

Common Application Consortium



UNIVERSITY OF ILLINOIS

URBANA-CHAMPAIGN • CHICAGO • SPRINGFIELD

Prepared for Presentation at the
Board of Trustees Meeting
May 29, 2013

The Common Application Consortium

- Not-for-profit membership organization founded 35 years ago, known as the ***Common App***
- Open to colleges and universities that promote access by evaluating students using a holistic selection process
- Provides online and print versions of First-year and Transfer Applications
- 488 members in 46 states, District of Columbia, and western Europe
- Public universities invited in 2000: >50 have joined
- 750,000 students to submit 3,000,000 applications

Common App Membership

- Must apply for membership
- Small annual fee
- \$4.00—\$4.75 per application
- Must agree to holistic review for all applicants
- Must include letters of reference
- Option for supplementary application

At Issue

- November 2013 is next application deadline to join Common App
 - for applications for fall 2015
- Significant upgrade in Common App for fall 2014 applicants
- Chicago campus joined Common App effective for fall 2013 applicants
- ***Should Urbana and Springfield join Common App?***

Common App at the University of Illinois

- Extended discussion of Common App in 2011-12, following recommendation of July 2011 *Report of the External Review Team on Enrollment Management & Services at the University of Illinois*, commissioned by President Hogan
- “Strategic Enrollment Management: The Path Forward”
 - Approved by the President and University Senates Conference
 - Recommended further study of Common App as admissions tool for each campus

“Once the study is completed, the president and chancellors, in consultation with the provosts and other stakeholders, will be in a position to make a decision about whether we will adopt this recommendation, and, if so, how we can implement it most effectively.”

— from “The Path Forward”

Common App at the University of Illinois

Fall 2012:

- UIC had already adopted Common App for fall 2013 applications
- UIUC and UIS wanted to study matter further
- UIUC report (summer 2012) – “Moving to a New Online Application” – assessed pros and cons of joining Common App
- Common Application Consortium Assessment Committee
- Enrollment Management Policy Committee

Broad Assessment

Extensive discussions:

- Representatives of Common App, including Executive Director Rob Killion
- Admissions personnel at universities that have or have not elected to join Common App
- Directors of Admissions at CIC and AAU and other pertinent comparison universities
- Founder of The Key, large company organized to help children increase chances of admission to prestigious universities

Recommendation of Common App Consortium Assessment Committee

- Not in best interest at this time for Urbana or Springfield to join Common App
- Recommendation supported by Enrollment Management Policy Committee, and by the chancellors and provosts at Springfield and Urbana
- Concurs with recommendation by Urbana Common App Study Committee – “Moving to a New Online Application”

Rationale for Recommendation: UIS

- Common App not a significant player in the schools with which UIS competes
- See no advantage for recruiting in adopting Common App
- UIC experience thus far has not provided compelling evidence to join Common App at this time

Rationale for Recommendation: UIUC

- High implementation costs: > \$0.5M/year to review applications
- Considerable loss of functionality
- Disruption of current recruitment process and strategies
- Strong opposition from key feeder high schools in Illinois
- Significant recent increases in quality and number of applications
- Advice from Common App Executive Director: delay 3-5 years

UIUC 2013 Admissions

- 33,186 applications — most ever
- Up 6% over last year
 - up 43% over five years ago
- More applicants from resident, non-resident, international, Black, and Hispanic students
- Domestic non-resident applications up 18%
- International applications up 8%
- Average ACT of applicants up from 28.48 (2012) to 28.71
- Acceptances up from 7,562 in 2012 to 7,936 and up in all major categories including average ACT from 28.92 to 29.09

Next Steps

- Keep Common App Assessment Committee active
- Learn from UIC's ongoing experience with Common App
- Check for improvements and enhanced compatibility in Common App upgrades
- Watch admission and enrollment trends closely
- Watch the competition
 - Among UIUC BOT peers, only Michigan, UNC, and Virginia in Common App
 - Among Big Ten publics: 3 have adopted Common App, 10 have not
 - Among 5 Big Ten publics with >31,000 applications, only 1 uses Common App