

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?

Completely agree: 8% (4%)	
Generally agree:71% (68%)	
Generally disagree:13% (26%)	
Completely disagree: 8% (2%)	

#### And now for a deeper dig.

How do you rate the specific change of...

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

Very positive:	
Somewhat positive: 47%	
Somewhat negative: 10%	
Very negative: 2%	
Unsure:	

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?

Very positive: 45%	
Somewhat positive: 37%	
Somewhat negative: 7%	
Very negative: 1%	
Unsure: 9%	

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

Very positive: 30%	
Somewhat positive: 41%	
Somewhat negative: 14%	
Very negative: 4%	
Unsure:	

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

Very positive: 42%
Somewhat positive:
Somewhat negative: 3%
Very negative: 0%
Unsure: 10%

# ...Including a focus on "real world" vocabulary words and editing writing in passages?

Very positive: 60%	
Somewhat positive: 29%	
Somewhat negative: 2%	
Very negative: 0%	
Unsure: 9%	

#### ... Making the essay optional rather than mandatory?

Very positive:	
Somewhat positive:	
Somewhat negative: 14%	
Very negative: 2%	
Unsure:	

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

Definitely yes: 5%	
Probably yes: 10%	
Probably no: 31%	
Definitely no:	
Unsure:	

### **On General Admissions Trends**

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

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

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

Definitely not:71% (66%)
Most likely not:27% (33%)
Most likely yes: 2% (1%)
Definitely yes: 0% (0%)

### **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?

Yes:	61%	
No:	26%	
Unsure:	13%	

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

Yes: 80%	
No:	
Unsure:	

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

Yes:	21%		
No:	55%		
Unsure:	23%		

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

Yes:	
No:	
Unsure: 5%	

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

Yes:	29%
No:	68%
Unsure:	4%

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.



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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.