



College Aid ProTM

The State of College Admissions & Financial Aid

Get Ready!



College Aid Pro™

OUR MISSION

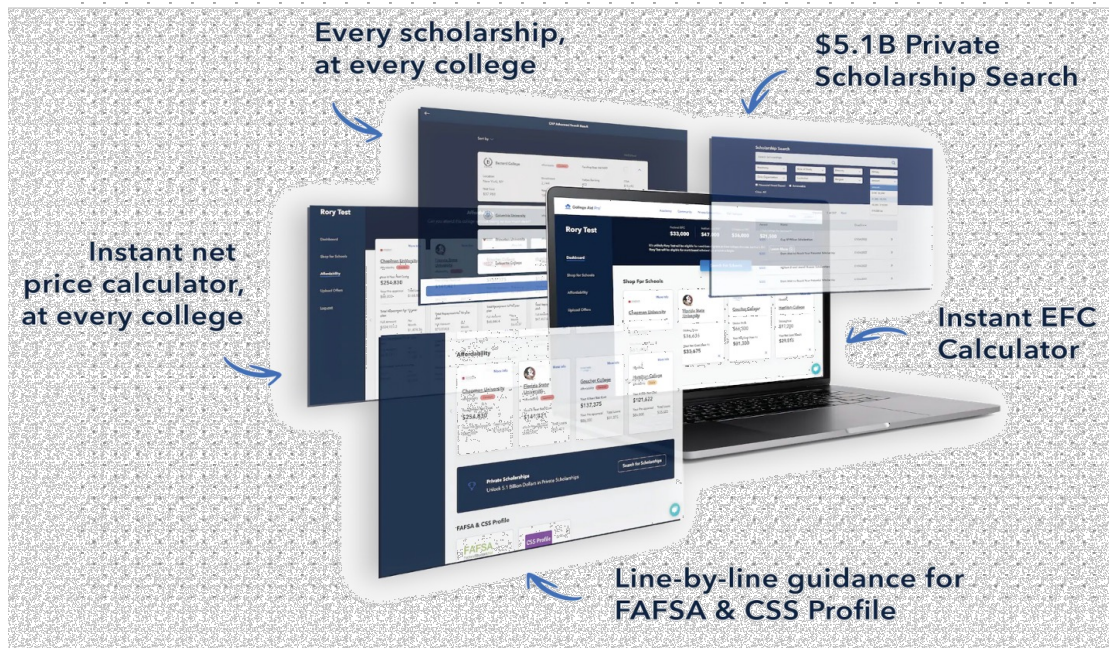
TO END THE STUDENT LOAN CRISIS BY
EMPOWERING FAMILIES TO SHOP SMARTER FOR COLLEGE

WHERE DO WE START?



Website:

mycap.collegeaidpro.com





Admissions Agenda

- Changing Acceptance Rates at 4-Year Schools
- A new era of Early applications in relation to Test Optional
- The Qualitative vs. the Quantitative aspects of the application
 - Why the letter of recommendation is so important
- The Digital SAT & PSAT and what it means for you
- Pre-Covid vs Post-Covid Migration of students to areas of the country



How Does the Process Work? (Simple Example)

1. First Reader
 - Territory Manager – Direct Contact
2. Second Reader (This was you!)
 - Associate Director/Supervisor Level
3. Committee
 - Varies from school to school
4. Scholarship Committee
 - New and unbiased look
5. “Special Interest” Committee
 - Specific Academic Programs, Legacy, Athlete, etc.
6. Final Sign-Off

What Goes into a Decision? The Student Side

Student Variables

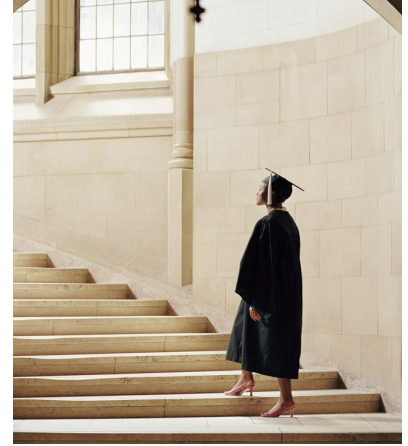
1. Academic Rigor compared to Academic Offerings
2. Grades
3. Personal Essay/Supplemental Essay
4. SAT/ACT Scores (If Applicable)
5. Personal Background/Characteristics
 - Legacy, First Generation, Athletics/Talent, Gender, etc.
6. Demonstrated Interest
 - Campus Visits
 - High School Visits
 - Interviews
 - Correspondence



What Goes into a Decision? The College Side

College/University Variables

1. Overall Admissions Strategies
 - Deadlines
2. Academic Trends
 - New Programs/Buildings
3. Financial Priorities/Stability
 - Current Financial landscape Post-COVID
4. Merit & Financial Aid Strategy
 - Does the school meet full need? Are they need blind?
5. Student Population Priorities
 - Male/Female Ratio, State vs Private School, etc.
6. Athletic Recruitment Strategies/Roster Spots
 - “Best Player” does not always mean “Best Fit”





2022-2023 Global Admissions Trends

1. Legacy Preferences are decreasing
 - 56% of the top 250 institutions considered legacy in 2020
 - Varsity Blues scandal caused a closer look at this
 - Cornell, Amherst and many state schools among those dialing back legacy influence
2. Chat GPT
 - Don't use it!
 - Lacks the ability to show empathy, growth and introspection
 - Video introduction
3. Application Volumes continue to rise
 - 30% increase in applications through the Common Application from 2020 to 2023
 - NYU - 120,000 Applications (13% increase)
 - University of Georgia - 47,300 (10% increase)
 - Northeastern University - 96,327 (5.6% increase)



2022-2023 Global Admissions Trends

4. Top school admission rates
 - Ivy League Admissions have dropped 1.5% since 2019
 - Top 30 Schools are seeing an average 3.25% drop in acceptance rates since 2019
5. Test Optional
 - 1,700 plus colleges Test Optional, predicted over 100 will be test free by next year.
 - Notable schools that are switching back to requiring scores: MIT, Purdue, Georgetown, Florida state school system
6. Early Decision/Early Action provides better opportunities for acceptance through test optional than regular decision
7. Waitlist and Deferral lists are growing larger, but not necessarily easier to move off
8. Waterfall effect of top tiered acceptances

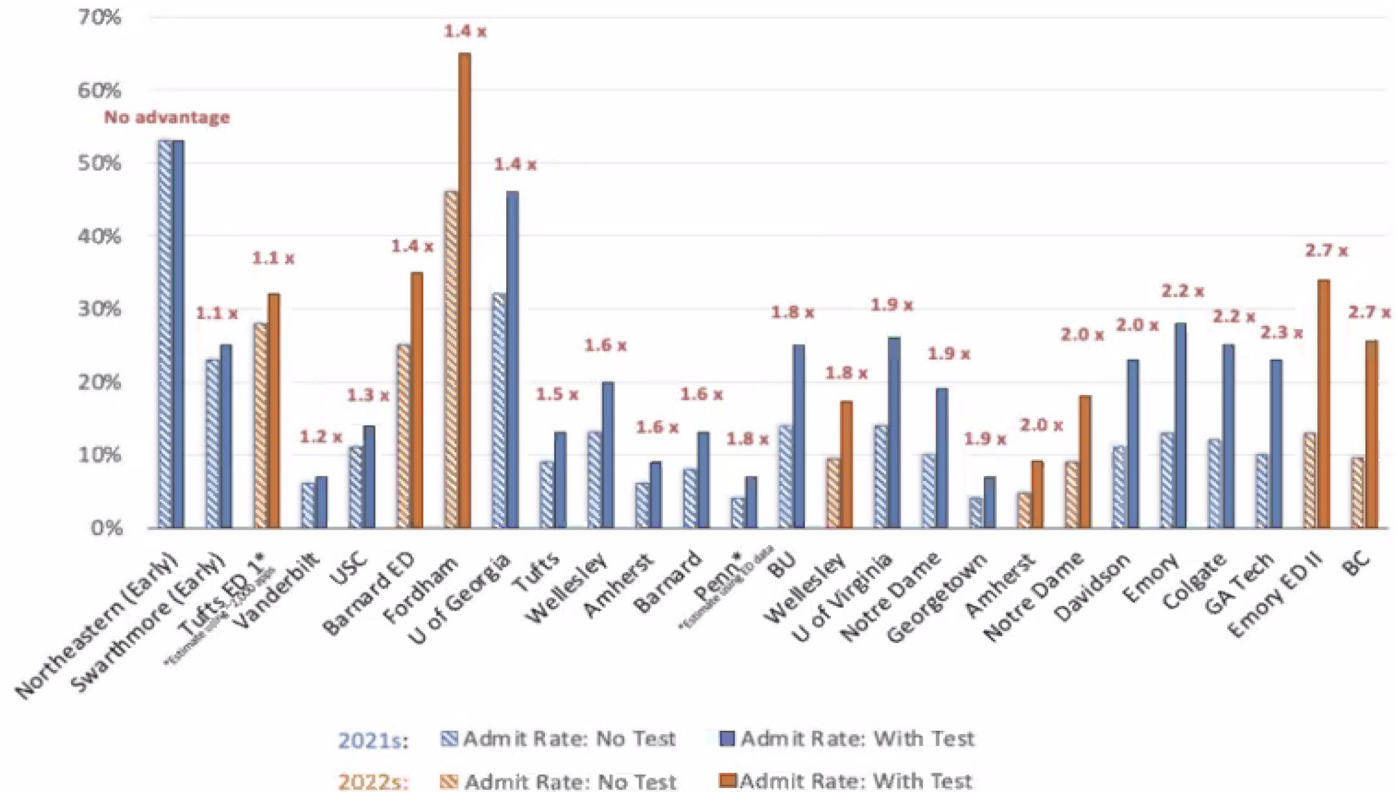


Early Decision & Early Action Trends

- Early Deadlines are more popular than ever
 - Brown University - 10% Increase (5th year in a row of increased Early apps)
 - Dartmouth College - 14% Increase
 - Yale University - 35% increase in the last three years
- Large swings in acceptance rates, partially due to Test Optional trends
 - Boston University
 - 55% of BU's first-year class was admitted ED. Of this cohort, 31% of these students submitted standardized test scores.
 - 54% of the students admitted to the BU Class of 2027 submitted standardized test scores.
 - University of Virginia
 - In 2022, 42% opted not to submit test scores, only 26% of accepted students were test optional.

Test Optional Admission Trends

Admissions Advantage for Submitters of Test Scores



Changes in Admission Rates

School	Early Round Acc (22-23)	Early Round Acc (21-22)	Early Round Acc (20-21)
Boston College (10-14%)	30%	28%	39%
Duke (10-12%)	17%	21%	17%
Emory Univ. (13-18%)	37%	37%	26%
Johns Hopkins (12-15%)	20%	21%	15%
Notre Dame (12-15%)	15%	17%	22%
Vanderbilt Univ. (10-13%)	24%	18%	18%
Wash U St. Louis (15-20%)	35%	27%	29%
Williams College (5-7%)	27%	31%	33%




Digital SAT and PSAT: The New Landscape

- What is Staying the Same?
 - Digital testing scoring system will stay the same as the old paper landscape
 - The digital test will continue to only be administered by a proctor at a school or testing center (no at home testing)
 - All accommodations will still be received for those students approved through the College Board.
- What is changing?
 - Taken on a laptop, table, iPad or desktop computer (laptop or desktop computer preferred)
 - Two hours of testing compared to the original three hours of testing
 - Shorter reading passages
 - A built-in calculator is allowed on the entire math section

The Qualitative Portion of the Student



- Academic Rigor is and will always be king.
- Standardized test scores still matter at many schools (particular top ones)
- Doing well in high level courses and exams (AP, IB, etc.) will always help
- **Students need to get outside their comfort zone:**
 - Involved vs. Invested vs. Impactful



The Qualitative Portion of the Student – Letters of Recommendation

- Typical – Two teacher letters and one counselor letters
 - The outside voice has never been more important for students
 - Counselor letters should speak to the human being
 - Teachers should speak to the student in the classroom
- Outside letters of recommendation should be used whenever available
 - Coaches, Bosses, additional teachers, community members

A black and white photograph of a graduate in a cap and gown, blowing confetti. The graduate is in the foreground, slightly out of focus, with their hands cupped together and blowing a cloud of small, light-colored confetti. The background shows a blurred campus scene with buildings and trees.

NEXT STEPS

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Keep the ball rolling!

Talk with CAP about how we can support you.

Click [HERE](#)



College Aid Pro™

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