Highlights from Kaplan’s 2010 College Admissions Officers Survey

In order to ensure that students are receiving accurate and up-to-date information on the college admissions process and other relevant issues, Kaplan Test Prep and Admissions annually surveys admissions officers from the top 500 colleges and universities in the U.S. The survey data collected helps guide the tens of thousands of college applicants Kaplan works with each year. Following are the results from this year’s survey of college admissions officers.*

What College Admissions Officers Say On:

› General Admissions Trends  › Standardized Testing Policies and Trends  › Social Networking

On General Admissions Trends

Compared to recent admissions cycles, is parental involvement in the admissions process on the rise or on the decline?

About the same: ....................... 16%  
Not sure: .............................. 3%  
On the decline: ...................... 4%  
On the rise ............................. 77%

Has your school developed any initiatives within the past three years to incorporate more parental involvement in the admissions process?

No ........................................ 36%  
Not sure: .............................. 3%  
Yes ....................................... 61%

More than 60% of schools report developing programs to incorporate more parental involvement in the admissions process.

Have you ever discovered claims on an application to be exaggerated or untrue?

Yes ........................................ 67%  
No ......................................... 33%

About how often do you receive creative or unique materials as part of an application, including video bios?

20%-40% of the time: .......... 21%  
41%-60% of the time: .......... 5%  
61%-80% of the time: .......... 2%  
81%-100% of the time: ........ 2%  
Less than 20% of the time: ... 63%  
Not sure: .............................. 6%

How often do you use these materials as part of your evaluation of the applicant?

Always ................................. 36%  
Never .................................. 17%  
Not too often: .......................... 21%  
Sometimes: ............................ 26%

*About the survey methodology: For the 2010 survey, 386 admissions officers from the nation’s top 500 schools – as compiled from U.S. News & World Report’s Ultimate College Guide and Barron’s Profiles of American Colleges – were surveyed by telephone between July and August 2010.
On Standardized Testing Policies and Trends

Does your school require the SAT® or ACT® for admissions?

Yes ............................................ 87%
No ............................................ 10%
Other ........................................ 3%

(Asked only of schools who answered “Yes” to requiring either the SAT or ACT) Does your school have any plans to drop its standardized testing requirement?

Definitely not................................. 67%
Most likely not .............................. 33%
Most likely yes ............................. 0%

100% of schools currently requiring the SAT or ACT have no plans to change their policy.

On Social Networking

Does your school use Facebook to recruit prospective students?

Yes............................................ 82%
No ............................................ 18%

Does your school use Twitter to recruit prospective students?

Yes............................................ 56%
No ............................................ 44%

Does your school use YouTube to recruit prospective students?

Yes............................................ 56%
No ............................................ 44%

When it comes to visiting applicants’ social networking pages and factoring what you find into the admissions equation, does your school have official guidelines or policies?

No ............................................ 86%
Yes ............................................ 9%
Not Sure .................................... 5%

(Asked only of schools who answered “Yes” to having official guidelines or policies) What is your school’s policy on social networking sites in the admissions process?

Not permitted to visit applicants’ sites: 45%
Permitted to visit applicants’ sites, with guidelines or restrictions: 38%
Permitted to visit applicants’ sites, with no restriction: 17%

(Asked only of schools who answered “No” to having official guidelines or policies) Is your school considering developing any kind of policy or guidelines concerning social networking sites in the near future?

No ............................................ 58%
Not sure .................................... 24%
Yes ............................................ 18%

Has an applicant ever sent you or a fellow admissions officer at your school a friend request on Facebook or MySpace?

Yes............................................ 80%
No ............................................ 20%

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