

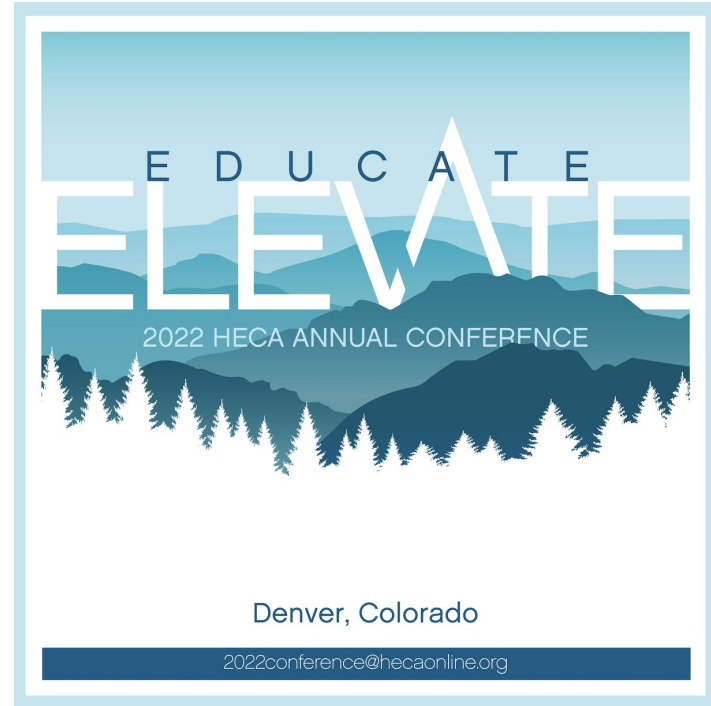
2022 ANNUAL CONFERENCE

The New Deal (or No Deal): Submit or Don't Submit

#HECA2022CO

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Please welcome our panelists

Jeff Knox
Founder

Moxie College Counseling



Hillary Dickman
Assistant Director of Admission
Colorado College

Jennifer Ziegenfus, Ed.D.
Director of Recruitment
University of Colorado Boulder



100%

100% of you are here today. Let's start with a quick poll to see what else we can learn about the group :-).

Question:

How long have you worked in the field of college admissions?

- I'm brand new! (<2 years)
- 2-5 years
- 5-10 years
- 10-20 years
- 20+ years (and yes, I started when I was 6 if you are doing the math in your head)



SUBMIT **NOT SUBMIT**

College admissions started feeling like a game show this past year - **high stakes, high pressure** - with not enough “lifelines” for anxious students

Lessons from 2020-2021

- More students made strategic submission decisions than ever before
- Testing was more likely to play a role in numbers-oriented fields like STEM and Business
- Regionality played a role - if available, colleges relied on testing to validate the performance of students from rural, unknown, or underserved areas
- Some colleges did seem to favor submitters over non-submitters
- Schools were inconsistent about how they applied 'test optional'
- High scores never hurt anyone

What We Thought Would Happen in 2021-2022

- Middle 50% ranges would be up and keep climbing at colleges that remain test optional
- Colleges would know that students choosing not to submit now are more likely to have had modest scores now that tests are more widely available
- Students were going to make more strategic rather than unilateral submission decisions
- State legislatures dictate policy and large state universities in the South are more likely to require testing in the years to come
- The colleges are watching very carefully as the data unfold

Case Study #1

- **Gender:** Female
- **Geography:** From rural CO but attending boarding school
- **Courses:** 5 AP-equivalent courses taken (18 offered), plus 7 honors.
Well-balanced curriculum
 - 19 core core academic courses total — a bit low compared to what was offered at the school.
- **GPA:** 4.23 weighted/3.972 unweighted (28 As, 2 Bs in core courses)
- **Intended Major:** Molecular Biology
- **Extra Curricular Activities:** Work, Rock Climbing, Marine Bio Club co-founder
- **Scores:** SAT 1380
- **College Applied to:** Colorado College (Early Action round)

SUBMIT

DON'T SUBMIT

Case Study #2

- **Gender:** Female
- **Geography:** From Colorado Springs, CO (suburban large public high school)
- **Courses:** IB Diploma Programme
 - 24 core academic courses total
- **GPA:** 4.31 weighted/3.97 unweighted (35 As, 1 B in core courses — B was sophomore year)
- **Intended Major:** Anthropology
- **Extra Curricular Activities:** Children's Chorale, Anti-bullying club president, school district DEI task force, tennis
- **Scores:** SAT 1400
- **College Applied to:** Colorado College (Early Action round)

SUBMIT

DON'T SUBMIT

Case Study #3

- **Gender:** Male
- **Geography:** From Bethesda, MD, outside Washington, DC (suburban large public high school)
- **Courses:** Honors English 12, AP Stat, AP Enviro, AP Econ, AP Music Theory, Symphony Orch
 - 8 AP courses total, including senior year
- **GPA:** 4.37 weighted/3.57 unweighted (18 As, 20 Bs in core courses)
- **Intended Major:** Computer Science, Game Design maybe
- **Extra Curricular Activities:** Competitive League of Legends player, nationally ranked, actually talking to college coaches at Northeastern and Miami Ohio
- **Scores:** SAT 1430 (690R, 740M)
- **College Applied to:** Too many...Northeastern EDI, Case Western EDII, UMD, Wisconsin, CMU, Lehigh, Penn State, Syracuse, UDel, RIT, Bucknell, Michigan, Ga Tech, Virginia Tech, Purdue, Illinois, Miami Ohio, Cornell

SUBMIT

DON'T SUBMIT

Case Study #4

- **Gender:** Male
- **Geography:** South Carolina (suburban area)
- **Courses:** 5 of 12 AP courses taken (one in science and one in math)
- **GPA:** 3.8 weighted (3.33 unweighted)
- **Intended Major:** Computer Science B.S
- **Extra Curricular Activities:** Spanish Club, Baseball, Robotics
- **Scores:** 710R/650M
- **Colleges Applied to:** CU Boulder, University of Oregon, Georgia Institute of Technology, University of Texas - Austin, University of South Carolina

SUBMIT

DON'T SUBMIT

Case Study #5

- **Gender:** Nonbinary
- **Geography:** Colorado (rural area)
- **Courses:** 3 of 17 AP courses taken (U.S. History & Psychology)
- **GPA:** 3.9 weighted (3.72 unweighted)
- **Intended Major:** History B.A.
- **Extra Curricular Activities:** Club Hockey, Ski Team, Gay-Straight Alliance, Outdoor Club, Peer Education
- **Scores:** 550R/620M
- **Colleges Applied to:** CU Boulder, Colorado State University, Metropolitan State University, CU Denver

SUBMIT

DON'T SUBMIT

Looking ahead to 2022-2023 and beyond

- Test optional is here to stay
- “Submission optional” might be a more helpful term for families who need to be encouraged to try testing earlier on to help with list building
- Students and counselors should look back a few years to understand pandemic impacted admissions versus admissions trends
- Colleges will need to offer more nuanced guidelines
- Students will rely on the counsel of their IECs more than ever when it comes to the submission question

Some advice from our experts

- There are times when scores can hurt and times when they can help, so it really does take looking at each individual student's choice for each college to which they will apply
- Strong Rigor + Mostly As + Scores below 75% = Don't Submit
- Some Cs on the Transcript + Strong Scores = Submit
- Track your own students' data to watch for submission bias

Thank you for
joining us!

#HECA2022CO

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Session Survey
on the
Conference App

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2023 HECA Annual Conference
Washington, DC



We look forward to seeing you in DC!