

Highlights from Kaplan Test Prep's 2014 College Admissions Officers Survey

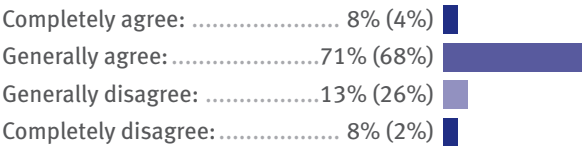
To ensure that students are receiving accurate and up-to-date information on trends in the college admissions process, Kaplan Test Prep annually surveys admissions officers from the top national, regional and liberal arts colleges and universities in the U.S.* The survey data collected helps Kaplan provide informed guidance to hundreds of thousands of college applicants and their parents each year. *(Numbers in parentheses reflect the findings of identically-worded questions from Kaplan's 2013 survey of college admissions officers.)*

What College Admissions Officers Say On:

- ▶ The SAT Changes
- ▶ General Admissions Trends
- ▶ Campus Safety Issues

On the SAT Changes

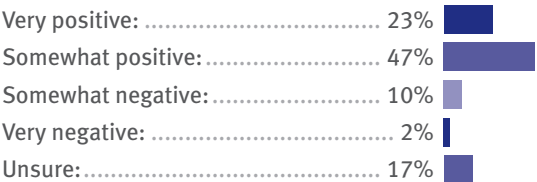
To what extent do you agree with the makers of the SAT to change the exam's content?



And now for a deeper dig.

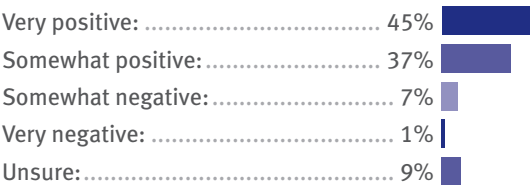
How do you rate the specific change of...

...Eliminating the one quarter point penalty for wrong answers?



- ▶ Among college admissions officers, the most popular change to the SAT is including a focus on “real world” vocabulary words.

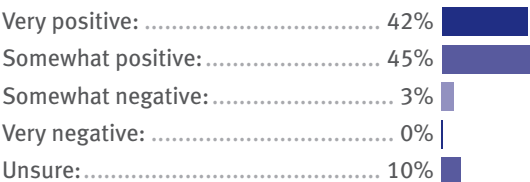
...Allowing students to take the SAT on a computer?



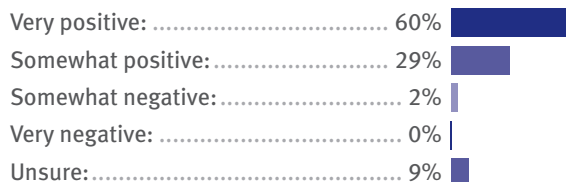
...Including math problems that must be solved without a calculator?



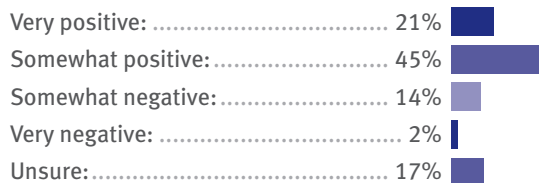
...Including a reading passage from American and/or World History?



...Including a focus on “real world” vocabulary words and editing writing in passages?



...Making the essay optional rather than mandatory?



Do you think your school will require applicants to submit the optional essay?

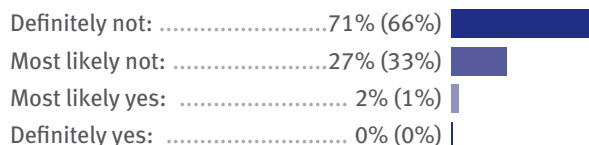


On General Admissions Trends

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



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



- Over 60% of college admissions officers think *U.S. News & World Report* should change their rankings formula to factor in how safe a campus is.

On Campus Safety Issues

Do you think *U.S. News & World Report* should change their rankings formula to factor in how safe a campus is?



Has your school stepped up efforts to combat sexual assault on campus over the past two years?



Beyond your school, do you think enough is being done by college administrations nationwide to combat sexual assault on campus?



Has your school stepped up efforts to combat violent crimes on campus like shootings and other kinds of assault?



In your conversations with applicants and parents, have you been getting more questions around these topics, compared to two years ago?



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*As compiled from *U.S. News & World Report*. For the 2014 survey, 403 admissions officers from America's top colleges and universities responded to Kaplan's telephone polling between July and August. SAT® is a trademark registered and/or owned by 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.