Expanding College Admissions to all Idaho Seniors

Idaho College Application Week
Direct Admissions
Apply Idaho

Dana Kelly – dana.Kelly@osbe.idaholgov
Idaho’s goal is that 60% of Idahoans ages 25-34 will have a degree or certificate by 2020.
2013
High schools: 21
Seniors: 2,369
Applications: 3,672
2014
High schools: 41
Seniors: 4,422
Applications: 7,239
2015
High schools: 59
Seniors: 6,972
Applications: 10,098
2016
High schools: 89
Seniors: 8,716
Applications: 13,397
2017
High schools: 81
Seniors: 8,385
Applications: 15,412
Overview of Idaho

~ 23K high school seniors
~ 45% enroll in college the fall immediately after graduating

Single governance for all public education (K-20)
State Longitudinal Data System
Statewide College Testing (SAT)
8 public postsecondary institutions consisting of 3 universities, one 4 year college, 3 community colleges, and a technical school on the road to be the 4th CC.
Direct Admissions Goals

• To promote a college-going culture

• To connect students, families, and high schools with colleges and universities earlier, giving families time to consider their options and plan for their student’s future

• To ease the transition from high school to college

• To show students that they have access to a certificate, associate’s or bachelor’s degree program if they choose to further their education in Idaho
“Students who are the first in their families to consider college face even more uncertainty when trying to estimate whether their investment in an application fee is likely to pay off.”


<table>
<thead>
<tr>
<th>Institution</th>
<th>Fall 2014</th>
<th>App fee</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSU</td>
<td>1,785</td>
<td>$50.00</td>
<td>89,250</td>
</tr>
<tr>
<td>UI</td>
<td>1,227</td>
<td>$60.00</td>
<td>73,620</td>
</tr>
<tr>
<td>ISU</td>
<td>1,155</td>
<td>$50.00</td>
<td>57,750</td>
</tr>
<tr>
<td>LCSC</td>
<td>411</td>
<td>$5.25</td>
<td>10,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>4,578</td>
<td></td>
<td>230,620</td>
</tr>
</tbody>
</table>
Direct Admissions: An Overview

A program to proactively admit high school seniors to Idaho institutions based on unweighted GPA and SAT/ACT score (at the end of their junior year) into two groups.

**Group of 8**

- Students with GPA equal to or greater than 3.0, or
- SAT math & reading multiplied by GPA equal to or greater than 2835
- An equivalent ACT score can be used

Students meeting this benchmark are notified of admission to all eight of Idaho’s public colleges and universities:

- Boise State University
- University of Idaho
- Idaho State University
- Lewis-Clark State College
- College of Eastern Idaho
- College of Western Idaho
- North Idaho College
- College of Southern Idaho
Direct Admissions: An Overview

Group of 6

- Students below the benchmark are notified of admission to six Idaho public higher education institutions:
  - Idaho State University College of Technology
  - Lewis-Clark State College
  - College of Eastern Idaho
  - College of Western Idaho
  - North Idaho College
  - College of Southern Idaho

- Students are encouraged to review individual admissions requirements of institutions, as they may be eligible for admission under the regular admission guidelines.

<table>
<thead>
<tr>
<th>Year</th>
<th>Group of 8</th>
<th>Group of 6</th>
<th>Total Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>51%</td>
<td>49%</td>
<td>20,574</td>
</tr>
<tr>
<td>2016</td>
<td>55%</td>
<td>45%</td>
<td>21,547</td>
</tr>
<tr>
<td>2017</td>
<td>51%</td>
<td>49%</td>
<td>22,807</td>
</tr>
</tbody>
</table>
Direct Admissions Flowchart

1. Does the student have at least 12 credits of high school work?
   - Yes: Group of 6 letter
   - No: Does the student have a GPA of 3.0 or higher?

2. Does the student have a GPA of 3.0 or higher?
   - Yes: Does the GPA multiplied by the math and EBRW SAT scores equal 2,835 or higher?
     - Yes: Group of 8 letter
     - No: Group of 6 letter
   - No: Group of 6 letter

3. Does the student have an SAT or ACT score?
   - Yes: Group of 8 letter
   - No
Direct Admissions Results

<table>
<thead>
<tr>
<th>Year</th>
<th>Students - Fall Immediate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>5,307</td>
</tr>
<tr>
<td>2015</td>
<td>5,354</td>
</tr>
<tr>
<td>2016</td>
<td>5,712</td>
</tr>
</tbody>
</table>

- 7.7% increase in 4-year institution numbers
- 4.8% increase in 2-year institution numbers

- 6.7% actual increase in Idaho enrollments
- 2.2% increase according to NCES national projections
Louis Comstock

There were some times I definitely thought I’d drop out of high school and wouldn’t go on. And when I did get the letter, it gave me a kind of guarantee.

I was really surprised. I wasn’t planning on applying to U of I. I didn’t think U of I was really on my radar in terms of being accepted.

... just the fact that I was accepted was enough to really get things started.

I’m super happy at college now. I’m super excited for the next 4 years. I love my fraternity, I’m having a great time. This wouldn’t have happened without my letter. I’m excited for what the future has to hold.
Chase Stevenson

It was actually one of the best things to ever happen to me.

I actually wasn’t sure if I’d be accepted anywhere.

I will always remember fondly how drastically the letter changed my life. I’d always wanted to go to college.

When I pulled the letter out of the envelope, I remember looking up to my dad and saying, "I’ve been accepted to a whole bunch of places in this one letter."

The letter really changed my perspective. It genuinely opened doors for me that I’d never thought possible. I knew after receiving it that my dream of being the college English professor could come true.

I truly hope that more kids get the same sense of life-long relief and excitement that I got from it. All in all, not only I, but my whole family are thankful for this letter. Because this gives the possibility to start a new trend in the Stevenson family.
Apply Idaho

• Goals
  • Simplify the application process
  • Remove cost
• How does it simplify the process?
  • One application for all Idaho public institutions
More Students Applying

• ICAW Site Coordinators
  • “I think more students applied to more colleges than they would have before.”
  • “Having every student do Apply Idaho at the same time helps to catch students who are reluctant to begin the application process. One student (who is on the border line of attending college/not) told me he is now getting calls from schools. He now feels validated and more encouraged to try and go on!!”
  • “It was simple and easy so even students who might not be sure about attending college filled out applications.”
  • “I like Apply Idaho so much. It makes so much sense to have the students apply to all Idaho public colleges in one application. *I noticed that we had more students than ever applying to Idaho colleges. I think Apply Idaho will help keep a lot more students in Idaho.*”

• Students
  • “If this didn’t exist, I would not have applied.”
Data Provided

- Student input data
- Race/ethnicity
- SAT/ACT data (scores, listed activities, etc.)
- Courses 9-12
- Grades by course
- High schools attended
- AP exams and scores
- Dual credit courses and colleges attended
- State standardized test scores
Apply Idaho Stats (3/28/18)

<table>
<thead>
<tr>
<th></th>
<th>Institution</th>
<th>Applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Applications</td>
<td>Boise State University</td>
<td>5,347</td>
</tr>
<tr>
<td></td>
<td>Idaho State University</td>
<td>4,013</td>
</tr>
<tr>
<td></td>
<td>University of Idaho</td>
<td>3,860</td>
</tr>
<tr>
<td></td>
<td>College of Southern Idaho</td>
<td>2,499</td>
</tr>
<tr>
<td></td>
<td>College of Western Idaho</td>
<td>2,149</td>
</tr>
<tr>
<td></td>
<td>Lewis-Clark State College</td>
<td>1,916</td>
</tr>
<tr>
<td></td>
<td>North Idaho College</td>
<td>1,743</td>
</tr>
<tr>
<td></td>
<td>College of Eastern Idaho</td>
<td>937</td>
</tr>
</tbody>
</table>

- Total Applications: 22,464
- Unique Applicants: 8,805
- Applications per Student: 2.6
# Comparisons (applied vs. enrolled)

<table>
<thead>
<tr>
<th>Institution</th>
<th>Fall 2018 Applicants</th>
<th>Fall 2017 Resident Freshmen + CTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boise State University</td>
<td>5,347</td>
<td>Boise State University 1,914</td>
</tr>
<tr>
<td>Idaho State University</td>
<td>4,013</td>
<td>Idaho State University 2,428</td>
</tr>
<tr>
<td>University of Idaho</td>
<td>3,860</td>
<td>University of Idaho 1,244</td>
</tr>
<tr>
<td>College of Southern Idaho</td>
<td>2,499</td>
<td>College of Southern Idaho 1,973</td>
</tr>
<tr>
<td>College of Western Idaho</td>
<td>2,149</td>
<td>College of Western Idaho 3,962</td>
</tr>
<tr>
<td>Lewis-Clark State College</td>
<td>1,916</td>
<td>Lewis-Clark State College 812</td>
</tr>
<tr>
<td>North Idaho College</td>
<td>1,743</td>
<td>North Idaho College 2,211</td>
</tr>
<tr>
<td>College of Eastern Idaho</td>
<td>937</td>
<td>College of Eastern Idaho 705</td>
</tr>
</tbody>
</table>
**Apply Idaho Results**

<table>
<thead>
<tr>
<th>Overall % Increase</th>
<th>BSU</th>
<th>ISU</th>
<th>LCSC</th>
<th>U of I</th>
<th>CEI</th>
<th>CSI</th>
<th>CWI</th>
<th>NIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Change</td>
<td>+196.5%</td>
<td>+226.2%</td>
<td>+20.1%</td>
<td>+42.3%</td>
<td>+488.8%</td>
<td>+60.8%</td>
<td>+11.7%</td>
<td>+97.9%</td>
</tr>
</tbody>
</table>

**Total Number of Apps**

- **2016**: 14,644
- **2017**: 27,581
Apply Idaho Results

Total Local Applications
- 2016: 14,644
- 2017: 8,302

Total Complete Apply Idaho Applications
- 9,264

Total Incomplete Apply Idaho Applications
- 10,015

51.9% of all Apply Idaho apps

Overall % Increase
- 20.0%

% Change
- BSU: +63.6%
- ISU: +43.2%
- LCSC: -15.6%
- U of I: -34.3%
- CEI: +488.8%
- CSI: +60.8%
- CWI: +11.7%
- NIC: -19.2%
Lessons Learned

Direct Admissions
• Worked with provosts
  • Doesn’t always filter down

Apply Idaho
• Worked with admissions officers
  • Doesn’t always filter up

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Chief Research Officer
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(208) 332-1563
Apply Idaho

Does it work and does it matter?
Survey Data

Student Survey

616 Students

Counselor & Site Coordinator Surveys

83 Site Coordinators of Idaho’s 2017 College App Week

180 College & Career Counselors
Appreciation for No Application Fee

• ICAW Site Coordinators/Counselors
  • “I am so thankful the Idaho schools waved the application fee. That made a huge difference and I hope it continues. Thank you!”
  • “The Apply Idaho option was amazing to promote greater involvement with our students. An application fee has always been a barrier for our students to even think about applying. The simplification of this process was significant to their possibility of attending.”
  • “Way more students applied to only Idaho public colleges because the applications were so much easier and cheaper.”

• Students
  • “The process was very easy and I really appreciated that the application fees had been waived.”
  • “The application process was easy, and FREE, as it should be.”
Appreciation for the Concept

• ICAW Site Coordinators
  • “It was a far better system for them to complete it all on one app.”
  • “Having students know that they can go to one site is great.”
  • “It was a great process and the students were very appreciative of the ONE APPLICATION”
  • “The students realized that they could get the process started with the one application. This was helpful.”

• Students
  • “I thought it was cool how we only had to fill out one application and it went out to multiple Idaho colleges.”
Easier, Faster Application Process

• ICAW Site Coordinators/Counselors
  • “This made the college application process so incredibly smooth for our students. Students were in and out in a class period, where it took multiple class hours in years prior.”
  • “Apply Idaho was SOOOO fast for our seniors to use. They were able to apply to multiple colleges in 4 easy steps! I don't think it could be easier.”

• Students
  • “Apply Idaho made everything so much easier and helped me apply to colleges faster and better than I ever could on my own.”
  • “It made it much less intimidating to apply.”
More Time for Other Things

• ICAW Site Coordinators
  • “It gave us time to work on Opp Scholarships as well as tech & workforce readiness programs at the community colleges”

Help Available

• Students
  • “I liked the one application and the ability to complete it during school with the help of my counselor”
  • “It was so quick and simple and they had people there to help you with any problems you might have had.”

Less Confusion

• ICAW Site Coordinators/Counselors
  • “One site, one process which meant we had less questions and confused students, made it more efficient.”
More Applications

• ICAW Site Coordinators/Counselors

  • “Students were more willing to look at programs at different schools because they understood they could apply at different locations without additional expense and effort to search out a school website.”

  • “I was able to have my students apply for all Idaho Colleges, just to see what might be available to them. Being up here in North Idaho, they don't know what's available from the community colleges in S. Idaho. I'm hoping since they applied, it might help open some new doors for them.”
More Students Applying

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  • “Having every student do Apply Idaho at the same time helps to catch students who are reluctant to begin the application process. One student (who is on the border line of attending college/not) told me he is now getting calls from schools. He now feels validated and more encouraged to try and go on!!”

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• Students
  • “If this didn’t exist, I would not have applied.”
“Keep doing what you're doing. Keep giving Idaho kids a chance at higher education.” –Idaho student