

INNOVATIONS EMERGING IN COLLEGE ADMISSIONS AND REGISTRATION

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INNOVATION

An innovation is a new idea,
device, or method.

OVERVIEW OF MY REMARKS

INNOVATION IN COLLEGE ADMISSIONS

Applying to College: A Taxonomy

Test Optional Movement

Early/Middle College Movement

INNOVATION IN REGISTRATION

Automated Degree Planning Tools

Student Lifecycle Management



INNOVATIONS IN COLLEGE ADMISSIONS

APPLYING TO COLLEGE

TRADITIONAL

- ▶ Paper application form
- ▶ Application flashback: Elon College

Paper Via
Postal Mail

INTERPERSONAL

- ▶ On-Site Admissions
- ▶ Auditions
- ▶ Alumni Interviews

On-Site
Admissions

Auditions

Interviews

INTERPERSONAL

- ▶ Learner Centered

A process of the future?

Learner
Centered

DIGITAL

- ▶ Pre-Populated Application Forms
- ▶ Faxed Applications
- ▶ PDF Application Forms

Pre-Populated
Forms

Fax

PDF: Scan and
E-Mail

DIGITAL

- ▶ Online Applications
- ▶ Self Reported Academic Record

Online

Self Reported
Academic
Record

DIGITAL

- ▶ Common Applications
 - ▶ Common Application
 - ▶ University College Application
 - ▶ Black College Application

Common
Applications

DIGITAL

- ▶ More than 85% of college applications are now submitted online. (NACAC, 2012)
- ▶ 57% in 2004 to 85% in 2011

DIGITAL

- ▶ Digital Portfolios
 - ▶ DropBox
 - ▶ SlideRoom

Digital
Portfolio

DIGITAL

- ▶ Digital Auditions
 - ▶ Decision Desk
- ▶ Virtual Interviews
 - ▶ Skype

Digital
Auditions

Virtual
Interviews

DIGITAL

- ▶ Video Applications
 - ▶ Goucher College
- ▶ Mobile Admissions

Video
Applications

Mobile

DIGITAL

- ▶ Admissions On Demand
 - ▶ Virtual Decision Days

On
Demand

DIVERGENT

Dimensional

- ▶ Dimensional Application
 - ▶ Bennington College
 - ▶ Radical departure
 - ▶ Compelling portrait of their academic achievements
 - ▶ Supports a student's "intellectual and creative capacities that lie on a continuum"

U.S. NEWS AND WORLD REPORT

“3 Holistic College Admissions Trends to Watch.”

-January 2015



“THROW OUT THE COLLEGE APPLICATION SYSTEM”

- ▶ Opinion article in The New York Times by Adam Grant
- ▶ nytimes.com/2014/10/05/opinion/sunday/throw-out-the-college-application-system.html
- ▶ “Colleges might be less likely to reject the next Walt Disney.”

TEST OPTIONAL MOVEMENT

TEST OPTIONAL

- ▶ National Center for Fair and Open Testing
 - ▶ More than 800 colleges/universities = test optional/flexible
- ▶ Test Optional
- ▶ Test Flexible
- ▶ Holistic Admission Review

TEST OPTIONAL

- ▶ Ethical Lens
- ▶ Recent Research
 - ▶ “The Test-Optional Movement at America's Selective Liberal Arts Colleges: A Boon for Equity or Something Else?” –June 2014
- ▶ Taiwan: Rethinking College Entrance

EARLY/MIDDLE COLLEGE MOVEMENT

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- ▶ 13th year
- ▶ High school diploma + Associate's Degree
- ▶ 60% by 2025: college graduates in the United States
- ▶ Movement began in 1974
- ▶ 1993: National Consortium
- ▶ 2002: Early College Initiative

IMPACT ON COLLEGE ADMISSIONS

- ▶ Re-defining “student type”
- ▶ 2 GPAs
- ▶ Impact on merit scholarships

EARLY COLLEGE DESIGNS

- ▶ 90% graduate high school vs. 78% of students nationally
- ▶ 94% earn free college credit while in high school
- ▶ 30% earn an Associate's degree or other postsecondary credential while in high school

Source: Jobs for the Future

INNOVATIONS IN REGISTRATION

AUTOMATED DEGREE PLANNING TOOLS

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- ▶ Comprehensive academic advising, transfer articulation, and degree audit designed for students to graduate on time
- ▶ From a paper “checklist” process to a web-based digital process

FEATURES

- ▶ Degree tracking tools
- ▶ Student plans
- ▶ “What if”/Look Ahead analyses
- ▶ Advising notes
- ▶ Web transactions

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STUDENT LIFECYCLE MANAGEMENT

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- ▶ From CRM to SRM to SLM/SLCM
 - ▶ Customer Relationship Management
 - ▶ Student Relationship Management
 - ▶ Student Lifecycle Management
- ▶ From a “transactional approach” to “relational approach”
- ▶ More comprehensive look

STUDENT LIFECYCLE MANAGEMENT

- ▶ Establishes, builds, tracks and manages relationships throughout the student lifecycle
- ▶ Student lifecycle: Pre-recruitment to graduation/alumni/donor
- ▶ Holistic view of a student's engagement with a college

STUDENT LIFECYCLE MANAGEMENT

“Student lifecycle management (SLM) software significantly reduces time spent on gathering information because it consolidates and automates information systems so that faculty, staff, and advisors can obtain student information right away -- where previously they needed to consult multiple information sources, including paper files in many cases. This frees up time, allowing staff to focus on education-related responsibilities.”

Source: <http://campustechnology.com/articles/2007/07/making-the-case-for-student-lifecycle-management.aspx>

STUDENT LIFECYCLE MANAGEMENT

- ▶ Streamlining and connecting data
- ▶ Creating efficiencies
- ▶ Maximizing interactions with students

STUDENT LIFECYCLE MANAGEMENT

- ▶ Philosophy AND practice
- ▶ Easier said than done
- ▶ Technology creates efficiency
- ▶ Sound “process” still required
- ▶ Challenging for a decentralized campus
- ▶ Benefits the student and the college

STUDENT LIFECYCLE MANAGEMENT

- ▶ Innovation emerging
 - ▶ Director of Student Lifecycle Management
- ▶ Pioneer
 - ▶ Drexel University
 - ▶ Formed 10 different university-wide committees in 2013

SUMMARY

- ▶ Identified nearly 20 innovations that have impacted our work in college admissions and registration
- ▶ Let us embrace the innovations that are yet to come!

Innovation is creativity with a
job to do.

-John Emmerling



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