



Welcome

2018 American College Application Week Convening

Expanding College Admissions to all Idaho Seniors

Idaho College Application Week
Direct Admissions
Apply Idaho

Dana Kelly –
dana.Kelly@osbe.idahogov



**Idaho's
goal is that 60% of
Idahoans ages
25-34 will have a
degree or
certificate by 2020**



2013

2018 American College Application Campaign Convening

2013
High schools: 21
Seniors: 2,369
Applications: 3,672



2014

2018 American College Application Campaign Convening

2014
High schools: 41
Seniors: 4,422
Applications: 7,239



2015

2018 American College Application Campaign Convening

2015
High schools: 59
Seniors: 6,972
Applications: 10,098



2016

2018 American College Application Campaign Convening

2016

High schools: 89

Seniors: 8,716

Applications: 13,397



2016

2018 American College Application Campaign Convening

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

Application Fees

- “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.”

- Law, Lloyd, Leicht, and Sullivan, 2008

	Fall 2014	App fee	Total
BSU	1,785	\$ 50.00	\$ 89,250
UI	1,227	\$ 60.00	\$ 73,620
ISU	1,155	\$ 50.00	\$ 57,750
LCSC	411	\$ 5.25	\$ 10,000
Total	4,578		\$ 230,620

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

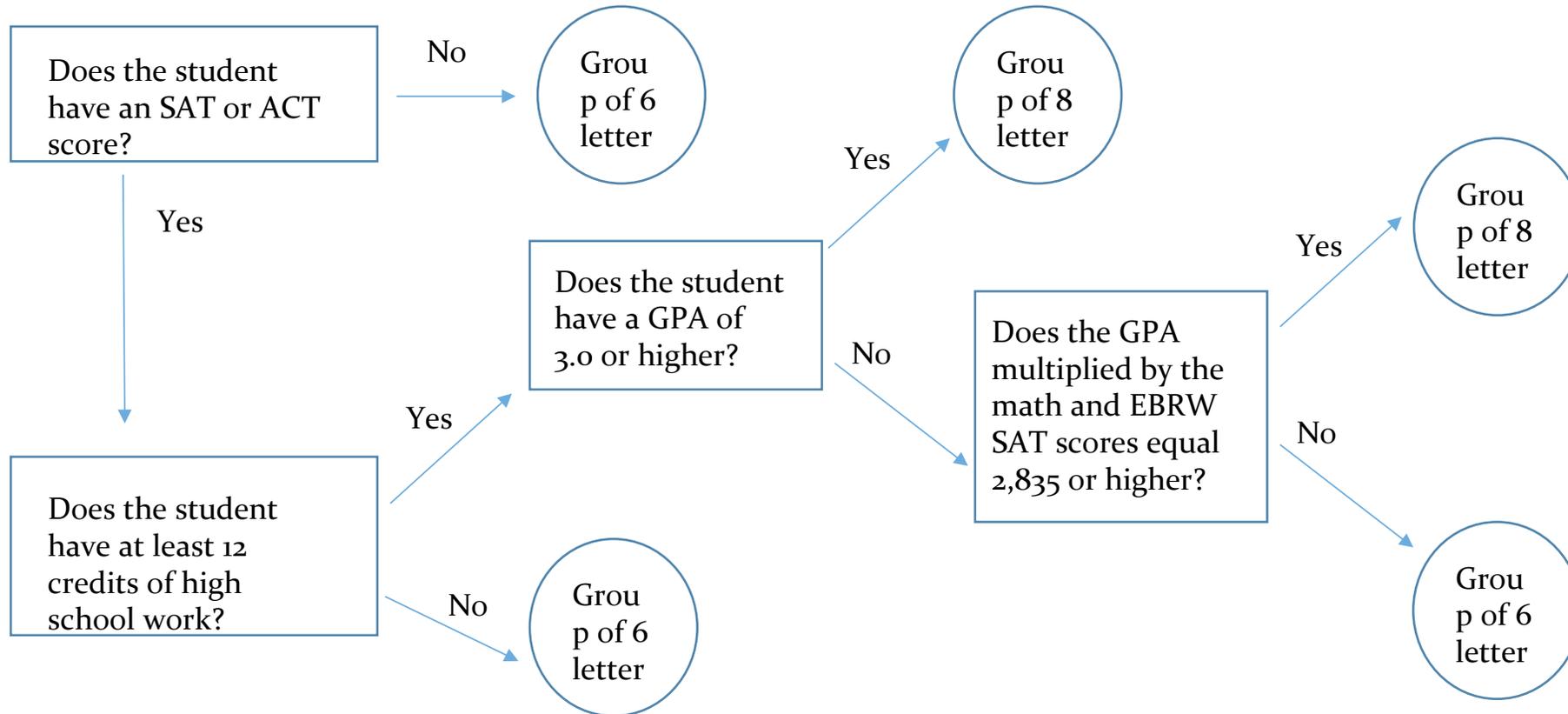
Direct Admissions: An Overview

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.

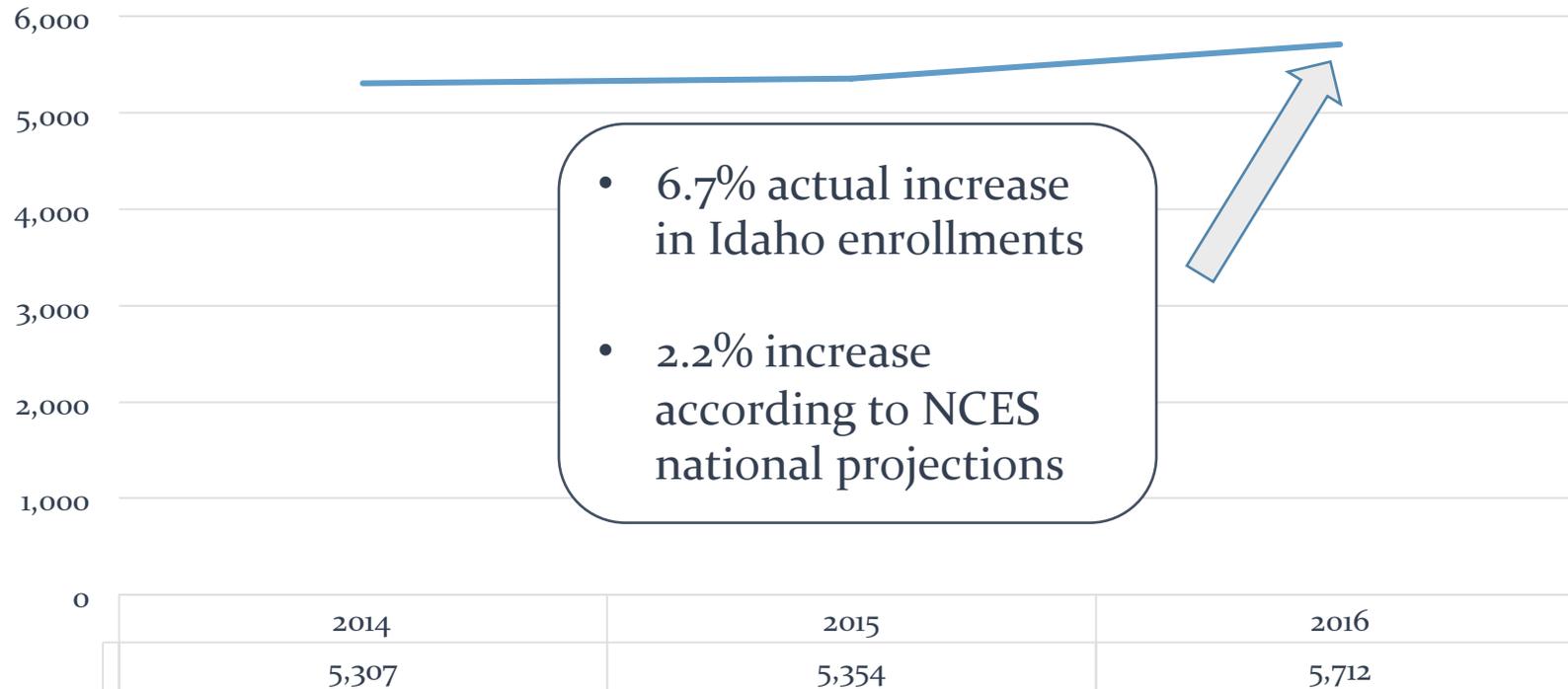
	Group of 8	Group of 6	Total Students
2015	51%	49%	20,574
2016	55%	45%	21,547
2017	51%	49%	22,807

Direct Admissions Flowchart



Direct Admissions Results

Students - Fall Immediate



7.7% increase in 4-year institution numbers

4.8% increase in 2-year institution numbers

Direct Admissions – Student Stories

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.

Direct Admissions – Student Stories

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

The screenshot shows a registration form titled "Register" with a close button (x) in the top right corner. The form is titled "Enter your info" and includes a "help" link. Below the title, there is a link for users who have already started an application: "Already started an application? [Click here to login](#)".

The form fields are as follows:

- Legal First Name, Middle Name, Legal Last Name (text input fields)
- Gender (dropdown menu), EDUID (text input field) with a note: "This is your state student identification number"
- Birth Month (dropdown menu), Birth Day (dropdown menu), Birth Year (dropdown menu)
- Personal (non school) Email (text input field)
- Password (text input field)
- Confirm password (text input field)

Below the password fields, there are five checkboxes for password requirements:

- 1+ lower case character
- 1+ capital character
- 1+ number character
- 1+ special character (!@#%&*?)
- 8+ total characters

A "Register" button is located at the bottom of the form.

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)

		Institution	Applicants
Total Applications	22,464	Boise State University	5,347
		Idaho State University	4,013
Unique Applicants	8,805	University of Idaho	3,860
		College of Southern Idaho	2,499
Applications per Student	2.6	College of Western Idaho	2,149
		Lewis-Clark State College	1,916
		North Idaho College	1,743
		College of Eastern Idaho	937

Comparisons (applied vs. enrolled)

Institution	Fall 2018 Applicants	Institution	Fall 2017 Resident Freshmen + CTE
Boise State University	5,347	Boise State University	1,914
Idaho State University	4,013	Idaho State University	2,428
University of Idaho	3,860	University of Idaho	1,244
College of Southern Idaho	2,499	College of Southern Idaho	1,973
College of Western Idaho	2,149	College of Western Idaho	3,962
Lewis-Clark State College	1,916	Lewis-Clark State College	812
North Idaho College	1,743	North Idaho College	2,211
College of Eastern Idaho	937	College of Eastern Idaho	705

Apply Idaho Results

Overall % Increase

88.3%

Total Number of Apps

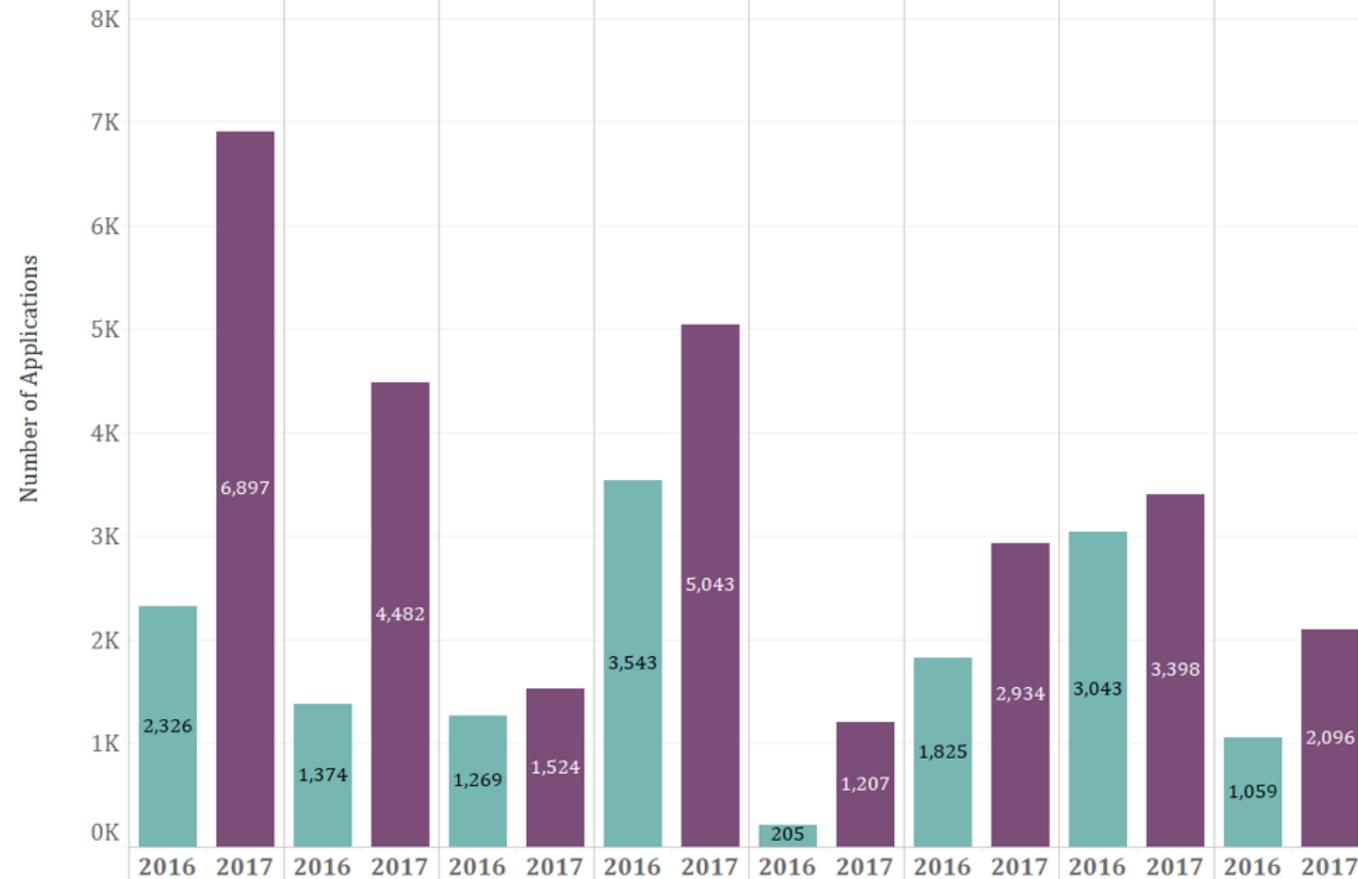
2016

14,644

2017

27,581

	BSU	ISU	LCSC	U of I	CEI	CSI	CWI	NIC
% Change	+196.5%	+226.2%	+20.1%	+42.3%	+488.8%	+60.8%	+11.7	+97.9%



Apply Idaho Results

Overall % Increase
20.0%

Total Local Applications

2016: 14,644
 2017: 8,302

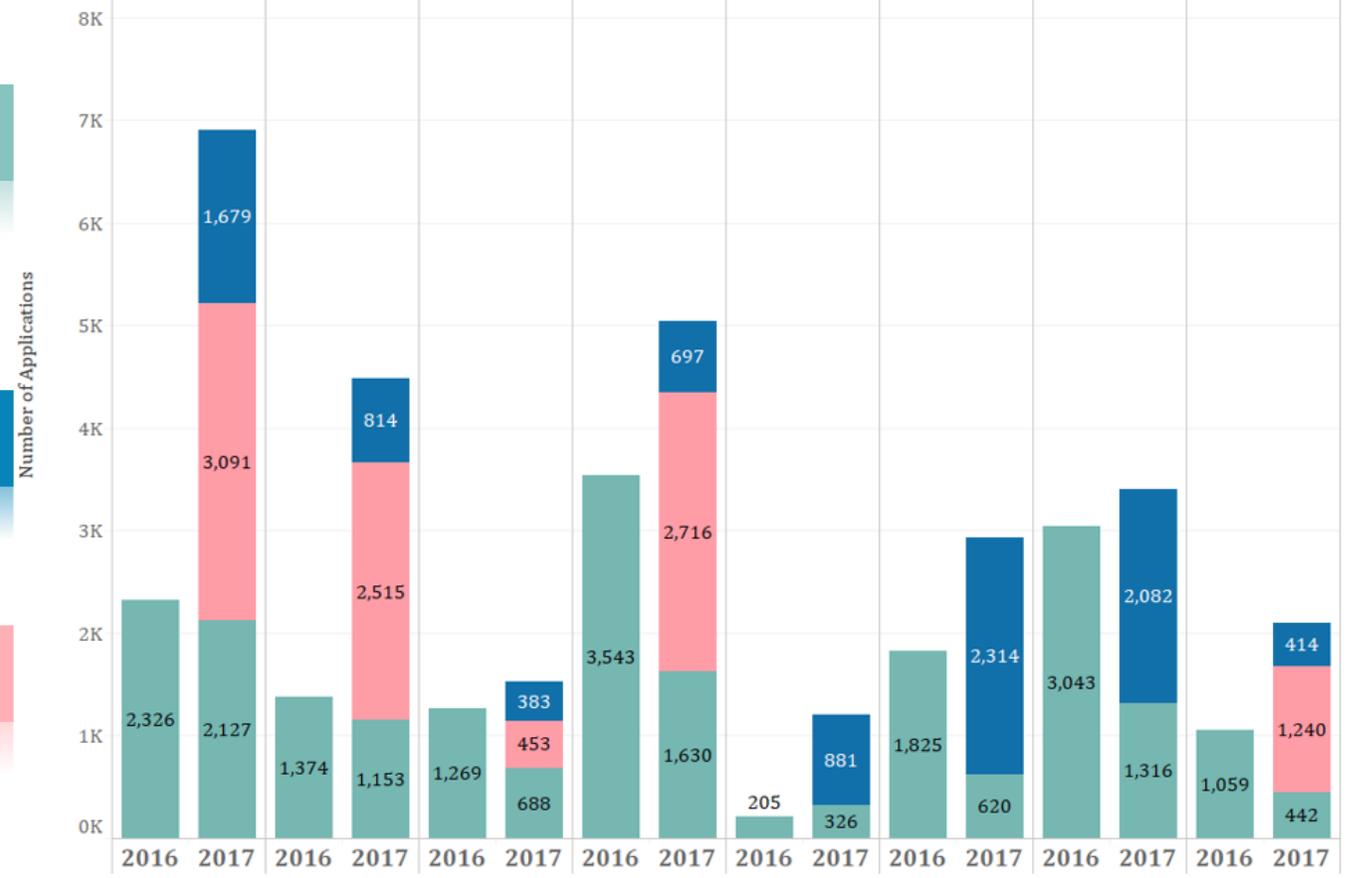
Total Complete Apply Idaho Applications

9,264

Total Incomplete Apply Idaho Applications

10,015
 51.9% of all Apply Idaho apps

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



Carson Howell
Chief Research Officer
carson.howell@osbe.idaho.gov
(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.*”

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- Students
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“Keep doing what you're doing. Keep giving Idaho kids a chance at higher education.” –Idaho student