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?

A low high school GPA53%	
A low SAT or ACT score 19%	
Low grades in college prep courses 15%	
A light course load 10%	
Weak letters of recommendation	
Poorly written essays	
Lack of extracurricular activities 0%	

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

Less than 1 in 10 12%	
1 in 10	
2 in 10	
3 in 10	
4 in 10	
5 in 10	
More than 5 in 10	

Does your school have a waitlist?

Yes	
No	

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

Improved GPA	
Improved SAT or ACT scores15%	
Other	
Prefer no additional information 15%	
Another personal essay	
Additional letters of recommendation 3%	
Updated extracurricular activities 2%	

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 <u>Ultimate College Guide</u> and Barron's <u>Profiles of American Colleges</u> – 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?

Either the SAT or ACT87%	
Neither7%	
Other 6%	

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

Definitely not	
Most likely not	
Most likely yes0%	
Definitely yes0%	

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

Confident	
Not confident	

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

Confident	96%
Not confident	4%

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?

Yes	
No	

Does your school use YouTube to recruit prospective students?

Yes	

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

Yes	
No	

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

Yes	
No	

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?

Yes	12%	
No	88%	

On Pets on Campus

Does your school have any housing where pets are permitted?

Yes	
No	

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

Fish					
Yes					
Dogs					
Yes					
Cats					
Yes					
Reptiles					
Yes					
KAPLAN TEST PREP					
I-800-KAP-TEST www.kaptest.com/college					

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