

2016 WACAC ANNUAL CONFERENCE

# SEACHANGE

IN COLLEGE ADMISSIONS

LOYOLA MARYMOUNT UNIVERSITY, LOS ANGELES • JUNE 1-3, 2016

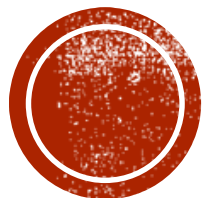


# **DEMONSTRATED INTEREST HOW IT IS USED BY COLLEGES AND HOW TO DO IT: *TEACHING A LIFE SKILL***

The Advantages of Being on a College's Radar



# PRESENTERS



***Eric Wilson***  
*Saint Louis University*

***Lauren Ghishan***  
*Trinity University*

***Ed Devine***  
*Lafayette College*

# OVERVIEW



- Students are going stealth
- Institutional approaches to stealth applicants
- Demonstrated interest
- Advice/Resources to help students to put their best foot forward

# STUDENTS ARE GOING STEALTH

- 1 in 3 students is a stealth applicant (Secret Shoppers: The Stealth Applicant Search for Higher Education, Spring 2012 Journal of College Admission)
- Yield rates on decline: National average down from 49 to 37 percent yield between 2002 to 2009. (2013 State of College Admission Report, NACAC)



# AND WE ARE OFF... CLASS OF 2021!

Dear College Rep,

I had a great time meeting you and visiting Lafayette about two weeks ago. I especially enjoyed getting a tour of the campus from one of the students. After my visit, I was all around impressed with Lafayette. Thanks for spending the time to talk with me, and I hope to see you at *Prep High School* in April.

Thanks,  
Patrick *Student ' 17*



# AND WE ARE OFF... CLASS OF 2021!

Hello,

My name is *student*, I am a junior at Jesuit High School in Portland, Oregon and I live in Vancouver, Washington. My goal is to become a registered dietitian (RD). I am very interested in hearing about your dietetics program and the path/requirements to becoming a RD, as well as learning more about Saint Louis University and the Doisy College of Health Sciences.

Are you available to meet before or after the Jesuit Excellence Tour on Tuesday, May 17th? I would love to talk with you personally about the dietetics program, my background and any recommendations you may have to strengthen my application & my understanding of Saint Louis University.



# AND WE ARE OFF... CLASS OF 2021!

Hi and thanks for your email with all the great information. I am very interested in Trinity University and plan to visit the campus this summer. Thanks also for the contact information for the Coordinator for Athletic Recruitment, Jeremy Boyce. I'm going to send him an email to hopefully coordinate a campus tour and meeting with the basketball coach or coaches to learn more about the basketball program.

It was nice meeting you at the college fair. I'll be on the look out for more information/emails.

Lucas





# SAINT LOUIS UNIVERSITY

- St. Louis, MO
- Atlantic 10 (Division I)
- 8,200 full-time, traditional age undergraduates
- Moderately Selective: ~60% admitted
- Application as first contact of completed apps:
  - 2015 – 63%
  - 2016 - 62%



SAINT LOUIS  
UNIVERSITY™

— EST. 1818 —



# TRINITY UNIVERSITY

- San Antonio, TX
- Southern Collegiate Athletic Conference (Division III)
- 2,400 full-time, traditional age undergraduates
- Selective: ~ 40% admitted
- Application as first contact as % of completed apps:
  - Fall 2012 – 35%
  - Fall 2013 – 41%
  - Fall 2014 – 44%
  - Fall 2015 – 47%
  - Fall 2016 – 34%



Discover. Grow. Become.



# LAFAYETTE COLLEGE

- Easton, PA
- Patriot League (Division I)
- 2,400 full-time, traditional age undergraduates
- Highly selective: 29% admitted
- Application as first contact as % of completed apps:
  - Fall 2012 – 31%
  - Fall 2013 – 27%
  - Fall 2014 – 30%
  - Fall 2015 – 30%
- As high as 45% at previous school



# DEMONSTRATED INTEREST

- Ranked sixth for 'considerable importance' as a factor for admission decisions

**Table 17. Percentage of colleges attributing different levels of importance to factors in the admission decision: 2012**

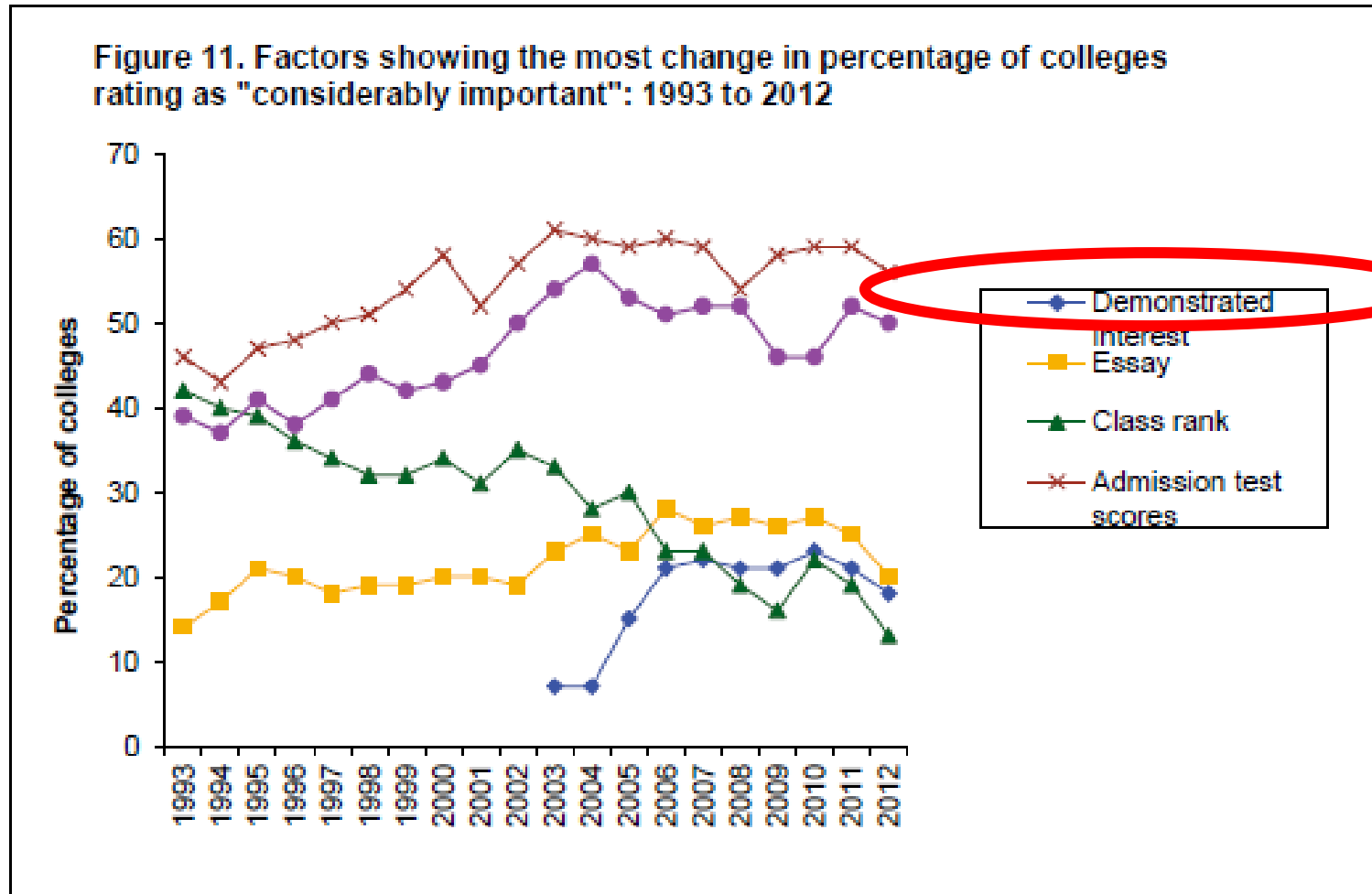
Factor	Considerable importance	Moderate importance	Limited importance	No importance
Grades in college prep courses	82.3%	11.6%	4.4%	1.7%
Strength of curriculum	65.0	25.2	6.8	3.1
Admission test scores (SAT, ACT)	56.1	31.3	9.2	3.4
Grades in all courses	49.8	37.5	11.6	1.0
Essay or writing sample	19.7	38.1	25.2	17.0
Student's demonstrated interest	17.8	31.2	25.7	25.3
Counselor recommendation	15.6	42.9	27.9	13.6
Teacher recommendation	15.4	41.6	29.4	13.7
Class rank	13.3	36.2	35.8	14.7
Extracurricular activities	6.8	39.1	38.4	15.6
Interview	6.5	25.3	29.7	38.6
Portfolio	5.2	10.7	33.3	50.9
Subject test scores (AP, IB)	4.8	32.0	33.0	30.3
SAT II scores	3.8	12.0	26.4	57.9
State graduation exam scores	2.1	13.7	27.7	56.5
Work	1.0	16.5	48.5	34.0

SOURCE: NACAC Admission Trends Survey, 2012.



# DEMONSTRATED INTEREST

- Importance of demonstrated interest rose from 2003 to 2010, and has declined slightly since then.



SOURCE: NACAC Admission Trends Surveys, 1993 through 2012.



# DEMONSTRATED INTEREST

- Table 19. Percentage of colleges attributing considerable importance to factors in the admission decision by institutional characteristics: 2012 (continued on next page)

	Grades in college prep courses	Strength of curriculum	Admission test scores	Grades in all courses	Essay/ writing sample	Demonstrated interest	Counselor rec.	Teacher rec.
<b>Total</b>	82.3%	65.0%	56.1%	49.8%	19.7%	17.8%	15.6%	15.4%
<b>Control</b>								
Public	84.0	65.4	67.9	48.1	7.4	12.5	7.4	6.3
Private	81.7	64.8	51.6	50.5	24.4	19.8	18.8	18.8
<b>Enrollment</b>								
Fewer than 3,000 students	80.6	62.9	53.5	52.1	22.9	22.5	19.4	20.6
3,000 to 9,999	84.2	68.4	64.9	52.6	12.3	8.8	8.8	7.0
10,000 or more	85.7	67.3	59.2	44.9	12.2	10.4	8.2	6.3
<b>Selectivity</b>								
Accept fewer than 50 percent of applicants	84.9	79.2	62.3	47.2	35.8	23.1	26.4	28.3
50 to 70 percent	85.7	65.7	59	47.1	19.0	19.0	10.5	9.5
71 to 85 percent	81.8	72.7	46.8	48.1	13.0	11.7	10.4	11.7
More than 85 percent	76.1	41.3	58.7	60.9	10.9	17.8	17.4	15.6
<b>Yield</b>								
Enroll fewer than 30 percent of admitted students	88.2	75.7	50.7	49.0	20.8	13.9	16.7	14.6
30 to 45 percent	83.9	65.6	64.5	49.5	18.3	11.8	9.7	12.0
46 to 60 percent	73.3	36.7	43.3	43.3	3.3	31.0	10.0	10.0
More than 60 percent	46.7	33.3	80.0	73.3	46.7	64.3	40.0	46.7



# WHAT DETERMINES STUDENTS' DEMONSTRATED INTEREST?

- Interaction and inquiry card submission (or scan) at college fairs
- Campus visit during junior year or summer after junior year
- Early application
- Supplemental Essay – showing your particular interest in that college and how you have researched it specifically
- Speaking with alumni or students who may share information with students on behalf of admission office
- Campus information session/tour
- Interview with admission rep/alum
- Second visit to campus in senior year
- Overnight program
- Contacting admission rep
- Meeting with faculty on campus or by phone



# HOW DECISIONS ARE MADE

- Curriculum
- GPA
- Test Scores
- Resume or Activities List
- Essay
- Short Answers
- Recommendation Letters
- Interviews
  - Required vs Optional vs Not Allowed
- Demonstrated Interest/Match
- Type of High School Does Matter





# WHAT DEMONSTRATED INTEREST LOOKS LIKE

## Saint Louis University

BE A BILLIKEN

Search... Search

Eric Wilson Setup Help & Training SLU Admissions

Home Applications Reports Console +

**Shortcut**

- Calendar
- Unresolved Items

**Recent Items**

- App ID-767982
- App ID-766569
- App ID-799609
- App ID-768297
- App ID-792977
- App ID-783807
- App ID-795009
- App ID-778312

Recycle Bin

Customize Page | Edit Layout | Printable View | Help for this Page

Show Feed

< Back to List: Applications

Contact History [10+] | Applications (Applicant) [1] | Activity History [10] | Campaign History [10+] | Visits [1] | Open Activities [0] | Notes & Attachments [0] | HTML Email Status [0] | Student Information [1]

**Visits** New Visit Visits Help

Action	VisitID	Day of the Week	Guests	Status	Visit Date	Created Date	Created By
Edit   Del	<a href="#">VisitID-10529</a>	Friday	1	Attended	2/20/2015	3/4/2015	Dustin Paluch, 3/4/2015 12:19 PM

**Contact Information**

SFID	Contact Owner	Eric Wilson [Change]
Name	Contact Notes	
Preferred First Name	Primary Application Status	Admit
Middle Name	Noel Levitz Score	82
Suffix	Inquiry Date	10/5/2014
Maiden Name	PIDM	
Social Security Number	Banner ID	
Daytime/Preferred Phone Number Type	SLUNET ID	
Primary Phone	SLU Email Address	
Home Phone	Gender	
	Email	

https://na9.salesforce.com/003E0000011XFMN#003E0000011XFMN\_00NE0000004AR0r\_target

Chat



# WHAT DEMONSTRATED INTEREST LOOKS LIKE

## Saint Louis University

App ID-766569

App ID-799609

App ID-768297

App ID-792977

App ID-783807

App ID-795009


App ID-778312

Recycle Bin

Application Detail

SaveCancel

▼ Application Review

Lead Source	Common App	Banner ID	
Application Source	Common Application	SLUNET ID	
Application ID		SFID	
Applicant		Owner	 Eric Wilson [Change]
Primary Application	Yes	Student Attribute	SES Billiken Bridge to Success
Term	Fall 2015	HS TYPE	Private Catholic
Student Type	Freshman	GPA Points	0
BirthDate		Test Points	0
Admissions Status	Admit	Total Points	0
Student Status	Admit: Refer to SES	Auto Scholarship	Billiken Catholic Award
Admit Condition	Probationary	Scholarship Awarded	Billiken Catholic Award
Application Notes	Deleted		
Recommended Core		Scholarship Matrix	0
Highest Official High School GPA	3.30	Scholarship Matrix New	
Final Highest Score	21	Scholarship Variance	TRUE
Admission Interview Date/Time		Scholarship Upgrade	
Admission Interview Status	completed	Have you been suspended or dismissed	No
Admission Interview Notes	Has lived all over the place. Japan, london, germany. Has traveled to Fiji, australia, thailand. -students in action, publicize community service events, bake sales -coordinates prom, eye-to-eye (learning disabilities) -sports business. Wants small classrooms and school spirit. -Is also considering Loyola Chicago, other schools farther east.		
		Admit Call	Admit Email Sent



# WHAT DEMONSTRATED INTEREST LOOKS LIKE

## Saint Louis University



Application

[Customize Page](#) | [Edit Layout](#) | [Printable View](#) | [Help for this Page](#) ?

[Show Feed](#)

[Back to List: Applications](#)

[Education History \(1\)](#) | [Test Scores \(5\)](#) | [Admissions Documents Required \(5\)](#) | [Application Status Tracking \(8\)](#) | [Application Scholarships \(5\)](#) | [Application History \(10+\)](#) | [Open Activities \(0\)](#) | [Activity History \(10\)](#)

### Activity History

[Log a Call](#) [Mail Merge](#) [Send an Email](#) [View All](#)

[Activity History Help](#) ?

Action	Subject	Name	Task	Due Date	Assigned To	Last Modified Date/Time
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">OUT: Email to Student</a>		✓	2/17/2015	<a href="#">Eric Wilson</a>	2/17/2015 2:39 PM
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">IN: Email from Student</a>		✓	2/11/2015	<a href="#">Eric Wilson</a>	2/11/2015 5:13 PM
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">IN: Email from Counselor/Principal</a>		✓	12/19/2014	<a href="#">Eric Wilson</a>	12/19/2014 1:10 PM
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">IN: Email from Student</a>		✓	12/5/2014	<a href="#">Eric Wilson</a>	12/5/2014 12:13 AM
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">IN: Email from Student</a>		✓	12/3/2014	<a href="#">Eric Wilson</a>	12/3/2014 10:02 AM
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">IN: Email from Student</a>		✓	12/1/2014	<a href="#">Eric Wilson</a>	12/1/2014 11:57 PM
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">IN: Email from Student</a>		✓	11/3/2014	<a href="#">Eric Wilson</a>	11/10/2014 7:10 PM
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Contact record was Inserted or updated by the Common App load</a>		✓	10/6/2014	<a href="#">Eric Wilson</a>	10/6/2014 9:07 AM
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Contact record was Inserted or updated by the Common App load</a>		✓	10/6/2014	<a href="#">Eric Wilson</a>	10/6/2014 8:55 AM
<a href="#">Edit</a>   <a href="#">Del</a>	<a href="#">Travel Contact - High School Visit</a>		✓	9/26/2014	<a href="#">Eric Wilson</a>	10/24/2014 2:41 PM

11/3/2014 EMW

3.2 GPA, 21 ACT refer to committee due to 15 sub in english.  
Recommend admit. Per the interview. s a super nice.

[Chat](#)



# WHAT DEMONSTRATED INTEREST LOOKS LIKE

## Trinity University

Event Lookup	Attendance	Notes	Created On
CA San Diego Fall Interview Weekend	True		10/6/2014 4:25:00 PM
Trinity 360 - Accepted Student Open House	False		1/24/2015 5:13:42 AM

Subject	Regarding	Location	Priority	Start Time	End Time	Appointment Type
---------	-----------	----------	----------	------------	----------	------------------

Subject	Activity Type	Activity Status	Start Date	Description
Call from dad	phonecall	Completed		They misplaced the letter of admission, so I told him we would resend it. They are planning to visit for the March 360 program.
Call from student -- can't attend reception	phonecall	Completed		Called on Saturday to say he couldn't attend the reception, but he's excited to visit campus for T360.

Filter on:	All		
Subject	Activity Type	Activity Status	
Completed: Common Application	Application Activity	Completed	
Created Account	External User Acco...	Completed	
Department Visit	Appointment	Completed	
Department Visit	Appointment	Completed	
Encourage Application Letter by Current Student	Letter	Completed	
Fall 2014 Bay Area Interviews	ExactTarget Respo...	Completed	
Fall Interview confirmation	Letter	Completed	
February Deadline Reminders - FAid and TIF	ExactTarget Respo...	Completed	
FL 15 Admit Email - EA1, EA2, RD	ExactTarget Respo...	Completed	
Imported: Test Score Import	Import Activity	Completed	
Imported: Test Score Import	Import Activity	Completed	
Information Session	Appointment	Completed	
Interview request from student	Letter	Completed	
Letter of Recommendation received.	Item Received	Completed	
March T360 RSVP Reminder	ExactTarget Respo...	Completed	
NorCalifornia Coffee Chats	ExactTarget Respo...	Completed	
Note from student	Letter	Completed	
Note from student -- Coffee Chat Thank You	Letter	Completed	
Note to student	Letter	Completed	
Official College Academic Transcript received.	Item Received	Completed	
Official High School Transcript received.	Item Received	Completed	
Official SAT or ACT Test Scores received.	Item Received	Completed	
Preptalk Email December 3 Campus Life Panel	ExactTarget Respo...	Completed	
Preptalk Email December 3 Campus Life Panel	ExactTarget Respo...	Completed	
Preptalk Email January 22 - Arizona and Califor...	ExactTarget Respo...	Completed	
Registered: CA Bay Area Fall Interview Weekend	External User Even...	Completed	
Registered: San Francisco Bay Area Reception	External User Even...	Completed	
RSVP	ExactTarget Link D...	Completed	
Secondary School Report received.	Item Received	Completed	

# WHAT DEMONSTRATED INTEREST LOOKS LIKE

## Lafayette College

01/16/2014

C...	DESCRIPTION	DATE
C13	College Board SAT Tape	11/27/2013

kg Req  
mp Date:   
AO Prelim:   
AO Final:

Academic Interests  
Deg. Code: BS Major1: BIOC Major2: BIOL

Significant Decision  
Decision Code:

Hello, have we met?

ie

C...	DESCRIPTION	DATE
T03	Tour	04/10/2013
C13	College Board SAT Tape	12/31/2013

pkg Req  
omp Date:   
AO Prelim: YES  
AO Final:

Academic Interests  
Deg. Code: AB Major1: 0000 Major2: 0000

Significant Decision  
Decision Code:

Don't I know you?

ie

C...	DESCRIPTION	DATE
G03	Group Info Session -Hol/Su...	10/16/2013
T03	Tour	10/16/2013
H01	High School Visit	10/17/2013
C13	College Board SAT Tape	12/03/2013

pkg Req  
omp Date:   
AO Prelim:   
AO Final:

Academic Interests  
Deg. Code: AB Major1: ENG Major2: ART

Significant Decision  
Decision Code:

Ahh, good to see you old friend!



# WHAT DEMONSTRATED INTEREST LOOKS LIKE

## Lafayette College

The screenshot displays a web application interface for Lafayette College, showing a list of activities and a detailed form for a student's application. A large orange arrow points from the 'Academic Interests' section of the form to the right-hand side of the image.

**Activities List (Left Panel):**

Name	Created
Campus Visit F...	2013 Oct
Email	2013 Oct
Email	2013 Nov
Email	2013 Nov
Application	2014 Jan
Writing Supple...	2014 Jan
School Report	2014 Jan
Teacher Reco...	2014 Jan
AAR IV	2014 Jan
Mid Year Scho...	2014 Feb
Teacher Reco...	2014 Feb

**Form Details:**

**Curriculum:** Calc 1, Physics Sr year, DEVINEE, 02/14/2014

**Rank:** [Empty]

**SAT/ACT:** 2

**OVERALL:** 3

**School Check Box:** 7 / 10, 3.74

**Financial Aid Info:**

Apply For Financial Aid? ☐ NO

Fafsa: [Empty] Prof Date: [Empty] Polg Req: [Empty] Comp Date: [Empty]

FM Need: [Empty] IM Need: [Empty] FAO Prelim: [Empty]

TRK Group: [Empty] AID YR: [Empty] Cost: 61905 FAO Final: [Empty]

**Academic Interests:**

Deg. Code: AB Major1: 0000 Major2: ECN

**Admissions Decisions:**

**Decision History:**

C...	DESCRIPTION	DATE
02	Likely	02/14/2014
30	Accept	02/17/2014

**Insignificant Decision:** Decision Code: [Empty]

**Significant Decision:** Decision Code: [Empty]

**Remove Decision:** Decision Code: [Empty]

WARNING: the decision will be permanently removed

# LAFAYETTE COLLEGE FUNNEL

**8,000 - Apps**

**4,000 – Admit 1st Read**

**1,700 – Cut, 2<sup>nd</sup> Read**

**2,300 – Goal**

**2,300**  
Accept  
Enroll  
**650**

LAFAYETTE  
COLLEGE



# TEACHING HOW — A LIFE SKILL

- Student Perspective: *Wait? I have to do what?*
  - Isn't that considered stalking?
  - What if a college still doesn't want me?
  - I don't have time...





# TEACHING HOW — A LIFE SKILL

- Developing self-advocacy skills
- How to help students prepare and practice DI
  - Create a checklist (*steal from Slide 14!*)
  - Role play
    - Preparing for campus visit
    - What to expect when rep visits your high school
  - Workshops on do's, don'ts of professional email correspondence, social media protocol
  - Mock interviews



# TEACHING HOW — A LIFE SKILL

- What scares them or prevents them from demonstrating interest:
  - Time
  - Fear
  - Don't know how
  - Don't want expose themselves
  - Etc.



# RESULTS OF DEMONSTRATED INTEREST?

- Stronger Fit/Match
- Stronger Interviews
- Stronger Supplements
- Stronger Advocacy in Committee (Scholarships)
- Demonstrated Self Reliance

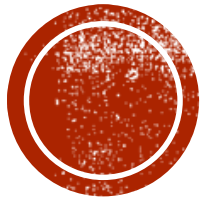


# THANK YOU!

***Eric Wilson***  
*Saint Louis University*

***Lauren Ghishan***  
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***Ed Devine***  
*Lafayette College*



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