

The Common Application Roadmap: 2011 - 2014

Martha Merrill, Connecticut College (*President, Board of Directors*)

Chris Gruber, Davidson College (*Past President, Board of Directors*)

J. Carey Thompson, Rhodes College (*President-elect, Board of Directors*)

Rob Killion, The Common Application

College Board Forum

New York 2011

- Not-for-profit membership association
- Mission: to promote holistic admission as a path to college access
- Free services for applicants and secondary schools
- Volunteer Board of Directors
 - 9 chief enrollment officers
 - 4 school counselors

- **Martha Merrill**, Connecticut College – President
- **Carey Thompson**, Rhodes College – President-elect
- **Chris Gruber**, Davidson College – Past President

- **Nancy Benedict**, Beloit College
- **Thyra Briggs**, Harvey Mudd College
- **David Burke**, Pembroke Hill School
- **Eric Furda**, University of Pennsylvania
- **Heidi Green**, Fayetteville-Manlius High School
- **Monica Inzer**, Hamilton College
- **Laurie Koehler**, Bryn Mawr College
- **Michael Pina**, Greens Farms Academy
- **Greg Roberts**, University of Virginia
- **Homer Turner**, Newton South HS

Applications

- ~ 575,000 unique applicants (+18%)
- ~ 2.4 million applications (+24%)

School Officials

- ~ 250,000 school officials submitted at least one school form (+53%)
- ~ 5.4 million school forms (+100%)

Support

- ~ 150,000 support requests (+15%)
- 36 minute average response time

On average, there were 4 submissions per online applicant over the last decade.

	NE	INTL	MID-AT	WEST	SW	MW	SOUTH	SCHOOL AVG
IND	6.64	5.92	6.41	6.07	5.15	5.39	4.72	5.90
CHART	6.10	4.84	4.68	4.26	4.10	4.60	3.89	4.53
REL	5.80	4.83	5.05	4.28	3.88	3.79	3.72	4.55
PUBLIC	4.99	4.85	4.83	3.80	3.61	3.29	3.24	4.24
HOME	3.94	5.51	3.96	3.30	3.17	3.09	2.97	3.53
REGION AVG	5.26	5.45	5.01	4.15	3.88	3.56	3.56	

RED: Above average

BLACK: Below average

Demographics

- 55% Female, 45% Male
- 59% White, 26% Students of Color, 15% No Response
- 71% At least one parent with a Bachelors, 29% First Generation
- 70% Public, 15% Independent, 13% Religious, 2% Charter, <1% Homeschool

92% US Addresses

- New York (14.8%)
- California (12.8%)
- Massachusetts (8.8%)
- New Jersey (7.6%)
- Pennsylvania (4.5%)
- Connecticut (4.2%)
- Illinois (4.0%)
- Virginia (3.6%)
- Texas (3.5%)
- Florida (3.4%)

8% Non-US Addresses (205 Countries)

- China (30%)
- South Korea (6.6%)
- Canada (5.9%)
- India (4.9%)
- Singapore (3.5%)
- United Kingdom (2.5%)
- Hong Kong (2.2%)
- Pakistan (1.8%)
- Taiwan (1.7%)
- Vietnam (1.6%)

45 New Members: Including 15 public & 4 international institutions

The American University of Paris
Caldwell College (NJ)
Carroll University (WI)
Castleton State College (VT)
Centenary College New Jersey
Christian Brothers University (TN)
Christopher Newport University (VA)
The College of Saint Rose (NY)
DeSales University (PA)
Drury University (MO)
Eastern Connecticut State University
Flagler College (FL)
Franklin College Switzerland
Goshen College (IN)
Howard University (DC)
John Cabot University (Italy)
Lipscomb University (TN)
Long Island University Brooklyn Campus (NY)
Lyndon State College (VT)
Ramapo College of New Jersey
Rhode Island College
Saint Joseph's College - Brooklyn Campus (NY)
Saint Joseph's College - Long Island Campus (NY)
Saint Leo University (FL)
Saint Martin's University (WA)
St. Mary's College of Maryland
Salisbury University (MD)*
Samford University (AL)
Seton Hill University (PA)
Sierra Nevada College
SUNY College at Old Westbury (NY)
SUNY Institute of Technology (NY)
Towson University (MD)
University of Evansville (IN)
University of Hartford (CT)
University of Kentucky
University of New Orleans (LA)
University of North Carolina at Chapel Hill
University of North Carolina at Wilmington
University of St. Andrews (Scotland)
University of Southern California
University of the Sciences in Philadelphia (PA)
Wartburg College (IA)
Wheeling Jesuit University (WV)
Whitworth University (WA)

New Features: Approved over 100 member suggestions

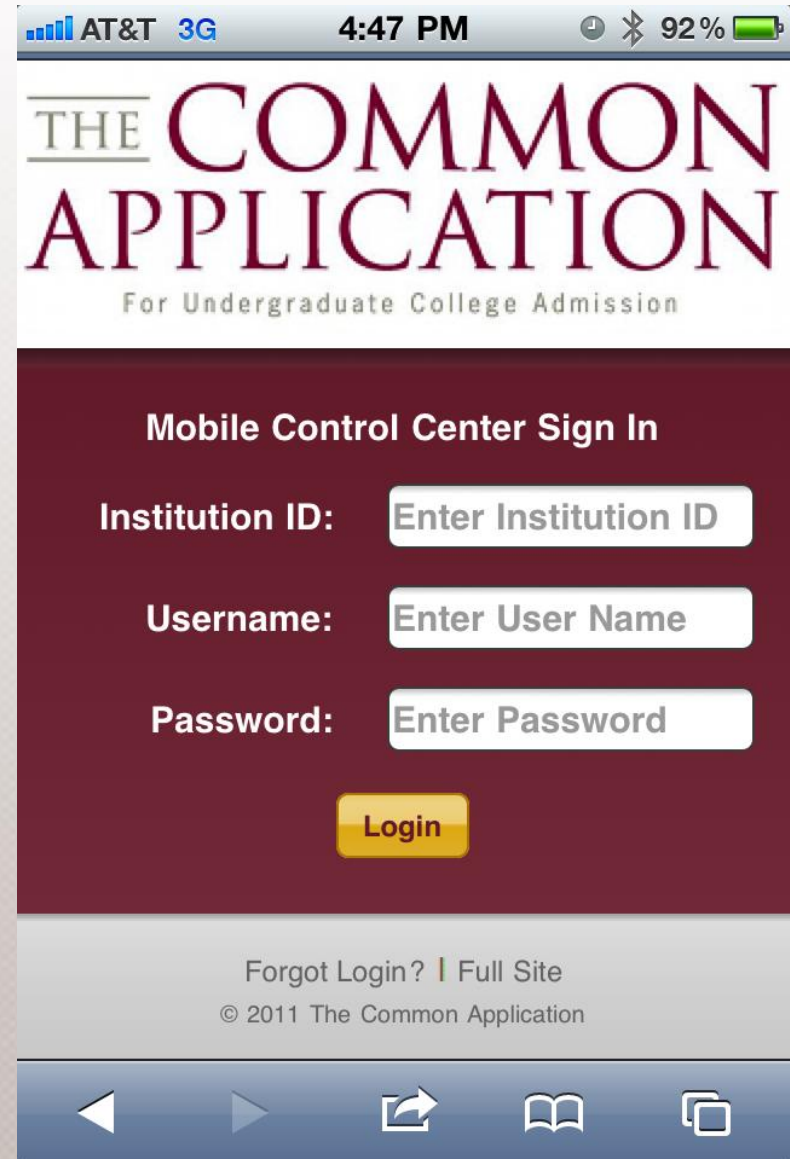
Application Highlights

- Activities reduced from 12 to 10, with increased space to print
- Reintroduction of “250-500 word” essay instructions
- Mobile website for applicants and members

School Forms Highlights

- Midyear Report now optional for members
- Midyear and Final Report now one page
- One additional optional grade report

2011-12 Update (Martha Merrill)



2011-12 Update (Martha Merrill)

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THE COMMON APPLICATION My Colleges Search

▼ Not Started
■ In Progress
▲ Complete

- Beloit College
- Bryn Mawr College
- Connecticut College
- Davidson College
- Hamilton College
- Harvey Mudd College
- Rhodes College
- University of Pennsylvania
- University of Virginia

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THE COMMON APPLICATION Choose report Date: 9/21/2011

Report Type: Total

2011: Wednesday 2010: Tuesday	Total Application		
	Current	Last	Change
Total Common Apps	202	45	349%
First-Year Applicants	145	37	292%
Term & Round not selected	18	8	125%
Spring			
Regular Decision	0	0	0%
Fall			
Early Action	0	0	0%
Early Action II	0	0	0%
Early Admission	0	0	0%
Early Decision	64	11	482%
Early Decision II	8	0	0%

- Outside Consulting Firm
- Consultation with Past Presidents and Board Members
- Member & Counselor Focus Groups
- Growth Analysis
- Financial Modeling
- Plan for the Future

The Beginning

- 1975 - 35 years ago - 15 deans of admission - one big idea
- Paper application completed once, photocopied, mailed
- For 20 years:
 - 100-150 small, private, very selective colleges
 - 1 part-time clerical employee
 - Equal treatment worries among applicants

Sea Change 1995-2000

- Holistic review adopted as primary membership criterion
- Public institutions invited to join
- Internet went mainstream

The Present

- 456 member institutions
- 8 association staff
- 27 dedicated technical staff (outsourced to Hobsons)
- 750,000 applicants, 3M apps, 10M school forms projected

The Future

- Rapid growth continuing

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 - Scalable for growth
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 - Physical Office
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 - Communications, Accounting, Human Resources

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 - Physical Office
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 - Communications, Accounting, Human Resources
- Historic values maintained
 - Holistic review as primary membership criterion
 - Member-driven, member-governed association
 - Strong outreach to our counseling colleagues

Suggestions? (Rob Killion)

THE COMMON APPLICATION

For Undergraduate College Admission

Welcome to the Common App Online (CAO) back-end administrative system - the Control Center!

CONTROL CENTER LOGIN

Institution ID

User ID

Password

GO

[Forgot your password?](#)

Have a pop-up blocker turned on? If so, please disable or [click here](#) to learn how.

If you have a suggestion for the 2012-13 (launching on August 1, 2012) Control Center, Common App Online, or School Forms System, please [submit your ideas here](#).

To Use This Site:

Recommended use with a Windows machine using Internet Explorer 7.0 or above.

If you are using a Macintosh machine, we recommend Apple's Safari browser.

Be sure to logout of the Control Center after use. Please note that you will be automatically logged out after 1 hour of inactivity.

WELCOME

2011 NACAC Conference

This year's NACAC conference will be held in New Orleans, LA and is sure to be both fun and informative! Be sure to look for the Common Application station where you can learn everything there is to know about the 2011-12 Common App Online system and more. For more information and to register for the conference, please visit the [NACAC website](#).

September Training

Below is the live training schedule for September; to register for a training session, please log into the Control Center and visit the Training Schedule page. As we approach the busy application season ahead, live training offerings will be offered sparsely starting in October. Remember, you can always access our recorded training sessions within the Training Library of the Control Center.

- **The Control Center (N)**
Tuesday, September 6th | 2:00 PM ET
- **Exporting and Export Templates (T)**
Thursday, September 8th | 2:00 PM ET
- **Applicant Experience (N)**
Tuesday, September 13th | 2:00 PM ET
- **Online School Forms (N)**
Thursday, September 15th | 2:00 PM ET
- **Supplements & Payments (N)**
Tuesday, September 20th | 2:00 PM ET
- **The Control Center (N)**
Thursday, September 22nd | 2:00 PM ET
- **Exporting and Export Templates (T)**
Tuesday, September 27th | 2:00 PM ET
- **Applicant Experience (N)**
Thursday, September 29th | 2:00 PM ET

T - This webinar is intended for IT staff and contains advanced technical concepts.
N - This webinar is intended for all staff and contains basic nontechnical concepts.

Submit your suggestions right from the login page of the Control Center.

Thank you

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www.commonapp.org