



Advancing Global Higher Education

Admissions Practice Snapshot

Results of the AACRAO November 2018 60-Second Survey



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Introduction

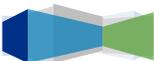
This is the second time we have surveyed our members about their admissions practices, the first was in [July 2015](#). The survey received responses from 500 members who answered one or more of the questions in the survey. The survey logic enabled respondents to select that they were reporting on practices for undergraduate, graduate, or for both populations. This branching logic resulted in 433 undergraduate and 207 graduate responses. Due to changes in the way data was collected by student level in this year's survey, the results of the 2015 survey cannot be directly compared to this year's results. However, the current data differentiates undergraduate from graduate practices whereas the 2015 survey did not. This year's survey also breaks out questions about the use of technology from inquiries about practice and includes a question for institutions in the United States about the request for criminal justice information on the application for admission.

With the continued support of our membership, this is the fourth year that AACRAO has conducted 60-Second Surveys. The purpose of these snapshot surveys is to gather a broad-brush stroke perspective on practice. With that in mind, it is understood that the way the questions are written will likely not be inclusive of all variations in practice. However, the results of these surveys provide insight into comparative practice on a high level. AACRAO regularly completes more comprehensive surveys on [topics](#) of interest to our members. If there is interest in a deeper dive into this topic or others, please send an email to [Wendy Kilgore](#), Director of Research.

Key Findings

Undergraduate practices

- Slightly more than half use holistic admissions methods.
- Less than a quarter use a self-reported high school GPA for an initial admit decision.
- Nearly a third use an admissions waitlist for high demand programs.
- 60% require an enrollment deposit and of those, more than half require one that is \$250 or less.
- One in ten is using a chatbot.
- More than three quarters are using a CRM.
- More than half make an admissions decision within a week once the application is considered actionable.
- 78% use enrollment projections to determine admissions targets.
- Less than half have a practice for the admission of undergraduate applicants who do not meet traditional admissions criteria because of displacement.



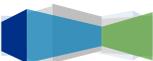
Graduate practices

- Less than a quarter allow a student to enroll with an undeclared/undecided program of study.
- Slightly more than a third use a waitlist for high demand programs.
- 16% use a self-reported undergraduate GPA for an initial admit decision.
- One in ten is using a chatbot.
- Less than half require an enrollment deposit and of those, 46% require one that is \$250 or less.
- More than half take two weeks or less to make an admit decision once the application is considered actionable.
- 56% use enrollment projections to determine admissions targets.
- Less than a third have a practice for the admission of graduate applicants who do not meet traditional admissions criteria because of displacement.

Criminal Justice Information – United States Institutions Only

- Half ask criminal justice questions in the admissions process.
- It is more prevalent for private, not-for-profit institutions to do so than public or private, proprietary.
- Lower division institutions are the least likely to ask this information.

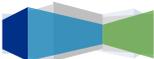
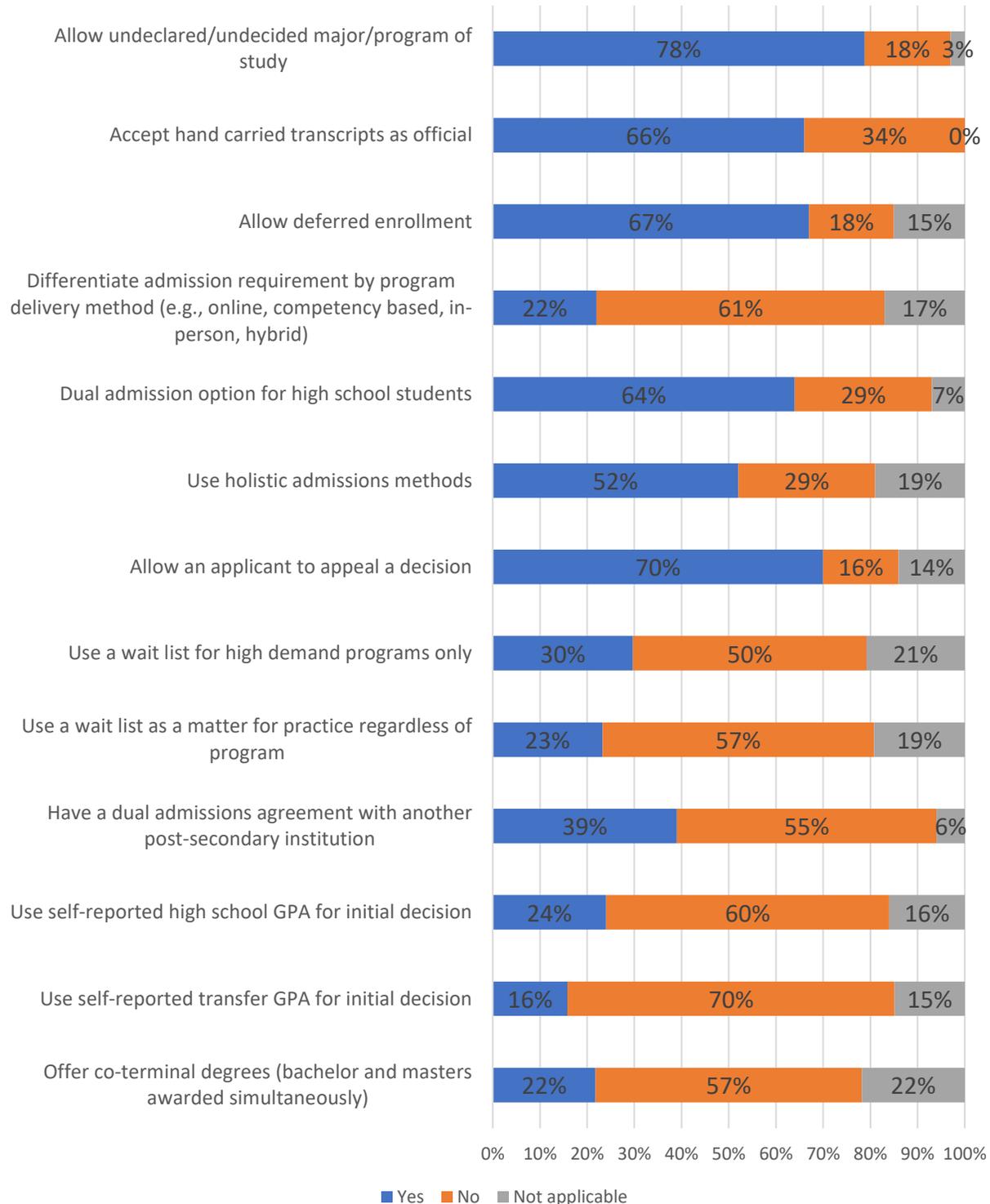
The remainder of this report contains figures summarizing the aggregate results. Some of the results have been disaggregated by institutional, size, type or control. If you are interested in seeing any of the aggregate results broken out by additional institutional characteristics please contact, Wendy Kilgore, AACRAO Director of Research, at wendyk@aacrao.org.



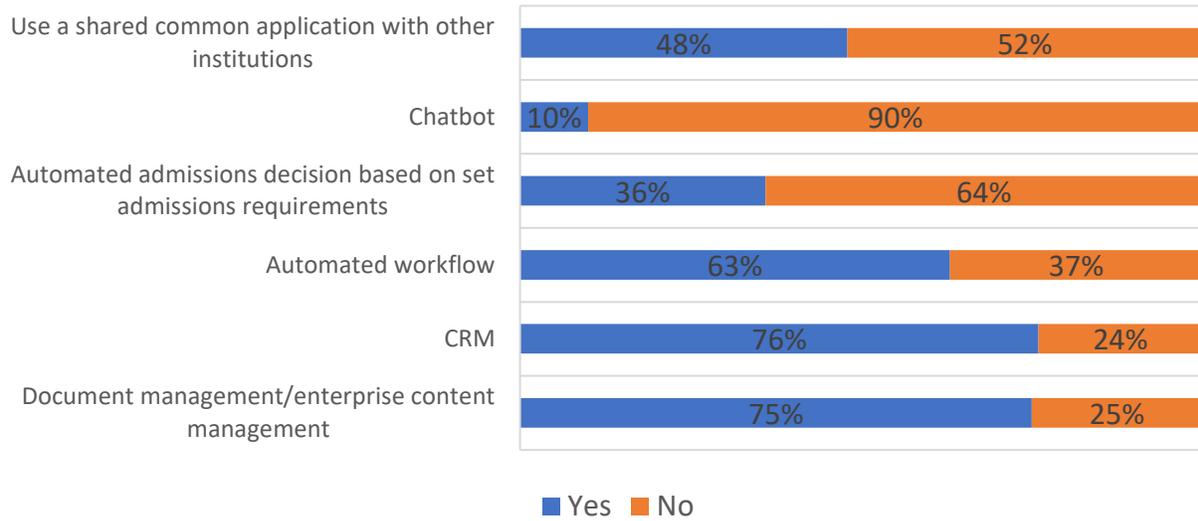
Results Undergraduate Practices

Q2.1 Please indicate whether or not your institution engages in the following practices for any part of undergraduate admissions or recruitment.

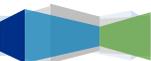
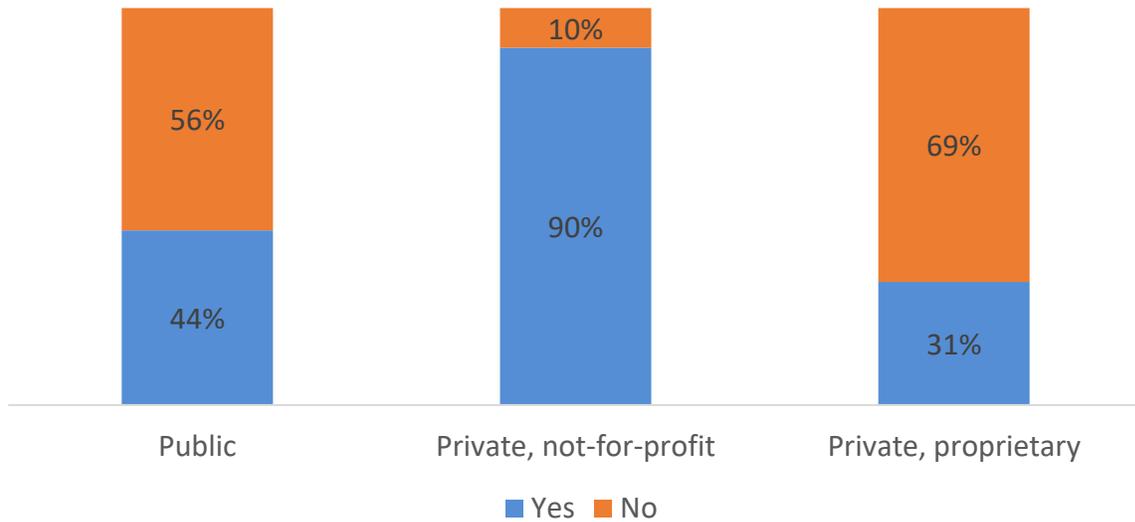
Note: The "Not Applicable" option was intended to be selected when the conditions for the possible practice do not exist at the institution. For example, if the institution only has in-person classes, the "Different admissions requirement by program delivery method" practice would not apply. A similar note was included in the survey and reflects the format of the 2015 survey design.



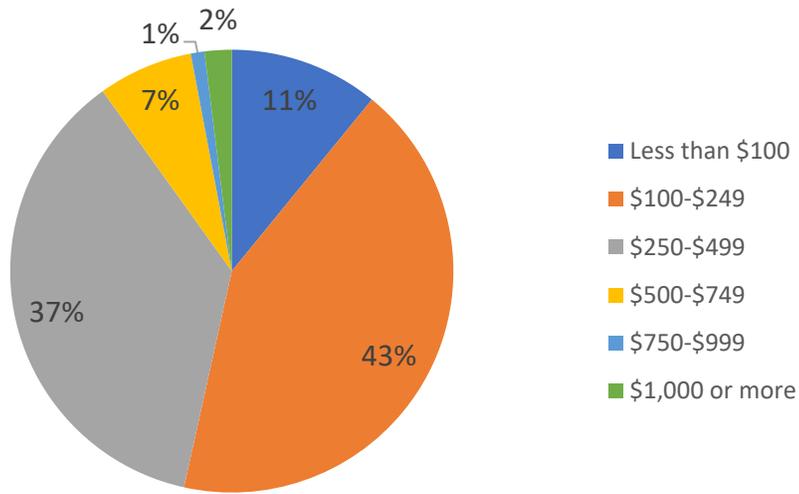
Q2.2 Please indicate whether or not your institution uses any of the following technology for any part of the undergraduate admissions process.



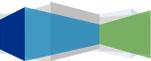
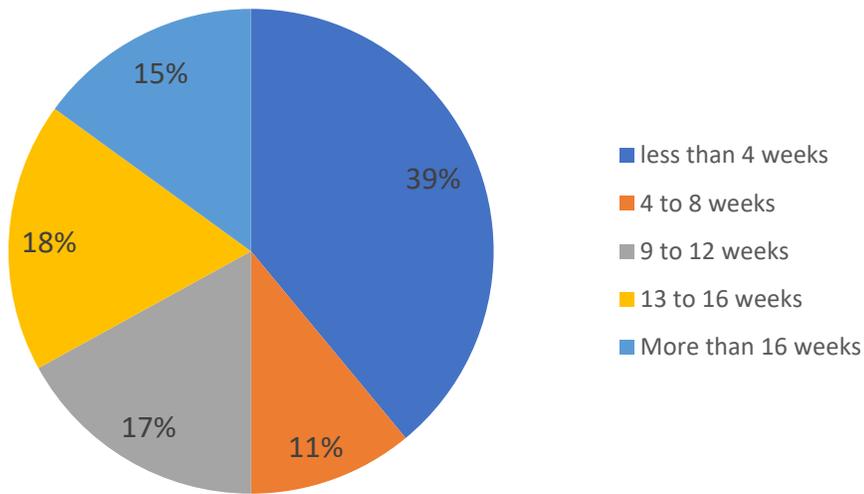
Q2.3 Does your institution require an enrollment deposit for undergraduate students? (by institutional control)



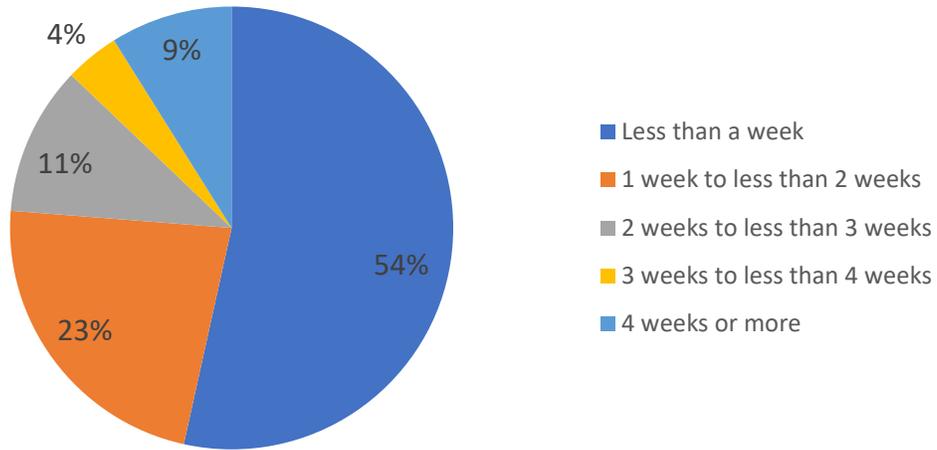
Q2.4 - How much is the enrollment deposit for undergraduate students (in U.S. dollars)?



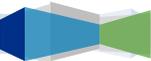
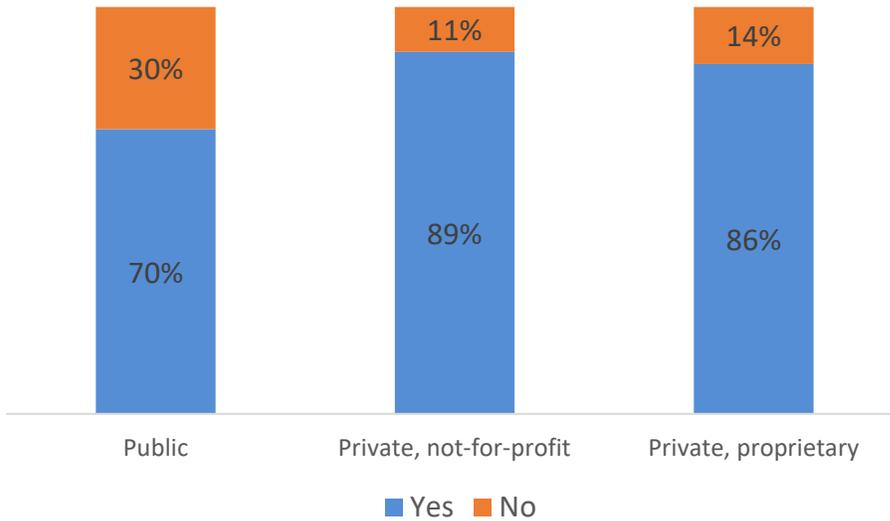
Q2.5 - How many weeks before the first day of the enrollment term is the deposit due?



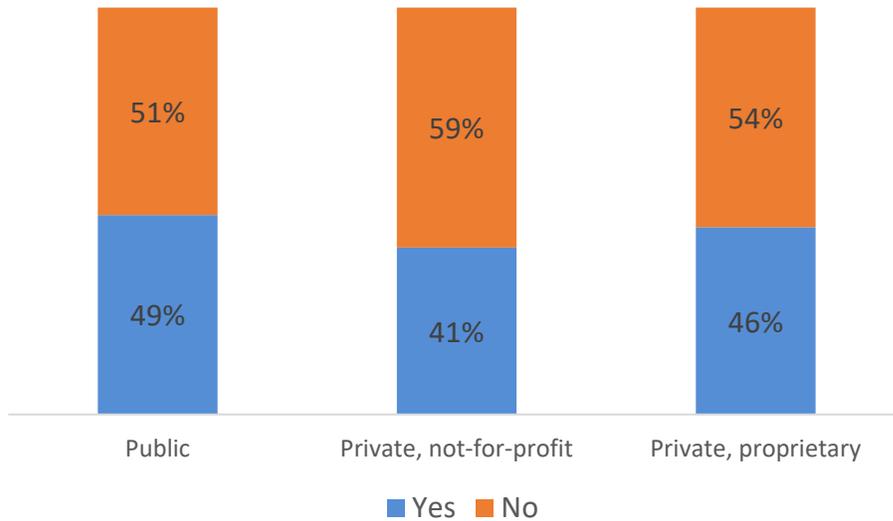
Q2.6 - How long does it take to make an undergraduate admissions decision once the application is considered actionable?



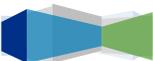
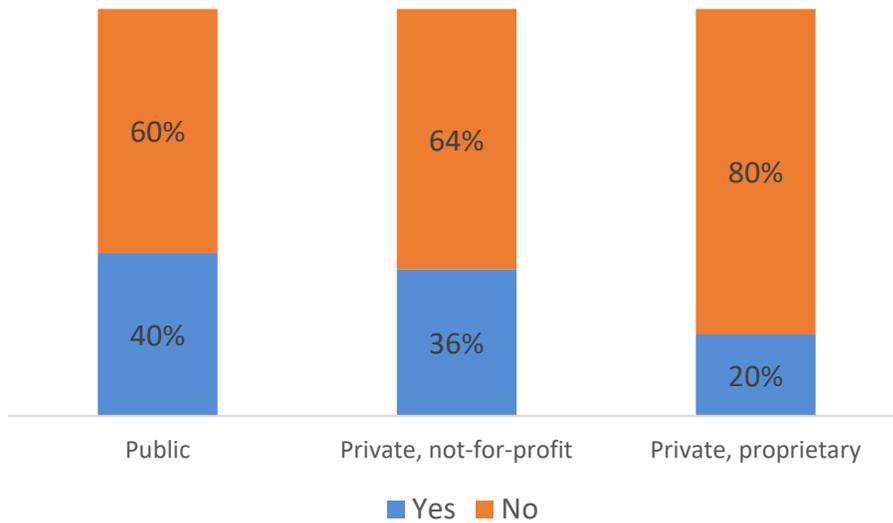
Q2.7 - Does your institution use any type of enrollment projection to determine undergraduate admission targets? (by institutional control)



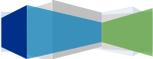
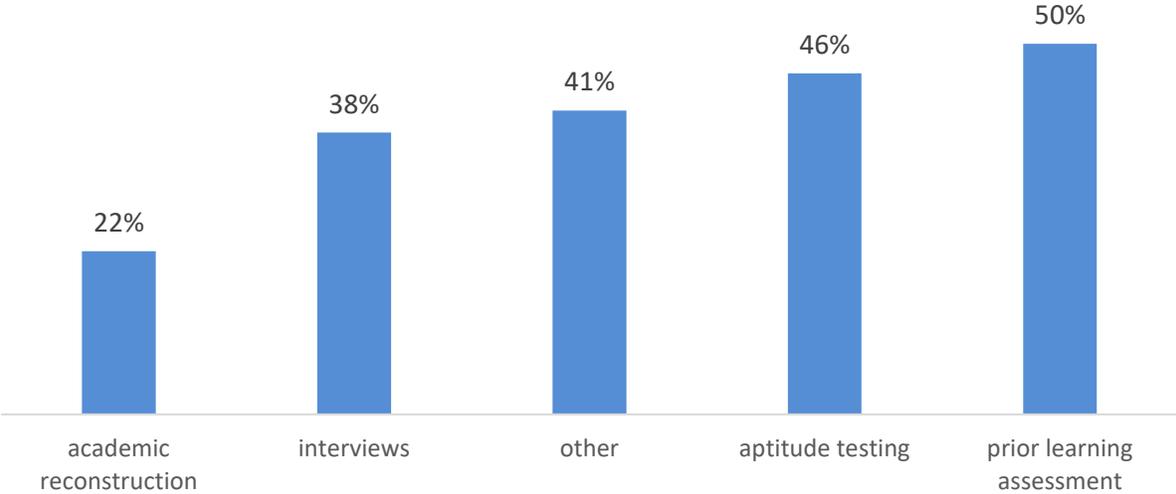
Q2.8 - Does your institution have a practice for the admissions process for undergraduate applicants who do not meet traditional admissions criteria because of displacement (refugee, natural disaster, conflict, etc.)? (by institutional control)



Q2.9 - Is the practice (in 2.8) based on a formal policy? (by institutional control)



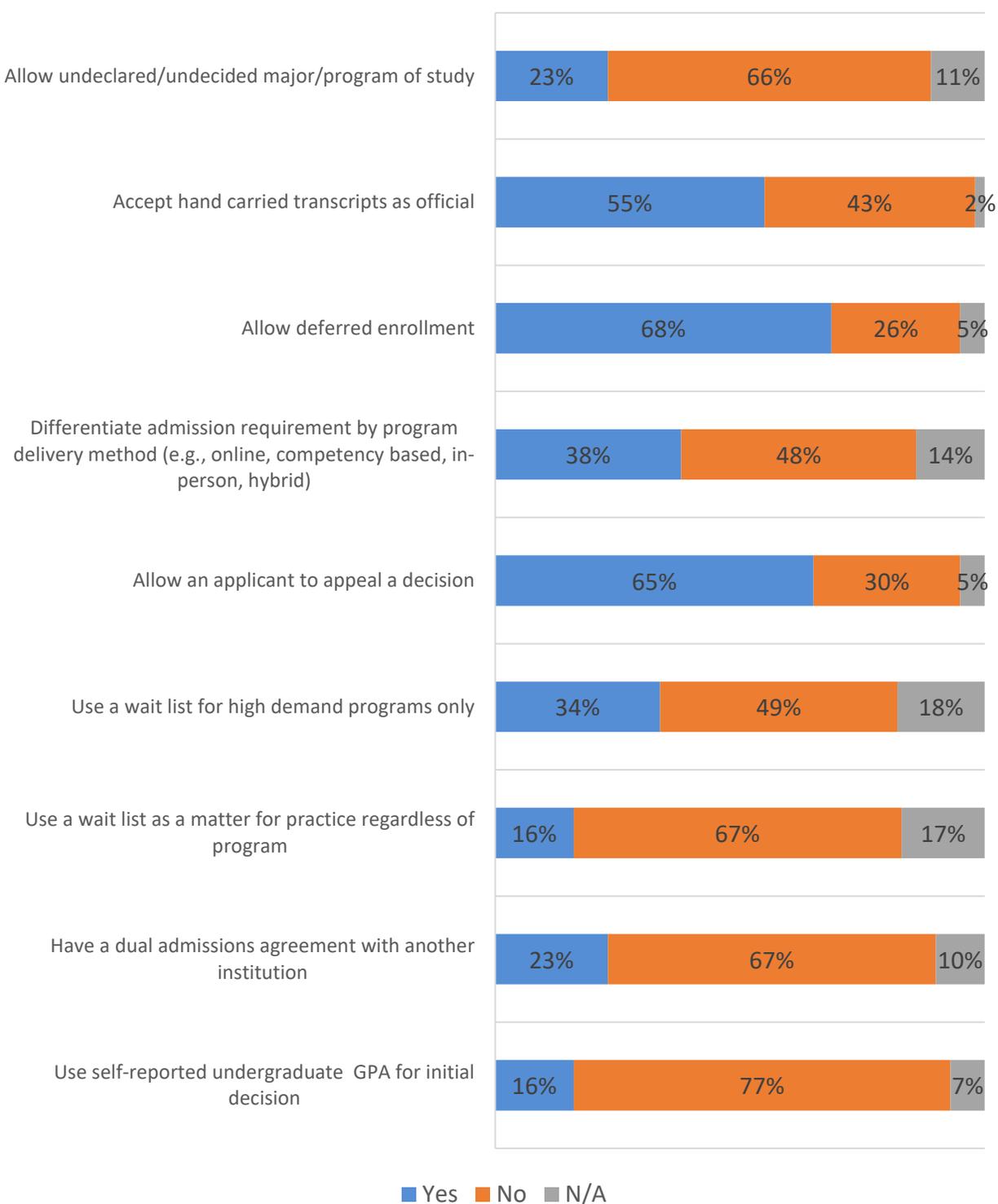
Q2.10 - Please indicate which, if any, of the following alternate mechanisms are used to determine prior learning for applicants who do not meet traditional educational documentation requirements because of displacement.



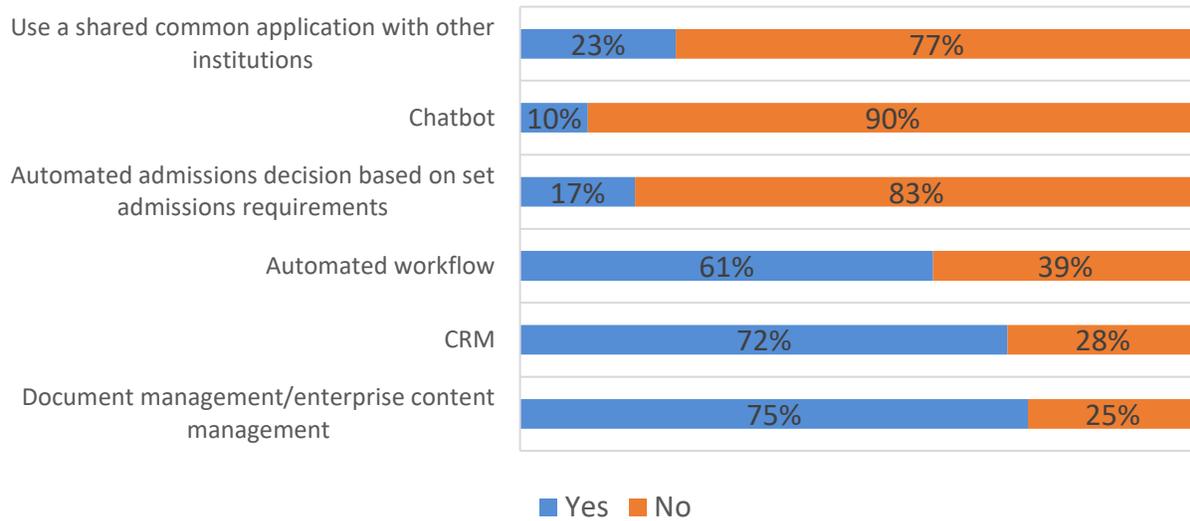
Results Graduate Practices

Q3.1 Please indicate whether or not your institution engages in the following practices for any part of graduate admissions or recruitment.

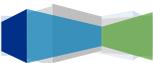
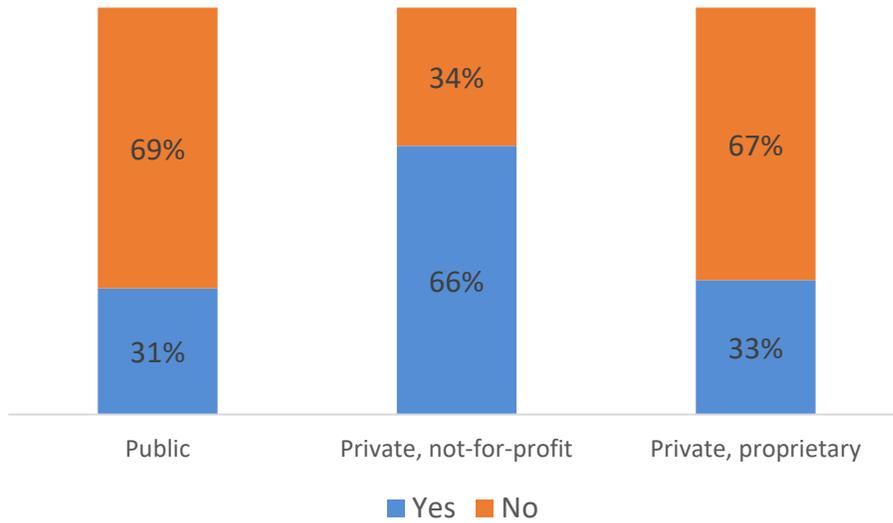
Note: The "Not Applicable" option was intended to be selected when the conditions for the possible practice do not exist at the institution. For example, if the institution only has in-person classes, the "Different admissions requirement by program delivery method" practice would not apply. A similar note was included in the survey and reflects the format of the 2015 survey design.



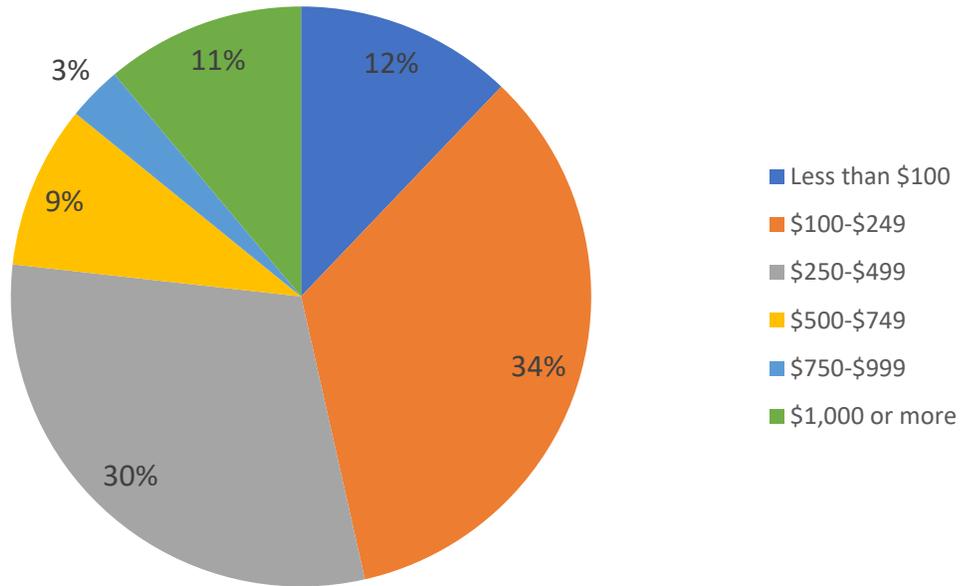
Q3.2 - Please indicate whether or not your institution uses any of the following technology for any part of the graduate admissions process.



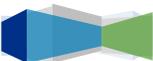
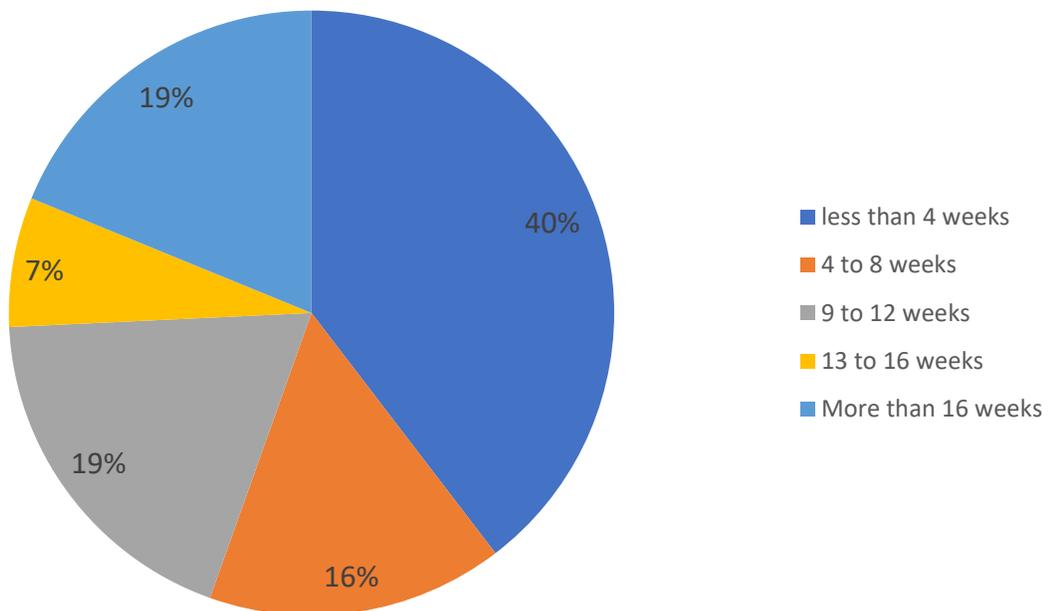
Q3.3 Does your institution require an enrollment deposit for undergraduate students? (by institutional control)



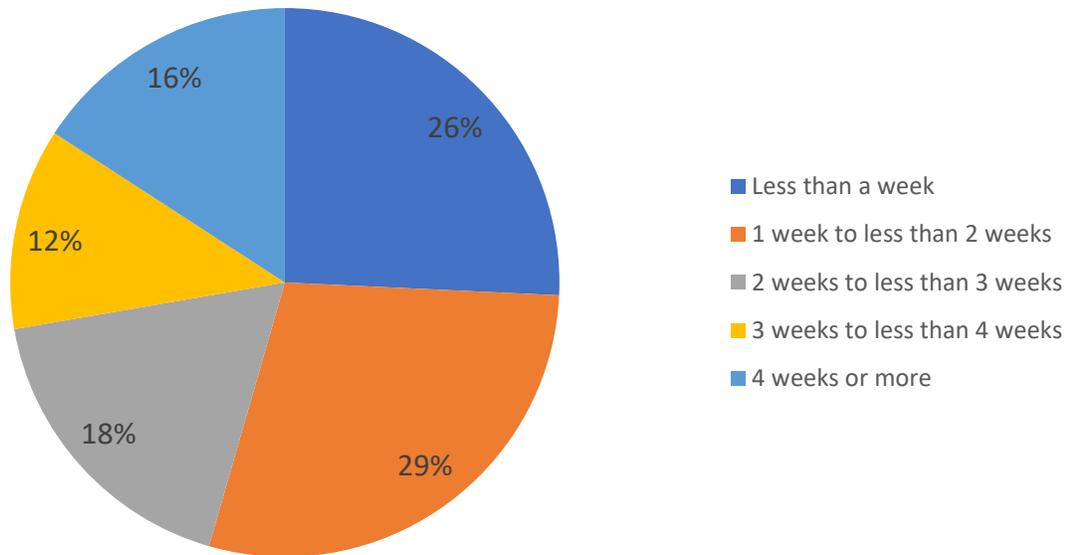
Q3.4 - How much is the enrollment deposit for graduate students (in U.S. dollars)?



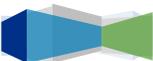
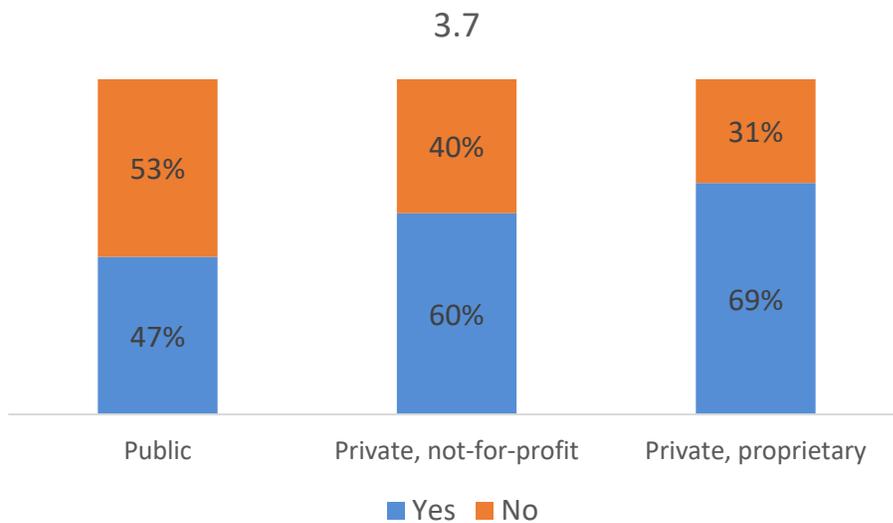
Q3.5 - How many weeks before the first day of the enrollment term is the deposit due?



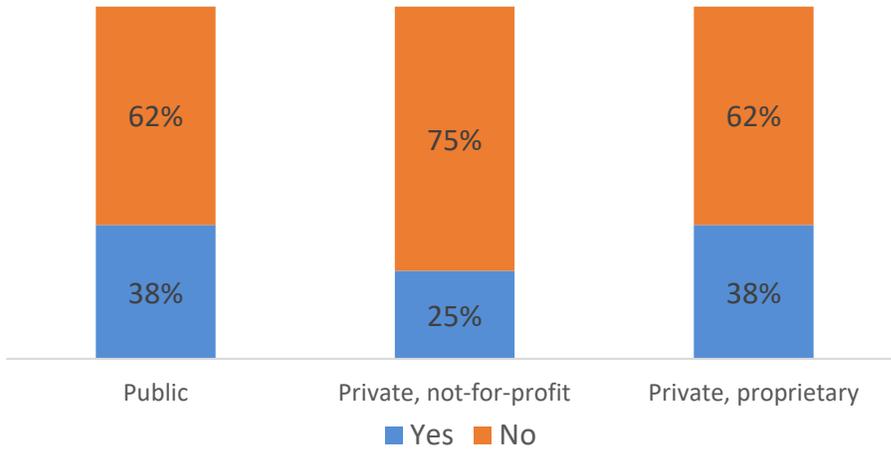
Q3.6 - How long does it take to make a graduate admissions decision once the application is considered actionable?



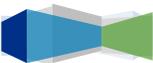
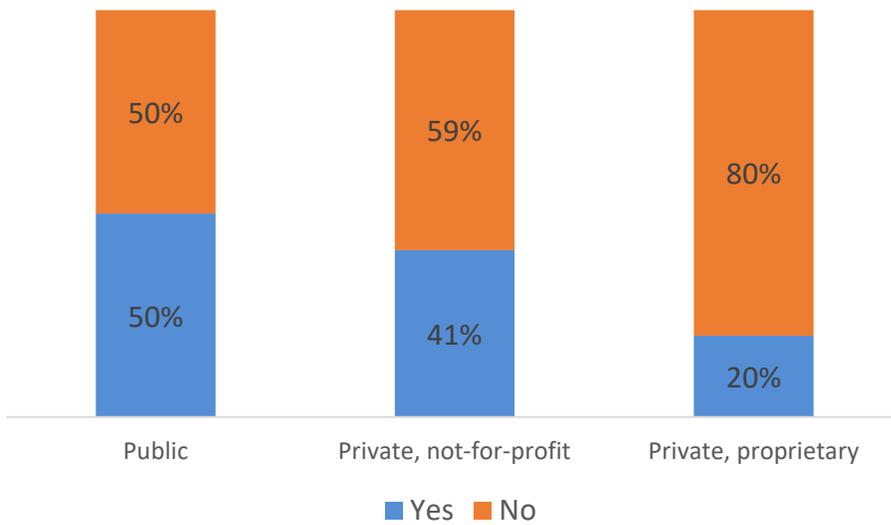
Q3.7 - Does your institution use any type of enrollment projection to determine graduate admission targets? (by institutional control)



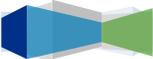
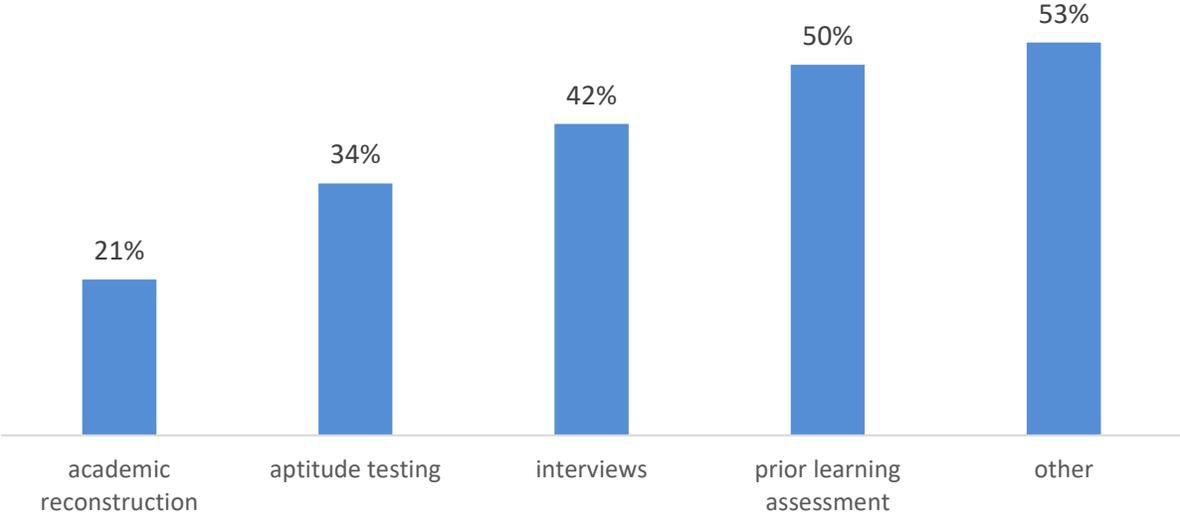
Q3.8 - Does your institution have a practice for the admissions process for graduate applicants who do not meet traditional admissions criteria (by institutional control)?



Q3.9 - Is the practice based on a formal policy? (by institutional control)

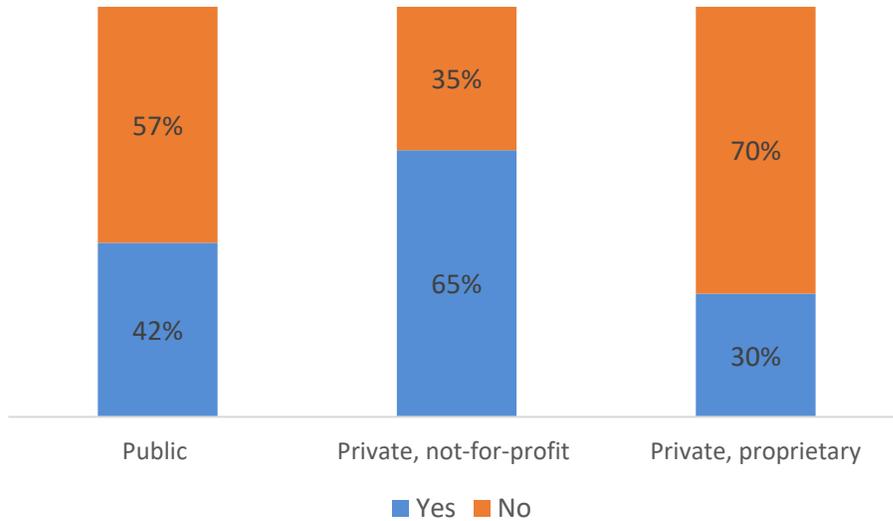


Q3.10 - Please indicate which, if any, of the following alternate mechanisms are used to determine prior learning for applicants who do not meet traditional educational documentation requirements because of displacement.

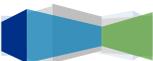
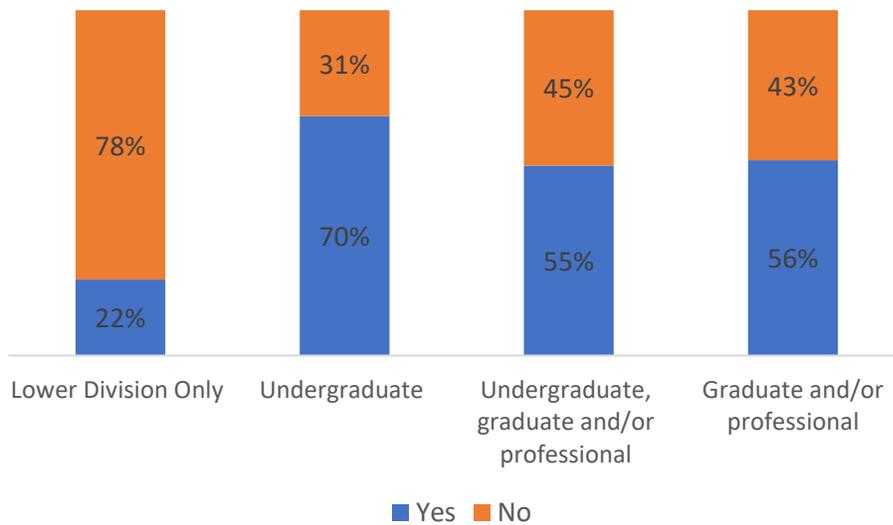


Criminal Justice Information - All Student Levels

Q4.1 - Does your institution ask Criminal Justice Information (CJI) questions in the admissions process? (by institutional control)



By institutional type



Appendix A: AACRAO November 2018 60-Second Survey

Note: The question logic is not displayed. Not all questions will be proffered to all respondents.

Admissions Practice Snapshot

Introduction

If you select "Both undergraduate and graduate" for the first question, the survey will contain two parts, one for each applicant level. This will enable us to produce a report which differentiates undergraduate from graduate practices. As such, the survey will likely take longer than a minute to complete. Thank you in advance for your participation.

Q1.2 For the purpose of this survey, which applicant population do you represent?

- Undergraduate (1)
- Graduate and/or professional (2)
- Both undergraduate and graduate (3)
- None of the above (4)

Undergraduate

Q2.1 Please indicate whether or not your institution engages in the following practices for any part of undergraduate admissions or recruitment.

Note: The "Not Applicable" option is meant to be selected when the conditions for the possible practice do not exist at your institution. For example, if your institution only has in-person classes, the "Different admissions requirement by program delivery method" practice would not apply to your institution.

| | Yes (1) | No (2) | Not applicable (see note above)(3) |
|--|------------|-----------|---------------------------------------|
| Allow undeclared/undecided major/program of study (1) | | | |
| Accept hand carried transcripts as official (2) | | | |
| Allow deferred enrollment (4) | | | |
| Differentiate admission requirement by program delivery method (e.g., online, competency based, in-person, hybrid) (5) | | | |
| Dual admission option for high school students (6) | | | |
| Use holistic admissions methods (7) | | | |
| Allow an applicant to appeal a decision (8) | | | |
| Use a wait list for high demand programs only (9) | | | |
| Use self-reported high school GPA for initial decision (12) | | | |
| Use a wait list as a matter for practice regardless of program (10) | | | |



| | | | |
|---|--|--|--|
| Have a dual admissions agreement with another post-secondary institution (11) | | | |
| Use self-reported transfer GPA for initial decision (13) | | | |

Q2.2 Please indicate whether or not your institution uses any of the following technology for any part of the undergraduate admissions process.

| | Yes (1) | No (2) |
|--|---------|--------|
| Document management/enterprise content management (1) | | |
| CRM (2) | | |
| Automated workflow (3) | | |
| Automated admissions decision based on set admissions requirements (4) | | |
| Chatbot (5) | | |
| Use a shared common application with other institutions (6) | | |

Q2.3 Does your institution require an enrollment deposit for undergraduate students?

- Yes (1)
- No (2)
- I don't know (3)

Q2.4 How much is the enrollment deposit for undergraduate students (in U.S. dollars)?

Less than \$100 (1)

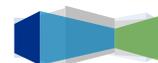
- \$100-\$249 (2)
- \$250-\$499 (3)
- \$500-\$749 (4)
- \$750-\$999 (5)
- \$1,000 or more (6)

Q2.5 How many weeks before the first day of the enrollment term is the deposit due?

- less than 4 weeks (1)
- 4 to 8 weeks (2)
- 9 to 12 weeks (3)
- 13 to 16 weeks (4)
- More than 16 weeks (5)

Q2.6 How long does it take to make an undergraduate admissions decision once the application is considered actionable?

- Less than a week (1)
- 1 week to less than 2 weeks (2)
- 2 weeks to less than 3 weeks (3)
- 3 weeks to less than 4 weeks (4)
- 4 weeks or more (5)



Q2.7 Does your institution use any type of enrollment projection to determine undergraduate admission targets?

- Yes (1)
- No (2)
- I don't know (3)

Q2.8 Does your institution have a practice for the admissions process for undergraduate applicants who do not meet traditional admissions criteria because of displacement (refugee, natural disaster, conflict, etc.)?

- Yes (1)
- No (2)
- I don't know (4)

Q2.9 Is the practice based on a formal policy?

- Yes (1)
- No (2)
- I don't know (3)

Q2.10 Please indicate which, if any, of the following alternate mechanisms are used to determine prior learning for applicants who do not meet traditional educational documentation requirements because of displacement.

- academic reconstruction (1)
- aptitude testing (2)
- interviews (3)
- prior learning assessment (4)
- other (5)
- not applicable (6)

Graduate Practices

Q3.1 Please indicate whether or not your institution engages in the following practices for any part of graduate admissions or recruitment.

Note: The "Not Applicable" option is meant to be selected when the conditions for the possible practice do not exist at your institution. For example, if your institution only has in-person classes, the "Different admissions requirement by program delivery method" practice would not apply to your institution.

| | Yes (1) | No (2) | Not applicable (see note above)(3) |
|--|---------|--------|------------------------------------|
| Allow undeclared/undecided major/program of study (1) | | | |
| Accept hand carried transcripts as official (2) | | | |
| Allow deferred enrollment (3) | | | |
| Differentiate admission requirement by program delivery method (e.g., online, competency based, in-person, hybrid) (4) | | | |
| Allow an applicant to appeal a decision (5) | | | |
| Use a wait list for high demand programs only (6) | | | |
| Use a wait list as a matter for practice regardless of program (7) | | | |

| | | | |
|---|--|--|--|
| Have a dual admissions agreement with another institution (8) | | | |
| Use self-reported undergraduate GPA for initial decision (9) | | | |

Q3.2 Please indicate whether or not your institution uses any of the following technology for any part of the graduate admissions process.

| | Yes (1) | No (2) |
|--|---------|--------|
| Document management/enterprise content management (1) | | |
| CRM (2) | | |
| Automated workflow (3) | | |
| Automated admissions decision based on set admissions requirements (4) | | |
| Chatbot (5) | | |
| Use a shared common application with other institutions (6) | | |

Q3.3 Does your institution require an enrollment deposit for graduate students?

- Yes (1)
- No (2)
- I don't know (3)

Q3.4 How much is the enrollment deposit for graduate students (in U.S. dollars)?

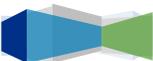
- Less than \$100 (1)
- \$100-\$249 (2)
- \$250-\$499 (3)
- \$500-\$749 (4)
- \$750-\$999 (5)
- \$1,000 or more (6)

Q3.5 How many weeks before the first day of the enrollment term is the deposit due?

- less than 4 weeks (1)
- 4 to 8 weeks (2)
- 9 to 12 weeks (3)
- 13 to 16 weeks (4)
- More than 16 weeks (5)

Q3.6 How long does it take to make an graduate admissions decision once the application is considered actionable?

- Less than a week (1)
- 1 week to less than 2 weeks (2)
- 2 weeks to less than 3 weeks (3)
- 3 weeks to less than 4 weeks (4)
- 4 weeks or more (5)



Q3.7 Does your institution use any type of enrollment projection to determine graduate admission targets?

- Yes (1)
- No (2)
- I don't know (3)

Q3.8 Does your institution have a practice for the admissions process for graduate applicants who do not meet traditional admissions criteria because of displacement (refugee, natural disaster, conflict, etc.)?

- Yes (1)
- No (2)
- I don't know (4)

Q3.9 Is the practice based on a formal policy?

- Yes (1)
- No (2)
- I don't know (3)

Q3.10 Please indicate which, if any, of the following alternate mechanisms are used to determine prior learning for applicants who do not meet traditional educational documentation requirements because of displacement.

- academic reconstruction (1)
- aptitude testing (2)
- interviews (3)
- prior learning assessment (4)
- other (5)
- not applicable (6)

Criminal Justice Information

Q4.1 Does your institution ask Criminal Justice Information (CJI) questions in the admissions process and would you be willing to participate in a subsequent survey on this topic?

- Yes, we ask CJI questions and I would be willing to participate in a subsequent survey. (1)
- Yes we ask CJI questions. However, I would rather not participate in a subsequent survey at this time. (2)
- No, we do not ask CJI questions but I would be willing to participate in a subsequent survey. (3)
- No, we do not ask CJI questions and I would rather not participate in a subsequent survey at this time. (4)

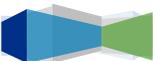
Q4.2 Thank you for your willingness to participate in a subsequent survey on CJI. Please share your preferred contact information.

First Name (1) _____

Last Name (2) _____

Institution (3) _____

Email address (4) _____

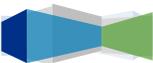


Appendix B: Respondent Count by Institution Control, Type, Size

| Control, Type, Size | Count |
|--|------------|
| Public | 286 |
| Lower Division Only | 89 |
| Under 1,000 | 16 |
| 1,000 - 2,499 | 20 |
| 2,500 - 4,999 | 26 |
| 5,000 - 9,999 | 17 |
| 10,000 - 19,999 | 7 |
| 20,000+ | 1 |
| Not Applicable | 2 |
| Undergraduate | 29 |
| Under 1,000 | 3 |
| 1,000 - 2,499 | 7 |
| 2,500 - 4,999 | 8 |
| 5,000 - 9,999 | 3 |
| 10,000 - 19,999 | 5 |
| 20,000+ | 3 |
| Undergraduate, graduate and/or professional | 163 |
| Under 1,000 | 2 |
| 1,000 - 2,499 | 5 |
| 2,500 - 4,999 | 16 |
| 5,000 - 9,999 | 35 |
| 10,000 - 19,999 | 38 |
| 20,000+ | 66 |
| Not Applicable | 1 |
| Graduate and/or professional | 3 |
| Under 1,000 | 1 |
| 1,000 - 2,499 | 1 |
| 10,000 - 19,999 | 1 |
| Other | 2 |
| 1,000 - 2,499 | 2 |
| Private, not-for-profit | 191 |
| Lower Division Only | 6 |
| Under 1,000 | 4 |
| 1,000 - 2,499 | 1 |
| 20,000+ | 1 |
| Undergraduate | 45 |
| Under 1,000 | 23 |
| 1,000 - 2,499 | 18 |
| 2,500 - 4,999 | 4 |
| Undergraduate, graduate and/or professional | 118 |
| Under 1,000 | 23 |
| 1,000 - 2,499 | 44 |
| 2,500 - 4,999 | 21 |
| 5,000 - 9,999 | 18 |
| 10,000 - 19,999 | 8 |
| 20,000+ | 3 |
| Not Applicable | 1 |

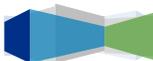


| | |
|--|------------|
| Graduate and/or professional | 21 |
| Under 1,000 | 19 |
| 1,000 - 2,499 | 2 |
| Other | 1 |
| Under 1,000 | 1 |
| Private, proprietary | 21 |
| Lower Division Only | 1 |
| Under 1,000 | 1 |
| Undergraduate | 6 |
| Under 1,000 | 4 |
| 1,000 - 2,499 | 2 |
| Undergraduate, graduate and/or professional | 11 |
| Under 1,000 | 5 |
| 1,000 - 2,499 | 2 |
| 2,500 - 4,999 | 1 |
| 10,000 - 19,999 | 2 |
| 20,000+ | 1 |
| Graduate and/or professional | 3 |
| Under 1,000 | 3 |
| Not applicable | 2 |
| Not applicable | 1 |
| 1,000 - 2,499 | 1 |
| Undergraduate, graduate and/or professional | 1 |
| Not Applicable | 1 |
| Grand Total | 500 |



Appendix C: Respondent Country, State/Province

| Country/State/Province | Count |
|------------------------|------------|
| Armenia | 1 |
| Australia | 1 |
| Canada | 22 |
| AB | 6 |
| BC | 7 |
| MB | 1 |
| ON | 5 |
| PE | 1 |
| QC | 1 |
| SK | 1 |
| China | 1 |
| Costa Rica | 1 |
| Cote d'Ivoire | 1 |
| France | 1 |
| Germany | 1 |
| Jamaica | 1 |
| Mexico | 1 |
| Morocco | 1 |
| United States | 468 |
| AK | 1 |
| AL | 8 |
| AR | 5 |
| AZ | 6 |
| CA | 47 |
| CO | 11 |
| CT | 4 |
| DC | 2 |
| DE | 2 |
| FL | 18 |
| GA | 19 |
| HI | 1 |
| IA | 16 |
| ID | 3 |
| IL | 31 |
| IN | 11 |
| KS | 12 |
| KY | 3 |
| LA | 4 |
| MA | 13 |
| MD | 8 |
| ME | 2 |
| MI | 16 |
| MN | 10 |
| MO | 17 |
| MP | 1 |
| MS | 2 |
| MT | 6 |



| | |
|--------------------|------------|
| NC | 7 |
| ND | 4 |
| NE | 5 |
| NJ | 5 |
| NM | 5 |
| NV | 3 |
| NY | 24 |
| OH | 20 |
| OK | 4 |
| OR | 9 |
| PA | 19 |
| PR | 2 |
| SC | 4 |
| SD | 1 |
| TN | 7 |
| TX | 24 |
| UT | 5 |
| VA | 11 |
| VT | 3 |
| WA | 10 |
| WI | 13 |
| WV | 3 |
| WY | 1 |
| Grand Total | 500 |

