

THE COMMON APPLICATION

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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.



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

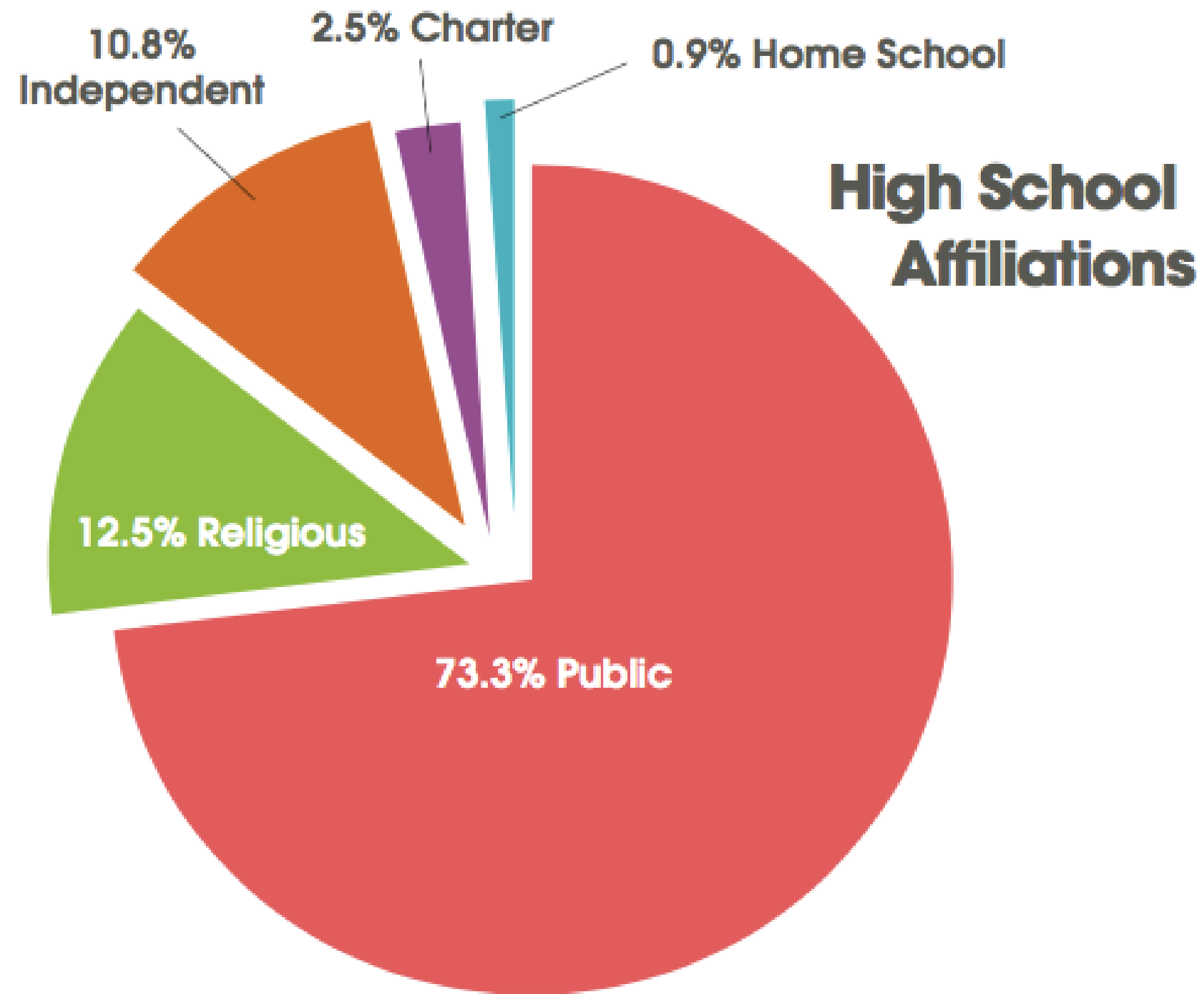
Unique Applicants
(+7%)

22M

Recommendation
Forms Submitted

4.8

Avg. Apps Submitted
Per Applicant



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%	

A close-up photograph of a person's hands typing on a laptop keyboard. The image is heavily overlaid with a dark red, semi-transparent filter. The text 'WHAT WE DO' is centered in white, bold, uppercase letters. A thin white vertical line is positioned to the left of the text.

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
 - Family
 - Education
 - Testing
 - Activities
 - Writing



commonapp.org/rollover

PRACTICE ACCOUNTS

Account Creation

1 Registration Type > 2

Welcome to the Common Application! Please tell us how you will use the application. We 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



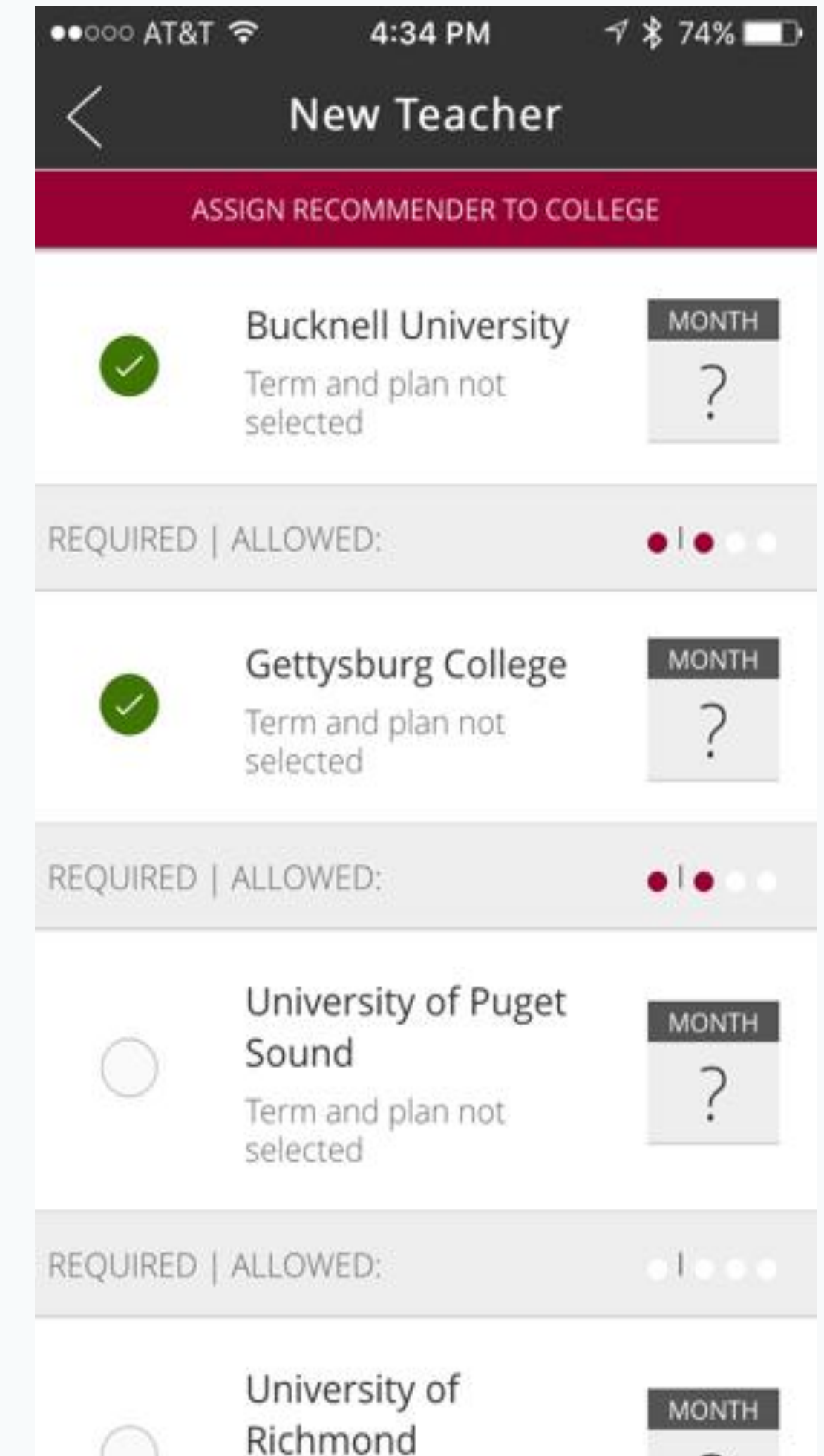
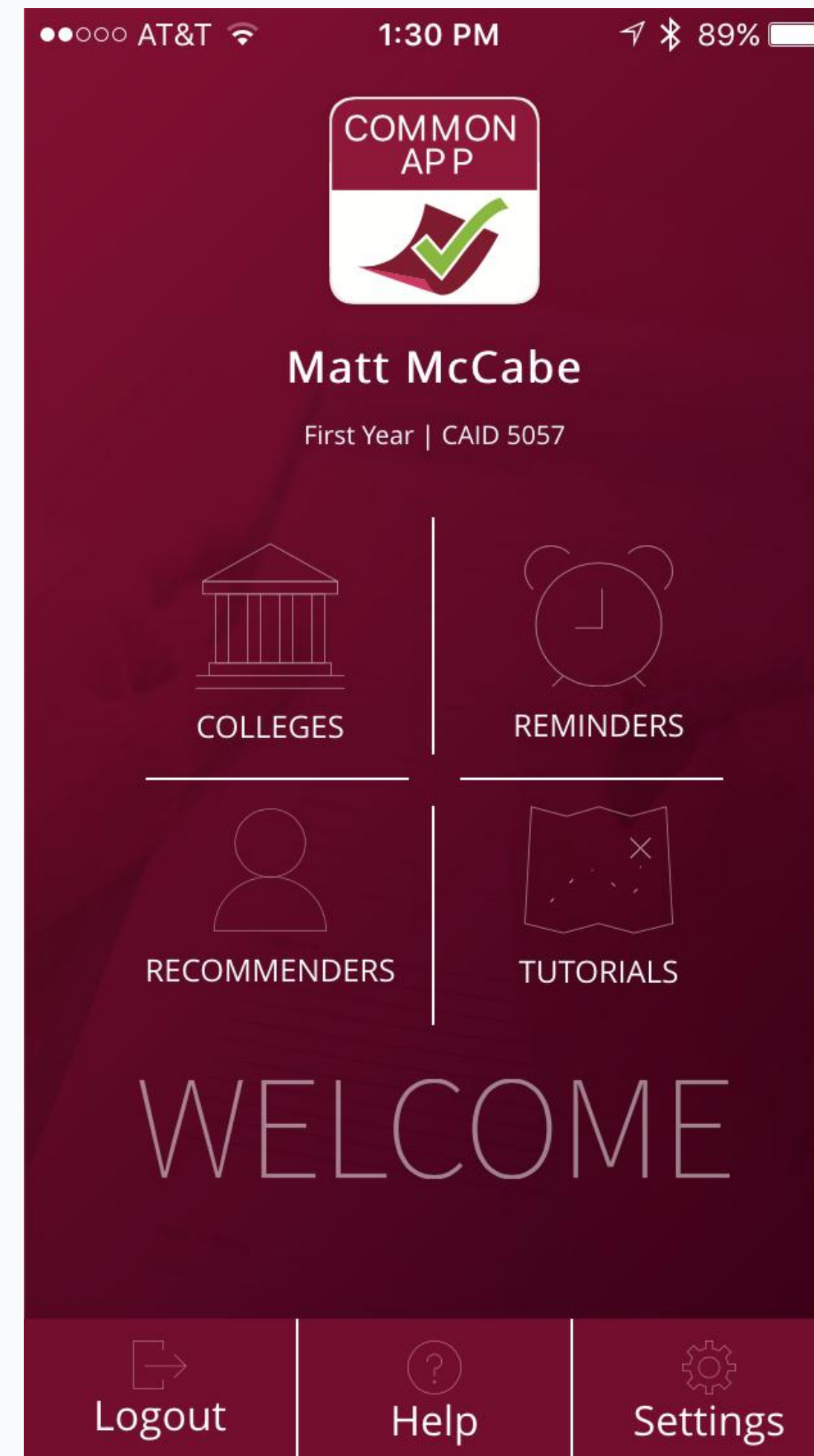
Student-centered design



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

THE COMMON APPLICATION

Welcome, Matt!
Advisor | 2016-2017

Profile

Students

Search by student name

Application Requirements

Student name	Next deadline	Common App Status							Preview
		Profile	Family	Educ.	Test.	Activ.	Writ.	C & G	
Baez, Joan	-		✓		✓		✓		
Fleck, Bela	-	✓	✓	✓	✓	✓	✓	✓	
Guthrie, Arlo	-								
King, Carole	-	✓	✓	✓	✓	✓	✓	✓	
Knopfler, Mark	-	✓		✓		✓		✓	
McCabe, Matt	-								
Young, Neil	-		✓		✓		✓		

Export List to Excel

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



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)

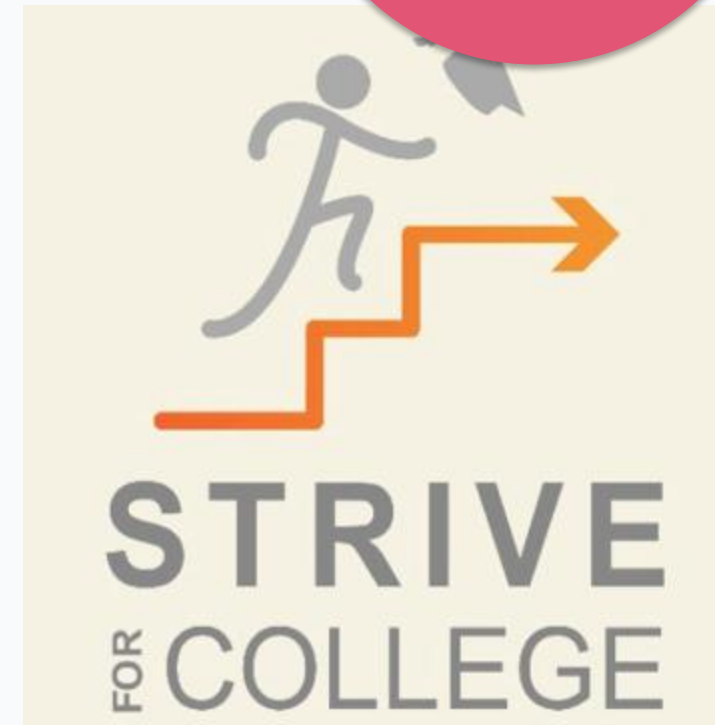
We connect students with a wide range of opportunities.

ADVANCING ACCESS

95K



170K



450K

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

kaitlyn wardlaw @kaitlynw26 · Jan 10

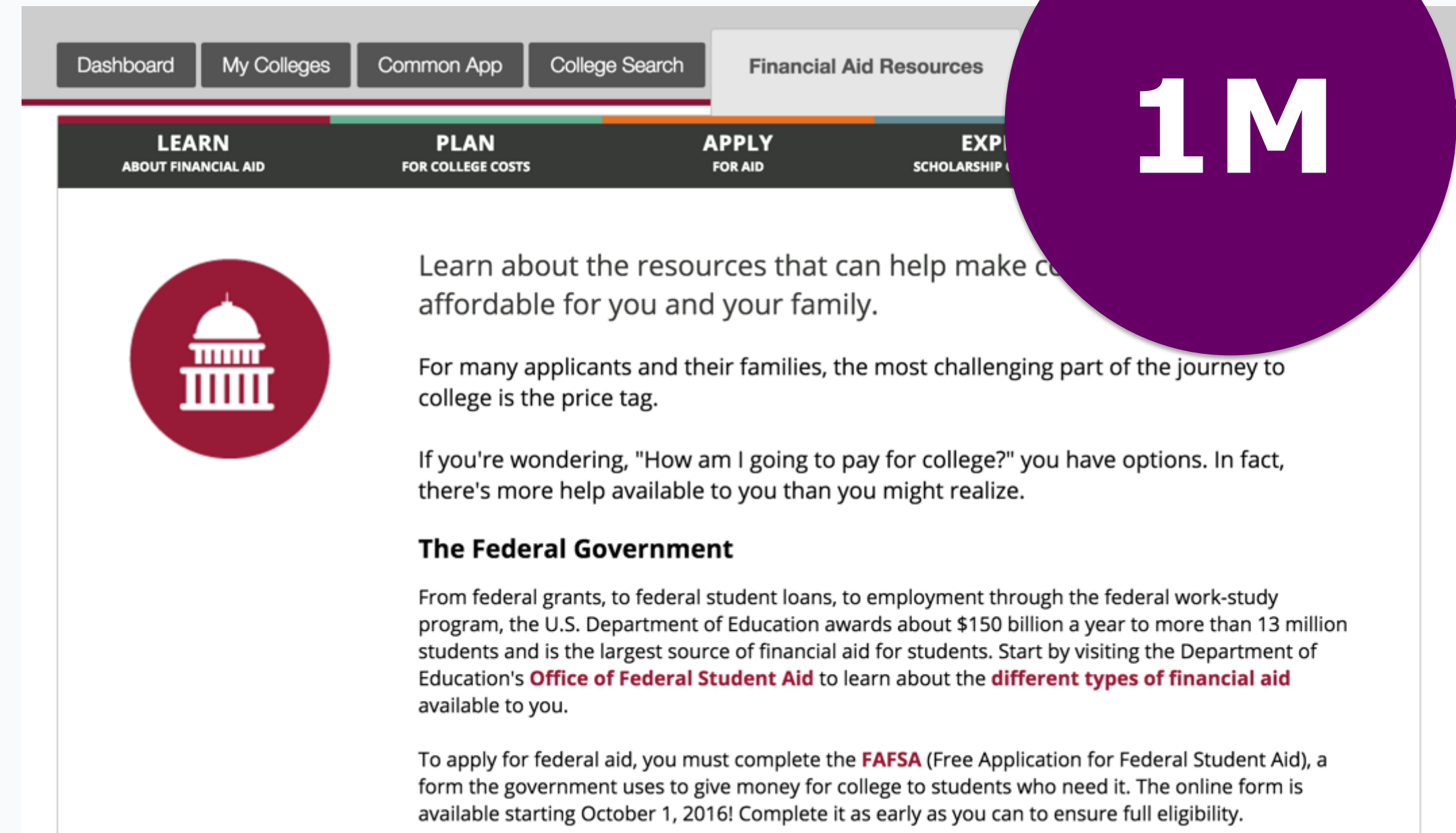
common app really does like sending me michelle obama quotes ! thanks



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

100K

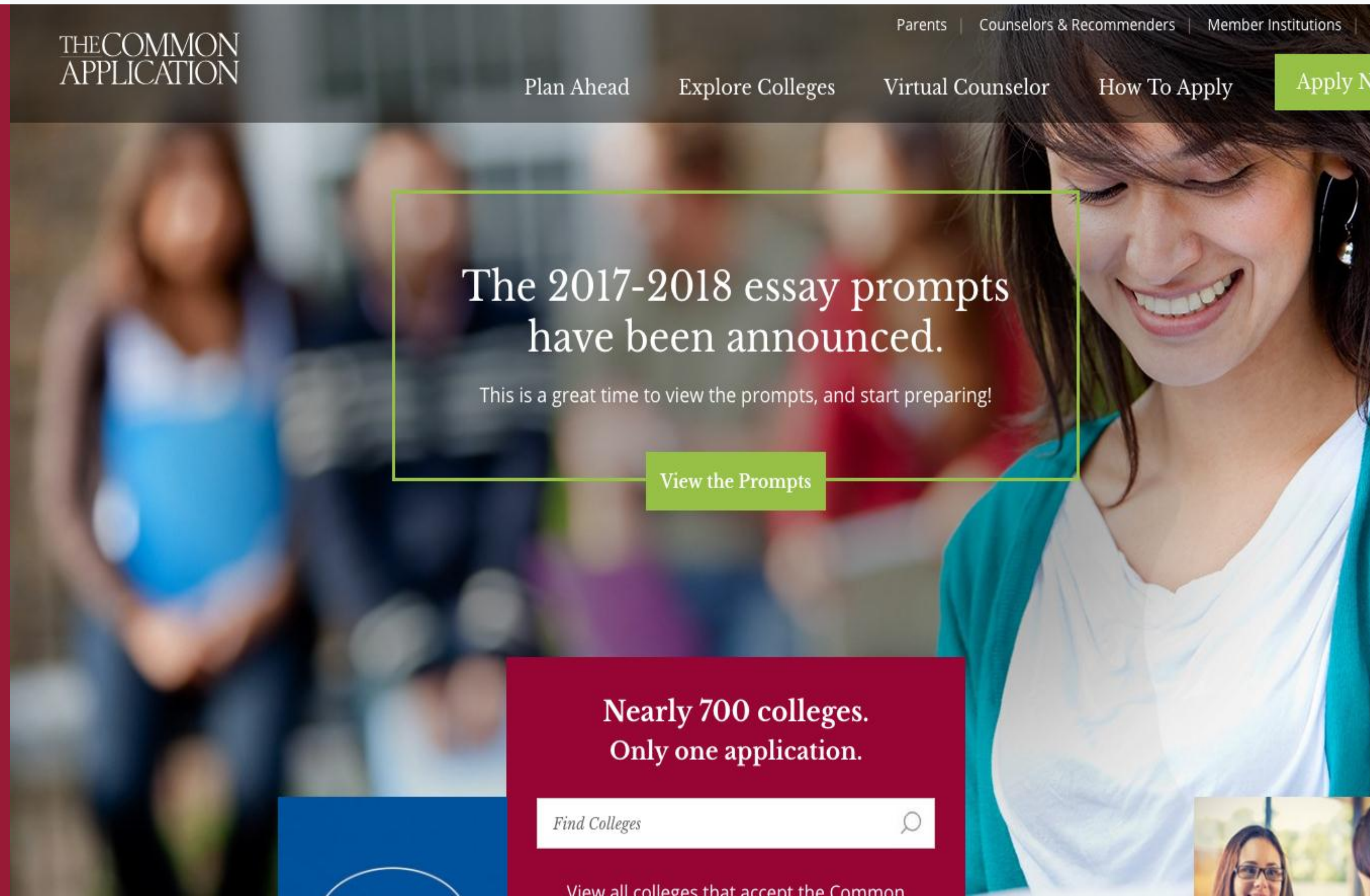
1M



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



The 2017-2018 essay prompts have been announced.

This is a great time to view the prompts, and start preparing!

[View the Prompts](#)

Nearly 700 colleges.
Only one application.

Find Colleges



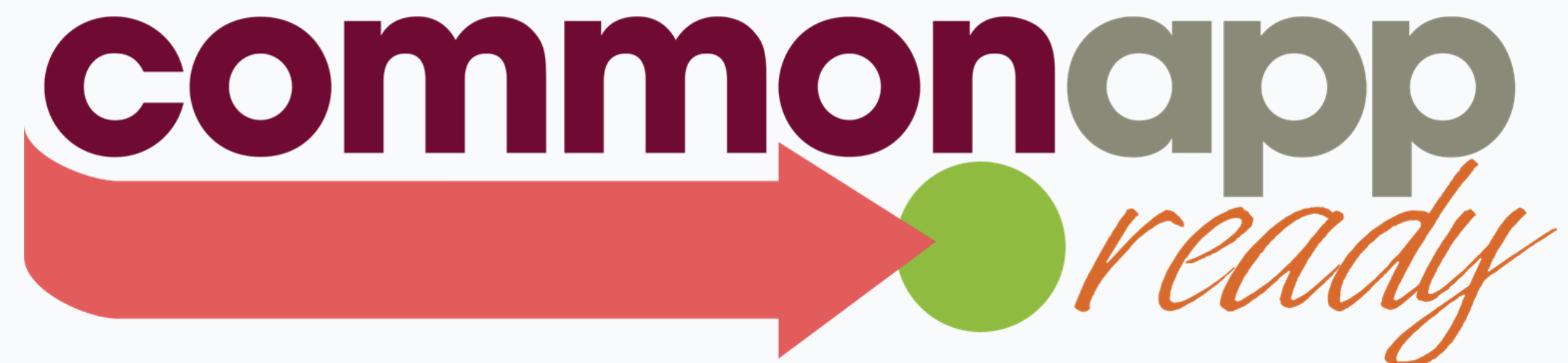
View all colleges that accept the Common

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

PLANILLA INFORMATIVA SOBRE TASAS DE SOLICITUD

Una tasa de solicitud es la tasa que una universidad te cobra por postularte en su institución.

¿DÓNDE ENCUENTRO LAS TASAS DE SOLICITUD DE LAS UNIVERSIDADES?

Hay varios lugares a los que puedes ir:

- Dentro de tu cuenta Common App, usa la solapa College Search para buscar una universidad específica.
- Después de agregar universidades a tu lista, usa la solapa My Colleges para revisar las tasas de una universidad específica.
- Haz clic en el castillo Application Requirement de la solapa College Search para obtener la lista completa de las facultades de Common App y sus requisitos y tasas de solicitud.

CONSEJO DE EXPERTOS: Las universidades pueden cobrar diferentes tasas de solicitud o postularse internacionales o transferencias.

¿TODAS LAS UNIVERSIDADES COBRAN UNA TASA DE SOLICITUD?

EN ESPAÑOL

Planilla Informativa Sobre Tasas De Solicitud

Understanding Application Fees and Fee Waivers.

InfoSheet | S

APRENDER, EXPLORAR, CRECER, ENFOCARSE, POSTULARSE

Tu camino hacia la universidad comienza hoy mismo.

Te has dado cuenta o no, tu recorrido hacia la universidad ya ha comenzado. Cada año de tu carrera académica – desde jardín de infantes hasta 12th grado – te proporciona un conjunto diferente de habilidades y experiencias que te preparan gradualmente para la universidad.

ESCUELA MEDIA

La Escuela Media consiste en **aprender**. Consiste en adquirir conocimientos y enriquecer tu mente tanto académica como socialmente - todo esto mientras desarrollas habilidades y hábitos de estudio que te prepararán para la escuela secundaria, universidad y más allá.

9th GRADO

9th grado consiste en conocer a tu consejero y **explorar** oportunidades de reciente descubrimiento que hoy disponibles para ti. No tengas miedo de ponerte a prueba o intentar algo nuevo. Tu exploración te preparará para la universidad de formas que ni imaginas.

10th GRADO

EN ESPAÑOL

Aprender, Explorar, Crecer, Enfocarse, Postularse

Learn, Explore, Grow, Focus, Apply.

InfoSheet | S

INTRODUCCIÓN PARA LOS PADRES

Su hijo depende de usted, y usted puede depender de nosotros.

Durante el transcurso de la vida, una persona con título universitario gana \$1 millón más que una persona con un diploma de la escuela secundaria.

The Common Application es la puerta gratuita de su hijo hacia la universidad. El año pasado, casi 1 millón de estudiantes usaron Common App para postularse a la universidad—y un tercio de ellos fueron los primeros de su familia en ir a la universidad.

¿Cómo puedo ayudar a mi hijo de la mejor forma?

Independientemente de que usted haya ido o no a la universidad, usted desempeña un rol importante en el recorrido de su hijo hacia la universidad ayudándolo a imaginar lo que es posible. Usted también tiene un ejército de defensores que quieren que su hijo tenga éxito: consejeros escolares, maestros, directores, entrenadores, monitores de la comunidad, oficiales de admisión universitaria, y asesores de ayuda económica. Ellos ofrecerán sus consejos de forma gratuita y generosa, así que no tema en contactarlos y aprovechar su experiencia.

EN ESPAÑOL

Introducción Para Los Padres

Introduction for Parents.

InfoSheet | S

GUÍA RÁPIDA PARA LA SOLICITUD

Esta guía presenta las diferentes secciones de Common Application para que esté preparado para comenzar si bien crees tu cuenta.

PERFIL	<p>Contacto Dirección de correo electrónico, número de teléfono, dirección postal</p> <p>Demografía Religión, servicio militar, raza/etnia (todo opcional)</p> <p>Geografía Lugar de nacimiento, países en los que vives, idioma de idioma, ciudadanía</p>
FAMILIA	<p>Hogar Estado civil del padre, padre/s con quien/vs resides</p> <p>Padre y/o Tutor Nombre, lugar de nacimiento, ocupación, educación, fecha de nacimiento</p>

EN ESPAÑOL

Guía Rápida Para La Solicitud

A Quick Guide to the Application.

InfoSheet | S

MÁS OPORTUNIDADES

No existe otro sistema que combine la diversidad de facultades y universidades accesibles a través de Common App. Aprende y postula a facultades de todo el mundo.

CASI 700 UNIVERSIDADES UNA SOLICITUD

TRABAJA MEJOR

No tienes necesidad de repetir tus datos de postulación a cada universidad de tu lista. Ingresar tus datos una vez y usalos para postularte a varias facultades.

MANTENTE ENFOCADO

Nuestro sistema te avisa cuando se aproximan las fechas importantes. Organiza tus plazos y mira el progreso de la solicitud en una plataforma práctica.

AGILIZA LAS RECOMENDACIONES

Common App es la forma más íntegra de administrar el proceso de solicitud para estudiantes, consejeros, y personas recomendadas. Realiza un seguimiento de los documentos presentados y las tareas pendientes.

EN ESPAÑOL

La Ventaja De Common App

The Common App Advantage.

Infographic | S

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.

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.

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.

The screenshot displays the Common App user interface. At the top, there are navigation tabs for 'Dashboard', 'My Colleges', 'Common App', and 'College Search'. The 'Common App' tab is active. On the left, a sidebar menu titled 'Common Application' lists sections: Profile, Family, Education, Testing, Activities, and Writing. The 'Profile' section is selected. The main content area shows the 'Profile' page with a 'Preview' button and a 'Hide Profile Tutorial' link. A video player is embedded, titled 'Completing The Profile Section', with the text 'COMMON APP TRAINING' and a laptop icon. The video progress bar shows 0:03 / 4:57. Below the video, there is a link to 'Learn more. Explore the Common App tutorials.' and a 'COMMON APP TRAINING' button. On the right side, there is an 'Instructions and Help' section with a sub-heading 'Why do I need to provide my sex assigned at birth?' and a brief explanation: 'Federal guidelines mandate that we collect data on the legal sex of all applicants. Please report y ... [+]'.

CONTINUE THE CONVERSATION



@CommonApp



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@CommonApp



CommonAppMedia



Q & A

THE COMMON APPLICATION

Thank you!