

MN College Application Week

An analysis of the first five years of the college access initiative

Brian Jones

Director of Admissions

Carl Stange

Director of Admissions



MINNESOTA STATE
UNIVERSITY
MANKATO



WINONA
STATE UNIVERSITY

College Knowledge Month History

- 2011 – College App Week - 17 pilot sites
- 2012 – College App Week – 106 sites
- 2013 – College Knowledge Month – 143 sites
- 2014 – College Knowledge Month – 196 sites
- 2015 – College Knowledge Month – 181

What is it?

College Knowledge Month

Since 2011 MN has participated in this initiative to “provide every graduating high school senior with the preparation, opportunity and support needed to apply to college”. – MN Office of Higher Education

Motion:

- Waiving application fees for all students during a fall “college application week” has a positive impact on prospective students and colleges
- Brian – arguing FOR the motion
- Carl – arguing AGAINST the motion

Session format

- Oxford-style debate - as heard on NPR's "Intelligence Squared" program
- A motion is presented and the two presenters will argue for a different side of the motion; for and against
- Audience poll after debate

College Application Week at Minnesota State Mankato...

...Why you should vote “for” the motion that waiving application fees has a positive impact on students and colleges 😊

Historical NEF funnel report

(prior to College App Week)

	Fall 2009	Fall 2010	Fall 2011
Applicants	7,606	7,985	8,101
Admits	5,309	5,376	5,590
Enrollees	2,201	2,355	2,469
Yield rate	41.4%	43.8%	44.1%

Our concerns

- Less serious applicants
- Declining yield rate
- Loss of revenue

What actually happened...

Applications received during CAW

Term	# of apps
Fall 2010	501
Fall 2011	2,118
Fall 2012	3,304
Fall 2013	3,390
Fall 2014	3,222
Fall 2015	*3,951 (online only)

Are students taking the application process seriously?

Data from MnSCU from Oct. 1, 2014 – Oct. 31, 2014

- 23,493 students submitted 14,632 applications
- 80% applied to **only 1** MnSCU college/university
- 10% applied to **2** MnSCU colleges/universities

Historical NEF funnel report

(since College App Week)

	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Applications	8,972	9,552	9,826	10,078
Admits	6,042	6,552	6,715	6,853
Enrollees	2,266	2,384	2,258	2,387
Yield Rate	37.5%	36.4%	33.6%	34.8%

Benefits that we have found

- More time to communicate with incomplete applicants
- More time to communicate with admits about housing, financial aid, orientation
- Encourages low-income and first-generation students to begin the process sooner (ACCESS)

Benefits continued...

- Compresses our “busy season”
- Helps our staff cope with extended hours
- Forced us to become more efficient, we turn around decisions in about a week
 - Reduced staffing expenses by \$15,000

WSU

APPLICATIONS RECEIVED DURING CAW

Entry Term	Begin Free Week	Free End Free Week	Applied	Admitted	Enrolled
20173 - Fall 2016 (Free Week)		10/26/15 10/30/15	2286	146	0
20163 - Fall 2015 (Free Week)		10/27/14 10/31/14	1695	907	270
20153 - Fall 2014 (Free Week)		10/25/13 11/01/13	2045	1162	318
20143 - Fall 2013 (Free Week)		11/12/12 11/16/12	1825	739	188
20133 - Fall 2012 (Free Week)		11/14/11 11/18/11	1040	408	123
20123 - Fall 2011 (No Free Week)	11/08/10	11/12/10	56	43	35
20113 - Fall 2010 (No Free Week)	11/09/09	11/13/09	55	47	41
20103 - Fall 2009 (No Free Week)	11/10/08	11/14/08	51	44	40



WSU

HISTORICAL APPLICATIONS PRIOR CAW

Term	# Applicants	# Admitted	% Applied to Admitted	# Enrolled	% Admitted to Enrolled
20123 - Fall Term 2011	6,795	4,510	66%	1,873	41%
20133 - Fall Term 2012	7,577	4,521	60%	1,787	39%
20143 - Fall Term 2013	7,438	4,401	61%	1,650	37%
20153 - Fall Term 2014	7,357	4,460	66%	1,648	40%
20163 - Fall Term 2015	7,032	4,225	68%	1,642	38%
20173 - Fall Term 2016	5,108	1,211	24%	-	0%
All Terms	41,307	24,406	59%	8,662	35%



WSU

INCREASE IN ONE WEEK WORK LOAD

	Fall FY2015		Fall FY2016		Fall FY2017	
# of Apps	4007	40%	3967	-1%	4608	16%
Total Admitted	1449	-10%	1425	-2%	1628	14%
-- Admitted	1444	-10%	1415	-2%	1623	15%
-- Deferred Admit	5	-44%	10	100%	5	-50%
Denied	78	-49%	60	-23%	150	150%
Canceled			2		1	-50%
Pending	2489	123%	2492	0%	2836	14%



CHALLENGES

- Increase in demand for Admission Counselors evening or personal school visit programs to support CAW
- Increase in creating duplicate records by the system ISRS data base in one week
- Increase level of High School transcripts that are scanned and keyed in the data base to one week
- Increase in processing of Test scores- ACT SAT
- Budget costs- overtime for support staff and professional comp time



CHALLENGES

- Possible system failures could create tension and stress on technology and people
- Physical ailments flare ups during the increase activity affecting employee's work performance.



CHALLENGES

- Possible system failures could create tension and stress on technology and people
- Physical ailments flare ups during the increase activity affecting employee's work performance.



CHALLENGES

- Possible system failures could create tension and stress on technology and people
- Physical ailments flare ups during the increase activity affecting employee's work performance.



DATA

- Fall 2015 NEF, 16% of the students overall applied during free week (Oct 27-31 2014)
- 19% of our Low Income students (received a pell grant) applied during free week
- 15% of our Non-Low income students applied during free week
- Loss of \$48,000 for the institution



DATA

- Average EFC (expected family contribution) of students applying during free app week was \$16,350.
- Average EFC of students applying outside free app week was \$20,274 19% of our Low Income students (received a pell grant) applied during free week
- One student with EFC over \$200,000 applied during free week



MSU Mankato & WSU work hard to provide access to all students to attend our public institutions. We continue to support all students access to an undergraduate education.



Carl Stange
Director of Admissions
Winona State University
CStange@winona.edu

Brian Jones
Director of Admissions
Minnesota State University, Mankato
brian.jones@mnsu.edu

