

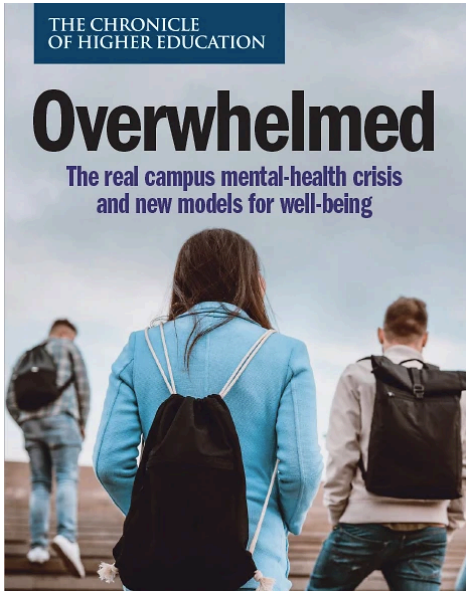
# EVERYTHING ABOUT U.S. COLLEGE ADMISSION HAS SUDDENLY CHANGED



Mark Sklarow, CEO

Independent Educational Consultants Association

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Harvard Announces Salary and Hiring Freezes, Discretionary Spending Reductions, Potential Deferral of Capital Projects, and Leadership Salary Cuts



Massachusetts Hall, an administrative building, is located in Harvard Yard. By Megan M. Rose

# WE DO KNOW THAT ANXIETY IS PERVASIVE

- ▶ Small, independent colleges are scared- some may close permanently depending on how long COVID-related closures last
- ▶ Larger state universities & Ivies are worried
- ▶ Students are sad, frustrated, depressed, and anxious
- ▶ Parents are even more stressed, anxious, and concerned



# CHALLENGES FOR COLLEGES

## COLLEGES HAVE TAKEN A HUGE FINANCIAL HIT:

- ▶ Refunding housing, meal & parking fees
- ▶ Lost ticket sales & TV rights for sports
- ▶ Stock market losses impact on endowments
- ▶ Falling donations due to financial anxieties

# CHALLENGES FOR COLLEGES



suddenly

## **Much tougher to plan for**

- ▶ Summer Offerings
- ▶ Orientation Programs
- ▶ Fall Openings?
- ▶ Winter Closings if COVID19 rebound?
- ▶ Campus Construction
- ▶ Courses & sections
- ▶ Staff & Faculty
- ▶ Distance or In-Person





# CHALLENGES FOR COLLEGES

## THE USUAL GUIDEPOSTS ARE GONE

- ▶ Yield history is worthless
- ▶ Delayed or non-existent SAT or ACT scores
- ▶ HS transcripts may not be sent
  - ▶ Or pass/fail disrupts GPA
- ▶ ‘Accepted Student’ Days cancelled
- ▶ Registration uncertainties: will the numbers hold?
- ▶ International students may not get visas
- ▶ Impact of COVID-19-related job losses of student & parents

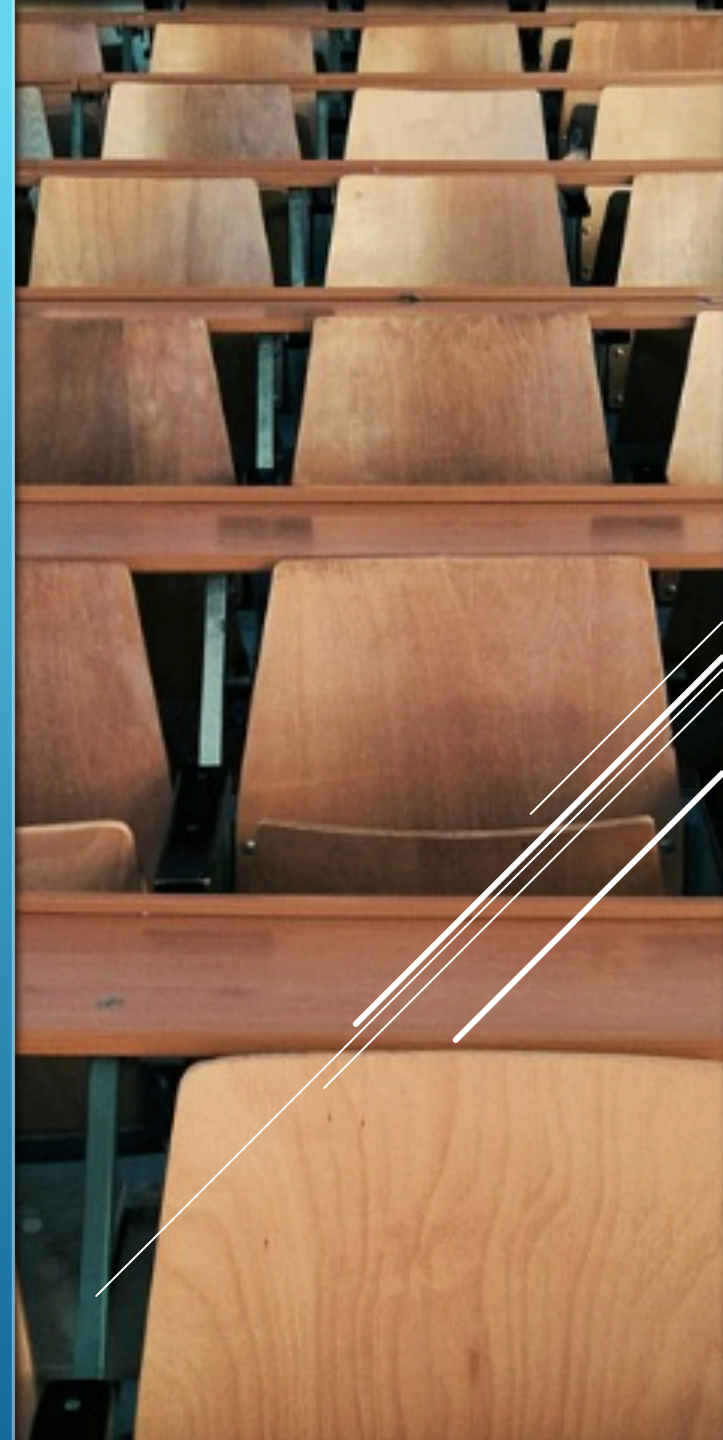
# CHALLENGES FOR COLLEGES-GLOBAL

- ▶ Standardized test sites have closed in much of *Asia, Europe, and the Middle East.*
- ▶ Though College Board has August planned, the lowered access may result in *fewer global applicants.*
- ▶ China canceled English tests for the IELTS, TOEFL, GRE and GMAT, all of which are necessary for graduate school applications.

# HOW SERIOUS IS THIS COLLEGE CONCERN?

## FROM BLOOMBERG BUSINESS:

Small, weaker colleges are in danger of closing, larger colleges are re-evaluating what they can afford to do, and even large state universities fear the loss of tax revenues.





What do I think we know  
about **student & parent**  
**concerns?**

...And how to **navigate these**  
**changes.**

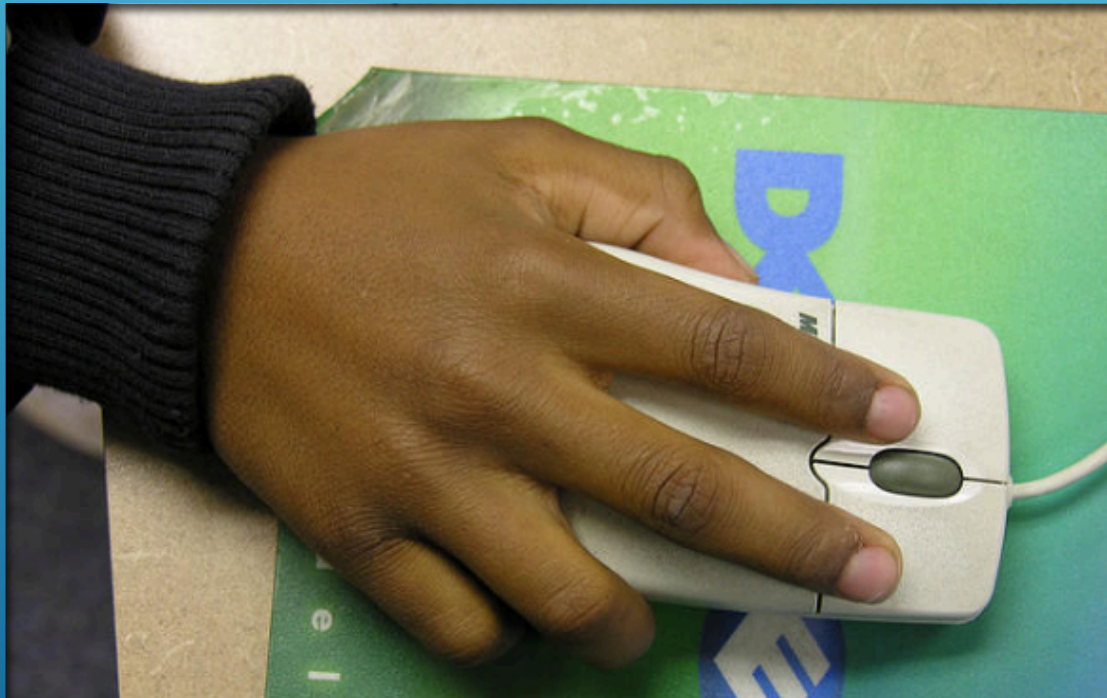




## CONCERNS OF HIGH SCHOOL JUNIORS AND SENIORS

- ▶ SATs, ACTS-ever changing dates, cancellations
- ▶ Transcripts from their high school unavailable
- ▶ Inability to visit campus
- ▶ Families' changing financial situation
- ▶ Visas, TOEFEL and other tests cancelled
- ▶ Cancellation of leadership, sports, volunteer and community opportunities (essay topics!)

# MORE SPECIFICALLY ABOUT STUDENT CONCERNS OVER STANDARDIZED TESTING



- ▶ In the short run **MANY** colleges have gone “test optional” allowing students to decide if their old scores are good enough.
- ▶ *SATs and ACTs* announce in-home testing but issues of validity, reliability and equity remain unresolved.

# UNDERSTANDING COLLEGES' ANXIETY CAN HELP YOU!



- ▶ Colleges are anxious about tuition, fees, admission rates and yield
- ▶ Your student needs to let them know if you are “all in” through **demonstrated interest**, communication, financial stability or change, and intend to say “yes” if offered a spot! (*Attend fairs, go on virtual visits, participate in discussion boards, request virtual interview*)

# SOMETHING COLLEGES WON'T TELL YOU

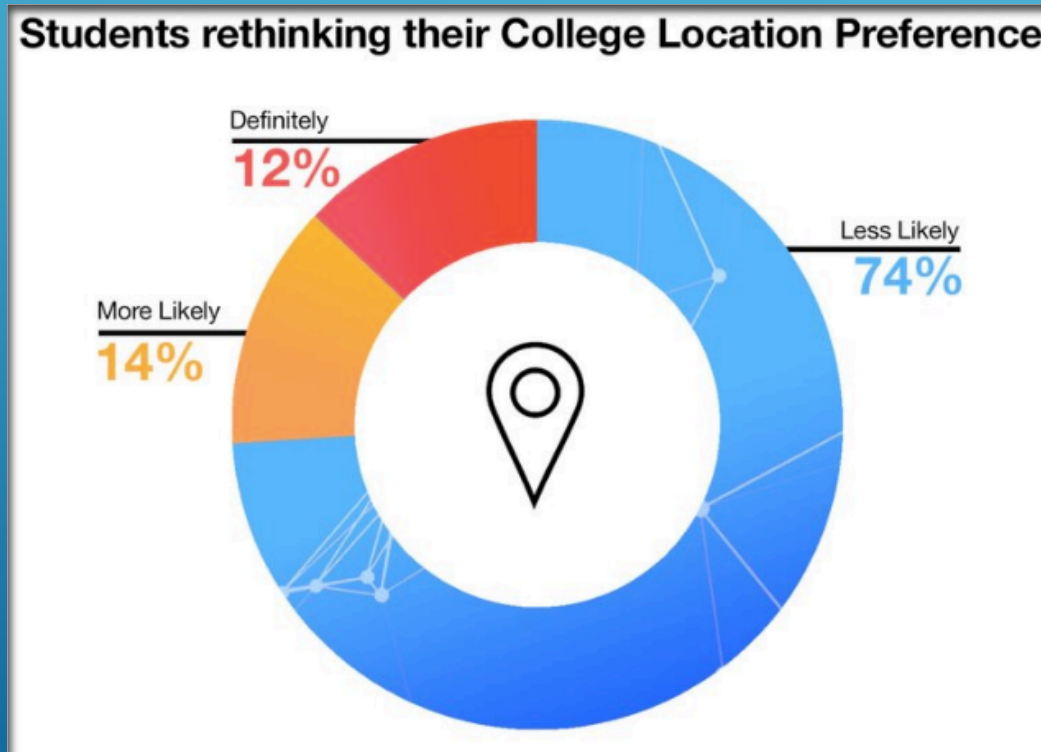
Fear of lower yield or acceptance reversals is leading some (primarily less competitive) colleges to accept:

- more students
- more off the wait list
- 'less competitive' applicants

And some have re-opened their admission process!



# UP TO 26% ARE RE-THINKING THEIR COLLEGE ACCEPTANCE CHOICE!





I wish I'd applied to a college closer to home. I'm regretting not giving myself an option of staying home and commuting. I want to stay with my family.

whisper

## WHAT I CALL THE 9/11 SYNDROME:

Parents and students want to be within a car ride of each other, rather than needing a plane to reconnect.



# International matriculation is particularly in flux

And it's more than visas, coronavirus, and testing delays. **It's the tone of White House toward immigrants and persistent gun violence.**

# Families in Financial Crisis



There is an increase in students/families that are considering Community College.

...particularly for the first two years. However, we don't know how pervasive yet.





# Families in Financial Crisis

I believe that hundreds of thousands, if not millions, of college students will need more financial aid based on furloughs, layoffs (themselves or their parents), and loss of investment savings.

No one really is sure how many colleges will be able to meet this increased need.

# A WORD ABOUT STUDENT LOANS

## New Developments:

- ▶ Student loan forgiveness, reductions, delays
- ▶ Defeat of the Sanders & Warren plans (make college free & eliminate college loans), but we may be heading to a place where both parties agree that the amount of student loans is not sustainable.





Hundreds of thousands of students lost out on a year of student activities: sports, service, scouting, gap years, and leadership.







May 2020

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Students may have **more** time to decide as some colleges switch to a June 1 deposit date.

## What's New?

- We have no essay requirement.
- We are now test optional.
- We have lowered the deposit fee to \$100.
- We will work with families whose income may have shifted due to unemployment.
- We've extended the enrollment deadline to June 1 (and beyond if needed).
- We are VIRTUALLY connected with our counselors, tours and open houses. [www.chc.edu/admissions](http://www.chc.edu/admissions)
- We are starting our first virtual Orientation Session May 15 for the Class of 2024 and will have several sessions for them to log in. We are being resourceful with virtual ideas

Other changes, from one college's website, for example...just to see how much one small college is altering the process.

# WHAT SHOULD YOU/YOUR STUDENT BE DOING NOW?

- ▶ Cast a wider net: explore more choices at all admission levels
- ▶ Seek additional help from an IEC if needed
- ▶ Essay topic should NOT be about coronavirus
- ▶ Explore colleges further from home if comfortable
- ▶ Re-examine affordability issues
- ▶ Demonstrate interest
- ▶ Accept that changes in testing are coming
- ▶ Seek recommendation from favorite coach, club sponsor or teacher



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