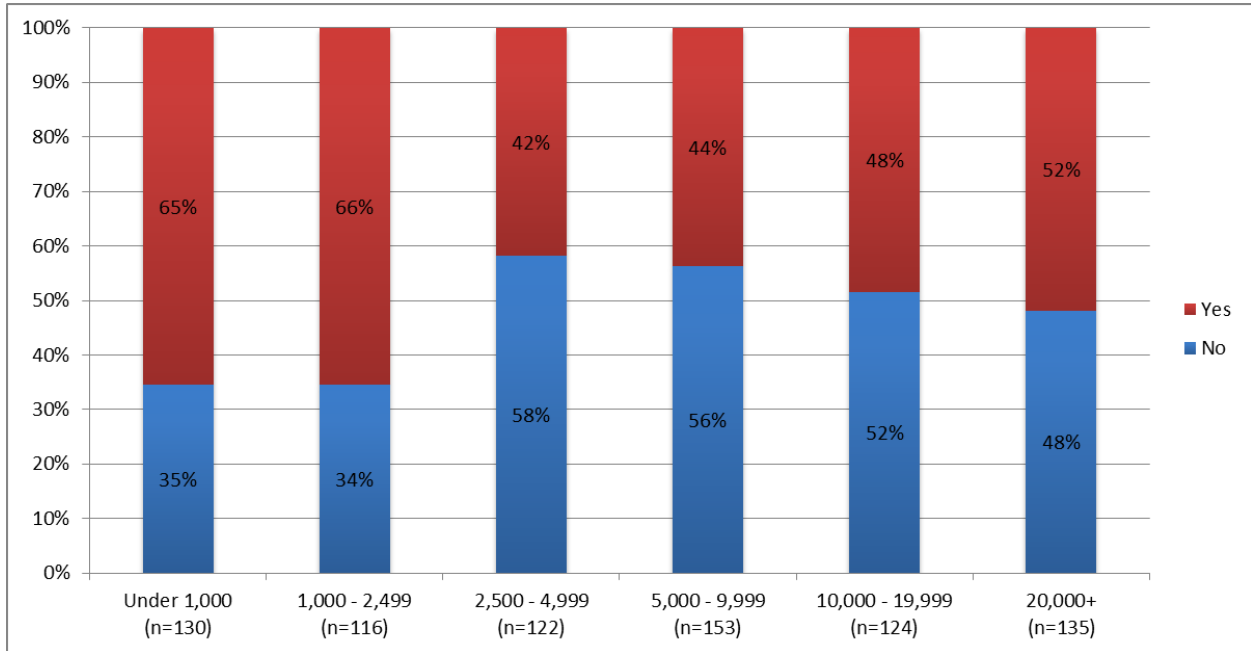
**Figure 2: Deposit Use by Institution Type by Percentage of Respondents**



**Figure 3: Deposit Use by Institution Control by Percentage of Respondents**

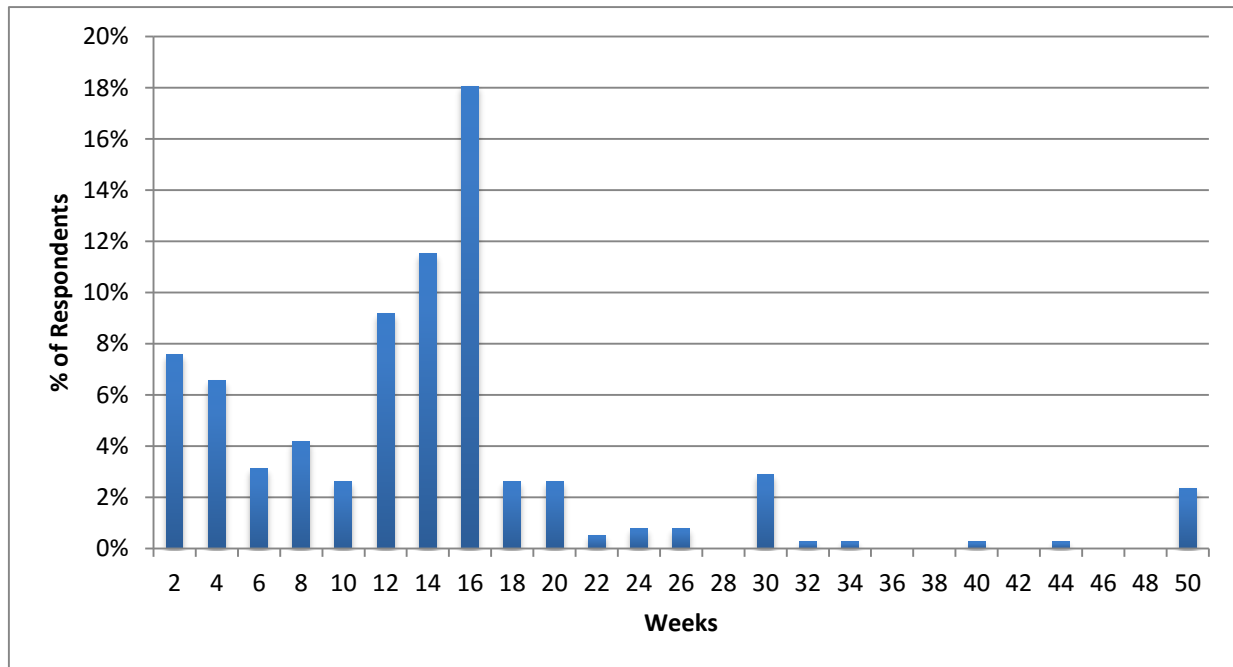


**Figure 4: Deposit Use by Institution Size by Percentage of Respondents**



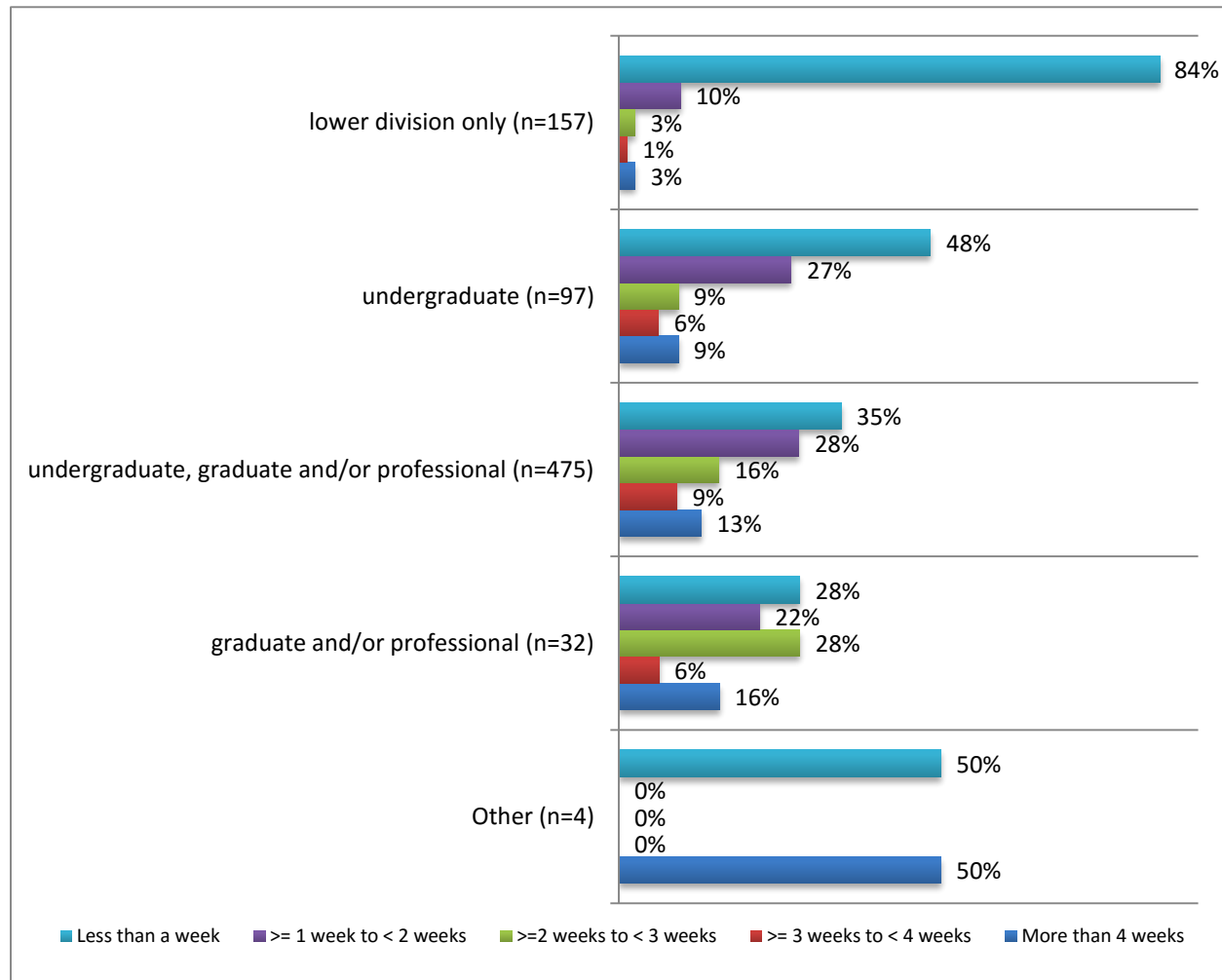
When asked to report the number of weeks before the first day of fall classes that the deposit is due, 90 respondents indicated “zero” and were removed from Figure 5.

**Figure 5: Deposit Due Date – Weeks before First Day of Fall Classes (n=292)**



On the whole, just under half of institutions (46%, n=765) take less than a week to make an admission decision once the application is considered actionable, 24% 1 to < 2 weeks, 13% 2 to < 3 weeks, 7% 3 to < 4 weeks, and 11% take more than 4 weeks. Figure 6 differentiates these results by institution type.

**Figure 6: Time to Make Admission Decision on an Actionable Application**



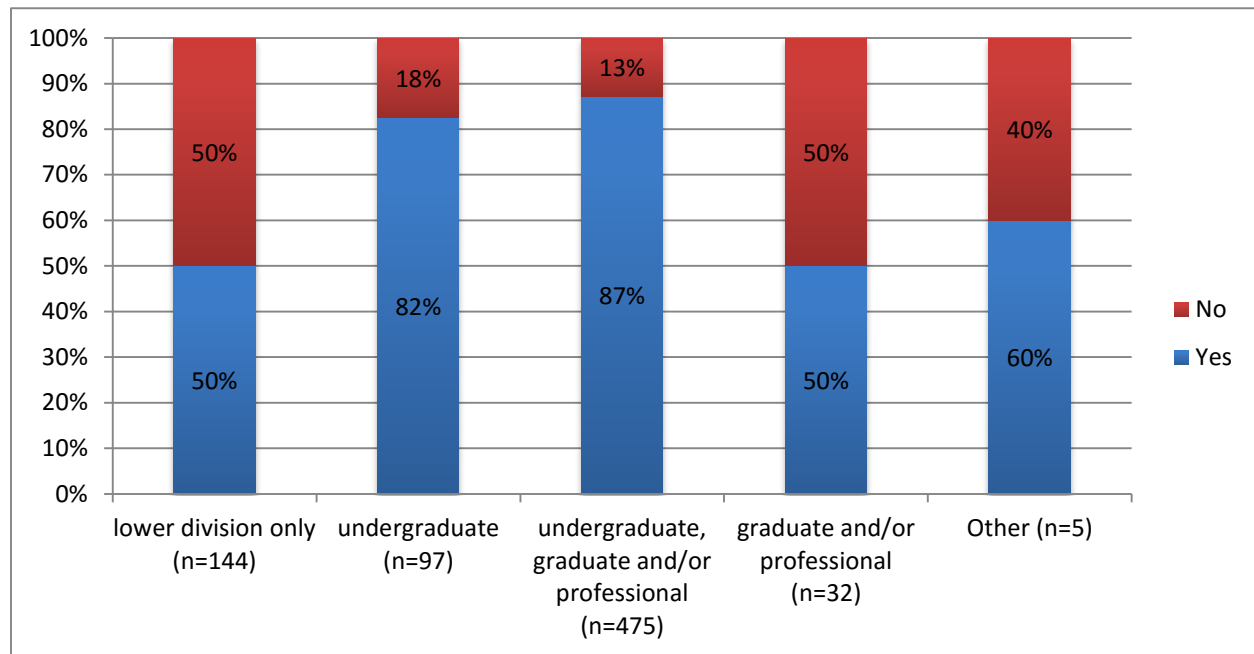
More than three quarters (77%, n=764) use enrollment projections to determine admission targets. Comprehensive institutions (i.e., undergraduate, graduate and/or professional) are more likely than other institutional types to use enrollment projections (Figure 7).

Quite surprisingly, only 28% (n=764) use an automated set of rules to make any admission decision even though this functionality is available in most student information systems.



Perhaps this question was misunderstood as it was thought that for those institutions where minimum entrance requirements exist, automated decision rules would be used more often to make at least a first-pass admissibility decision.

**Figure 7: Use of Enrollment Projections to Determine Admission Targets by Institution Type by Percentage of Respondents**



Questions regarding this or other AACRAO research should be directed to Wendy Kilgore, AACRAO Director of Research and Managing Consultant at [wendyk@aacrao.org](mailto:wendyk@aacrao.org).



## Appendix A: Admission Practices Snapshot July 2015

### Introduction

This survey contains questions developed from the admission practice topics of interest submitted by members. This survey is intended to be just a snapshot of some practices. A more comprehensive survey will be developed.

For the purpose of this survey, which one applicant population do you represent?

- Undergraduate
- Graduate and/or Professional
- Other, please specify... \_\_\_\_\_

Does your institution use a common application of some sort?

(For example, The Common Application, Apply Texas, Ontario Universities' Application Centre, etc.)

- Yes
- No

For each of the activities below, please indicate if your institution engages in it or not.

We recognize that some of the practices below may not be the responsibility of admission staff. Please indicate if the practice is or is not an institutional practice, regardless of whether or not the practice is the responsibility of the admission staff.

	Yes	No	Not applicable
Allow students to enroll in their first term with an undeclared/undecided major	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accept hand carried transcripts as official for the admission process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use a document management solution for any part of the admission process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engage alumni ambassadors for any recruitment event or process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allow admitted students to defer their enrollments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have a documented process for evaluating credit for transfer from unaccredited institutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use different admission requirements for wholly online programs as compared to residential or hybrid programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have a dual admission option for high school students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use a "holistic" admission process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allow an applicant to appeal an admission decision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use wait listing for high demand programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have a dual admission agreement with at least one other post-secondary institution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use a self-reported GPA for the initial admission decision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





Does your institution require an enrollment deposit for fall admission?

- Yes
- No

How much? In U.S. dollars please.

How many weeks before the first day of class is the deposit due?

About how long does it take to make an admission decision once the application is considered actionable?

- Less than a week
- $\geq 1$  week to  $< 2$  weeks
- $\geq 2$  weeks to  $< 3$  weeks
- $\geq 3$  weeks to  $< 4$  weeks
- More than 4 weeks

Does your institution use any type of enrollment projection to determine admission targets?

- Yes
- No

Does your institution use an automated set of rules for any admission decision?

For example, your SIS uses a rule set based on test scores, GPA, etc. to calculate an admission decision and post it to the applicant record. A person does not review the applicant file.

- Yes
- No



## Appendix C: Respondent Location and Institutional Characteristics

Country/State/Province	Count
Armenia	1
Bolivia	1
Canada	53
AB	8
BC	16
MB	2
NL	2
NS	2
ON	15
QC	6
SK	2
Cote d'Ivoire	1
Hong Kong	1
Mexico	1
PUE	1
Netherlands Antilles	1
Peru	1
Lima	1
Puerto Rico	1
Trinidad and Tobago	1
United States	745
AK	4
AL	10
AR	11
AZ	13
CA	58
CO	18
CT	6
DC	5
FL	29
GA	20
HI	3
IA	16
ID	9
IL	51
IN	12
KS	12
KY	7



LA	8
MA	25
MD	11
ME	1
MI	30
MN	13
MO	25
MS	5
MT	7
NC	20
ND	3
NE	13
NH	4
NJ	13
NM	11
NV	4
NY	48
OH	21
OK	8
OR	8
PA	33
RI	2
SC	11
SD	2
TN	13
TX	44
UT	11
VA	31
VT	2
WA	12
WI	13
WV	8
WY	1
#N/A	1
<b>Grand Total</b>	<b>808</b>



Control, Type and Size	Count
Public	490
lower division only	151
Under 1,000	12
1,000 - 2,499	21
2,500 - 4,999	53
5,000 - 9,999	40
10,000 - 19,999	17
20,000+	8
undergraduate	38
Under 1,000	3
1,000 - 2,499	13
2,500 - 4,999	6
5,000 - 9,999	5
10,000 - 19,999	7
20,000+	4
undergraduate, graduate and/or professional	295
Under 1,000	5
1,000 - 2,499	7
2,500 - 4,999	31
5,000 - 9,999	66
10,000 - 19,999	76
20,000+	110
graduate and/or professional	2
5,000 - 9,999	1
10,000 - 19,999	1
Other	4
Under 1,000	1
5,000 - 9,999	2
10,000 - 19,999	1
Private, not-for-profit	283
lower division only	8
Under 1,000	6
1,000 - 2,499	1
5,000 - 9,999	1
undergraduate	58
Under 1,000	29
1,000 - 2,499	20
2,500 - 4,999	7
10,000 - 19,999	2



undergraduate, graduate and/or professional	189
Under 1,000	35
1,000 - 2,499	51
2,500 - 4,999	30
5,000 - 9,999	39
10,000 - 19,999	23
20,000+	11
graduate and/or professional	27
Under 1,000	24
1,000 - 2,499	3
Other	1
Under 1,000	1
Private, proprietary	34
lower division only	4
Under 1,000	3
2,500 - 4,999	1
undergraduate	6
Under 1,000	4
1,000 - 2,499	1
20,000+	1
undergraduate, graduate and/or professional	21
Under 1,000	7
1,000 - 2,499	2
2,500 - 4,999	2
5,000 - 9,999	3
10,000 - 19,999	3
20,000+	4
graduate and/or professional	3
Under 1,000	3
UNK	1
<b>Grand Total</b>	<b>808</b>



## Appendix D: Admission Practices Graduate or Undergraduate

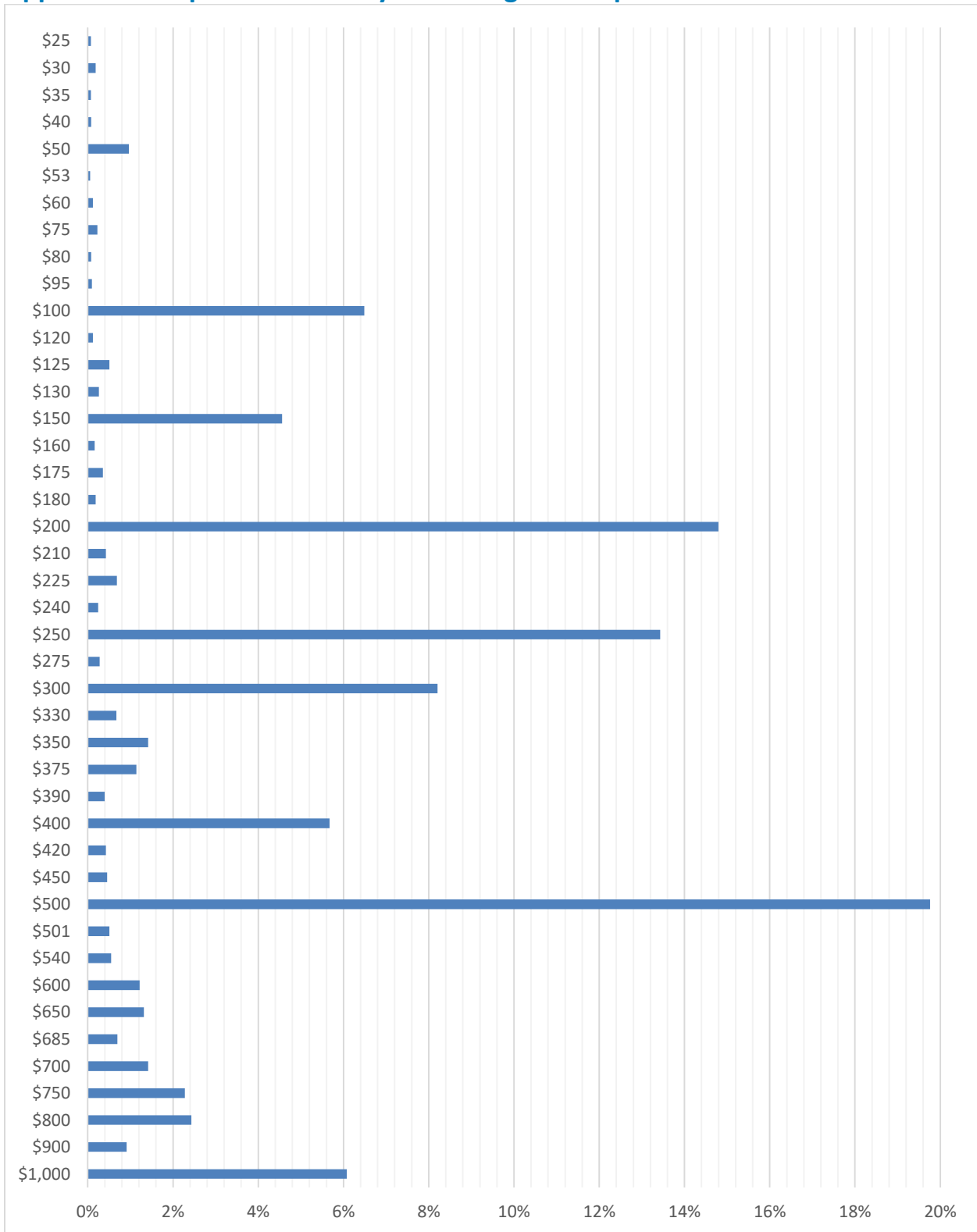
### Undergraduate Only

	Yes	No	N/A	Count
Allow students to enroll in their first term with an undeclared/undecided major	82%	17%	1%	629
Accept hand carried transcripts as official for the admission process	66%	33%	1%	627
Use a document management solution for any part of the admission process	73%	24%	3%	624
Engage alumni ambassadors for any recruitment event or process	59%	37%	4%	626
Allow admitted students to defer their enrollments	77%	16%	7%	627
Have a documented process for evaluating credit for transfer from unaccredited institutions	46%	41%	13%	623
Use different admission requirements for wholly online programs as compared to residential or hybrid programs	12%	66%	22%	625
Have a dual admission option for high school students	65%	30%	5%	625
Use a "holistic" admission process	53%	32%	15%	615
Allow an applicant to appeal an admission decision	66%	16%	19%	625
Use wait listing for high demand programs	43%	38%	19%	620
Have a dual admission agreement with at least one other post-secondary institution	54%	41%	6%	622
Use a self-reported GPA for the initial admission decision	19%	67%	14%	624

### Graduate and/or Professional Only

	Yes	No	N/A	Count
Allow students to enroll in their first term with an undeclared/undecided major	21%	35%	44%	132
Accept hand carried transcripts as official for the admission process	47%	51%	2%	131
Use a document management solution for any part of the admission process	66%	29%	5%	131
Engage alumni ambassadors for any recruitment event or process	60%	31%	9%	132
Allow admitted students to defer their enrollments	86%	14%	1%	132
Have a documented process for evaluating credit for transfer from unaccredited institutions	26%	50%	24%	132
Use different admission requirements for wholly online programs as compared to residential or hybrid programs	9%	57%	34%	132
Have a dual admission option for high school students	11%	17%	72%	132
Use a "holistic" admission process	65%	17%	17%	127
Allow an applicant to appeal an admission decision	55%	38%	8%	132
Use wait listing for high demand programs	62%	20%	18%	132
Have a dual admission agreement with at least one other post-secondary institution	37%	37%	25%	131
Use a self-reported GPA for the initial admission decision	17%	77%	5%	132

## Appendix E: Deposit Amount by Percentage of Respondents\*



\* Three outliers over \$1,000 and all zeros removed from figure.

