Agenda

1. The Common App Today
2. Celebrating our History
3. Planning for the Future
4. Planning to Implementation
5. Moving Forward
The Common App Today
The Common Application is a not-for-profit membership organization committed to the pursuit of access, equity, and integrity in the college admission process.
## The 2018-2019 membership

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members</td>
<td>833</td>
</tr>
<tr>
<td>Domestic publics (20%)</td>
<td>175</td>
</tr>
<tr>
<td>International members</td>
<td>63</td>
</tr>
<tr>
<td>Minority serving institutions</td>
<td>51</td>
</tr>
<tr>
<td>States plus DC and PR</td>
<td>49</td>
</tr>
<tr>
<td>Countries outside the US</td>
<td>19</td>
</tr>
</tbody>
</table>
2017-2018 by the numbers

2.4 M Applicant profiles created (+10%)

510 K Rollover accounts

5.0 M Applications submitted (+11%)

1.1 M Unique applicants (+8%)

25 M Recommendation forms submitted

4.6 Avg. apps submitted per applicant
The applicants

- **32%** First-generation students
- **$65 M** Need-based fee waivers granted by members
The applicants

Top 15 states
- New York (11.3%)
- California (9.9%)
- New Jersey (6.4%)
- Massachusetts (5.4%)
- Illinois (5.1%)
- Ohio (4.6%)
- Pennsylvania (4.1%)
- North Carolina (4.0%)
- Virginia (4.0%)
- Texas (3.2%)
- Maryland (3.1%)
- Connecticut (3.1%)
- Florida (3.0%)
- Georgia (2.8%)
- Michigan (2.3%)
Celebrating our History
Expanding access since 1975

This is who we are, and who we have been since our beginning.
Created for members and students

A streamlined application experience for students.
An innovative enrollment strategy for members.
For me, those conversations, at times heated, represented the highest order of cooperation, compromise, and congeniality. We left our competitive urges and rivalries at the door and focused on what we came to realize was a common good.

Carl Bewig  
Steering Committee, 1975-1976  
Oberlin College, Philips Academy
Welcoming to all who are mission-aligned

Growth in membership 1975–2017

Number of Members

1975: 15
1985: 116
1995: 156
2005: 276
2015: 629
Today: 833
Born from innovation

The Print Shop of the Future.

Someday, there will be a machine that will automatically feed and cycle originals. Provide limitles sorting of output. Automatically adjust for various weights of paper. Have two paper trays to facilitate paper changes. Be able to reduce documents. And turn out exceptional quality impressions at the rate of two per second. It will have a computerized program to control and coordinate every function of the machine. Maximize output quality and conduct self-diagnostic functions for the operator. In all, it will dramatically increase the output per employee in the department. And no reproduction center will be complete without one. Science Fiction? No. Science fact. It's here today. The new Xerox 9200 Duplicating System.
Students applied with The Common App in 2017–2018
Planning for the Future
Strategic about our future
We learned from

- Students: 21
- CBOs: 3
- Partner organizations: 3
- Members: 82
- Experts: 12
- Counselors: 46
- Internal staff: 54
- Board members: 14
Members

- All ideas are valid
- All participants are equal
- Defer judgment: listen
- Build on the ideas of others
- One conversation at a time
- No cell phones
- Be visible
Students
Generation Z are digital natives

“I can almost simultaneously create a document, edit it, post a photo on Instagram and talk on the phone, all from the user-friendly interface of my iPhone.”

—High School Senior in California
Generation Z care deeply about debt

2008 changed everything.
Generation Z look for smarter, more cost-effective ways to graduate.
A big opportunity to advance our mission — transfer and returning students

- **3.3 M**  
  First-time full-time first-year market

- **37 M**  
  Transfer and returning student market
Inclusion matters – and it’s more than just diversity

“Diversity is being invited to the party. Inclusion is being asked to dance.”

—Vernā Myers
Planning to Implementation
We’re forging a direct, unambiguous path to a viable future for all students.
Different needs for a different generation

To serve Generation Z, we will create accessible, intuitive and delightful tools and services.
Different needs for a different generation

We will connect them to financial information and resources.
Fewer graduates → Higher demand
40% of undergraduates attend community college.

80% indicate a desire to transfer to attain a bachelor’s degree.

1/3 actually transfer.

14% accomplish their goal of getting a bachelor’s degree.
Fewer graduates, higher demand

We partnered with Liaison International and our Transfer Advisory Group to build the Common App for transfer.
Jobs that require a master’s degree are expected to grow 21.7 percent through 2020, faster than the growth at any other education level.

Georgetown University Center on Education and the Workforce
Fewer graduates, higher demand

We have responded to member requests for a graduate solution.
Supporters need support, too

**250:1**
Recommended student-to-counselor ratio according to The American School Counselor Association

**482:1**
National average
Supporters need support, too

Meet them where they are.
Insight to advance access
Moving Forward
We couldn’t do it alone

In 1975 we had a vision. A vision of a more streamlined application experience. A vision of more students with access to more institutions. A vision of greater opportunity for everyone who wanted it.
We need to find meaningful ways to speak to today’s students, digital natives who rely on peer-to-peer influence.

Times — and students — have changed.
Their dreams are our dreams

Through our steadfast pursuit of **access, equity and integrity** in the admission process, we’ve allowed more students to achieve their dreams of going to college.
We’re proud and excited that Common App and Reach Higher are uniting to help millions more students live their college dreams.
Reach Higher

Reach Higher seeks to empower underrepresented youth to chart their own post-secondary pathways by equipping them with information, inspiration, and guidance.
Building a movement

Better Make Room

Up Next

Beating the Odds

College Signing Day

School Counselor of the Year
Reach Higher inspires confidence in underrepresented students.

Common App channels that inspiration towards tangible goals.
Working together

We’ll inspire a college-going culture.

We’ll bring joy to the admission process.

We’ll support students by connecting them to a growing network of colleges and universities.
How we’re going to get there

Common App will acquire the personnel and assets of Reach Higher, with their staff joining ours on January 1, 2019.

The expertise Reach Higher brings in terms of policy and philanthropy, along with our aligned values and mission, will allow us to serve more students and further build our membership.
Imagine a project to conduct research on the high school seniors who created a Common App account in any given year and did not ultimately submit an application.

Common App has the applicant insight. Reach Higher has the tools and experience to change student behavior. Together, we can influence application completion and success. Together, we can help students dream those dreams — and realize them.
We can’t do it alone

We will do it together
Thank you