

THE COMMON APPLICATION

PESC Fall 2018 Data Summit

October 17, 2018

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

833 Members

175 Domestic
publics (20%)

63 International
members

51 Minority serving
institutions

49 States plus DC
and PR

19 Countries outside
the US

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%)

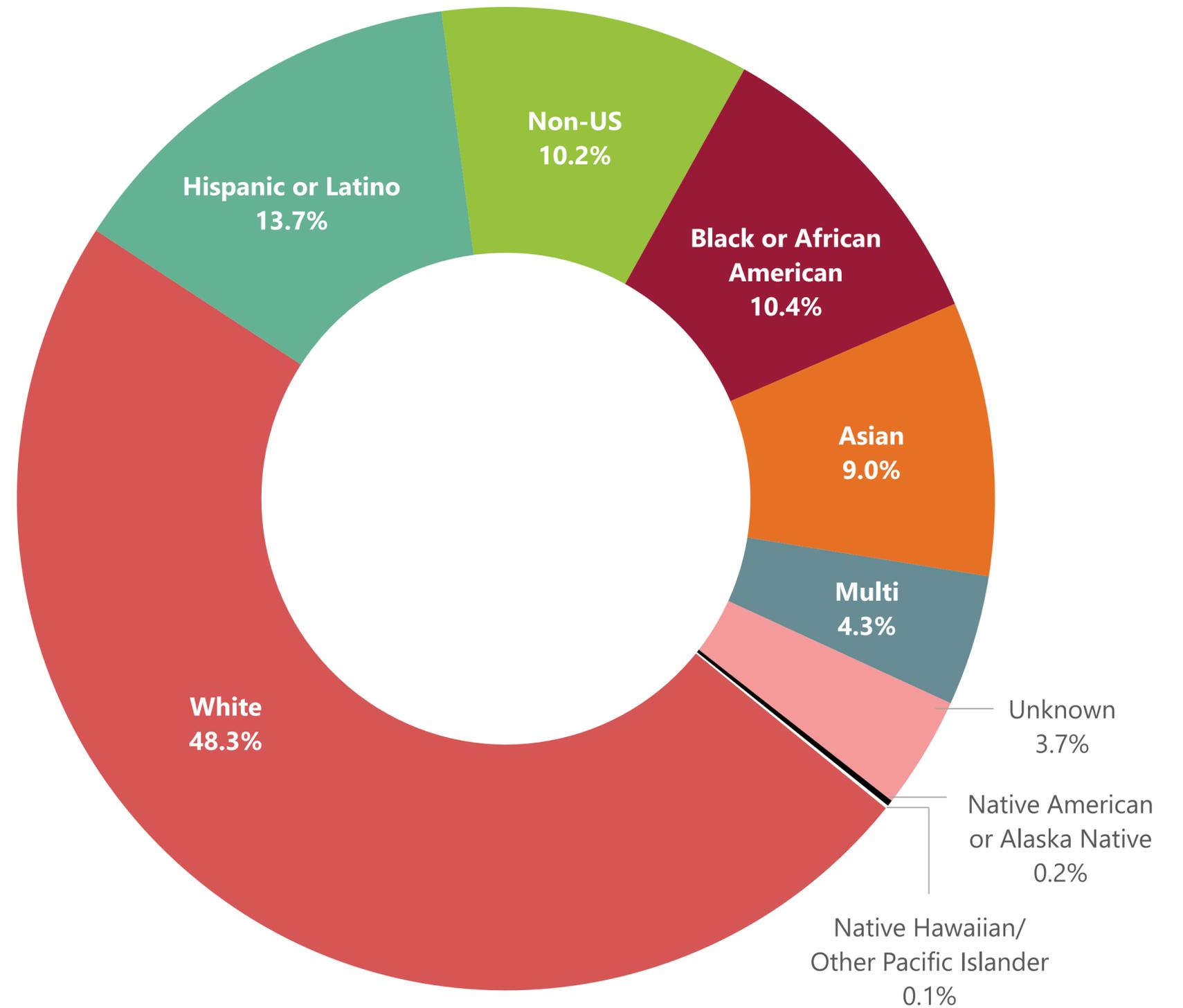
25 M Recommendation forms submitted

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%)

Worldwide reach

—
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.

TRINITY
UNIVERSITY

LAFAYETTE

AMHERST
COLLEGE

HARVARD
UNIVERSITY

EMORY
UNIVERSITY

GOUCHER
— college —

PRINCETON
UNIVERSITY

OBERLIN
COLLEGE & CONSERVATORY

Colgate University

Bowdoin

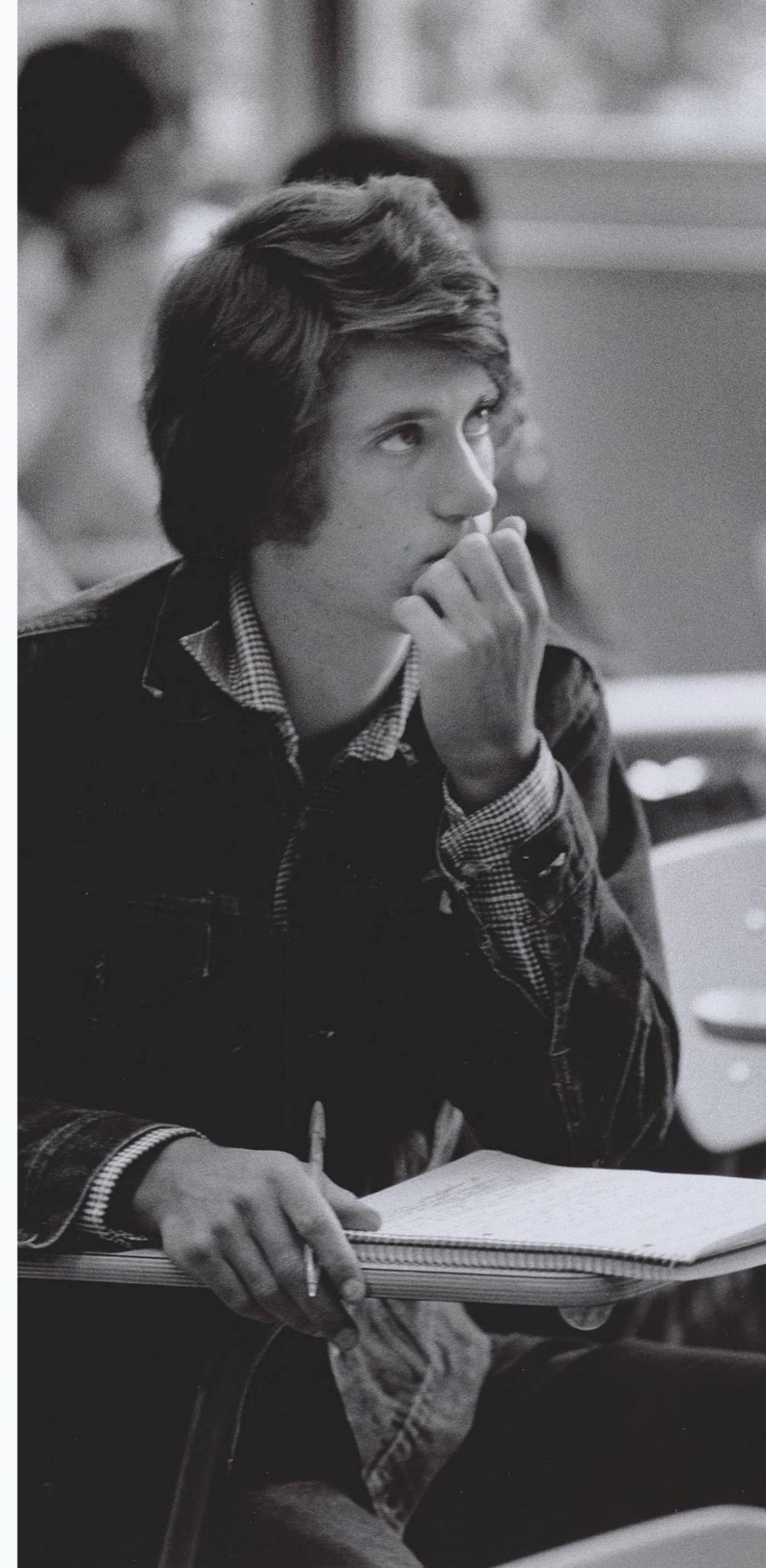
CC COLORADO
COLLEGE

VASSAR

 SMU

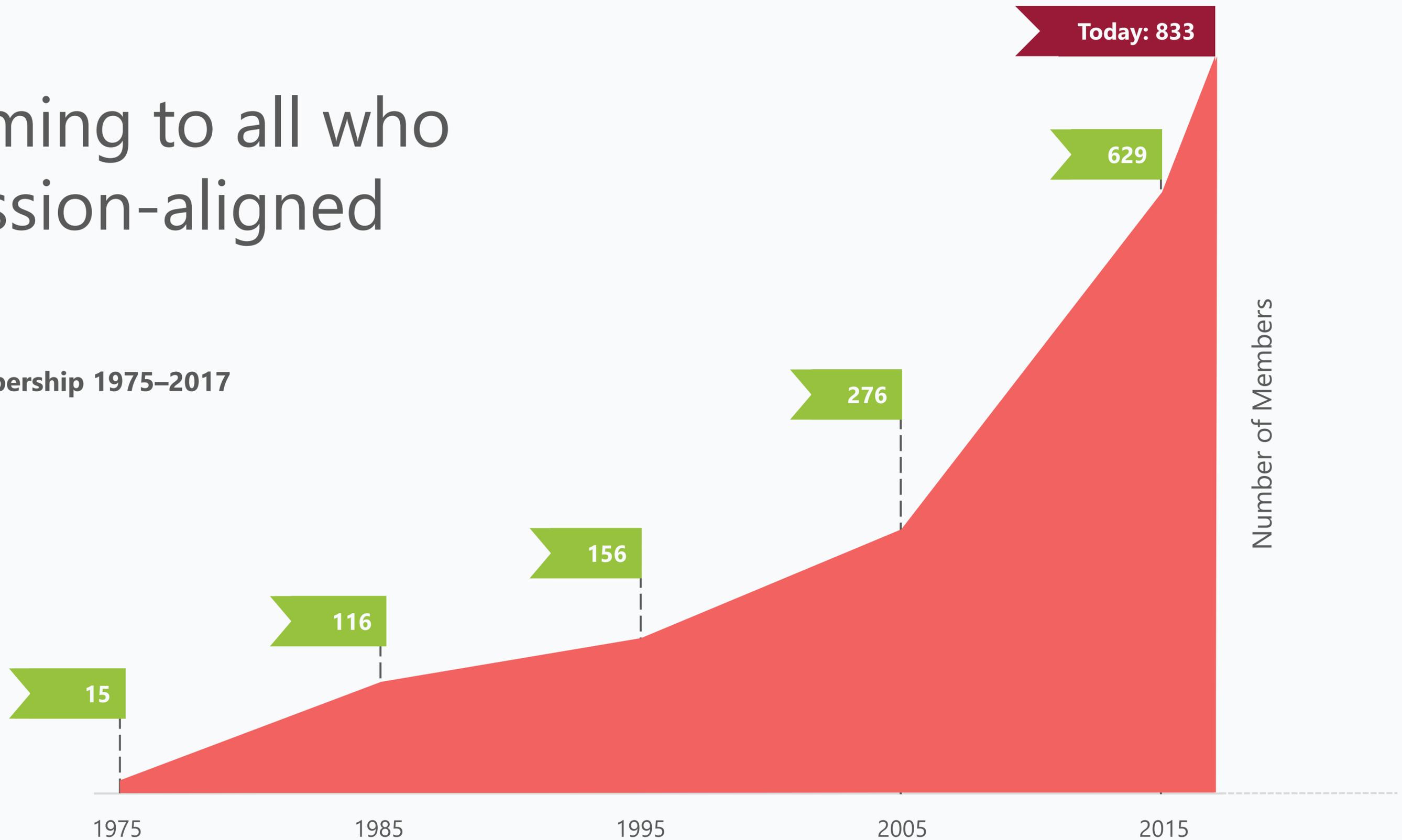
MILLS


Carleton



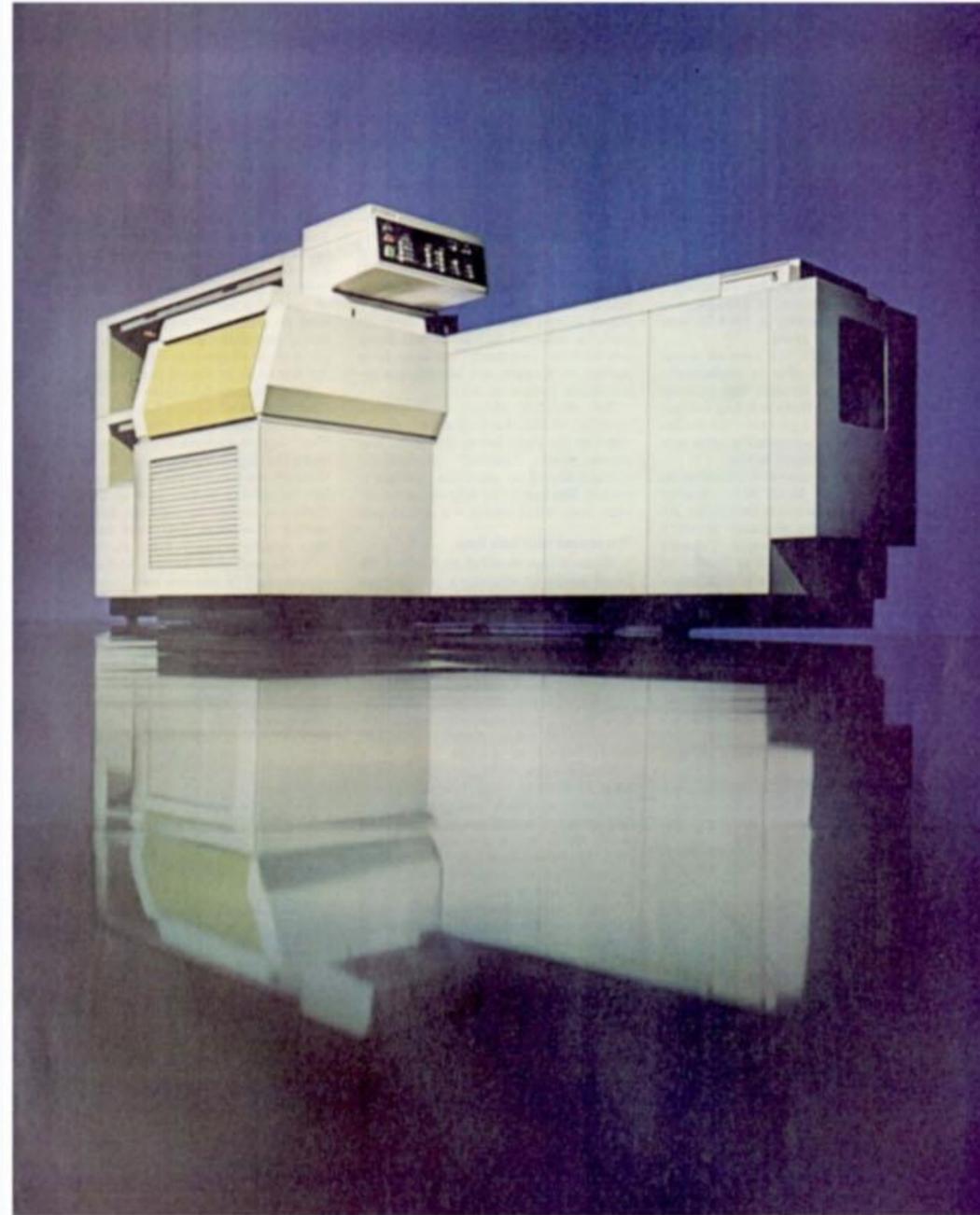
Welcoming to all who are mission-aligned

Growth in membership 1975–2017



Number of Members

Born from
innovation



The Print Shop of the Future.

Someday, there will be a machine that will automatically feed and cycle originals. Provide limitless 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 programmer 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.

XEROX

XEROX and 9200 are trademarks of XEROX CORPORATION.

Evolving with technology

1.1M

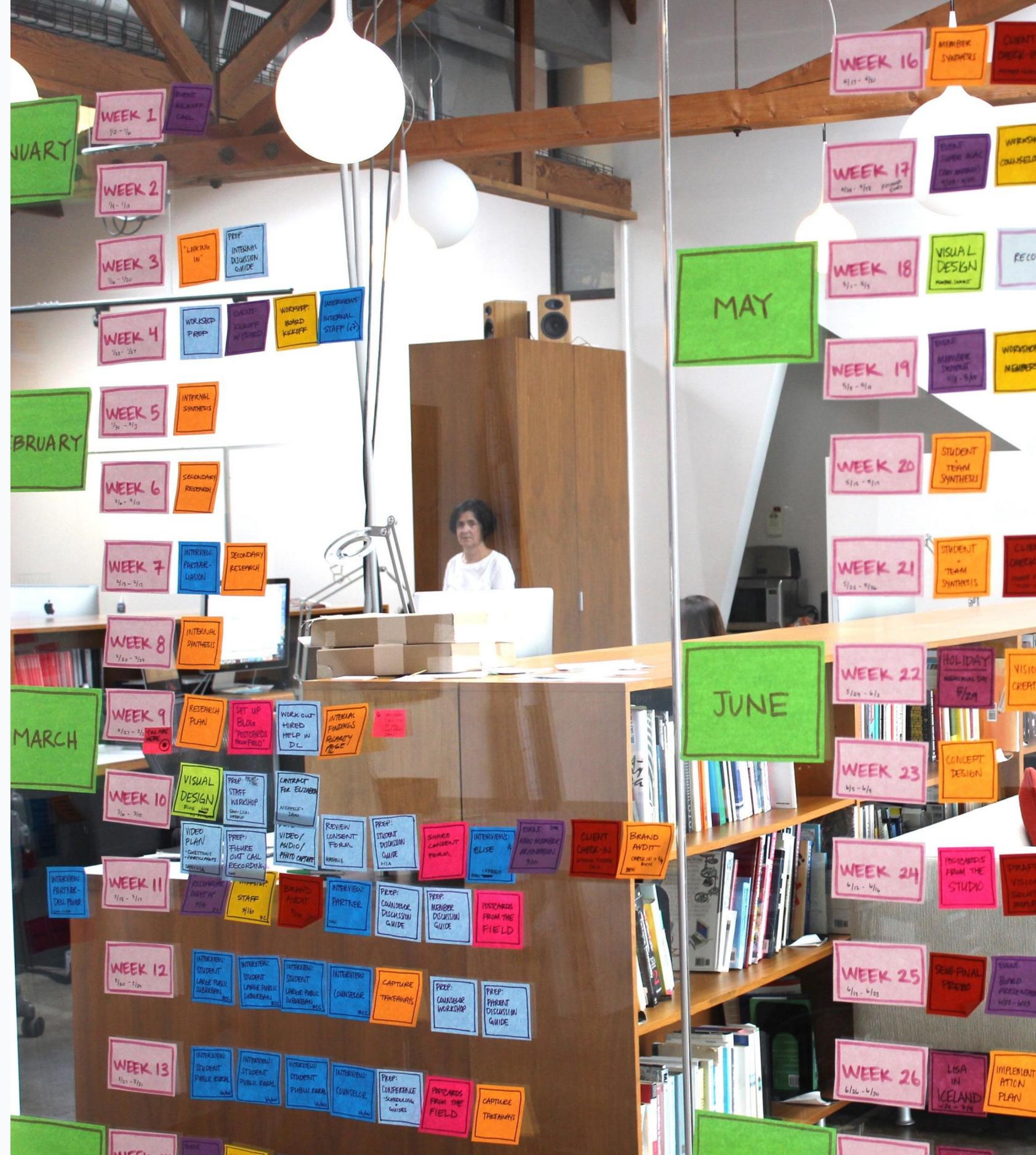
Students applied with
The Common App in
2017–2018



— Planning for the Future

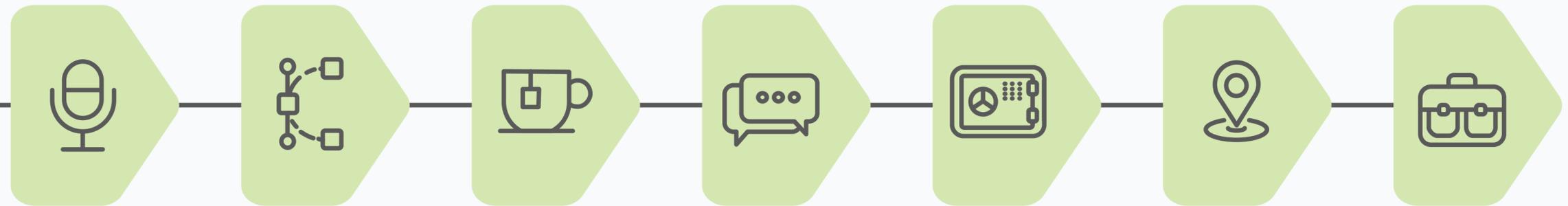


Strategic about our future



How we learned

Primary research



Interviews

Workshops

Events

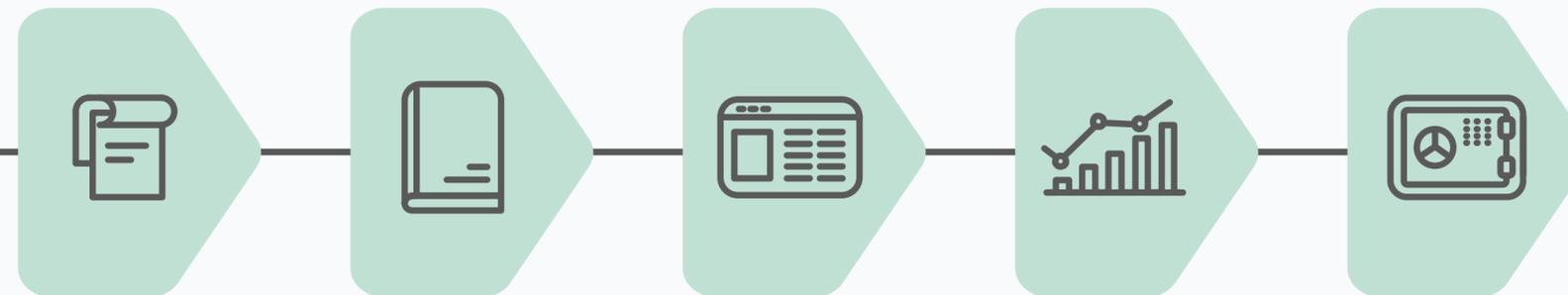
Conversations

Surveys

Site visits

Conferences

Secondary research



Articles

Books

Blogs

Reports

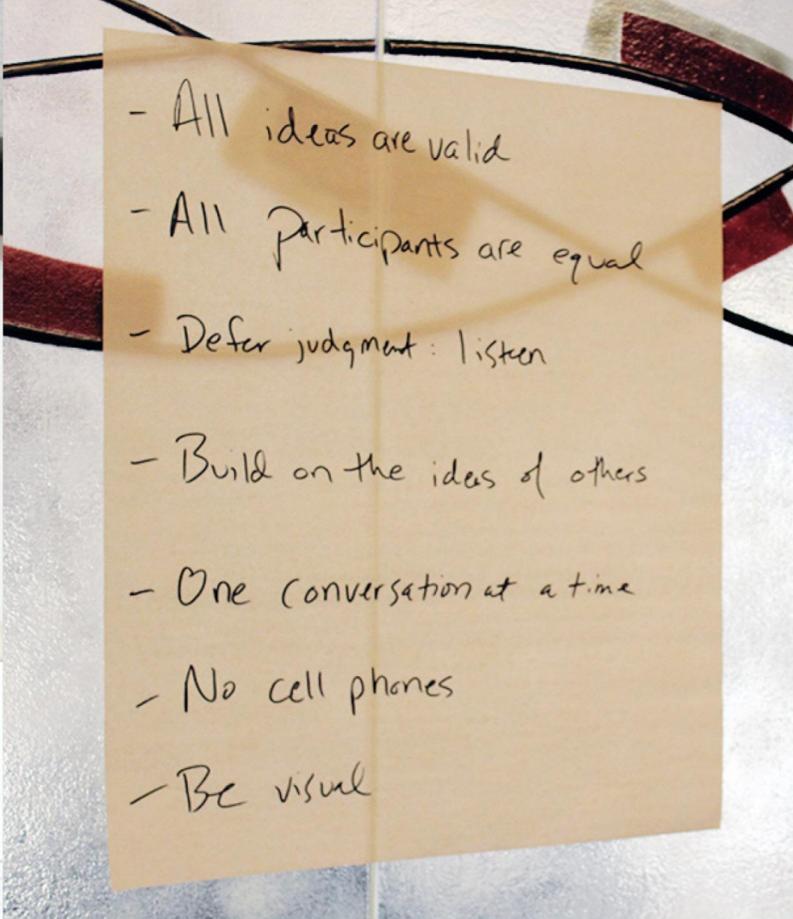
Surveys

We learned from





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 visual

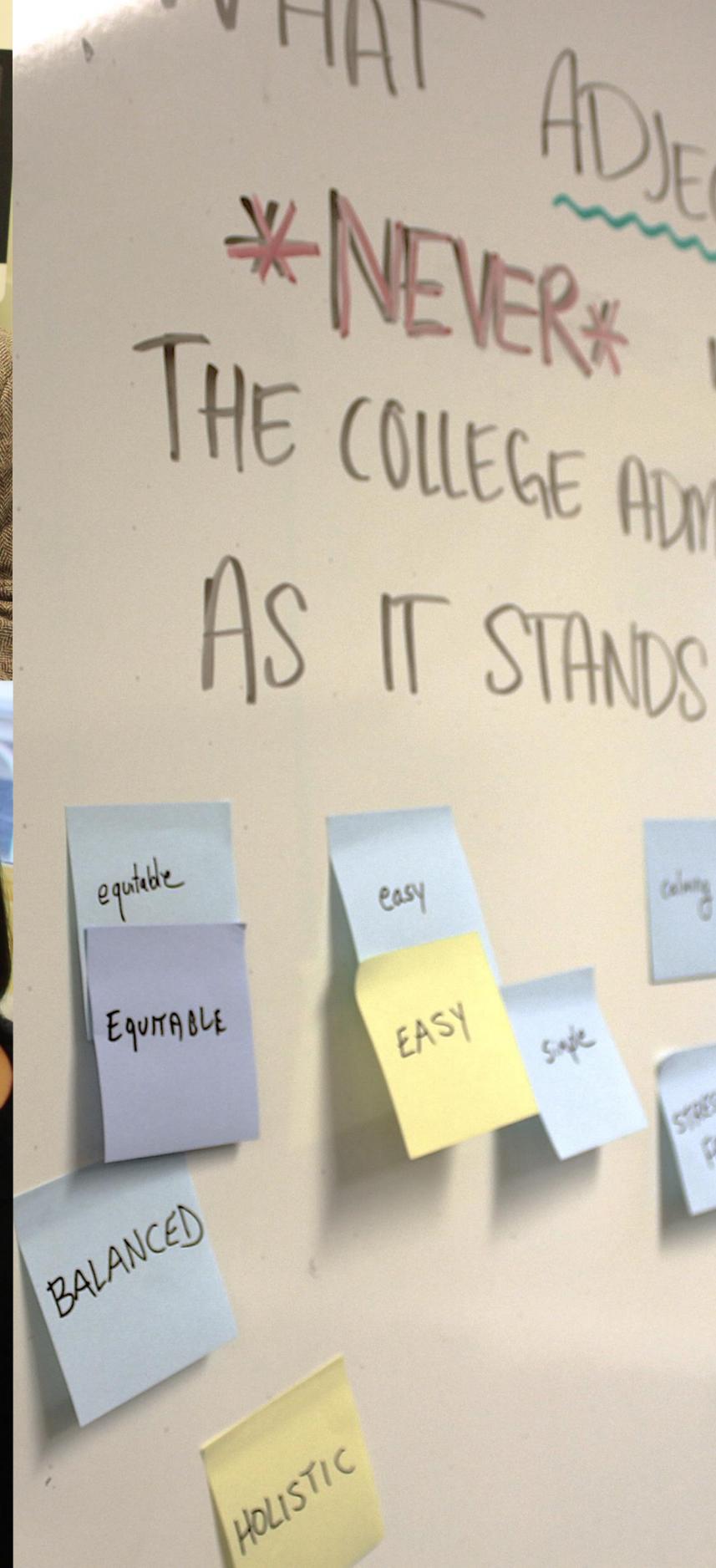


Students





Counselors





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

Icon created by Symbolon





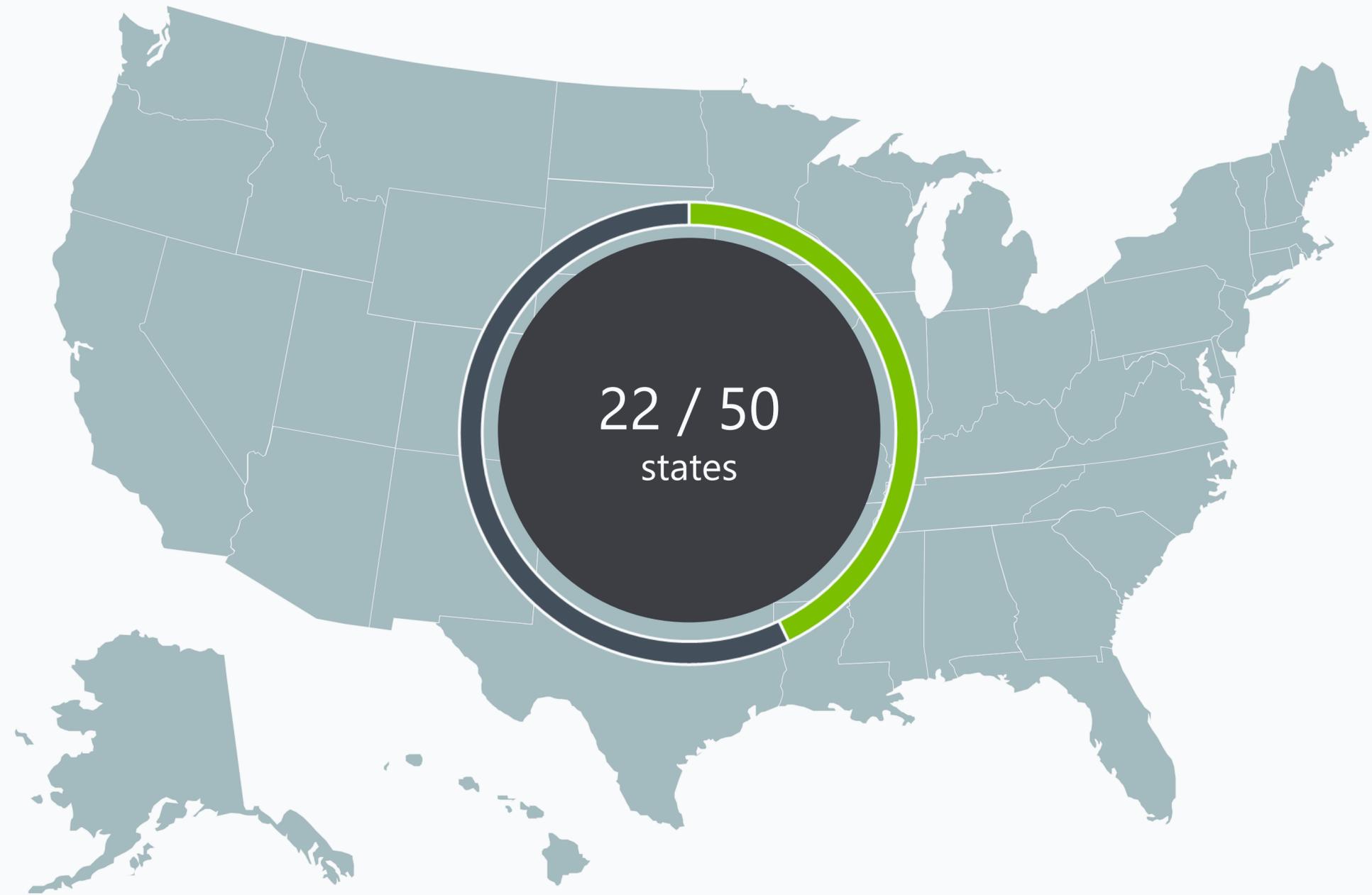
Generation Z care deeply about debt

2008 changed everything.

Icon created by Becris



Generation Z look for smarter, more cost-effective ways to graduate.



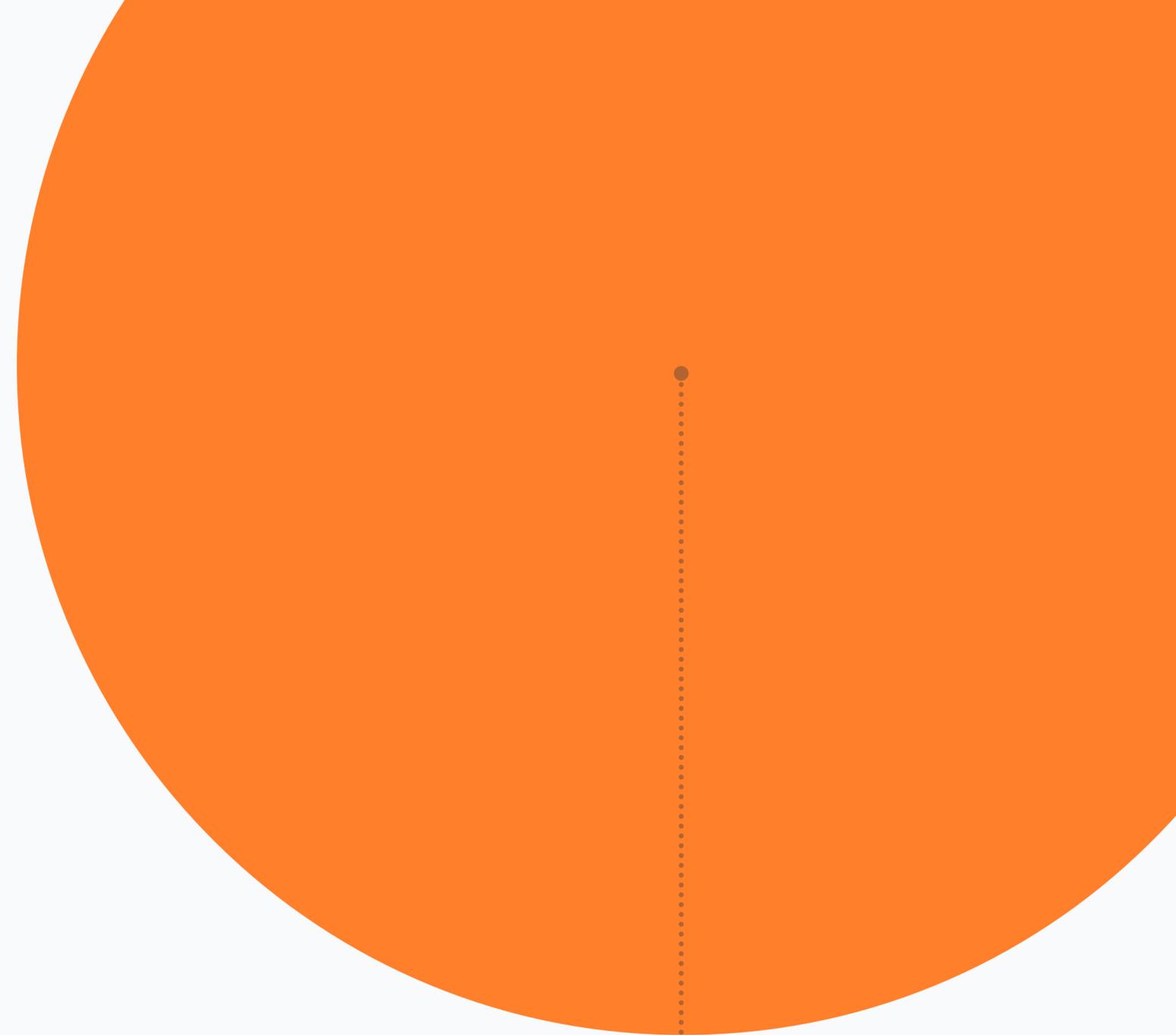
Dual Enrollment Programs 2016

A big opportunity to
advance our mission —
transfer and returning
students



3.3 M

First-time full-time
first-year market



37 M

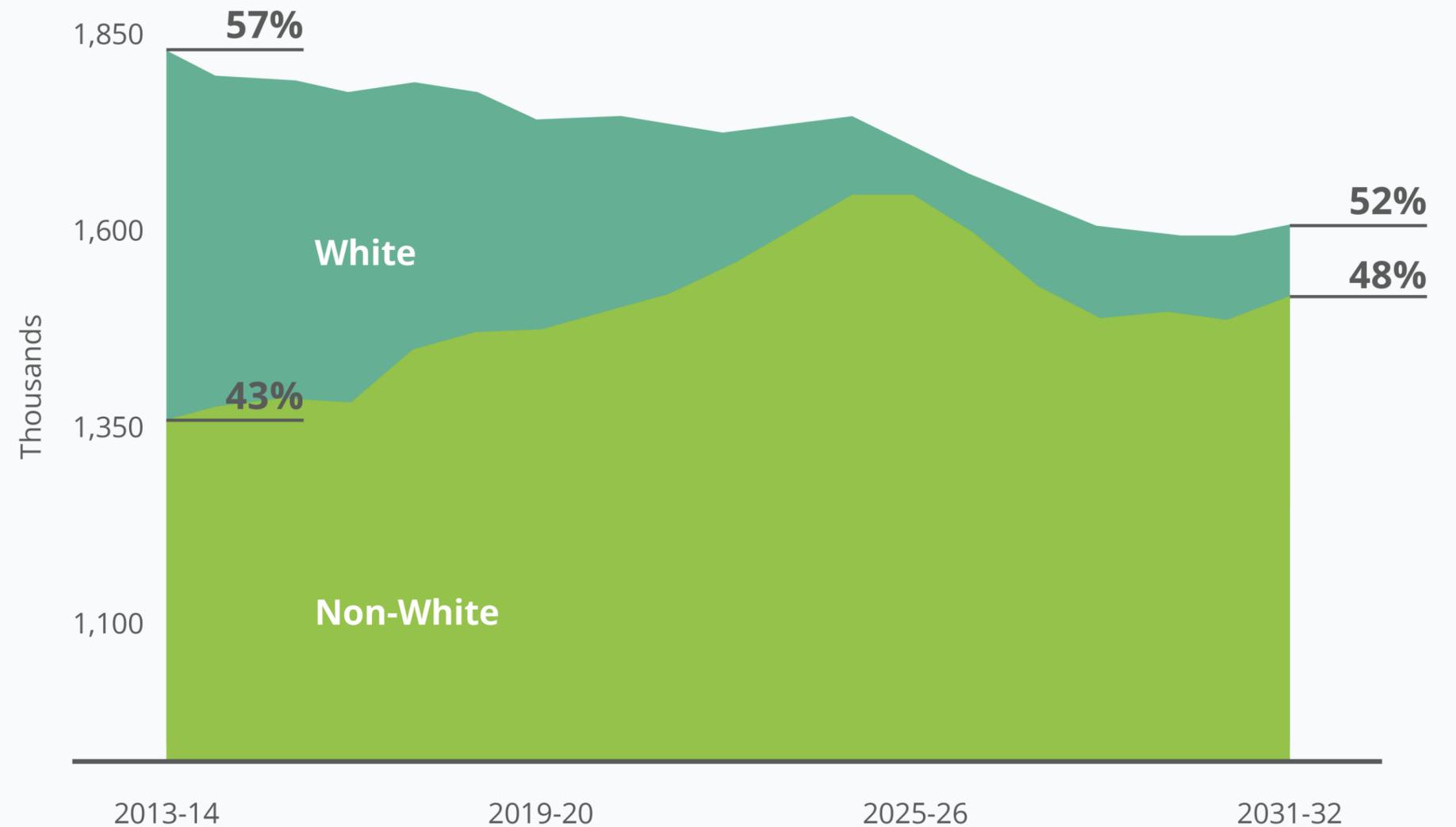
Transfer and returning
student market

Inclusion matters – and it's more than just diversity

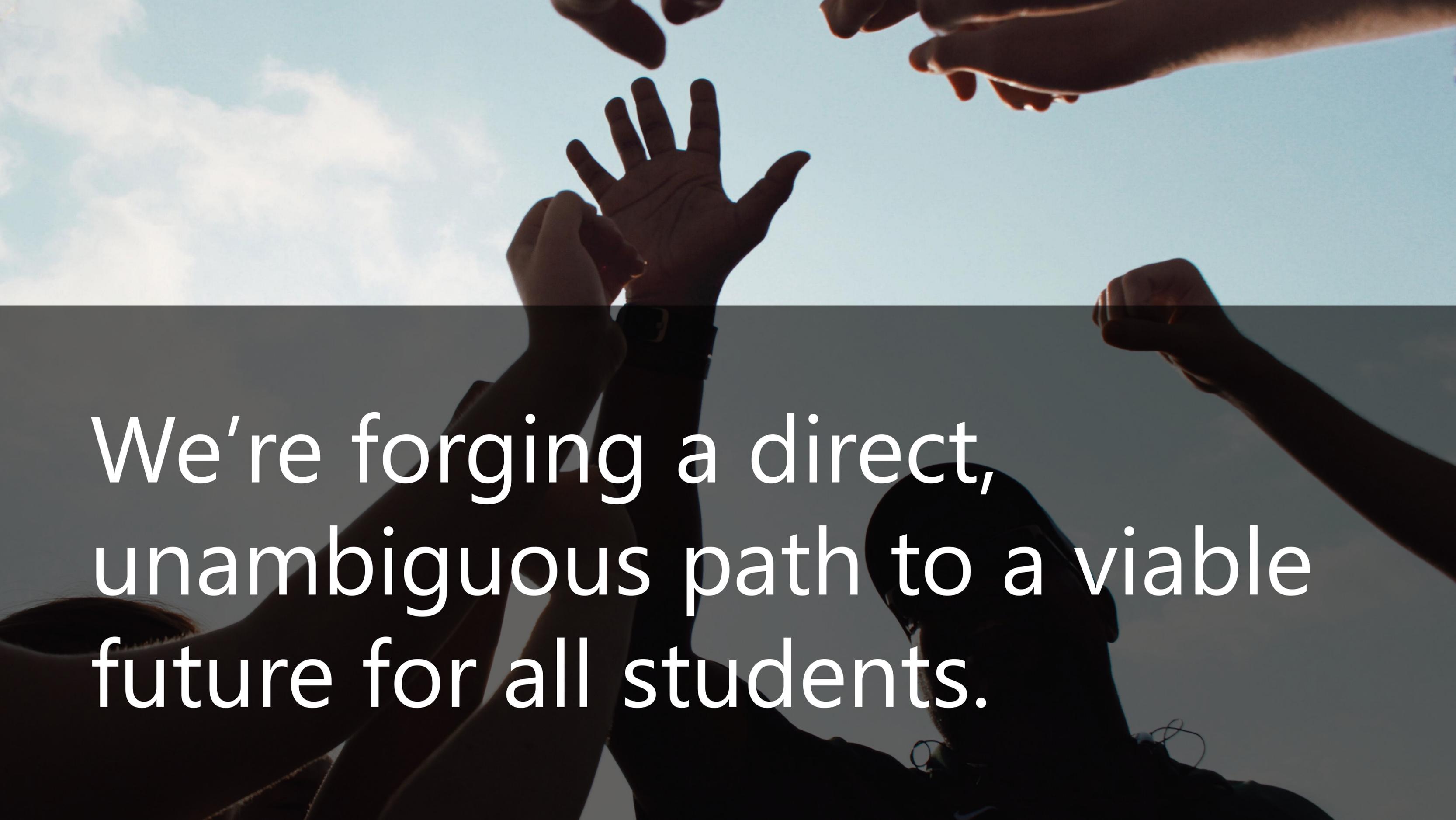
“Diversity is being invited to the party. Inclusion is being asked to dance.”

—Vernā Myers

Converging Populations, 2013–14 to 2031–32



—
Planning to
Implementation

The image features a low-angle shot of several hands reaching upwards against a bright blue sky with scattered white clouds. The hands are silhouetted, creating a sense of collective effort and aspiration. The text is overlaid on a semi-transparent dark grey band across the middle of the image.

We're forging a direct,
unambiguous path to a viable
future for all students.

1

Different needs for a different generation

To serve Generation Z, we will create accessible, intuitive and delightful tools and services.



1

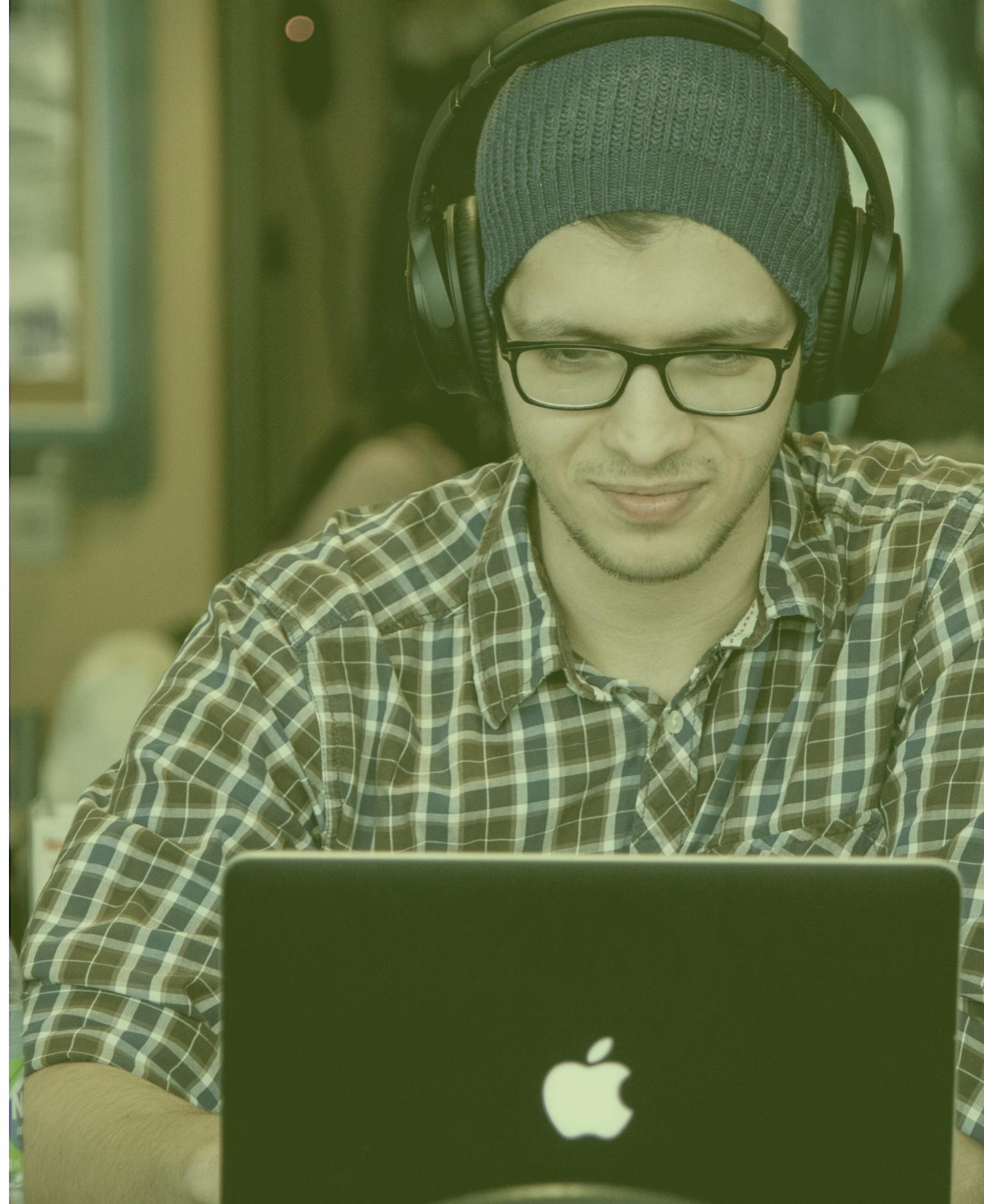
Different needs for a different generation

We will connect them to financial information and resources.

JACK KENT COOKE
FOUNDATION

 Michael & Susan Dell
FOUNDATION

 Scholar Snapp™
MICHAEL & SUSAN DELL FOUNDATION



2

Fewer graduates



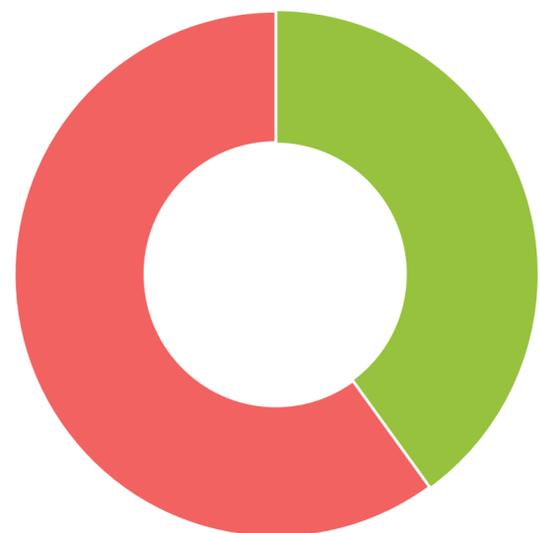
Higher demand



2

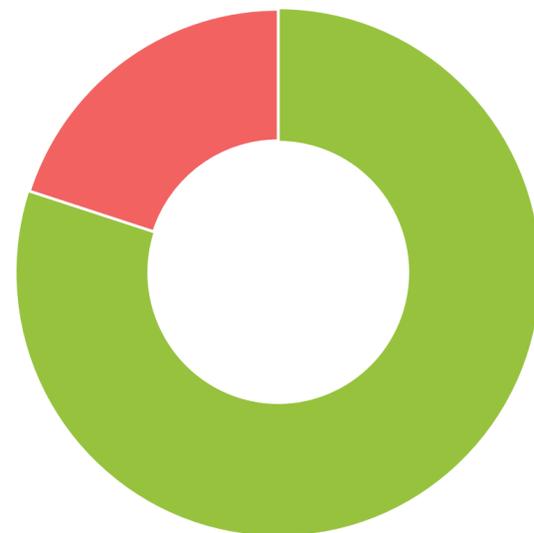
40%

of undergraduates attend
community college.



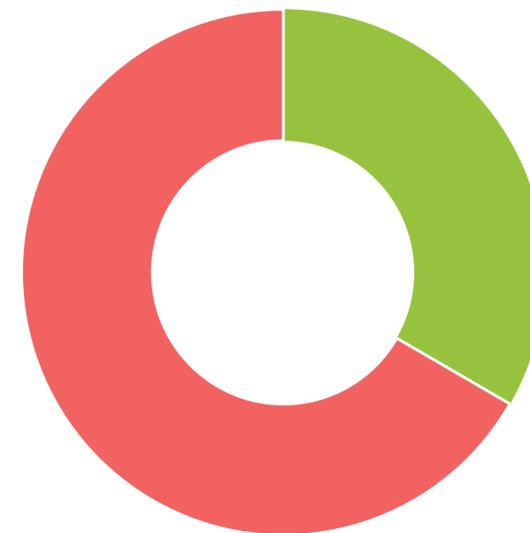
80%

Indicate a desire to transfer to
attain a bachelor's degree.



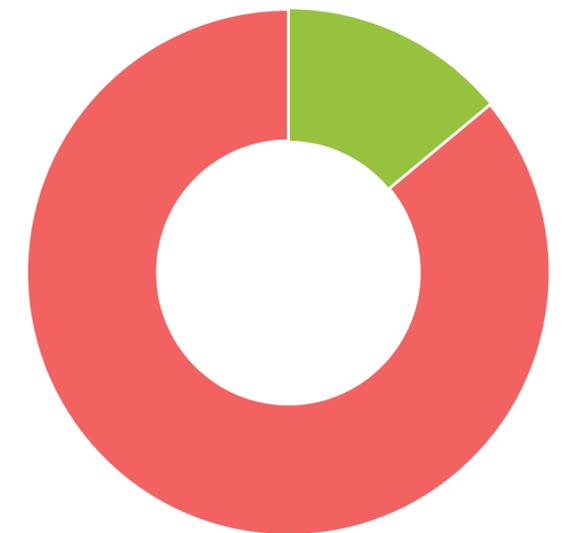
1/3

Actually transfer



14%

Accomplish their goal of
getting a bachelor's degree



2

Fewer graduates, higher demand

We partnered with Liaison International and our Transfer Advisory Group to build the Common App for transfer.



LIAISON 

“ 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

2

Fewer graduates, higher demand

We have responded to member requests for a graduate solution.



GRADCASTM
POWERED BY **LIAISON** 

3

Supporters need support, too

250:1

Recommended student-to-counselor ratio according to The American School Counselor Association

482:1

National average



3

Supporters need support, too

Meet them where they are.

maialearning

 CIALFO

BridgeU  FolderWave

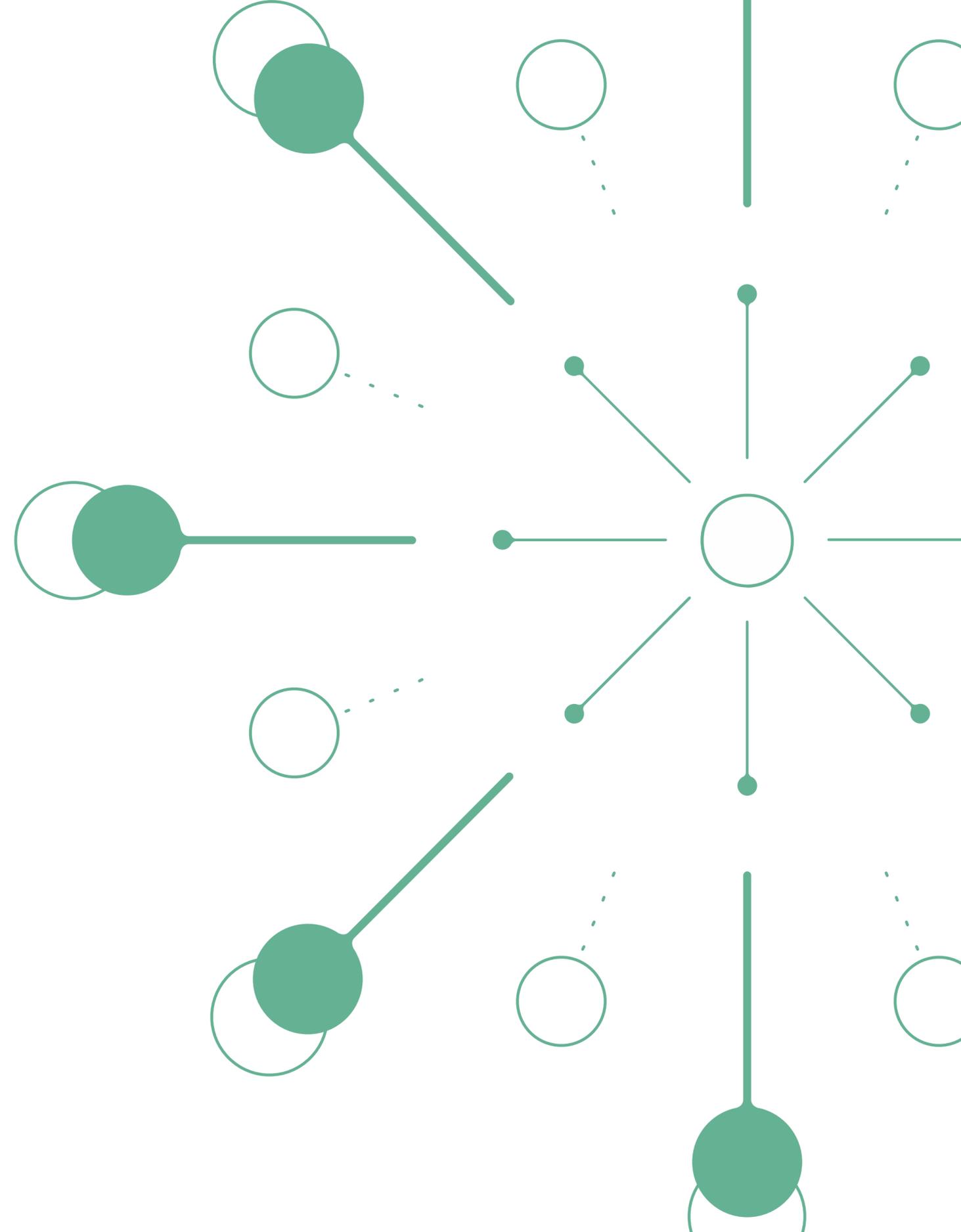


 NAVIANCE

 parchment®

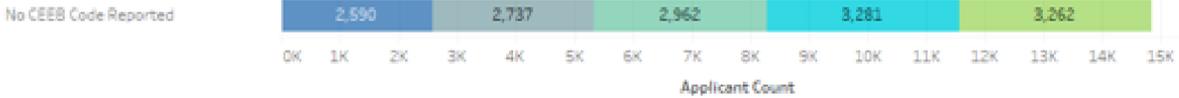
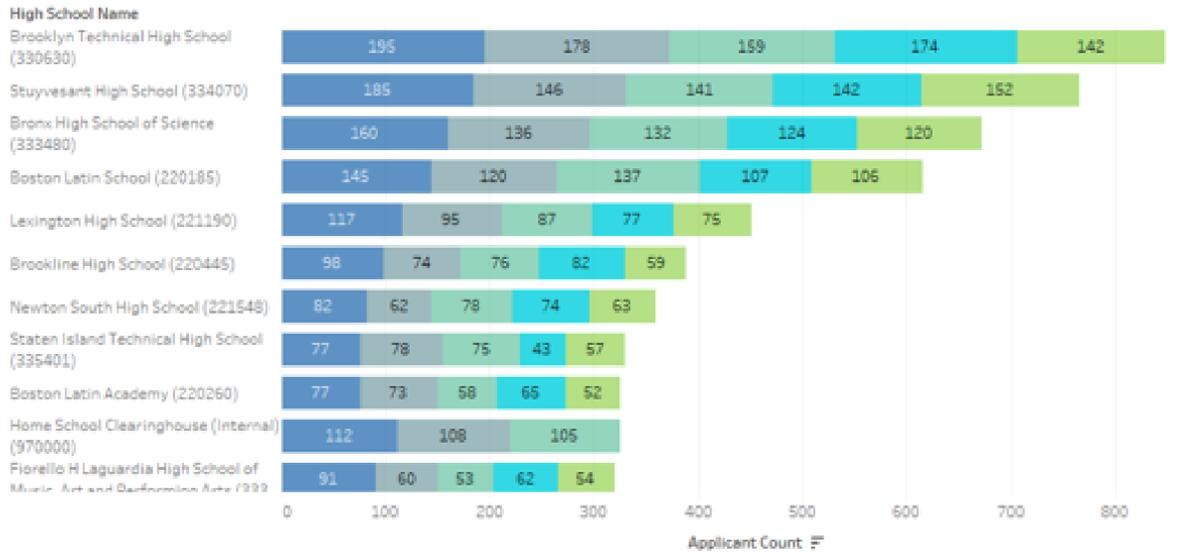
4

Insight to advance
access



[View Full Screen](#)
[Download Report](#)
[Pause Data](#)
[Clear All](#)

Applicants by High School Attended – Count



Application Year
 2013-2014
 2014-2015
 2015-2016
 2016-2017
 2017-2018

Application Year

First Generation Status

Applicant Type

As of Month

As of Day

Decision Plan

Start Term

Fee Waiver Status

Sex

Ethnicity and Race

Citizenship Status

— 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.



Times — and students — have changed

We need to find meaningful ways to speak to today's students, digital natives who rely on peer-to-peer influence.



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.

THE COMMON
APPLICATION

+



REACH HIGHER

Complete your education. Own your future.

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 inspire 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.



Example inaugural initiative

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

THE COMMON
APPLICATION

Thank you