Learn, Explore, Grow, Focus, Apply: The Common Application and the Path to College Enrollment

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WHO DO WE HAVE IN THE AUDIENCE?

- School counselors
- Colleges and Universities
- Community Organizations
- Educational Consultants
Agenda

A College Perspective

Common App Resource Hub

Enhancements and Improvements
WHAT IS THE COMMON APPLICATION?

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

Purpose
To provide educational opportunities that change lives, families, and communities.
Members at a Glance

- Nearly 700 colleges and universities from 48 states + DC
- 100 public universities
- 9 Historically Black Colleges and Universities (HBCUs)
- 33 international universities from 14 countries
- More than 250 with no application fee

Not-for-Profit
Undergraduate degree-granting
Properly accredited
2016-2017 New Members at a Glance

- 56 new members
- 22 states
- 11 international universities from 5 countries
- 11 public institutions

- Bowling Green State U
- Eastern Kentucky University
- George Mason University
- Indiana University
- Mass College of Art
- Middle Tennessee State U
- Ohio University
- University of Akron
- U. Alabama - Birmingham
- U. of Wisconsin-Madison
- Western Illinois University
2015-2016
as of April 2016

School Affiliation (Applicants)
- 73% Public
- 11% Independent
- 12% Religious
- 3% Charter
- <1% Homeschool

Total Reach: 208 countries and territories
- 90.6% US
- 9.4% International

31%
First Generation

920,000
Unique Applicants

4 million
Applications Submitted

20 million
Recommendation Forms Submitted

4.7 Average FY Submission
(excluding transfers & singleton ED)

55%
Female

45%
Male
Foundation for 2015-2016

Higher Education
Contribute to research and understanding of higher education landscape

Preparation and Completion Tools
Common App Website Redesign
Common App Ready
Mobile App for Students

Application Innovation
Research and develop systems and programs to facilitate fit and match
Common App Resource Hub

- Common App Refreshed Website
- Virtual Counselor
- Common App Ready
- Common App onTrack
- Financial Aid Resources
- Solutions Center
Middle School
LEARN
Absorb knowledge, develop skills and study habits

9th Grade
EXPLORE
Explore opportunities, challenge yourself, try something new

10th Grade
GROW
Strengthen skills and maintain involvement in activities

11th Grade
FOCUS
Focus on grades, entrance exams, college search, and yourself

12th Grade
APPLY
Apply your knowledge, apply to colleges and scholarships
College is ready for you.
And you're more prepared than you realize. Get to know the application by creating your Common App account today.

Create Account

More than 600 colleges. Only one application.

Find Colleges

View all colleges that accept the Common Application.
IN THE NEWS

May 19, 2016
The Common Application Names Jenny Rickard, University of Puget Sound VP for Enrollment, as New Executive Director

IN THE NEWS

Apr 25, 2016
The Common Application Expands Gender Identity Options

APPLICATION UPDATES

Mar 31, 2016
Diverse and Distinctive Institutions Join Global Common Application Community
Your Questions, Expert Answers.
We'll guide you along the path to college.
Common App Ready

- Comprehensive training resource covering all aspects of the application system, from account creation to submission
- Ready-to-present lessons with accompanying scripts to make your training sessions as easy as possible
- Designed to fit your needs: present the slides all at once or in multiple workshops as your schedule allows
- A complement to the Solutions Center training videos
Get to know the Common App

Pro-tip: The Dashboard provides a snapshot of all your colleges.
Create a Practice Student Account

www.commonapp.org
Common App onTrack

- Mobile companion to Common App account
- Student-centered design process
- Add and research colleges, track deadlines and submissions, track recommenders and their form statuses, set reminders, and more
Financial Aid Awareness: A Critical Need

65% Common App students indicate an intention to apply for need-based aid

10% Pell eligible students do not complete the FAFSA

23% College-intending high school graduates do not enroll in college in the year following high school graduation
“It is confusing to think about the money part. No one really gives you very clear instructions on what you need to do or how to find out about grant and other financial opportunities.”

“I find applying for financial aid to be very confusing. It is almost like they have the money to help you but they make it so hard to get it.”

“I wish that I would have done the proper research on scholarships and financial aid that was available to me. Money was a big deciding factor for me, and had there been some sort of easy to manage online access to scholarship information it would have made my decision much easier.”
Website Resources

- fafsa.gov
- FAFSA4caster
- Federal Student Aid Office
- State Grant Agencies
- Net Price Calculator
- College Goal Sunday
- NCAN Directory
- Scam Information

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

These resources are eager to work in partnership with your family to ensure that a college education is affordable:

**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 15 million students. Visit the Office of Federal Student Aid to learn more.

**Your State Government:**
Similar to the federal government, your home state offers various types of financial aid, and guess what? You might be eligible for this type of aid even if you're not eligible for federal aid. For more information, contact your state grant agency.
Scholar Snapp Pilot

- Initiative of the Michael & Susan Dell Foundation to ease the process of finding and applying for financial assistance for college bound low-income students

- Pilot project to give students better access to financial assistance when applying to college

- Lets students apply for a scholarship online and then automatically re-use that information for other scholarship applications
FAFSA Completion Campaign

- Conducted in partnership with a team of researchers led by Dr. Ben Castleman at the University of Virginia

- Provided student applicants with personalized information and behavioral nudges about college affordability, financial aid, and FAFSA completion

- Coordinated effort among multiple partners
FAFSA Completion Campaign Reach

450,000 low-income & first-generation applicants

400,000 via email
>50% open rate

150,000 via mail

395,000 via text
Solutions Center

24.7.365
New portal
Visual appeal
Friendly language

Applicant Chat
Started in October 2015 during peak hours for our applicants and recommenders

Schedule A Call
Available as another support channel for recommenders

Training and content development
More short videos for all areas of the system.
Partner webinars and new and improved Help Topics.
Solutions Center

**CONTACT US**

Ask a Question

**KNOWLEDGE BASE**

Search

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

**TRAINING RESOURCES**

Our resources will help with additional information.

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**Need to Know**

- Recommender Chat and Schedule A Call Suspected after March 4th
- When are transcripts uploaded in the Common Application considered official?
- Where can I find the Requirements Grid?

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**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
- What are the deadlines for submission of the

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**Timely Tips**

- What do I list for the "Department" field on the Academic evaluation for my Transfer student?
- Why am I being asked to provide a "College" in my profile?
- How do I upload a letter or transcript?

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[appsupport.commonapp.org](http://appsupport.commonapp.org)  [recsupport.commonapp.org](http://recsupport.commonapp.org)
2016-2017 Enhancements and Improvements

- Common App Tools 2.0
- Introduce Account Rollover
- Student friendly language & imagery
- Improve accessibility for students with visual impairments
- Improve access to training tools & reference guides
- Enhance college search features
- New/revised questions: Gender identity & Criminal history
- Broaden support for student scholarship & financial aid needs
Any account created in 2015-2016 can carry over to 2016-2017

- User name and password will remain the same

- **What information will roll over?**
  - Answers to questions on the Common App tab
Account Rollover Process

1. First sign in after August 1

2. Reaffirm Affirmations

3. Verify My Colleges list

4. Select Registration Type
How the Process Will Work

- Upon first sign in after August 1, applicants will confirm the following:
  - Role (current applicant, other student, counselor, parent, etc.)
  - Current high school
  - Communication opt-in selection
  - Acceptance of our Privacy Policy
  - Previous My Colleges list

- Sequence for students at schools using Naviance eDocs
  - Rollover process → FERPA selection → Match accounts

- Account Rollover will be an annual process for all users
Account Rollover

- What information won’t carry over?
  - New, modified, or deleted questions on the Common App
  - Release authorization and FERPA selection
  - Recommender invitations, assignments, and forms
  - College-specific questions and writing supplements
  - PDFs of applications & writing supplements submitted the prior year
Committed to Continuous Improvement

- Member Suggestions
- Counselor Focus Groups
- Advisory Committees
- Applicant & Recommender Surveys
- Service & Support Input
- Student Focus Groups
Continue the Conversation

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Thank You!

For questions or comments, please don’t hesitate to contact us.

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