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Student Search

Those Selected and Those Overlooked

NACAC National Conference 2004
October 2, 2004

Introduction of Panelists

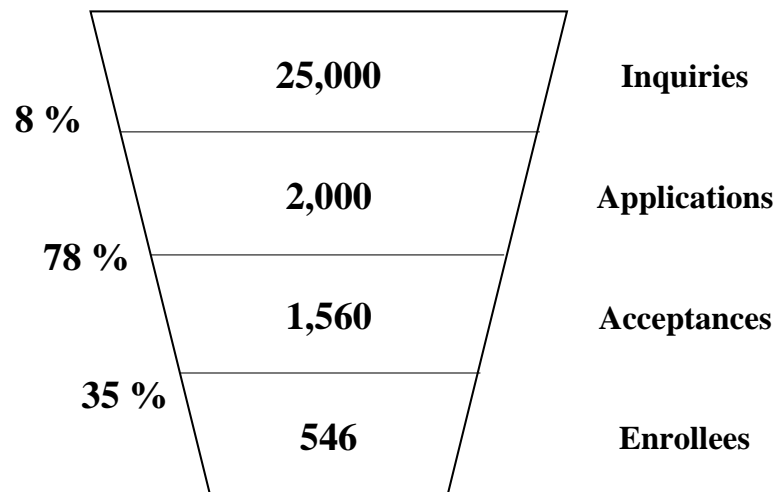
- Don Munce, President, NRCCUA
- Kathy Dawley, President, Maguire Associates
- Kelly Walter, Executive Director of Admissions, Boston University
- Chris Lydon, Assoc. V.P. for Admission & Enrollment Planning, Providence College

Session Overview

- **Introduction:** Are private colleges and universities doing all they can to build diversity in their student populations?
- **Research Insights:** Seven key findings that can help schools better align selection criteria with institutional goals.
- **Boston University:** Using these findings to focus on gender and ethnic diversity.
- **Providence College:** Using these findings in the context of multiple list sources.

Student Search

The Admissions Funnel



- What is it?
- Types of institutions that use student search to target students
- Typical selection criteria

Data Collection Methodology

- Who is NRCCUA
- Who participates
- How is the data collected
- NRCCUA database

Research Methodology

- NRCCUA database
- 2003: Selected 277,025 students who completed survey in the fall of their sophomore year and expected to graduate high school in 2003
- 2004: Selected 396,861 students who completed survey in the fall of their sophomore year and expected to graduate high school in 2004
- Student database fairly representative of census projections of state populations of 15 to 19 year olds
- Most of those colleges and universities conducting search were private institutions; therefore “selection scores” utilized were those drawn by private institutions

Research Questions

- Are some students being under selected by colleges and universities?
- Are some students being over selected by colleges and universities?
- What interactions exist between key selection variables?
- What opportunities and challenges exist for colleges and universities in defining their search parameters?



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Demographic Profile of Students in the Sample

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Demographic Profile - 2004

■ Gender

- 55% Female

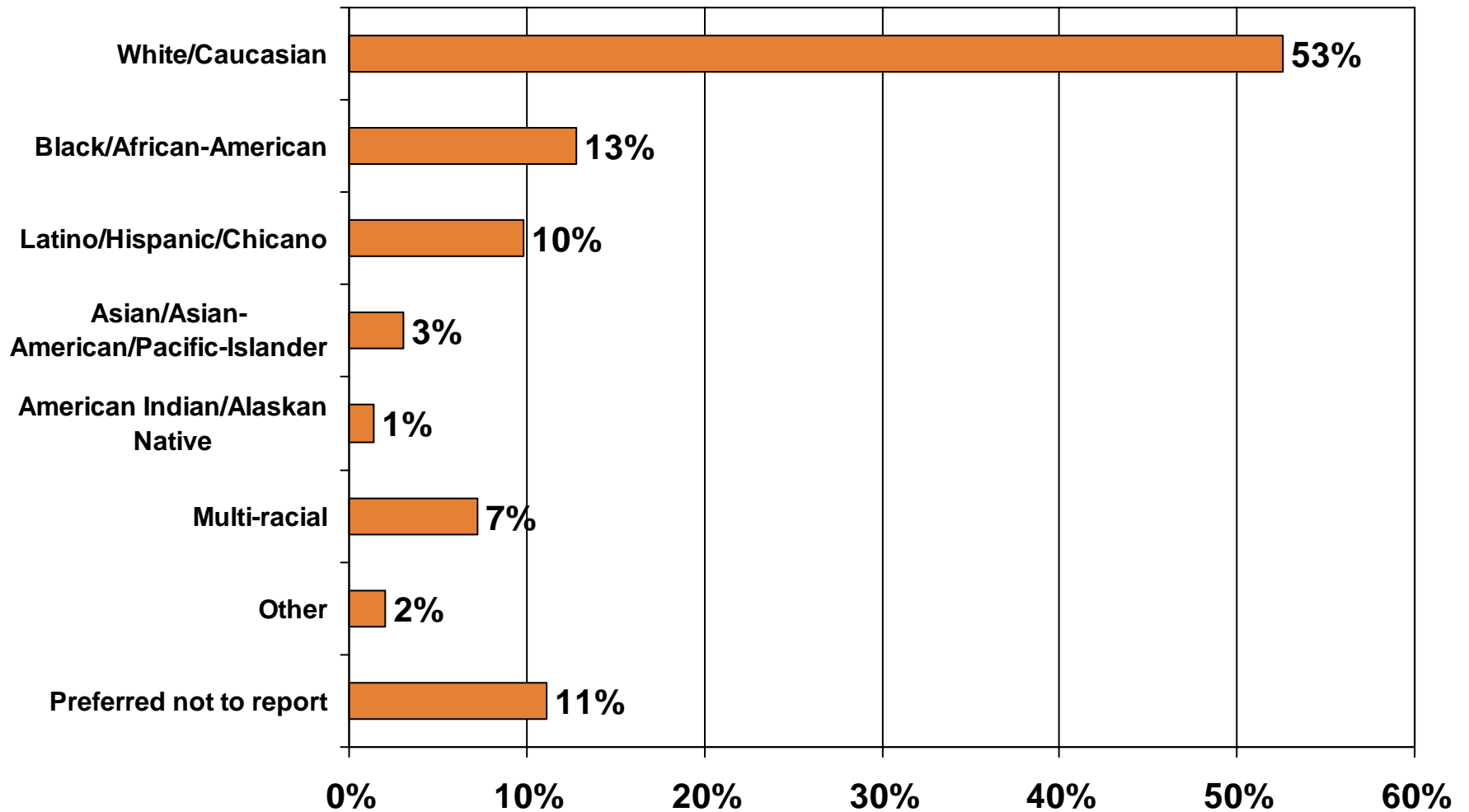
■ High School Type

- 86% Public
- 5% Private -Catholic
- 2% Private - not religiously affiliated
- 2% Private – Christian
- 6% Not reported

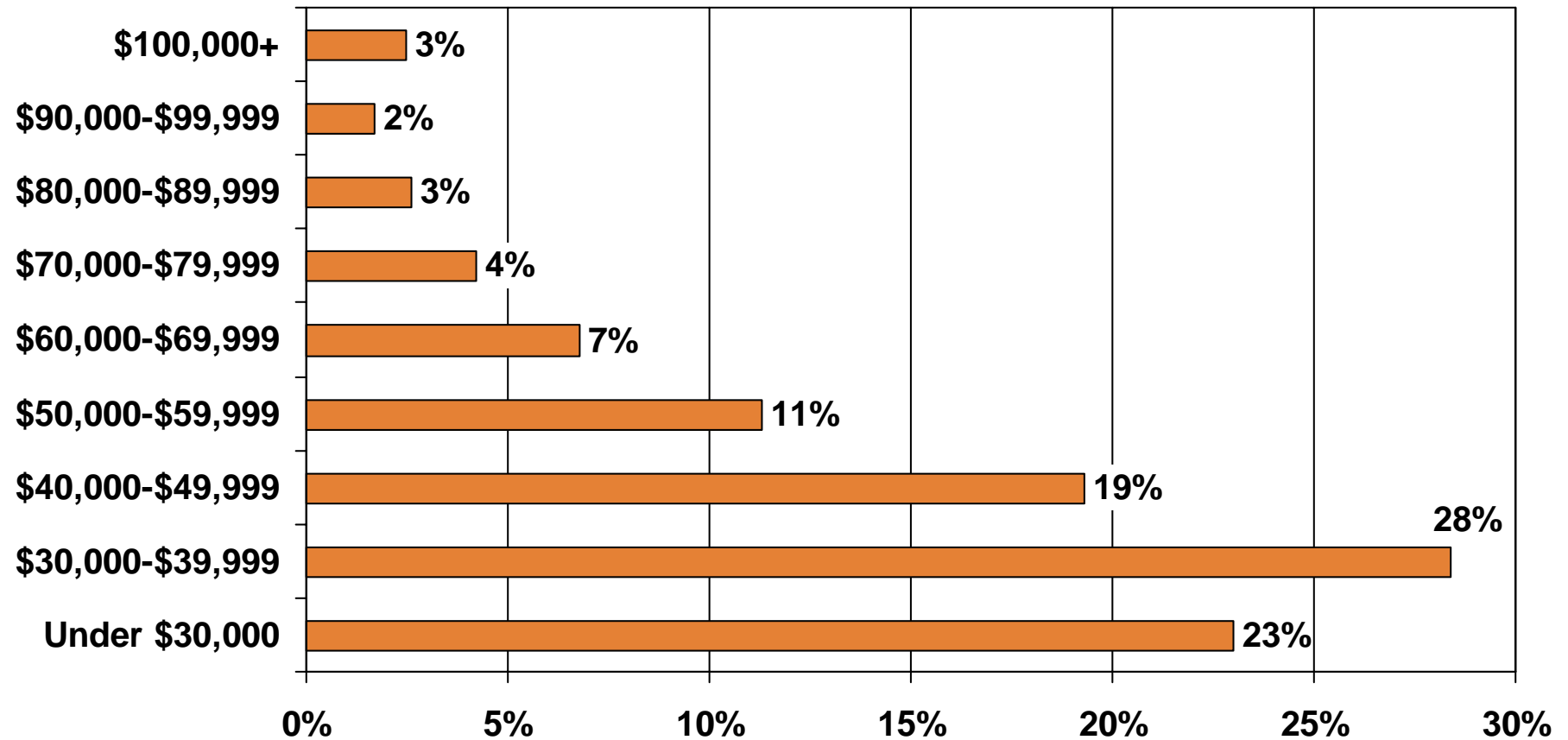
■ H.S. GPA

- 28% A+/A/A-
- 51% B+/B/B-
- 18% C+/C
- 2% Lower than C

Ethnicity - 2004



"Attributed" Household Income* - 2004



*NRCCUA uses a comprehensive consumer database and relevant U.S. Census Bureau data to assign an "attributed" household income to each student in the database. Households within a given carrier route are assigned to an income category using the distribution of incomes within that area based on known and attributed actual income levels. The attributed actual income levels are calculated using an algorithm that includes characteristics such as new car purchase history, family size and structure, housing type, home ownership, head of household occupation, etc.

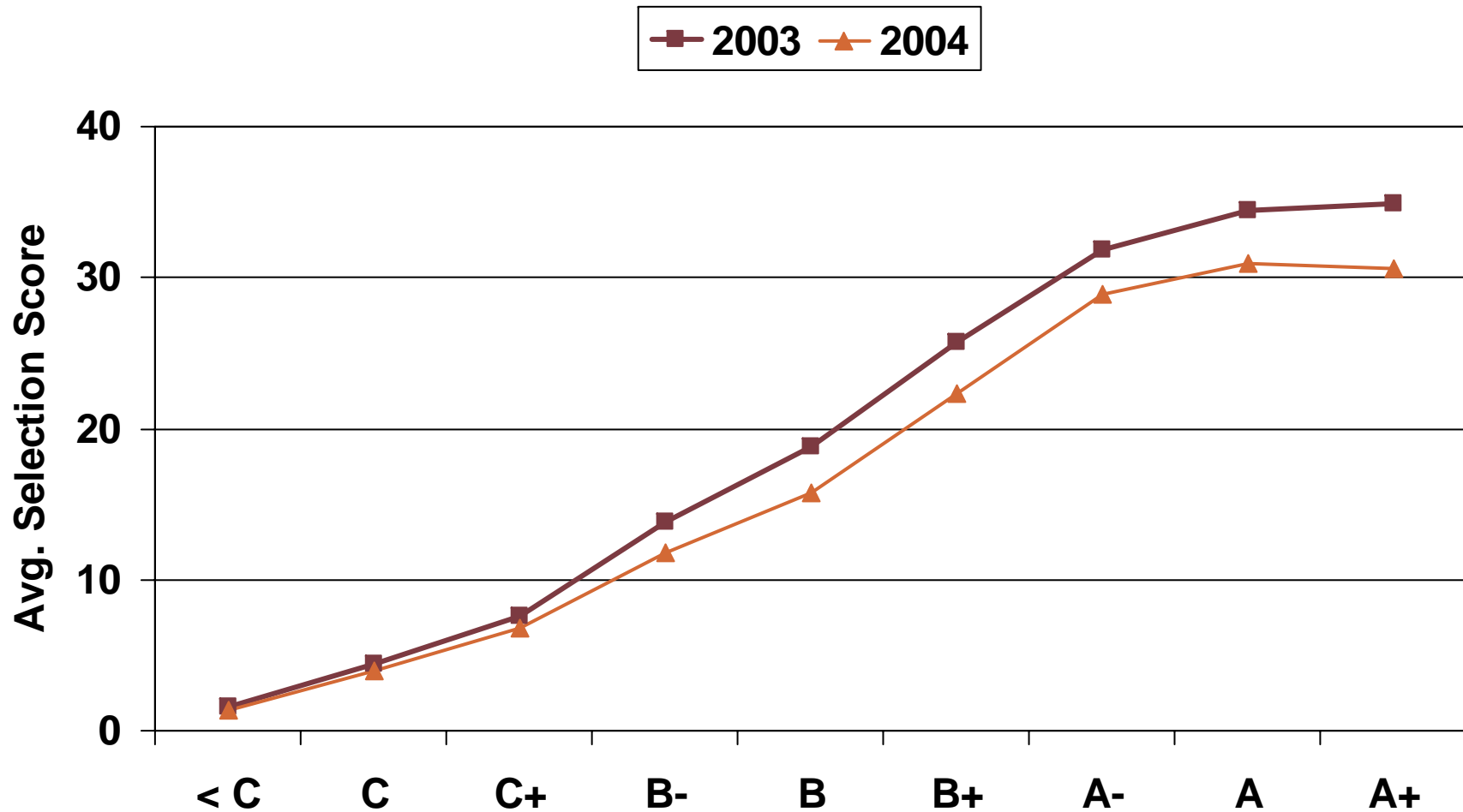


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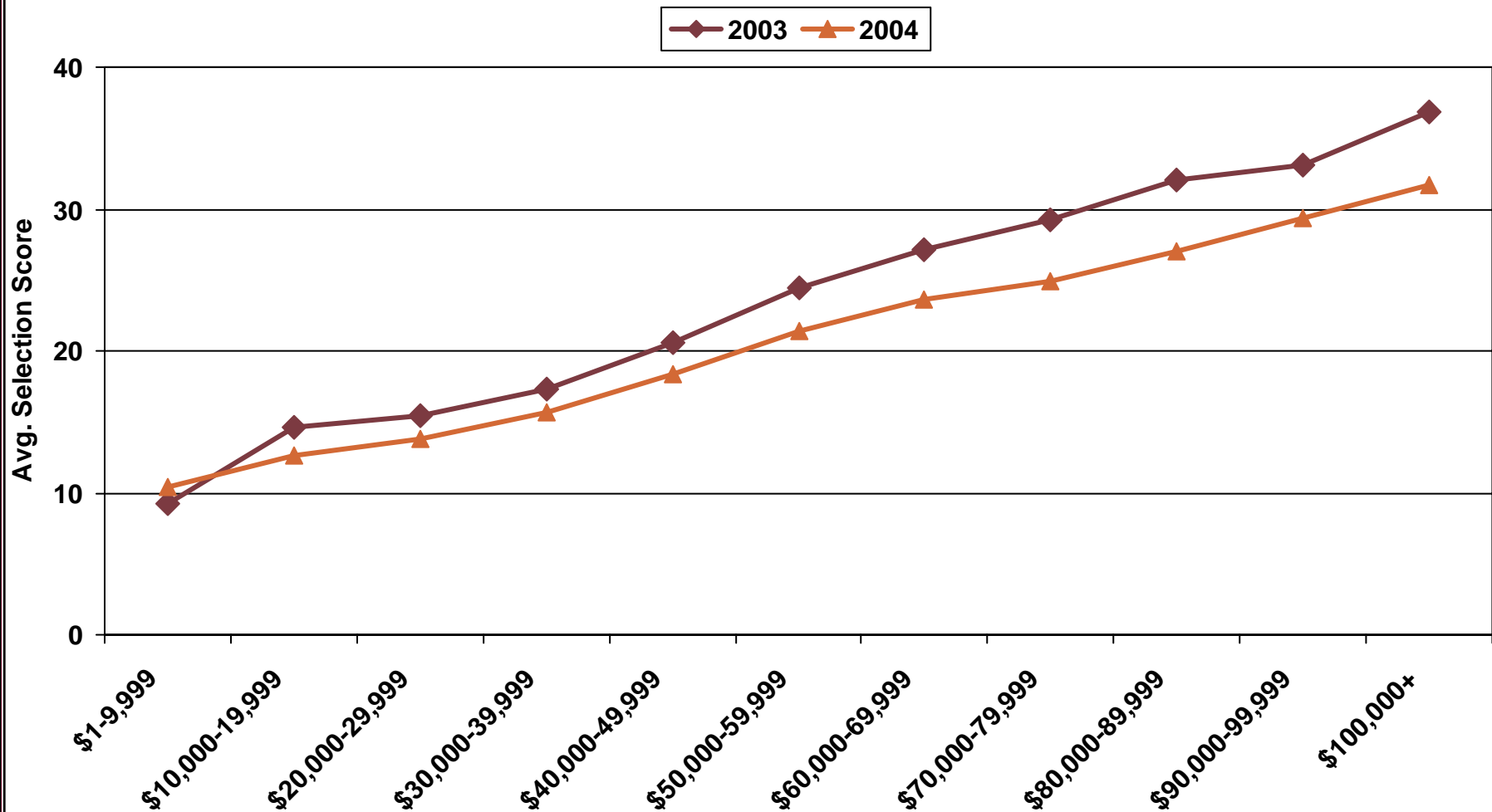
Finding I

A strong direct relationship exists between selection scores and high school grade point average and “attributed” household income.

Average Number of Times Students Are Selected by a Private College/University by Students' H.S. Grade Point Average



Average Number of Times Students Are Selected by a Private College/University by "Attributed" Household Income



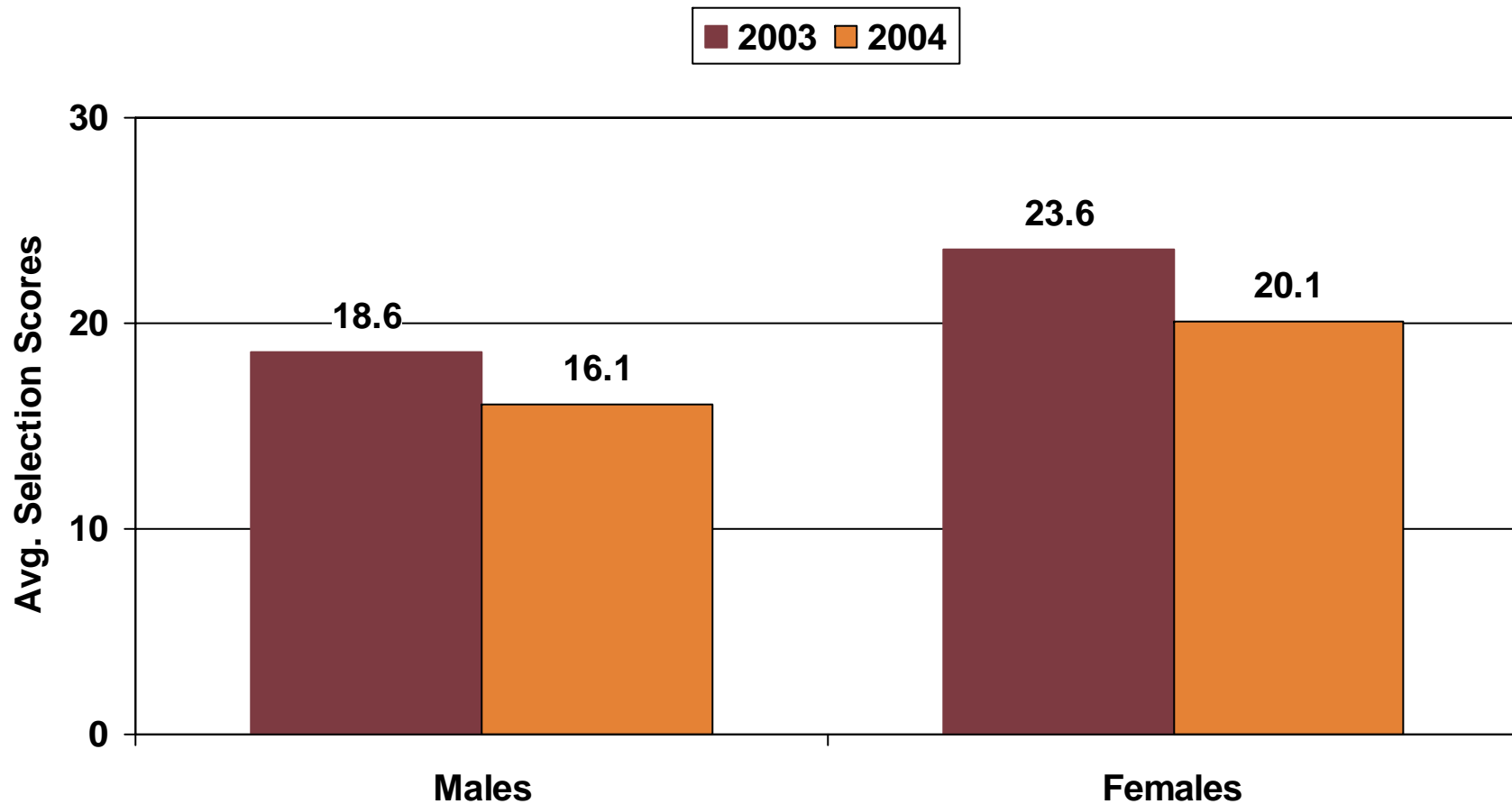


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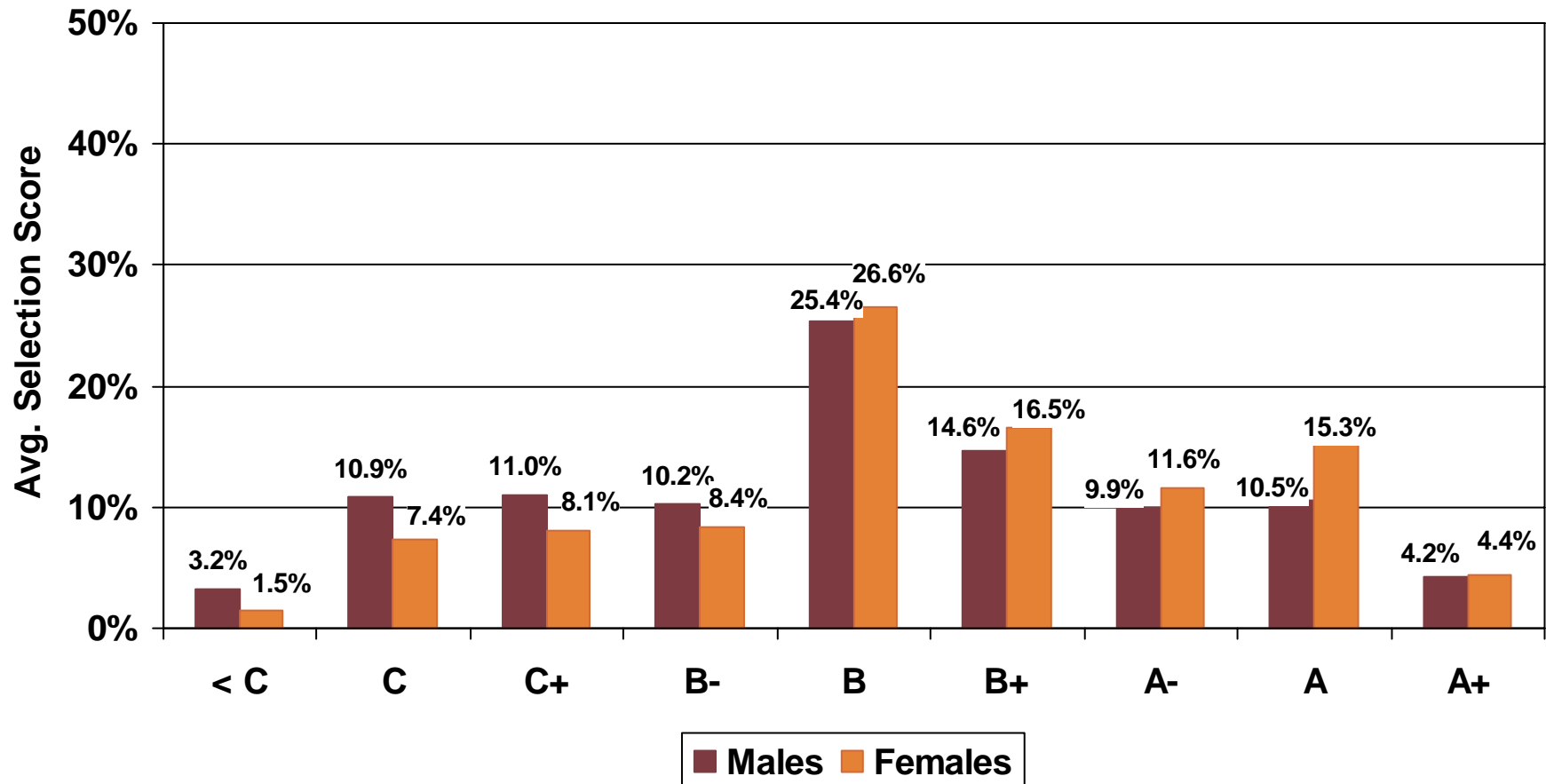
Finding II

Overall, female students are selected more often than male students by private colleges and universities.

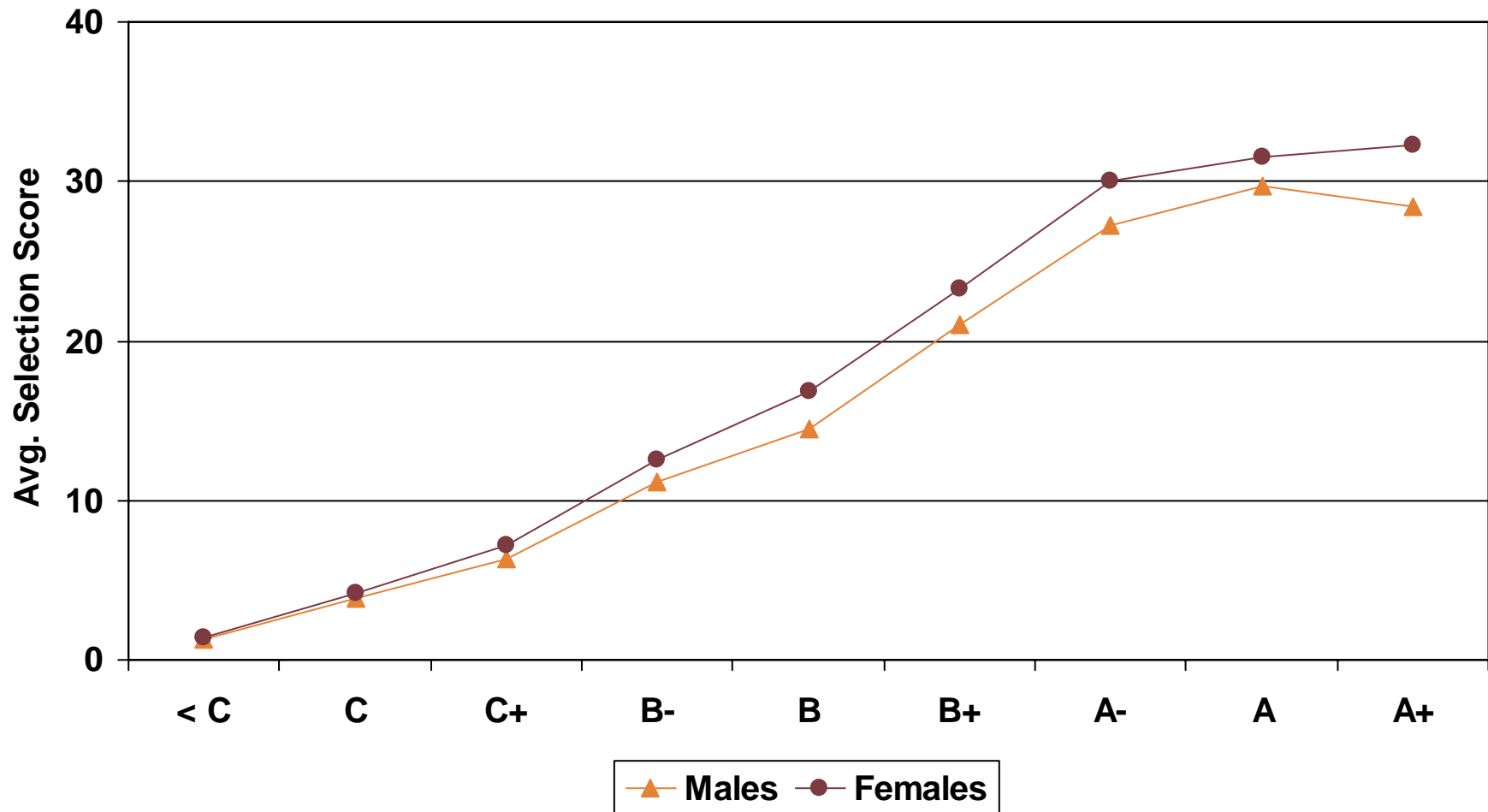
Average Number of Times Students Are Selected by a Private College/University by Gender



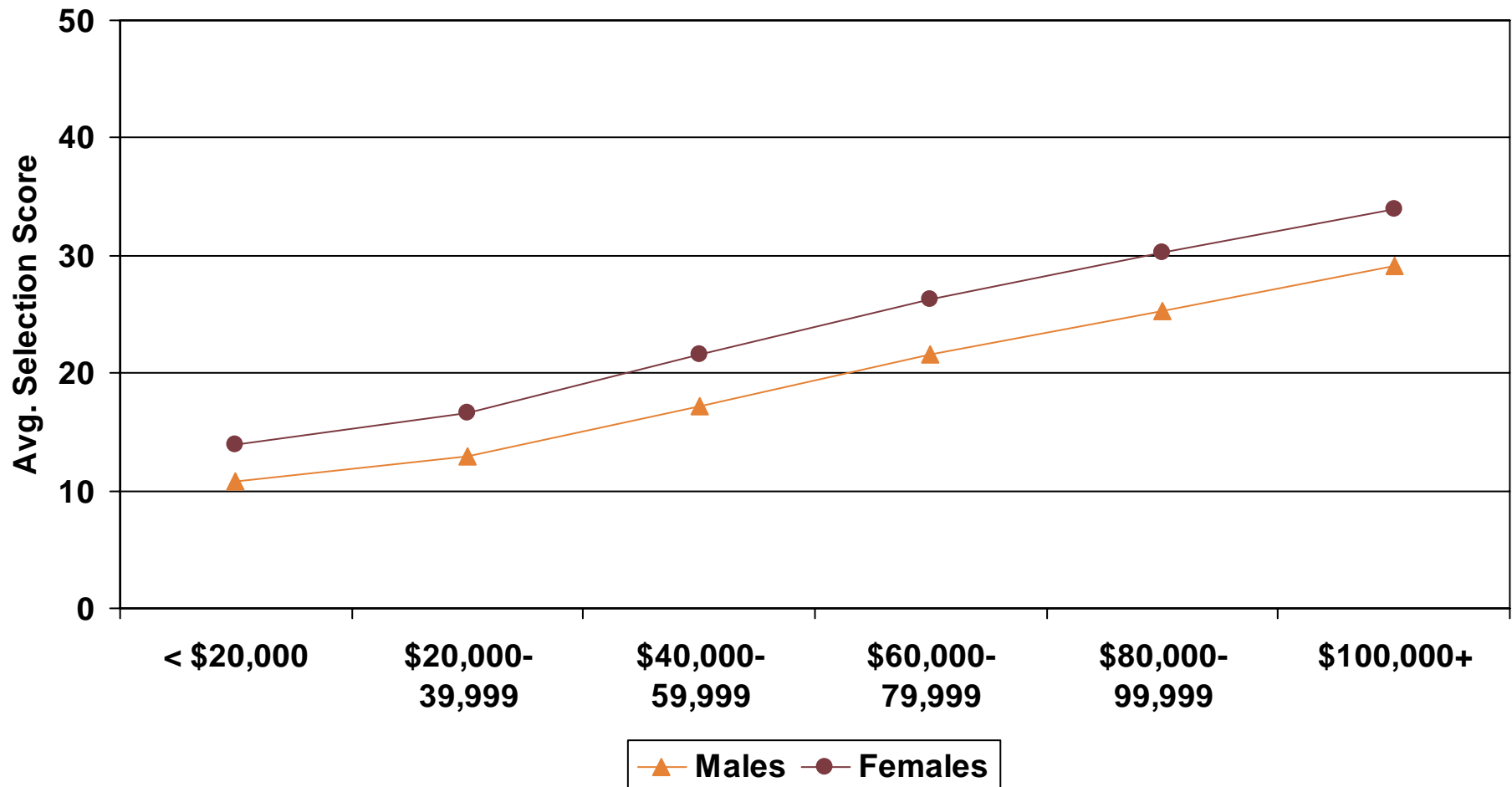
Females tend to report higher high school GPAs than their male counterparts (2004)



Average Number of Times Students Are Selected by a Private College/University by Gender and H.S. Grade Point Average (2004)



Average Number of Times Students Are Selected by a Private College/University by Gender and "Attributed" Household Income (2004)



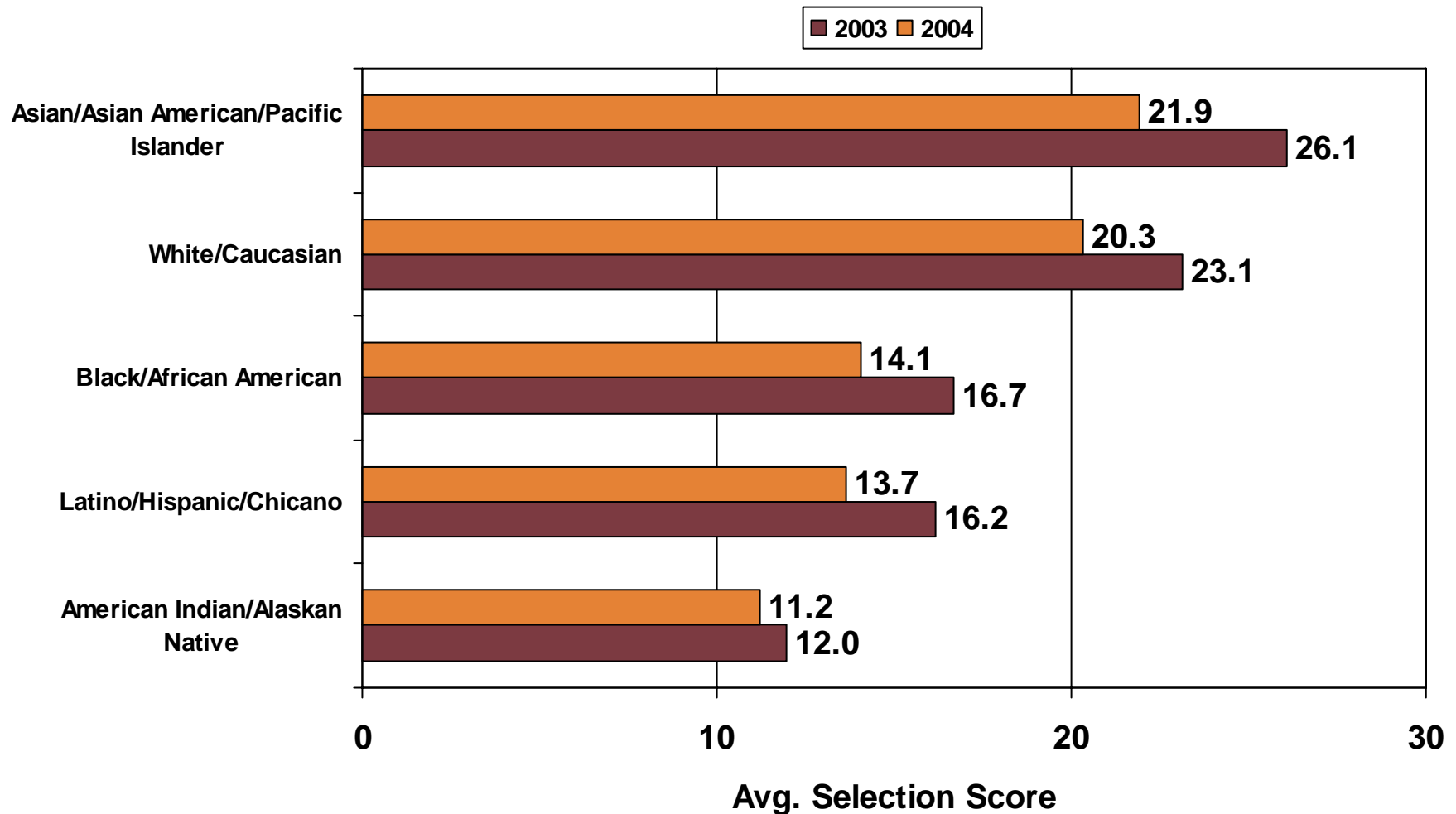


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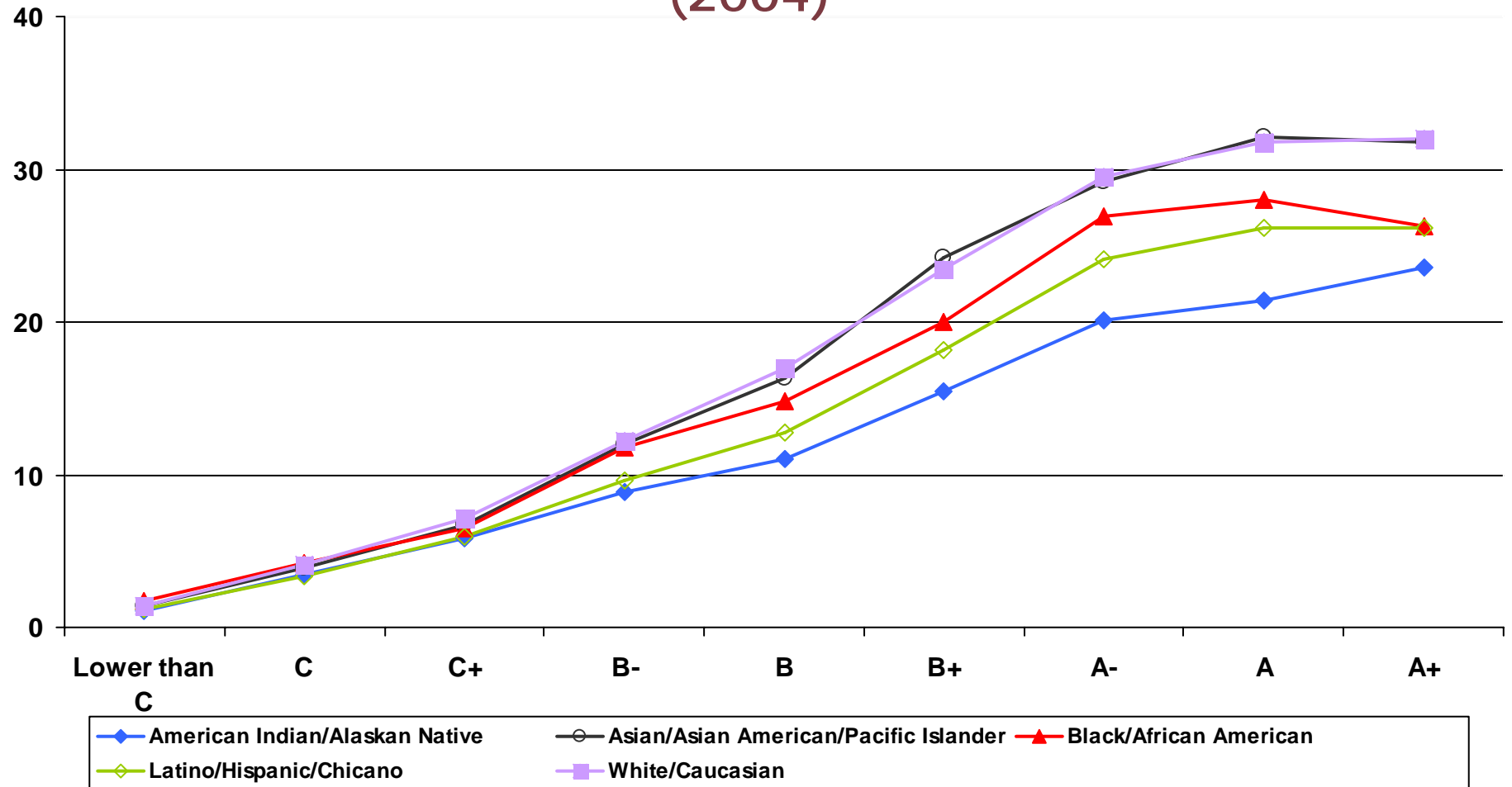
Finding III

Asian and White/Caucasian students are selected more often than are other ethnic groups.

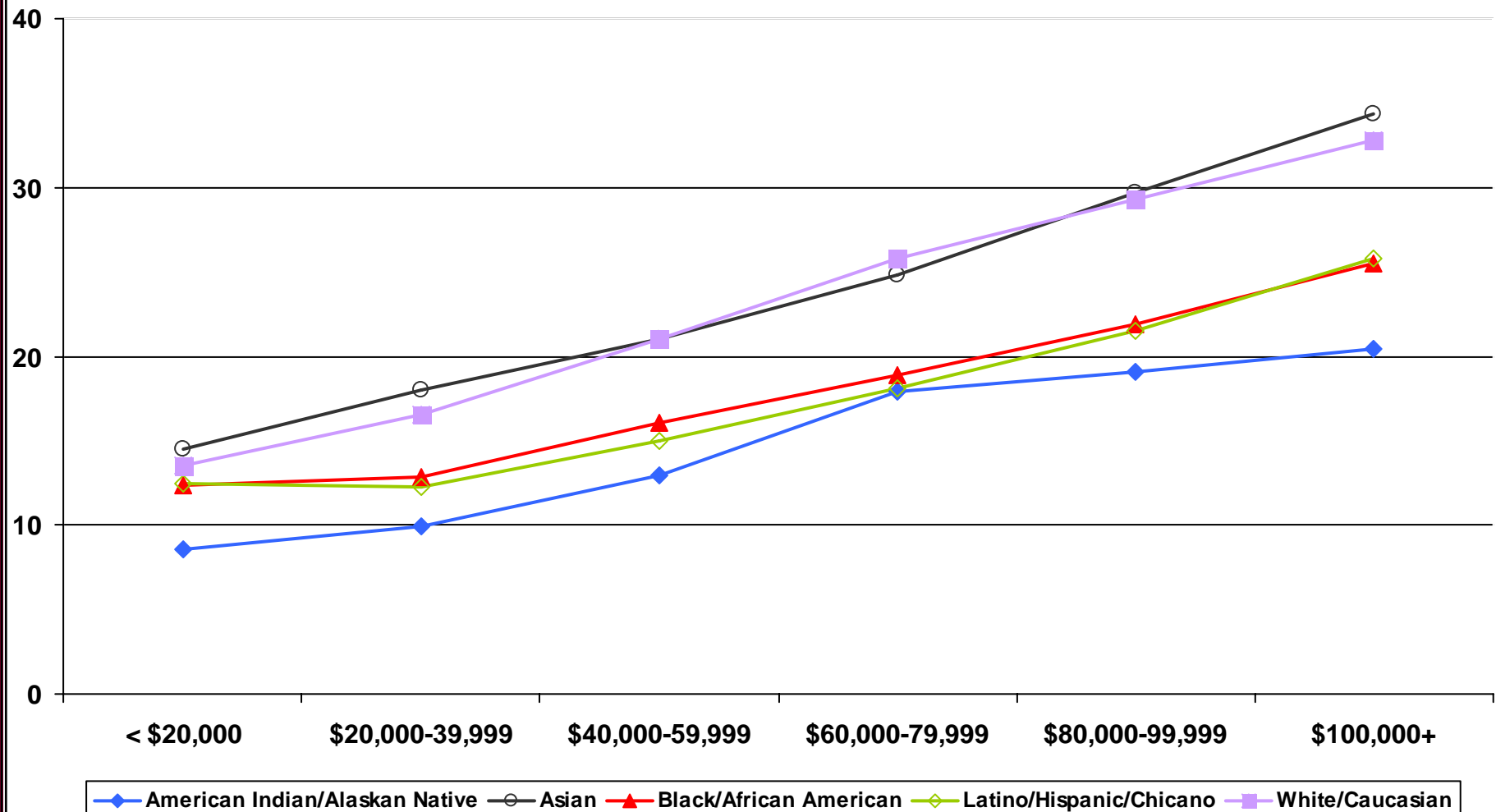
Average Number of Times Students Are Selected by a Private College/University by Students' Ethnicity



Average Number of Times Students Are Selected by a Private College/University by Students' Ethnicity and High School Grade Point Average (2004)



Average Number of Times Students Are Selected by a Private College/University by Students' Ethnicity and "Attributed" Household Income (2004)



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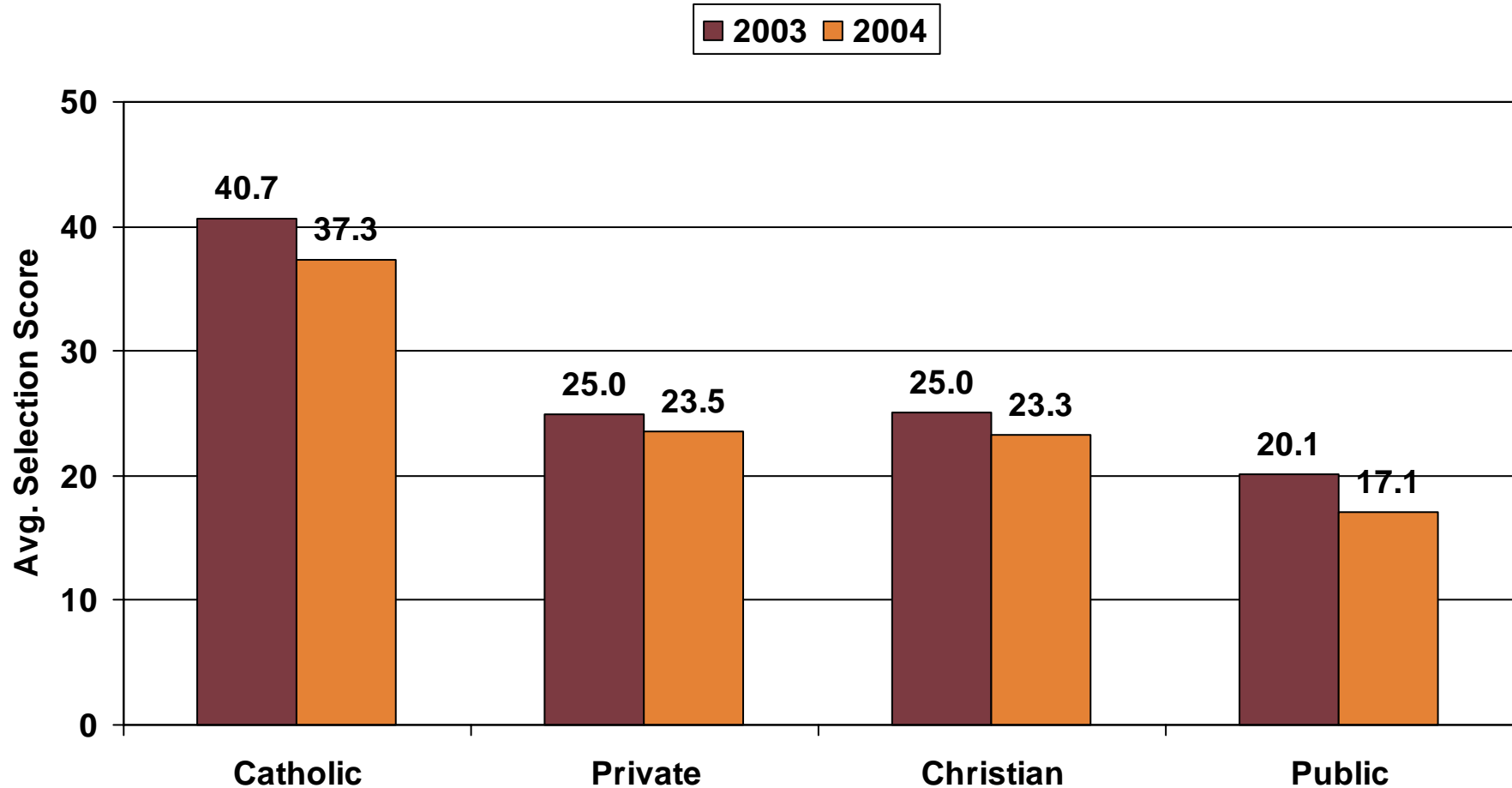


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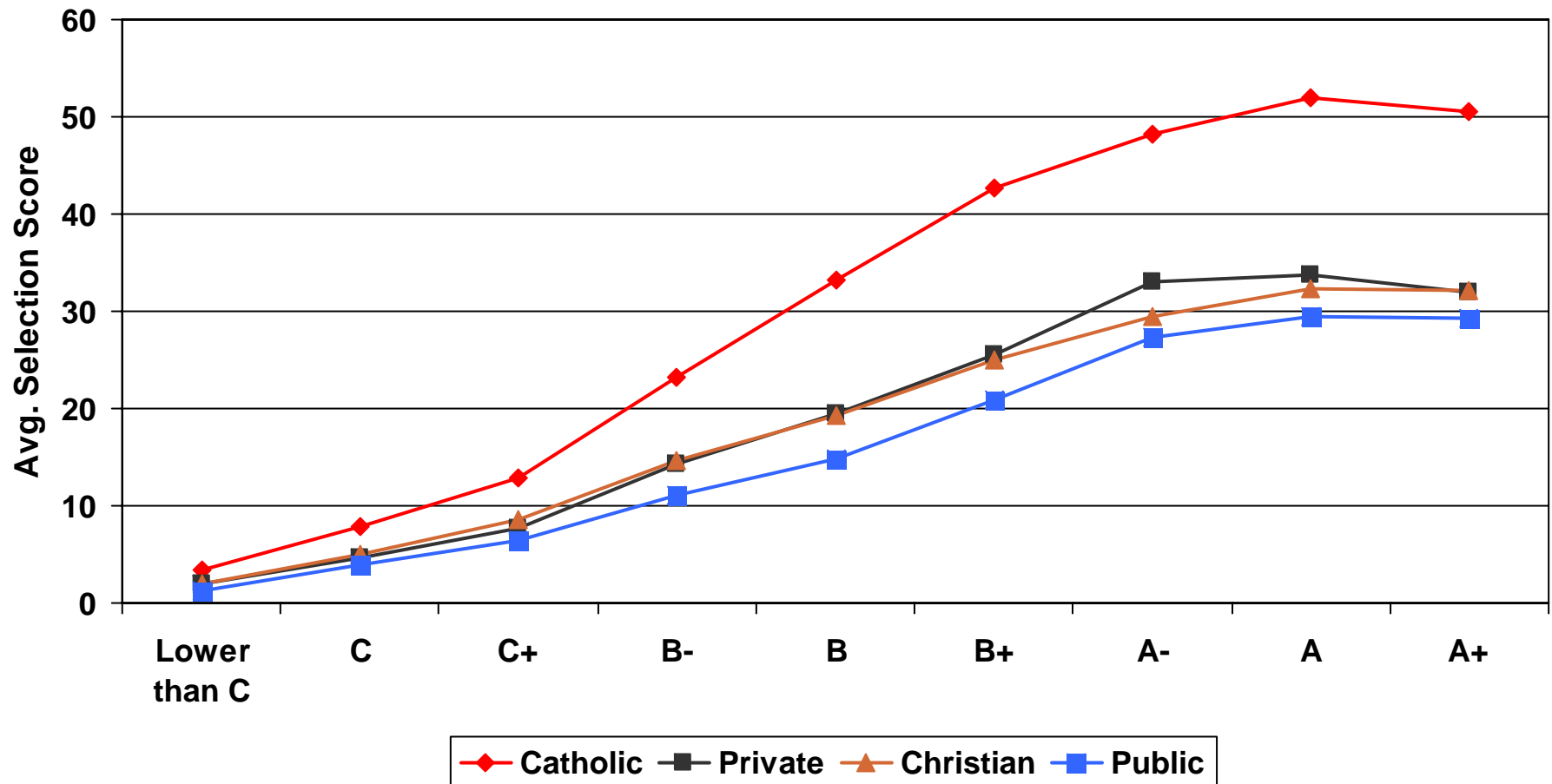
Finding IV

The religious affiliation of the student's high school and college preference is related to selection scores.

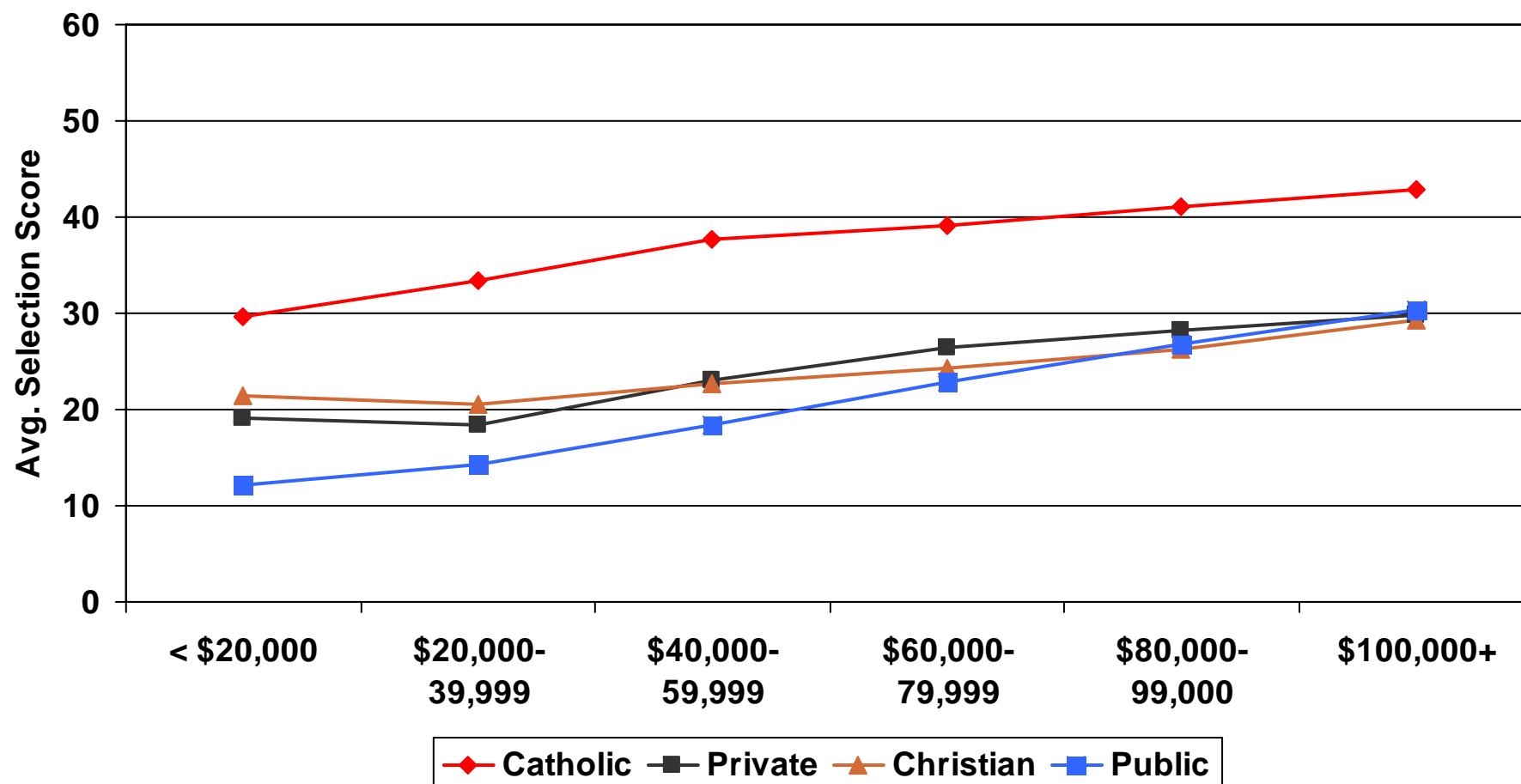
Average Number of Times Students Are Selected by a Private College/University by Type of High School



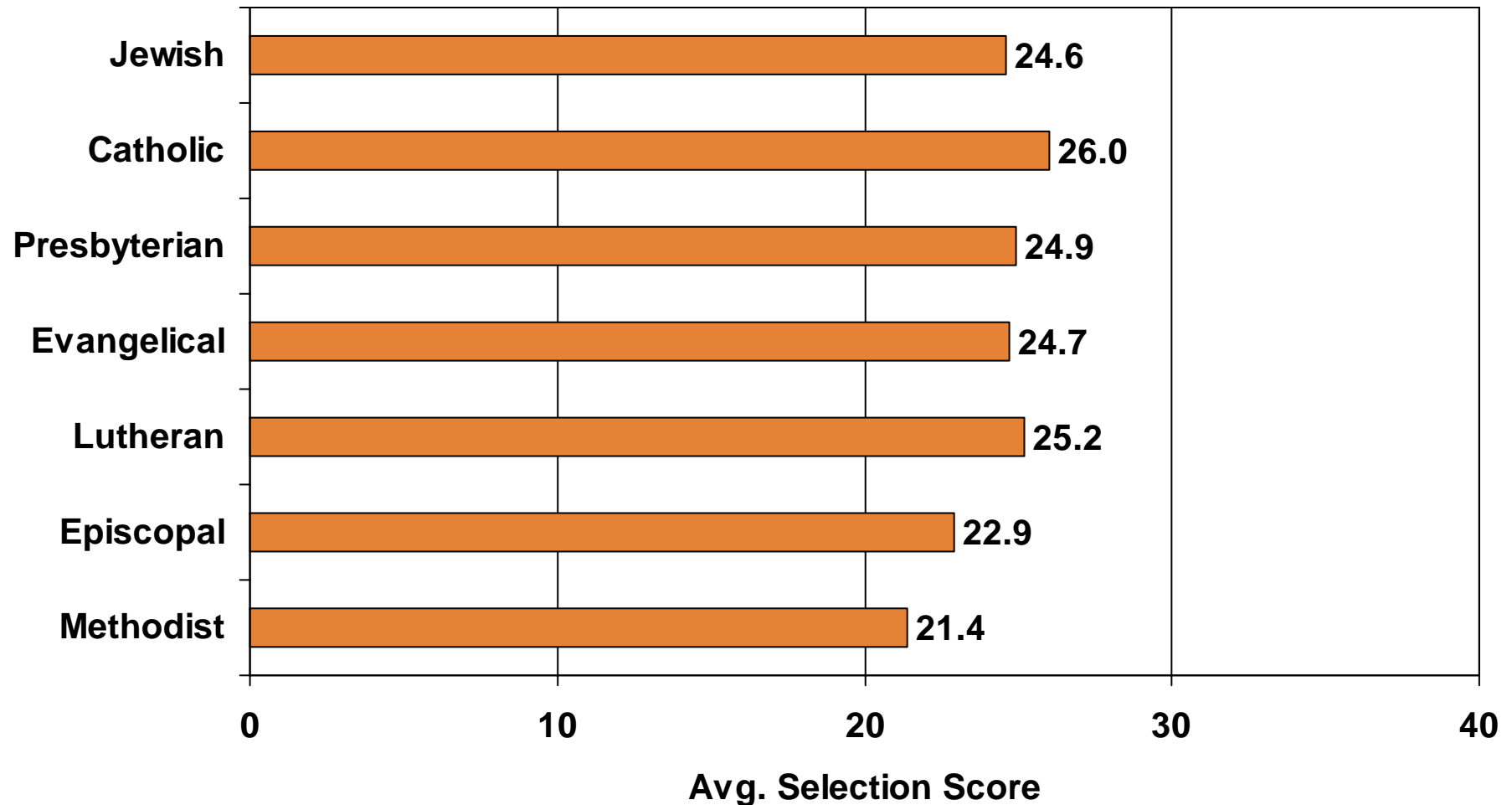
Average Number of Times Students Are Selected by a Private College/University by Type of High School and High School Grade Point Average (2004)



Average Number of Times Students Are Selected by a Private College/University by Type of High School and "Attributed" Household Income (2004)



Average Number of Times Students Are Selected by a Private College/University by Preferred College Affiliation (2004)



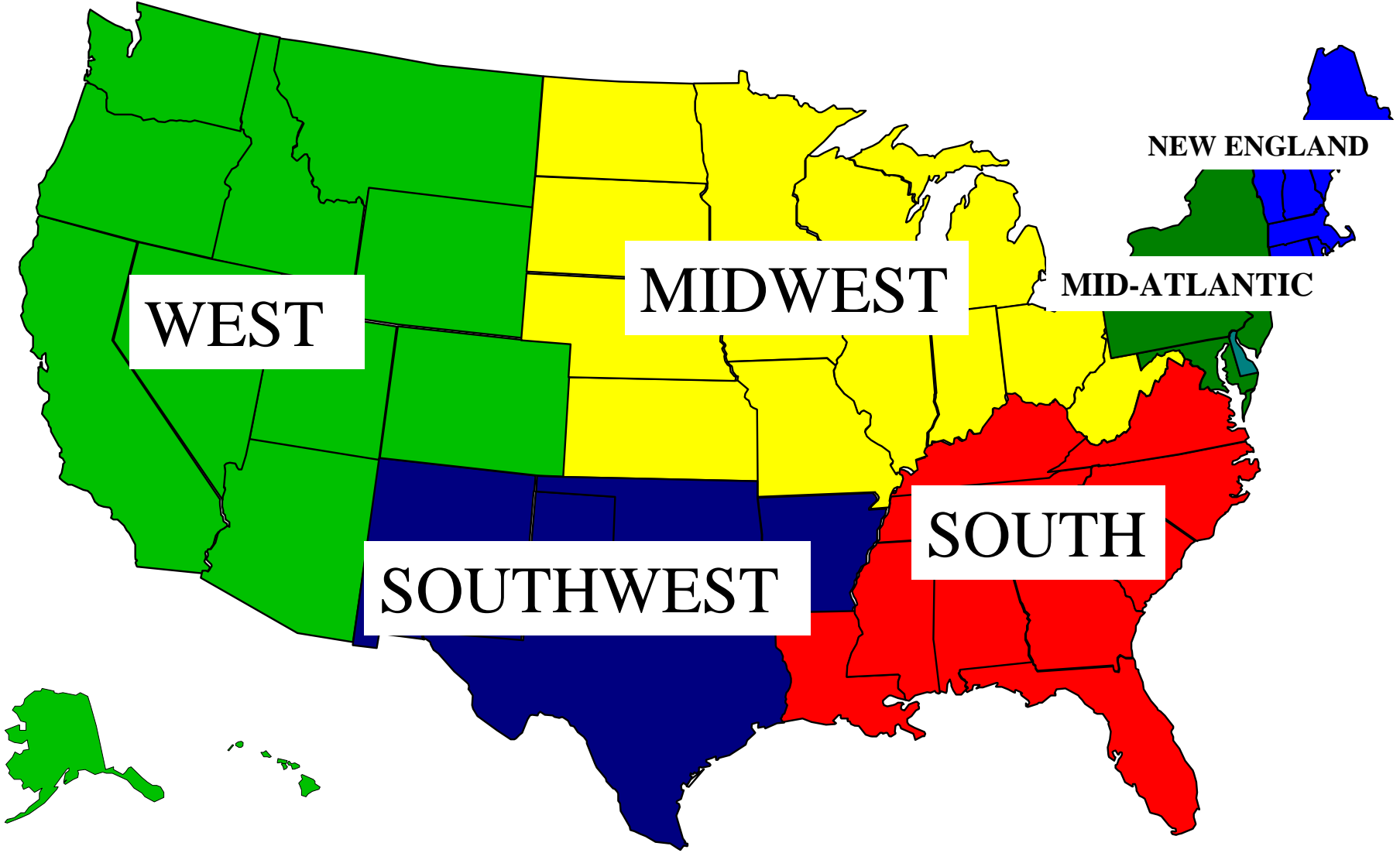


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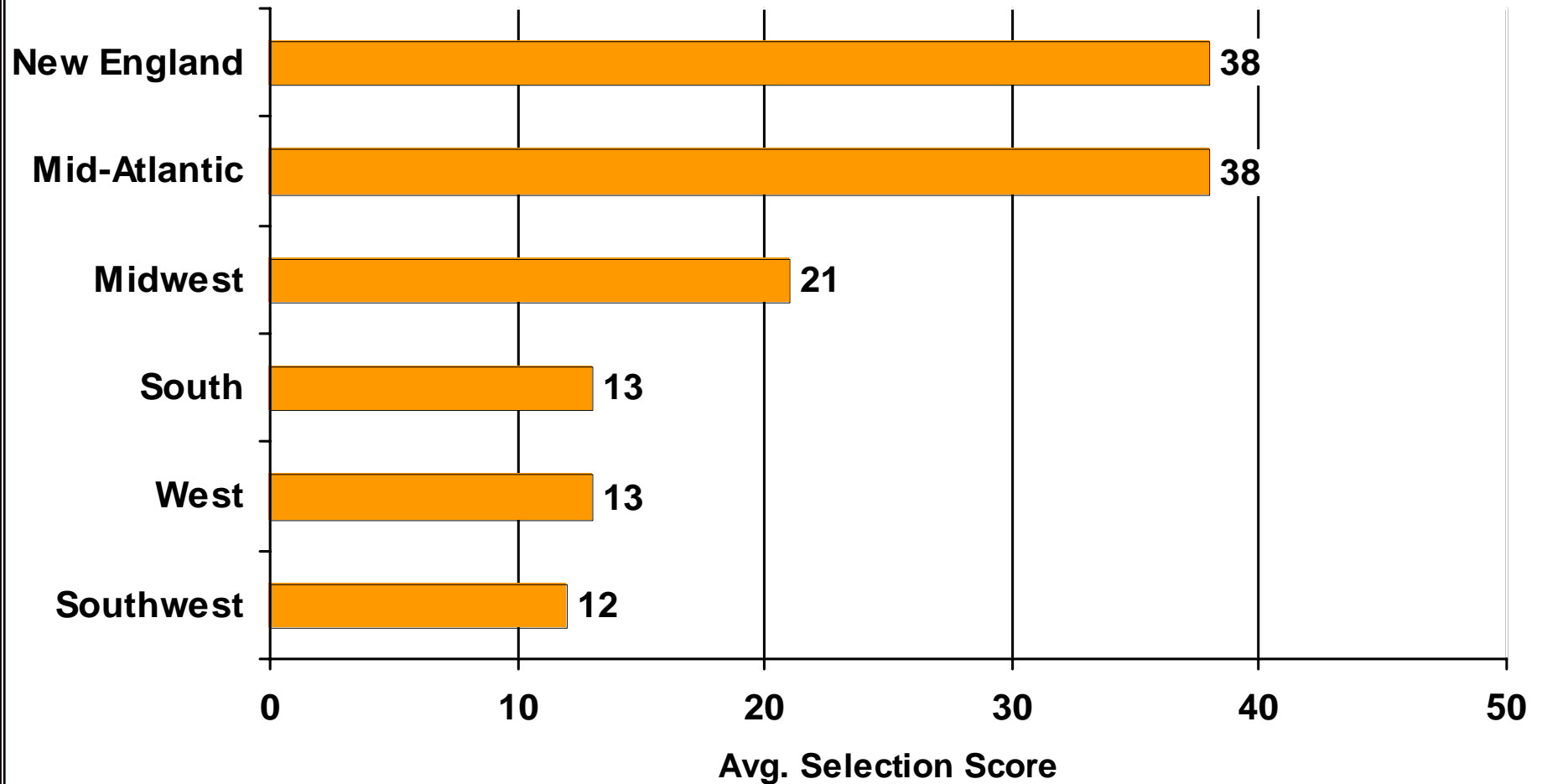
Finding V

Students in the Northeast are selected more frequently compared to other regions.

Region of Residency



Average Number of Times Students Are Selected by a Private College/University by Students' Region of Residence (2004)



Factors Influencing Regional Effect (2003 & 2004)

- Low number of students in Northeast region (one in five 15-19 year-olds live in two regions*) vs. high number of private colleges (a third of all private colleges in U.S. are located in these regions**)
- More Catholic students
- Higher “attributed” incomes
- Factors not influencing –
 - High school grades
 - Gender balance

*U.S. Bureau of the Census; **College Board



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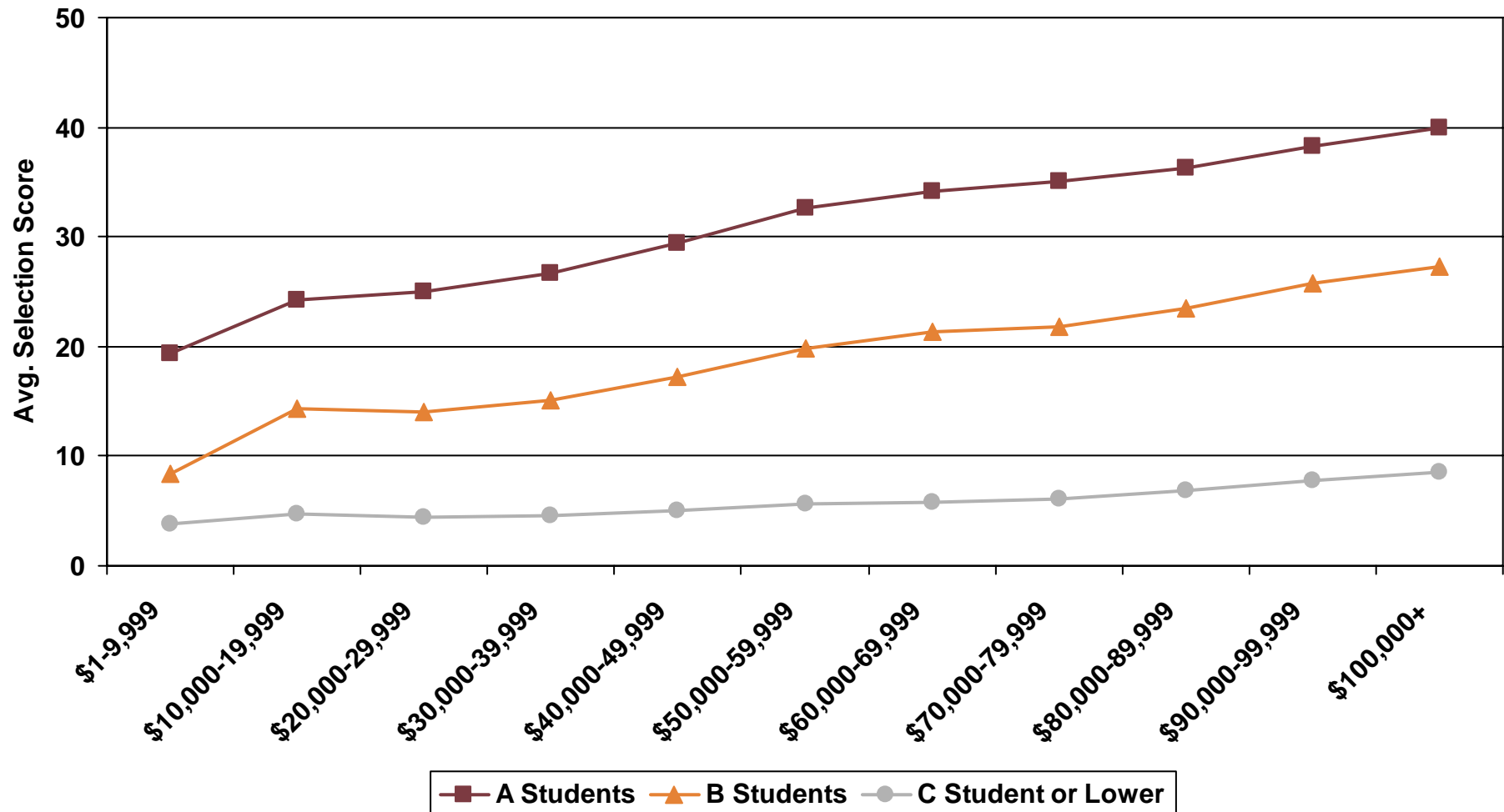
Finding VI

Money Matters.

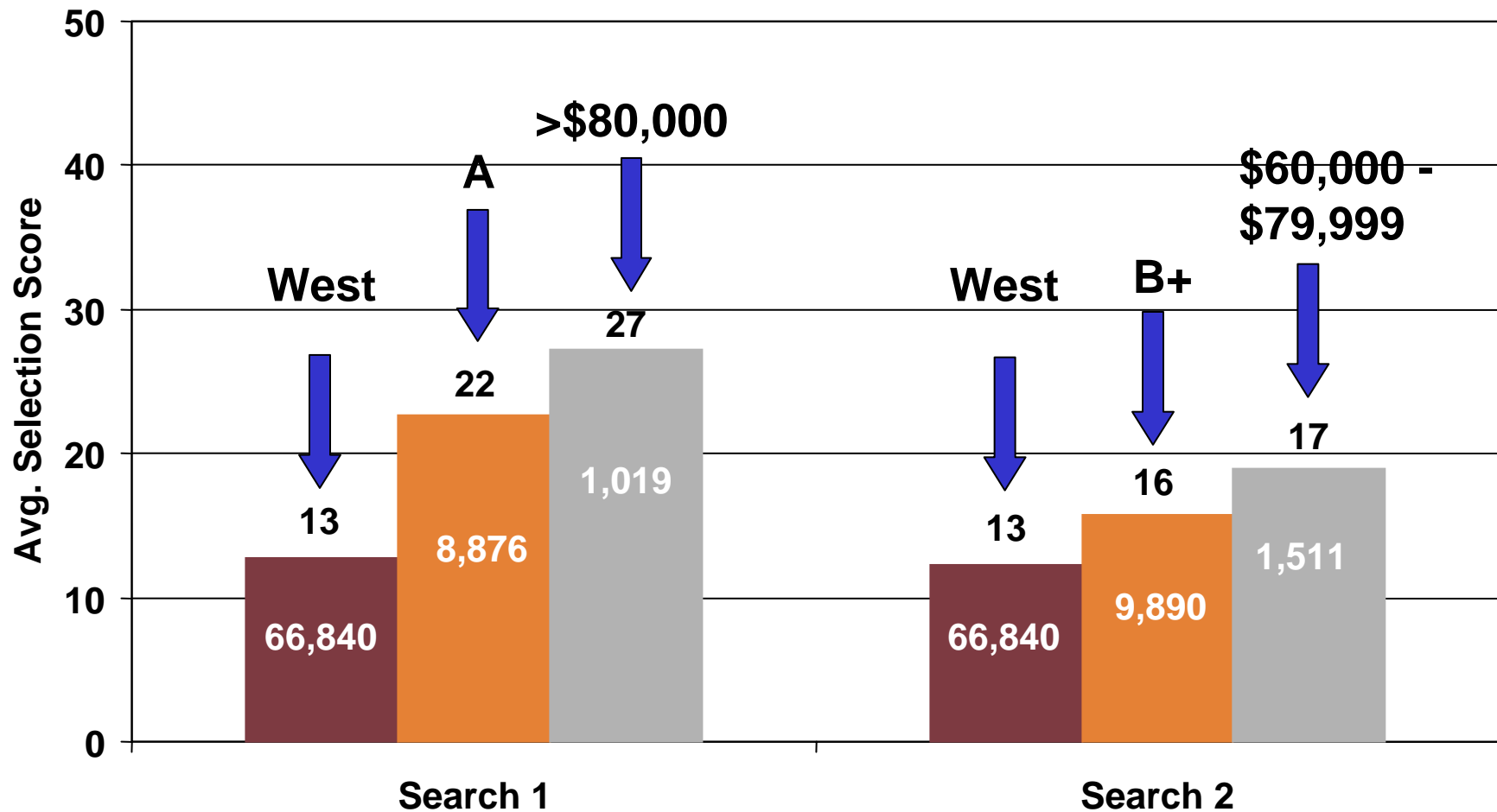
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Average Number of Times Students Are Selected by a Private College/University by H.S. GPA and "Attributed" Household Income (2004)



Example Search (2004)





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Finding VII

Understanding the interactions of selection variables with one another and other demographics is critical to sculpting the most robust search.

Student Selection Scores from Private Institutions' Search

- Range from 0 to 135 (2003 & 2004)
- Divided into quartiles (2003)
 - Least selected (0 to 6)
 - Low to Moderate selected (7 to 16)
 - Moderate to High Selected (17 to 30)
 - Most Selected (31 to 135)
- Divided into quartiles (2004)
 - Least selected (0 to 5)
 - Low to Moderate selected (6 to 13)
 - Moderate to High Selected (14 to 25)
 - Most Selected (26 to 135)

Profile of Most Selected Students (2004)

- B+ or higher GPA (77%)
- Female (62%)
- White/Caucasian or Asian/Asian-American/Pacific Islander (66%)
- Compared to those less often selected:
 - More often have “attributed” household income of \$50,000 or more (43%)
 - More likely to attend a private high school (16%)

Profile of Least Selected Students (2004)

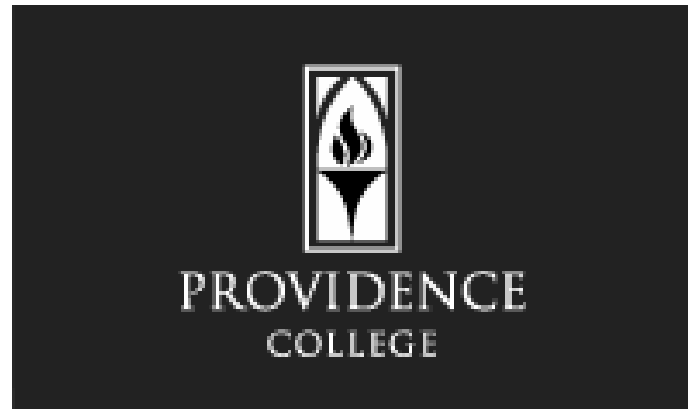
- B- or lower GPA (67%)
- Male (55%)
- “Attributed” household income of less than \$40,000 (64%)
- Compared to those more often selected:
 - More often Black/African-American, Latino, and American Indian (33%)
 - Less likely to attend a private high school (3%)

GPA and Ethnicity Example (2004)

- Selecting only “A- or above” students:
 - 14% of Black/African-American students
 - 19% of Latino students
- Altering the GPA criteria to “B+ or above”:
 - 29% of Black/African-American students
 - 34% of Latino students



Using these findings to focus on gender and diversity goals.



*Using these findings in the context of multiple
list sources.*

Comments & Questions

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