

# Highlights from Kaplan Test Prep's 2011 College Admissions Officers Survey

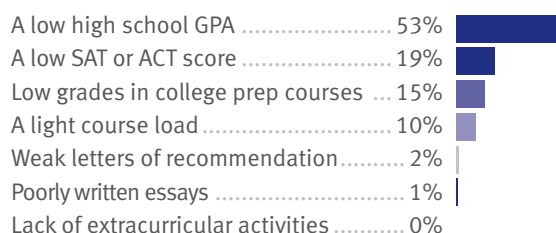
To ensure that students are receiving accurate and up-to-date information on the college admissions process and other relevant issues, Kaplan Test Prep annually surveys admissions officers from the top 500 colleges and universities in the U.S. The survey data collected helps guide the tens of thousands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

## What College Admissions Officers Say On:

- ▶ General Admissions Trends
- ▶ Standardized Testing Policies and Trends
- ▶ Online and Social Networking Issues
- ▶ Pets on Campus

### On General Admissions Trends

What would you most consider to be an application killer?



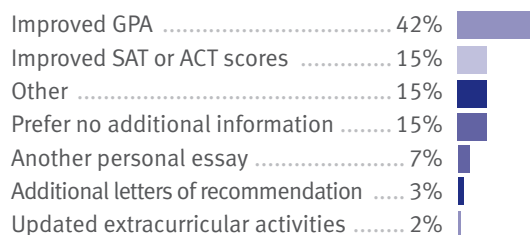
For the past admissions cycle, about what proportion of prospective students would you say overreached in applying to your school?



Does your school have a waitlist?



(IF YES) What additional information would be most helpful for waitlisted students to submit to make their cases?



Of colleges with a waitlist, 42% say that the best way an applicant can make his or her case is by showing an improved GPA.

**About the survey methodology:** For the 2011 survey, 359 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 2011.

## On Standardized Testing Policies and Trends

Does your school require the SAT or ACT for admissions, or do you require neither of these tests?



(If either the SAT or ACT) Does your school have any plans to drop its standardized testing requirement?



How confident are you that the SAT is an effective tool in measuring students' future success at your school?



How confident are you that the ACT is an effective tool in measuring students' future success at your school?



Nearly all admissions officers are confident in the ability of the SAT and ACT to measure students' future success at their colleges.

## On Online and Social Networking Issues

Does your school use Facebook to recruit prospective students?



Does your school use YouTube to recruit prospective students?



Have you ever Googled an applicant to learn more about them?



Have you ever visited an applicant's social networking page like Facebook to learn more about them?



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



Have you ever discovered something online about an applicant that negatively impacted their application?



## On Pets on Campus

Does your school have any housing where pets are permitted?



(IF YES) What kinds of pets are students allowed to keep?

Fish



Dogs



Cats



Reptiles



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