THE COMMON APPLICATION

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Meredith Lombardi, Associate Director for Outreach and Education

2017 American College Application Campaign Convening

Goals

- Who We Are
- Who We Serve
- What We Do

WHO WE ARE

The Common Application is a not-for-profit membership organization committed to the pursuit of **access**, **equity**, and **integrity** in the college admission process.

WHO WE SERVE

THE COMMON APPLICATION

NEARLY 700 COLLEGES AND UNIVERSITIES. ONE IS RIGHT FOR YOU. **commonapp.org**

48 States & DC

11 HBCUs

33 International Universities

130 Public Universities

250+ Test-optional

275+ No Application Fee

THIS IS THE LIST OF MEMBERS AS OF JUNE 2016.

GO TO **commonapp.org**

FOR THE MOST UP-TO-DATE LIST AND TO LEARN MORE ABOUT EACH INSTITUTION.

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COMMONAPP.ORG
#COMMONAPP

NEW MEMBERS FOR 2017-2018

✓ 55...and counting

✓ 22 public, 8 international

✓ Our 49th state: Wyoming

✓ Updated list coming this summer

Public Institutions
Appalachian State University
East Carolina University
Kent State University
University of Arizona
University of Houston
University of Missouri System
University of Nevada – Las Vegas
University of Northern Colorado
University of Oregon
University of Wyoming
Western Michigan University

Others to be announced shortly

THE 2017-2018 MEMBERSHIP

750
Members

49
States
Plus DC and PR

17
Countries
Outside US

140
Domestic Publics
(20%)

54
International
Members

43
Minority Serving
Institutions

2016-2017 BY THE NUMBERS

2M
Applicant Profiles Created (+9%)

410K
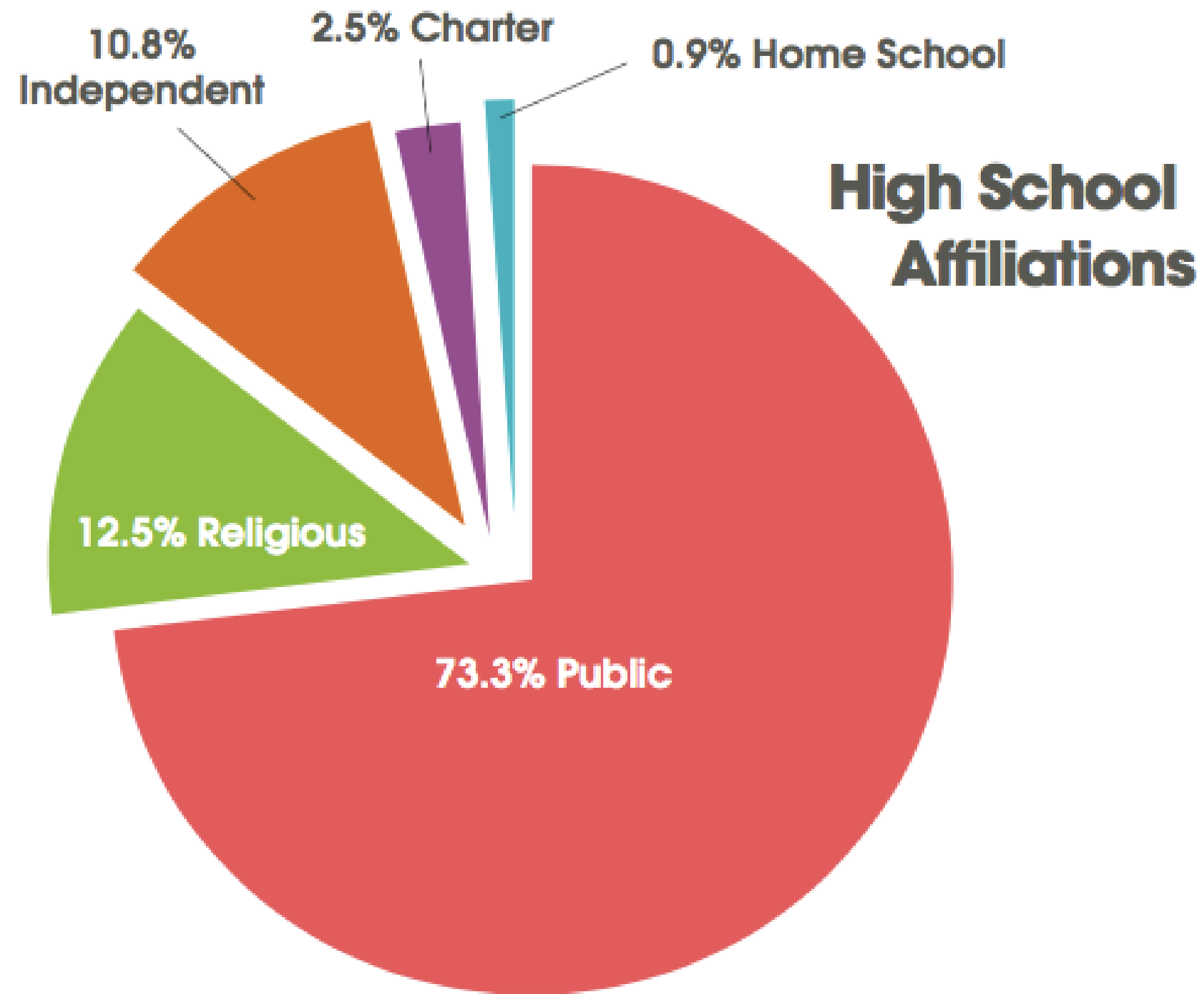Rollover Accounts

4.5M
Applications Submitted (+9%)

1M
Unique Applicants (+7%)

22M
Recommendation Forms Submitted

4.8
Avg. Apps Submitted Per Applicant

High School Affiliations

- 10.8% Independent
- 2.5% Charter
- 0.9% Home School
- 73.3% Public
- 12.5% Religious

33% First–Generation Students

36% Students of Color

Worldwide Reach
210
Countries and Territories

89.5% U.S.
10.5% International

Applicant States—Top 15

New York 13.0% California 11.6%
New Jersey 7.6% Massachusetts 6.7%
Illinois 5.4% Pennsylvania 4.7% Virginia 4.4%
Ohio 4.4% Connecticut 3.8%
North Carolina 3.8% Maryland 3.6% Texas 3.4%
Florida 3.1%
Georgia 2.7% Michigan 2.4%

WHAT WE DO

We provide a free, reliable application
with 24/7 support for everyone.

We connect students with a
wide range of opportunities.

We provide tools and resources to students
and the people who support them.

We provide a free reliable application service with 24/7 support for everyone.

ACCOUNT ROLLOVER

Any account created in 2016-2017 can carry over to 2017-2018 and beyond.

- User name and password remain the same

- What rolls over? Any answers to questions within the Common App tab:

    - Profile   - Testing
    - Family   - Activities
    - Education   - Writing

commonapp.org/rollover

PRACTICE ACCOUNTS

Account Creation

1 Registration Type > 2

Welcome to the Common Application! Please tell us how you will u̶ encourage you to explore each option before you continue.

I am a(n): *

○ Student

○ Education Professional

○ Parent or Other Adult

Clear

- See exactly what applicants see

- Cannot be submitted

COMMON APP ONTRACK

✓ Mobile companion to Common App account

✓ Student-centered design

✓ Add and research colleges, track deadlines and submissions, track and invite recommenders, set reminders, and more

✓ Available in iTunes and Google Play stores
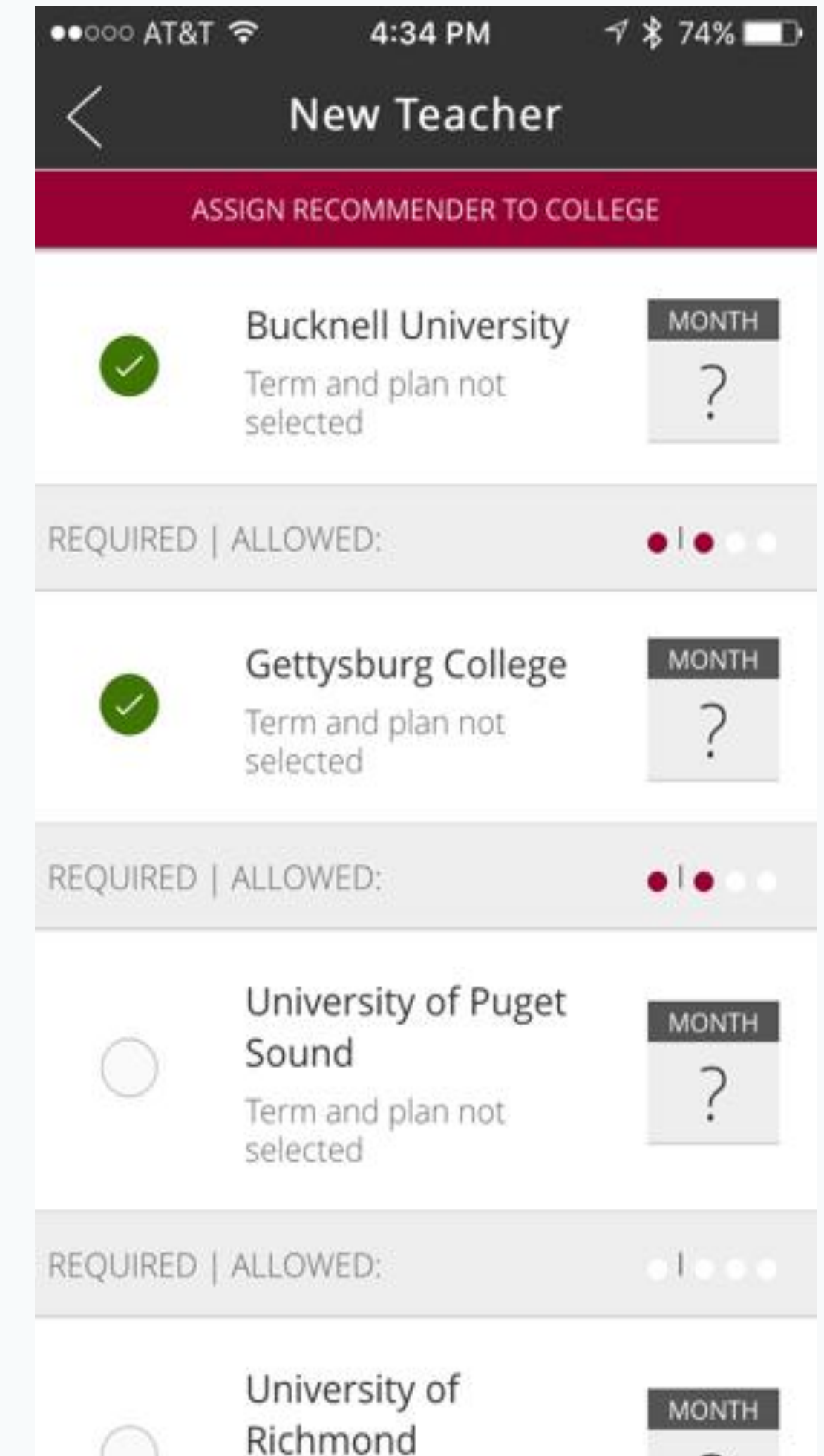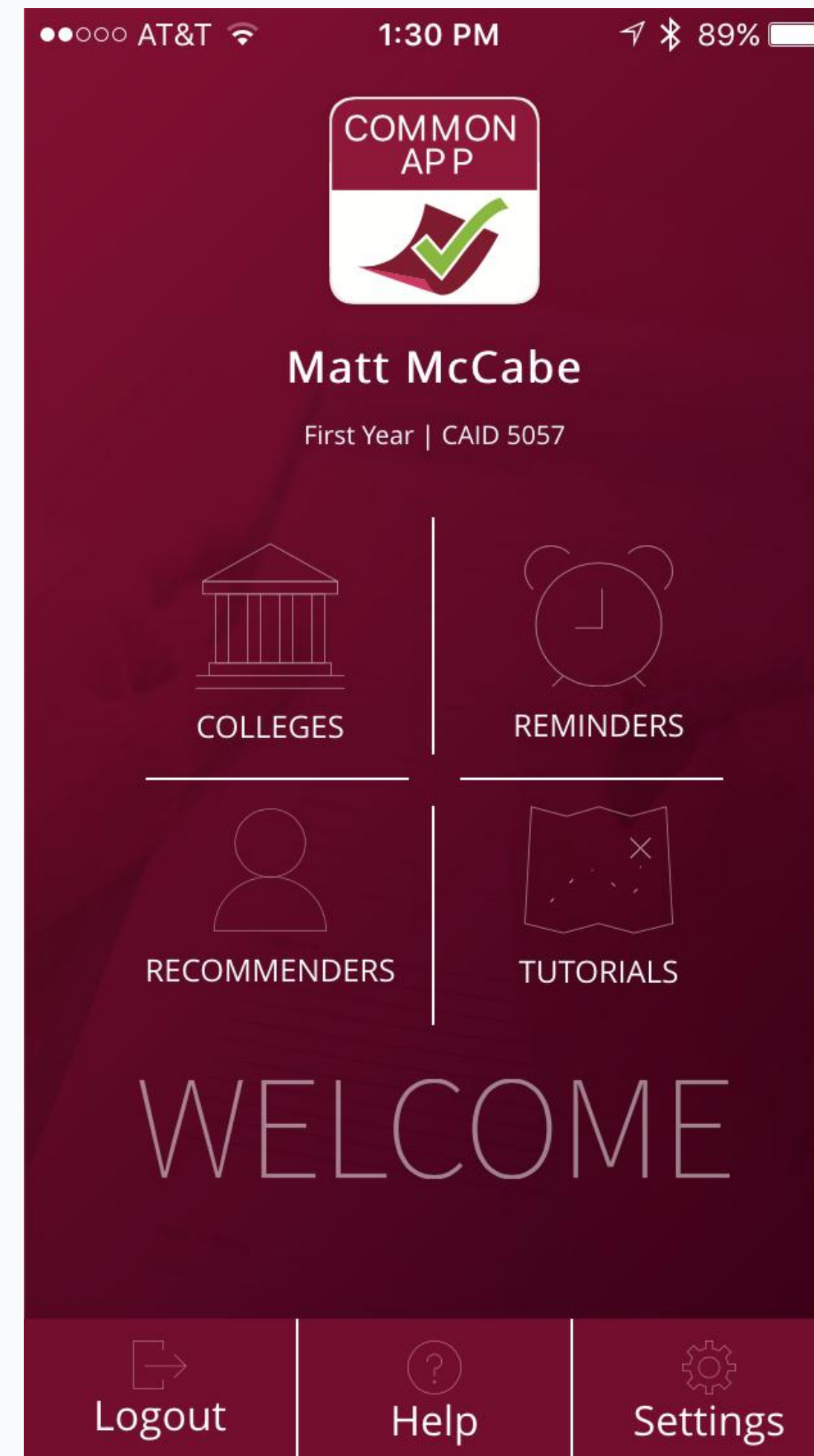
COURSES & GRADES

The new Courses & Grades section will allow **many students** to self-report their high school academic records as **part of their Common App**. Member **colleges can opt to use** self-reported transcript information in admissions and enrollment management processes.

ADVISOR ROLE

Beginning with the 2017-2018 application, students can invite individuals assisting them with the application process to view the status of their Common App process.

These advisors are distinct from school counselors.

Advisors can track student progress through their own accounts in the Common App recommender system.

Students can share a view of their application with advisors, as well as with their school counselors.

SOLUTIONS CENTER

CONTACT US

☑→ Ask a Question
☑→ Live Chat
☑→ Schedule a Call

KNOWLEDGE BASE

Search 🔍

All of your answers in a single location organized by subject.

Need to Know

- What do I need to know about Account Rollover?
- When are transcripts uploaded in the Common Application considered official?
- When will recommender chat and schedule-a-call return?
- Where can I find the Requirements Grid?

Trending

- Why don't I see a student's name in the list on the Students page?
- I am unable to submit my documents. What should I do?
- Training Resources Library
- How ED works in Common App
- How do I upload a letter or transcript?

RECOMMENDER SUPPORT

recsupport.commonapp.org

✉ **Email:** sfsupport@commonapp.net

💬 **Chat:** 10am-8pm EST, Monday-Friday (October-February)

📞 **Schedule a Call:** 10am-6pm EST, Monday-Friday (October-February)

APPLICANT SUPPORT

appsupport.commonapp.org

✉ **Email:** appsupport@commonapp.net

💬 **Chat:** 10am-8pm EST, Monday-Friday (October-February)

We connect students with a wide range of opportunities.

ADVANCING ACCESS

95K

170K

450K

1M

100K

Scholar Snapp

STRIVE FOR COLLEGE
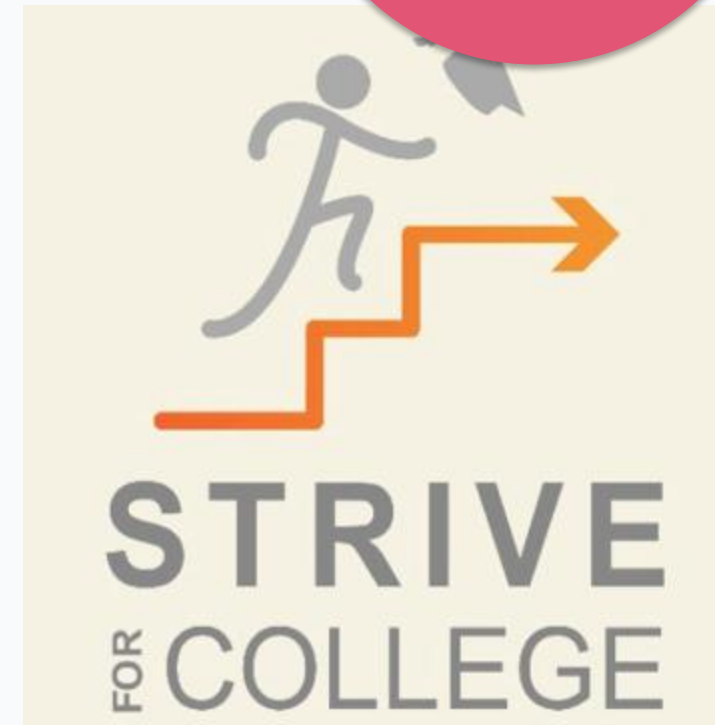
Working Paper:

Nudging at a National Scale: Experimental Evidence from a FAFSA Completion Campaign

kaitlyn wardlaw @kaitlynw26 · Jan 10
common app really does like sending me michelle obama quotes ! thanks

Have questions about finishing FAFSA?
bit.ly/FAFSALiveChat

Check your email regularly to see if you get messages from FAFSA.

(1/2) Hi, it's the Common App and Michelle Obama's Better Make Room

"YOUR SUCCESS WILL BE DETERMINED BY your OWN"

"CHOOSE PEOPLE WHO LIFT YOU UP"

| Dashboard | My Colleges | Common App | College Search | Financial Aid Resources |

| LEARN ABOUT FINANCIAL AID | PLAN FOR COLLEGE COSTS | APPLY FOR AID | EXP... SCHOLARSHIP... |

Learn about the resources that can help make c... affordable for you and your family.

For many applicants and their families, the most challenging part of the journey to college is the price tag.

If you're wondering, "How am I going to pay for college?" you have options. In fact, there's more help available to you than you might realize.

The Federal Government

From federal grants, to federal student loans, to employment through the federal work-study program, the U.S. Department of Education awards about $150 billion a year to more than 13 million students and is the largest source of financial aid for students. Start by visiting the Department of Education's **Office of Federal Student Aid** to learn about the **different types of financial aid** available to you.

To apply for federal aid, you must complete the **FAFSA** (Free Application for Federal Student Aid), a form the government uses to give money for college to students who need it. The online form is available starting October 1, 2016! Complete it as early as you can to ensure full eligibility.

We provide tools and resources to students and the people who support them.

commonapp.org

- College planning for grades 8-12

- Paying for college

- Virtual counselor

- *What's (app)ening* blog

- Parent resources
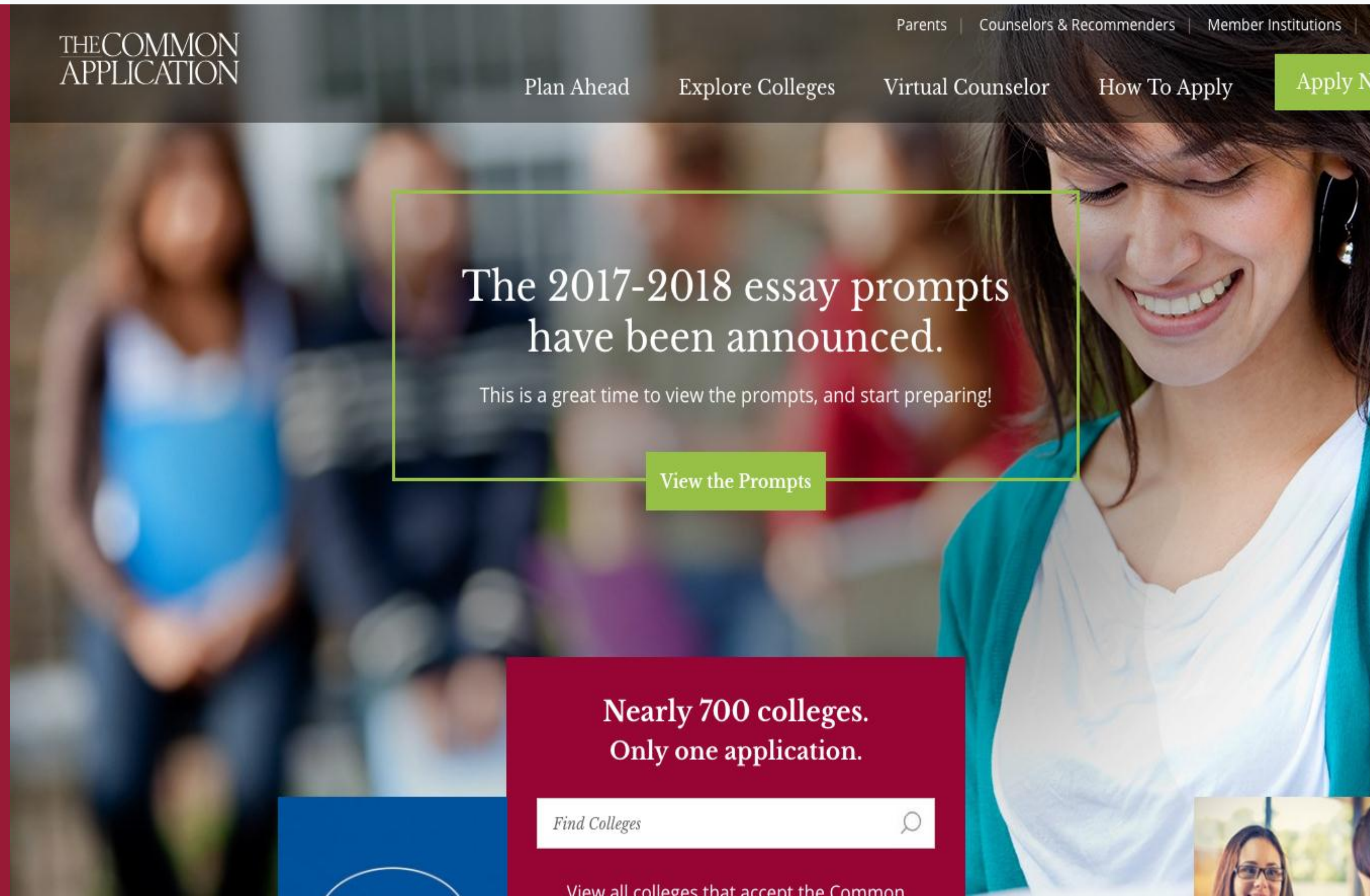
COMMON APP READY

- Comprehensive training resources covering every aspect of the application

- Varied formats to meet different needs

commonapp.org/ready
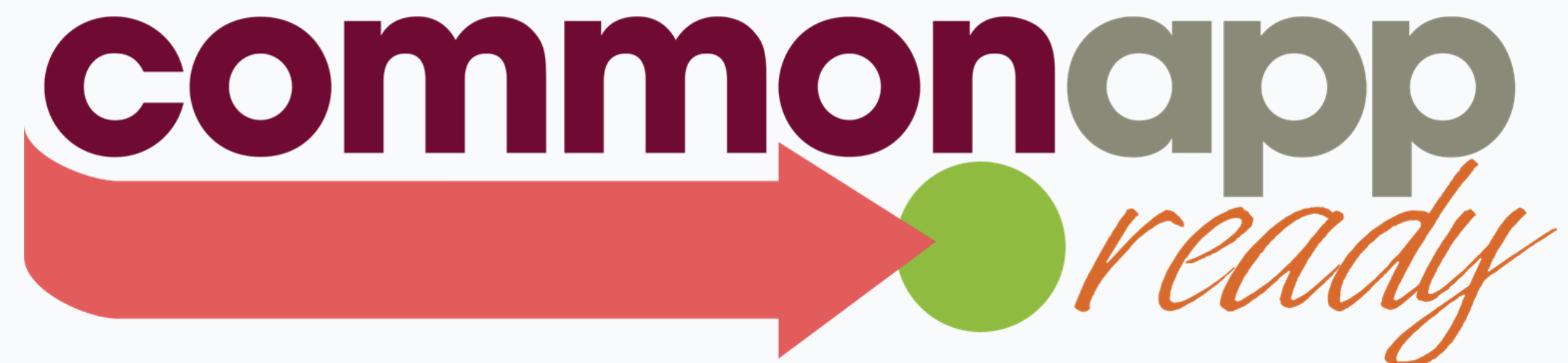
SPANISH LANGUAGE RESOURCES

- Engage Families
- Support for Parents
- Continued Expansion

FINANCIAL AID RESOURCES

- Embedded in the application

- Financial aid office link for every college on the student's list

- Integration with Scholar Snapp

| Dashboard | My Colleges | Common App | College Search | **Financial Aid Resources** |

| **LEARN** ABOUT FINANCIAL AID | **PLAN** FOR COLLEGE COSTS | **APPLY** FOR AID | **EXPLORE** SCHOLARSHIP OPPORTUNITIES | **COMPARE** COLLEGE COSTS AND AID OFFERS |

Learn about the resources that can help make college education affordable for you and your family.

For many applicants and their families, the most challenging part of the journey to college is the price tag.

If you're wondering, "How am I going to pay for college?" you have options. In fact, there's more help available to you than you might realize.

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ℹ️ **TIP:** Did you know that many eligible students do not even apply for financial aid? ... [+]

TRAINING VIDEOS

Students can get the help they need using training videos found directly in their Common App account.

CONTINUE THE CONVERSATION

@CommonApp

@CommonApp

@CommonApp

CommonAppMedia

Q & A

Thank you!