

# Highlights from Kaplan Test Prep's 2013 College Admissions Officers Survey

To ensure that students are receiving accurate and up-to-date information on trends in the college admissions process, Kaplan Test Prep annually surveys admissions officers from the top national, regional and liberal arts colleges and universities in the U.S.\* The survey data collected helps Kaplan provide informed guidance to tens of thousands of college applicants and their parents each year. (Numbers in parentheses reflect the findings of identically-worded questions from Kaplan's 2012 survey of college admissions officers.)

## What College Admissions Officers Say On:

### ► General Standardized Testing Issues

#### ► The ACT Changes Planned for 2015

### ► The SAT Changes Planned for 2015

#### ► General Admissions Issues

## On General Standardized Testing Issues




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

Either the SAT or ACT: ..... 88% (85%)   
Neither: ..... 12% (15%) 

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

Definitely not: ..... 66% (73%)   
Most likely not: ..... 33% (24%)   
Most likely yes: ..... 1% (2%)   
Definitely yes: ..... 0% (1%) 

How important are an applicant's Advanced Placement test scores in the admissions process?

Very important: ..... 10%   
Somewhat important: ..... 37%   
Not too important: ..... 26%   
Not at all important: ..... 27% 

- Over 70% of college admissions officers agree with the test maker's decision to change the content of the SAT.

## On the ACT Changes Planned for 2015

To what extent do you agree with the decision of the makers of the ACT to begin administering the exam in a computer-based format?

Completely agree: ..... 20%   
Generally agree: ..... 67%   
Generally disagree: ..... 11%   
Completely disagree: ..... 2% 

Do you think the makers of the ACT should change the content of the exam? (Note: the test maker has only announced format changes, not content changes)

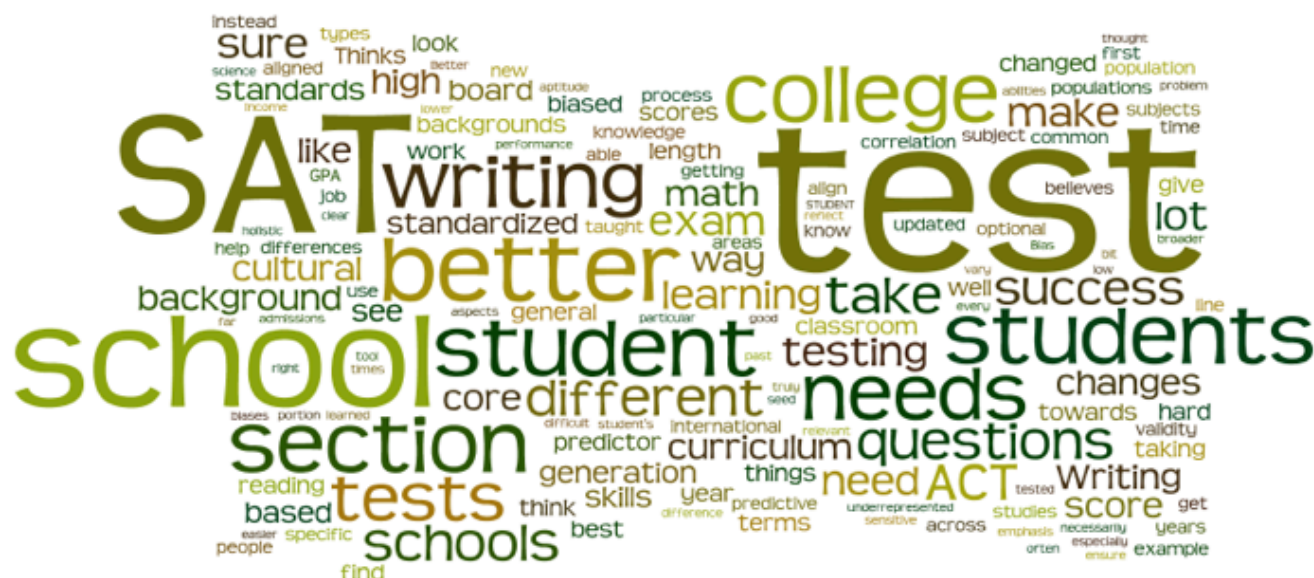
Completely yes: ..... 2%   
Generally yes: ..... 22%   
Generally no: ..... 63%   
Completely no: ..... 13% 

## On the SAT Changes Planned for 2015

To what extent do you agree with the makers of the SAT to change the exam's content?

Completely agree: ..... 4%   
Generally agree: ..... 68%   
Generally disagree: ..... 26%   
Completely disagree: ..... 2% 

### What do you think should be changed about the SAT?



## On General Admissions Issues

### Do you think grade inflation is a problem?

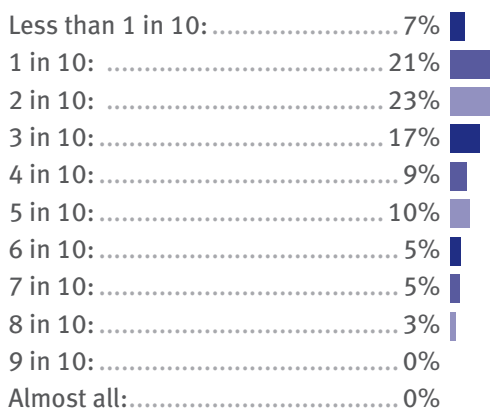


(For those who answered yes): To what degree do you feel that Advanced Placement courses have contributed to grade inflation:

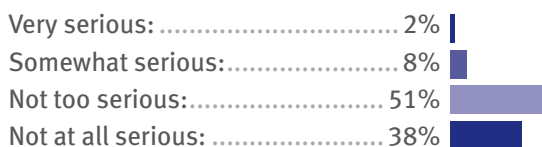


- ▶ 87% of college admissions officers agree with the ACT maker's decision to move the exam to a computer-based format in 2015.

**About what proportion of personal essays that you review would you characterize as excellent or outstanding?**



**How serious a problem is the issue of plagiarism among your applicants?**



**Does your school use any anti-plagiarism software to catch cases of applicant plagiarism?**



\*As compiled from *U.S. News & World Report*. For the 2013 survey, 422 admissions officers from America's top colleges and universities—including four of the top ten—responded to Kaplan's telephone polling between July and August. SAT is a registered trademark of the College Board, which was not involved in the production of, and does not endorse this product. ACT is a registered trademark of ACT, Inc, which was not involved in the production of, and does not endorse this product.