Like you, we’re dedicated to helping students achieve success in life. We support the lifelong learner and believe that higher education institutions can provide transformational experiences for individuals. Like all ACT® offerings, our solutions for higher education are developed based on a holistic view of students and include a range of assessment, enrollment, and research products and services.
Nearly half of all incoming students are not ready for college-level coursework in math or English. Most of these students will not graduate.

How can you reduce barriers to readiness, retention, and completion?

Increase the focus on student success through just-in-time math and English readiness with ACT® CollegeReady™.

CollegeReady is a student success tool that identifies student knowledge and skill gaps in math and English and creates a personalized learning path that empowers students to address their individual academic needs.

Learn more at act.org/collegeready

“The psychosocial skills measured by ACT Engage matter because they give a sense of what’s going on with the whole person. When you bring multiple variables into account, you have a model that gives you a predictive power beyond grades or test scores.”

– Dr. Robert Dunbar, Associate Professor, University of Minnesota Rochester

One of the biggest challenges in raising student achievement and reducing dropout is early identification of those students who would benefit most from intervention. ACT® Engage® College measures noncognitive, psychosocial characteristics that predict a student’s academic success and persistence. Using Engage College, you can predict how likely each of your incoming freshmen is to return for a second year and whether they will earn at least a 2.0 GPA so you can offer the necessary support to help them succeed.

Learn more at act.org/content/act/en/products-and-services/act-engage-college.html
The biggest lesson we’ve learned is that you have to do more than just dutifully send out postcards. You have to scrutinize the data and strategize and figure out how you can address each potential student as an individual.”

– Katie Young, Director of Admissions, University of Arkansas, Little Rock

Knowing which students to recruit can be a challenge. Good data can help remove the guesswork. The new ACT® Enroll platform provides a service designed to help you increase your applications and enrollments with qualified students:

ACT® Educational Opportunity Service (EOS) - Search millions of PreACT® and ACT® test takers and easily find the students best suited for your college or university. Pinpoint your direct marketing with expansive data and utilize predictive modeling in the process.

Learn more at act.org/eos

ACT® Research Services
Improve enrollment strategy and planning with a variety of free research services from ACT:

- Class Profile Service: Analyze trends and patterns to improve enrollment planning
- Admissions Service: Forecast the academic performance of future students
- Retention/Attrition Service: Summarize student attributes as they pertain to second-year retention

Sign up for free services: act.org/researchservicessignup

“They need something on their resume aside from their work experience – they need a way to stand out from other applicants. Industry-recognized skills certifications are a way to do that.”

– Cathy Metcalf, Executive Director, Cincinnati Labor Agency for Social Services

How can you ensure that your students are “career ready”? While there is no single answer to that question, almost every answer includes a measure of core skills, attitudes, and behaviors. ACT® WorkKeys® Assessments measure a range of hard and soft skills relevant to any occupation, at any level, and across industries. WorkKeys Assessments have been widely adopted by educators, employers, and job seekers as reliable indicators of an individual’s work readiness.

Learn more at act.org/content/act/en/products-and-services/workkeys-for-educators.html
Higher Education Research Digest
A new annual research report from ACT offering meaningful research insights on some of the most pressing topics impacting admissions and enrollment practices:

- Myths about going “test optional”
- “Super scoring” and the best method to interpret multiple tests
- Factors impacting retention and transfer rates
- Which students are likely to enroll in a STEM major

Find it at act.org/researchdigest

Enrollment Management Database
Follow an ACT-tested graduating class from high school through the first two years of college. The Enrollment Management Database is an interactive tool from ACT that enables enrollment managers and admissions professionals to analyze student characteristics, preferences, college search behaviors, and enrollment patterns.

Access the database: act.org/content/act/en/research/enrollment-management-database.html

ACT 2018 Enrollment Management Summit
A premier professional development and networking opportunity for college and university enrollment management professionals, the Enrollment Management Summit will be held July 18–20, 2018 in Denver, Colorado.

Learn more at act.org/enrollmentmanagementsummit

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