Highlights from Kaplan Test Prep's 2011 College Admissions Officers Survey
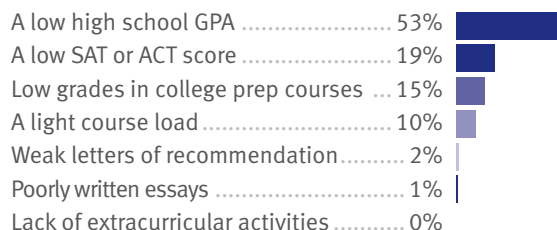
To ensure that students are receiving accurate and up-to-date information on the college admissions process and other relevant issues, Kaplan Test Prep annually surveys admissions officers from the top 500 colleges and universities in the U.S. The survey data collected helps guide the tens of thousands 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 GPA	53%
A low SAT or ACT score	19%
Low grades in college prep courses	15%
A light course load	10%
Weak letters of recommendation	2%
Poorly written essays	1%
Lack of extracurricular activities	0%

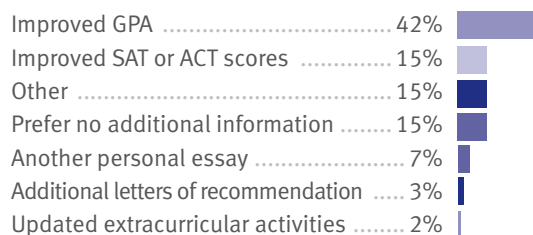**For the past admissions cycle, about what proportion of prospective students would you say overreached in applying to your school?**

Less than 1 in 10	12%
1 in 10	17%
2 in 10	25%
3 in 10	30%
4 in 10	8%
5 in 10	5%
More than 5 in 10	4%

Does your school have a waitlist?

Yes	61%
No	39%

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

Improved GPA	42%
Improved SAT or ACT scores	15%
Other	15%
Prefer no additional information	15%
Another personal essay	7%
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.

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 ACT 87%
Neither 7%
Other 6%

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

Definitely not 66%
Most likely not 34%
Most likely yes 0%
Definitely yes 0%

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

Confident 94%
Not confident 5%

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 85%
No 15%

Does your school use YouTube to recruit prospective students?

Yes 66%
No 34%

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

Yes 20%
No 80%

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

Yes 24%
No 76%

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

Yes 68%
No 32%

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 38%
No 62%

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

Fish

Yes 99%
No 1%

Dogs

Yes 10%
No 90%

Cats

Yes 8%
No 92%

Reptiles

Yes 25%
No 75%

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