



Inside  
Higher  
Ed

2023 Survey of  
**College and University  
Admissions Directors**

A SURVEY BY *INSIDE HIGHER ED* AND HANOVER RESEARCH

DOUG LEDERMAN  
EDITOR, *INSIDE HIGHER ED*



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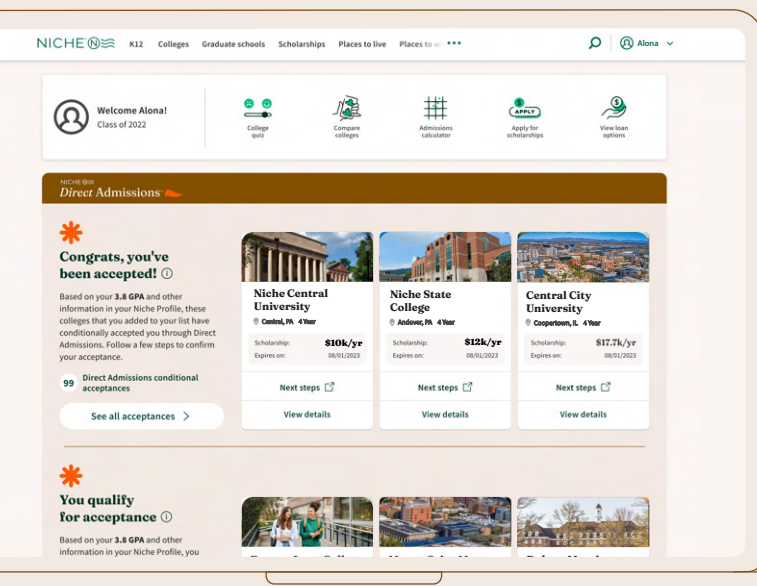
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# INTRODUCTION AND METHODOLOGY

*Inside Higher Ed* has partnered with Hanover Research to conduct its 13th annual Survey of College and University Admissions Directors, to understand how those campus leaders view challenges facing higher education in the U.S. this year.

The survey was administered online in July and August 2023 using the Qualtrics platform. Hanover sent invitations via email to 2,611 admissions officers and collected 239 fully or partially completed surveys, yielding a 9.2 percent response rate. Specialty colleges—Bible colleges and seminaries with a Carnegie Classification of 24 and institutions with fewer than 500 enrolled students—were excluded from the sample.

The margin of error is 6 percent. Conclusions drawn from a small sample size ( $n < 20$ ) should be interpreted with caution.

	All Institutions, by Sector				Public			Private Nonprofit	
	All	Public	Private Nonprofit	For-profit*	Doctoral	Master's/ Bacc.	Associate	Doctoral/ Master's	Bacc.
Total sample size	239	100	134	5	38	27	34	69	58

*Notes about Totals:*

- *Public and Privates Totals for publics and private nonprofits are higher than the sum of the categories because some institutions had a unique classification different from the ones we typically report on.*
- *An asterisk (\*) indicates that data are not reported for these groups due to small sample size.*



# KEY FINDINGS

- Only 3 percent of admissions officers report that their institution requires applicants to submit ACT or SAT scores. Forty-four percent of respondents indicate that they recently changed their application process and are now test-optional or test-blind. Thirty-eight percent indicate that they were test-optional or test-blind prior to the pandemic.
- More than half of those whose institutions recently changed to test-optional or test-blindness indicate that they considered and admitted more Black, Latinx and Native American applicants. Sixty-one percent said they saw more applications from Black, Latinx and Native American Students; 65 percent said they admitted more of those students.
- Changing to a test-optional or test-blind admissions process has had mixed impact for students who needed financial aid to enroll: 49 percent of admissions officers indicate that they experienced an increase in those students, and 51 percent indicate that they did not.
- Most admissions officers indicate that the experience of admitting students without test scores was positive (74 percent). Further, an overwhelming majority of admissions officers would somewhat or strongly support their institution remaining test-optional or test-blind (92 percent).
- Only about a third of admissions officers support the idea of dropping letters of recommendation from the application process (33 percent). Nearly that many somewhat or strongly oppose this idea (30 percent).
- Most admissions officers are either not at all or slightly optimistic that essay questions and interviews will help them achieve diversity in the new legal environment (67 percent). Nearly one-third are moderately optimistic (31 percent).
- Those at public doctoral universities (66 percent) and private baccalaureate colleges (67 percent) are least likely to agree.
- Fewer than one-quarter of admissions officers would consider changing their admissions process to have students create simple portfolios of their work (23 percent), and fewer than one-quarter of admissions officers agree that they would like to see institutions in the U.S. switch to this admissions format (22 percent).



## KEY FINDINGS (CONT.)

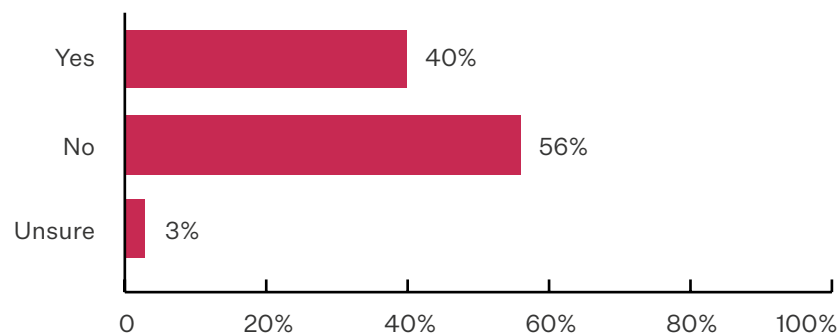
- Most admissions officers (75 percent) feel as though their institution will maintain its current level of diversity despite the Supreme Court's decision on affirmative action. Nearly two-thirds of admissions officers oppose the U.S. Supreme Court's recent decision on affirmative action (64 percent). More than half of admissions officers believe that the decision will result in fewer minority students being admitted to competitive institutions than in the past (59 percent).
- Most respondents indicate that the Supreme Court decision on affirmative action will not result in changes in their institution's admissions policies.
- Nearly two-thirds of admissions officers say their institution does not award any financial aid based on race or ethnicity. Thirty-one percent of admissions leaders say they do award this type of financial aid, including 37 percent at private nonprofit colleges.
- Admissions officers are split on whether they favor their state adopting a program to admit all students to public institutions who are in the top 10 percent of their high school classes in the state. One-quarter of admissions officers favor that approach (25 percent,) 13 percent say their state already has such a plan in place, more than a third (36 percent) say they oppose adopting such a program. and 26 percent are unsure.

## STUDENT ENROLLMENT GOALS

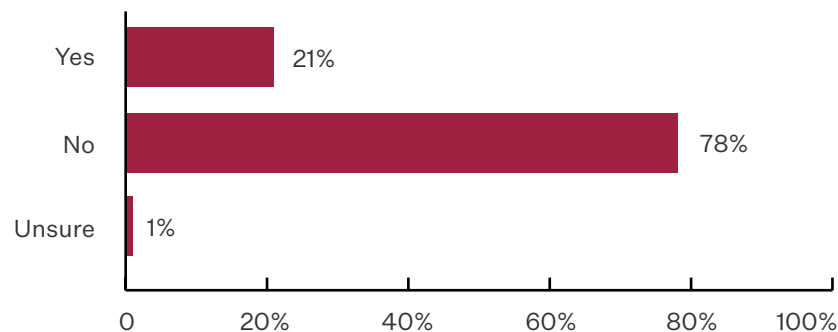
Fewer than half of admissions officers report that their institution met its new student enrollment goals this year prior to May 1, 2023. Of those officials whose institution did not meet its student enrollment by May 1, only 21 percent indicate that they eventually met their goals by June 1.

Significantly more admissions officers from private nonprofit institutions (63 percent) than those from public institutions (49 percent) report that their institution did not meet their new student enrollment goals this year before May 1.

### Did your institution meet its new student enrollment goals this year prior to May 1, 2023? (n=239)



### Did your institution meet its new student enrollment goals this year prior to June 1, 2023? (n=135)



*Note: Only admissions officers who reported that their institution did not meet its enrollment goals this year prior to May 1st, 2023 were asked if their institution met their goals by June 1st.*

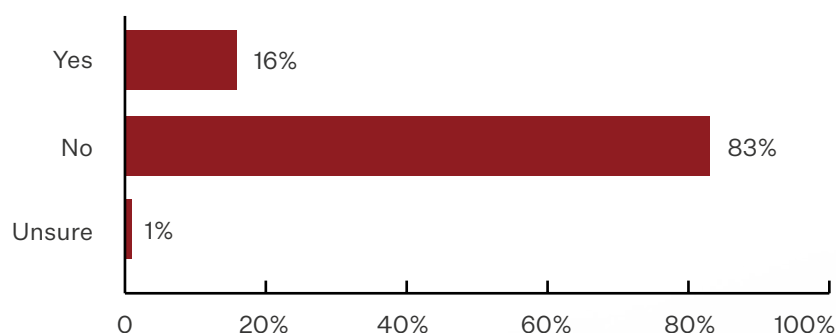


## ENROLLMENT

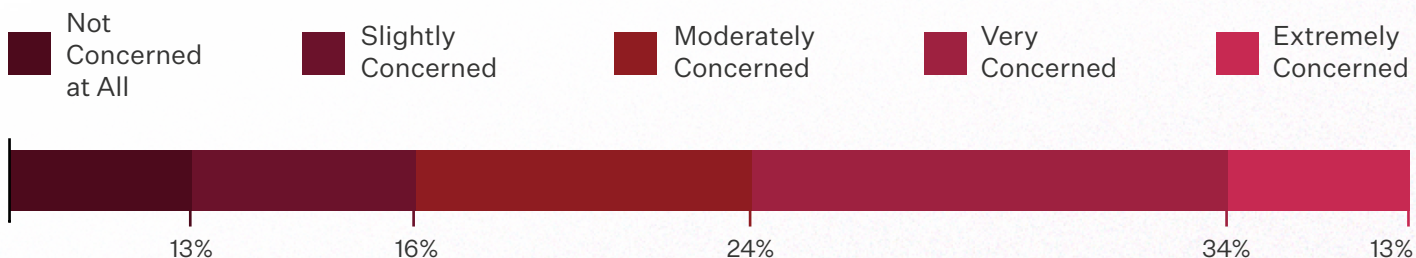
# STUDENT ENROLLMENT GOALS (CONT.)

Of the admissions officers whose institutions did not meet their student enrollment goals by June 1, just 16 percent eventually met their goals by July 1. When thinking back, nearly half of admissions officers were very or extremely concerned about meeting their student enrollment goals for this year (48 percent).

### Did your institution meet its new student enrollment goals this year prior to July 1, 2023? (n=105)



### Thinking back, please indicate how concerned you were about meeting your institution's new student enrollment goals this year, that is, for the class enrolling in Fall 2023: (n=239)



*Note: Only admissions officers who reported that their institution did not meet its enrollment goals this year prior to June 1st, 2023 were asked if their institution met their goals by July 1st.*

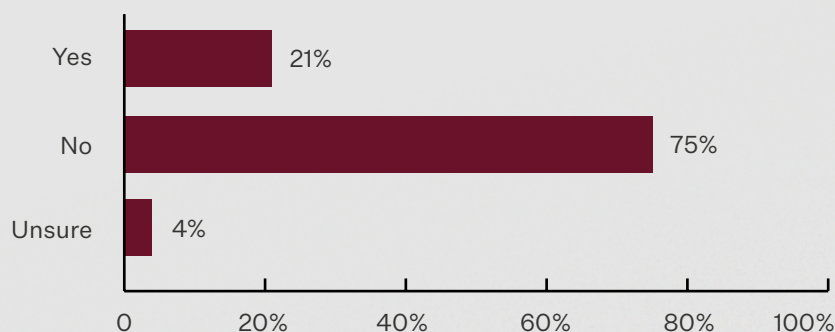


## STUDENT ADMISSIONS AND INCENTIVES

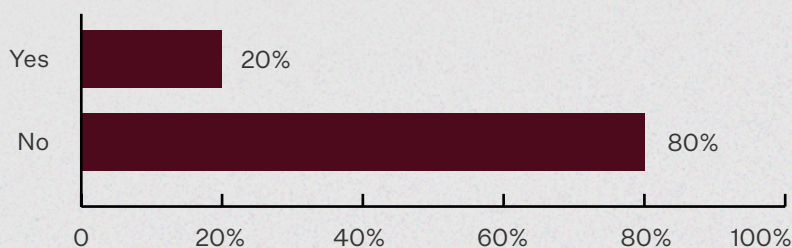
Most admissions officers indicate that their college has not taken advantage of rules that no longer ban the offering of incentives to enroll after certain dates. Additionally, more than three-quarters of admissions officers do not expect their college to admit students in the coming admissions cycle that it probably would not have admitted in prior years (80 percent).

Significantly more admissions officers from the South (24 percent) than from the Midwest (9 percent) expect their college to admit students it probably would not have admitted in prior years, in the coming admissions cycle.

**In 2019, the National Association for College Admissions Counseling changed its ethics code to no longer ban the offering of incentives to enroll after certain dates. Has your college taken advantage of these new rules? (n=239)**



**Looking ahead, in the coming admissions cycle, do you expect your college to admit students it probably would not have admitted in prior years? (n=239)**

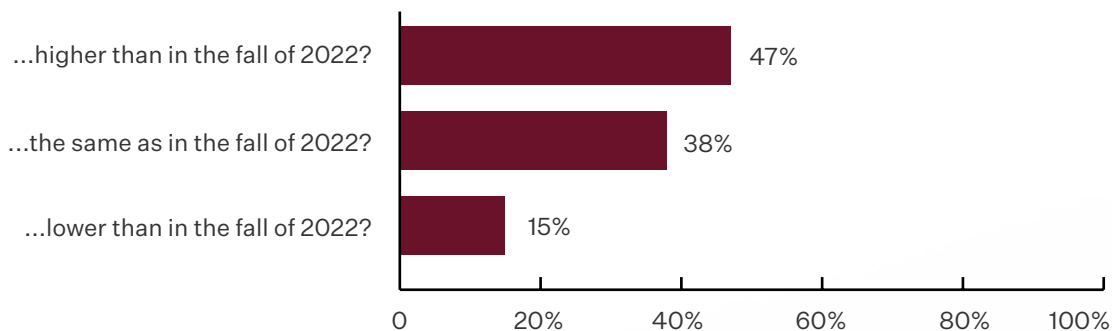




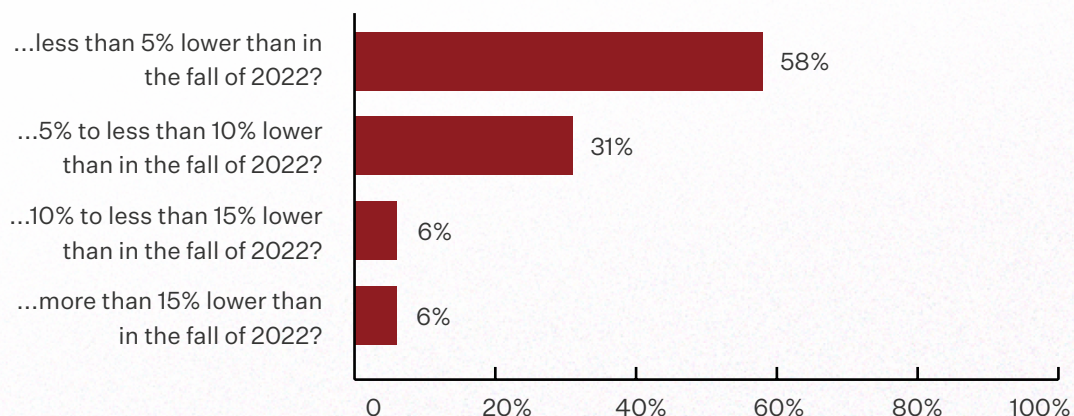
# STUDENT ENROLLMENT HISTORY

Nearly half of admissions officers expect undergraduate enrollment at their college in fall 2023 to be higher than it was in fall 2022. More than a third expect it to be the same as in fall 2022 (38 percent). Of the few who think undergraduate enrollment at their college in fall 2023 will be lower than in fall 2022, more than half expect it to be less than 5 percent lower (58 percent).

## Do you expect undergraduate enrollment at your college in the fall of 2023 to be... (n=239)



## Do you expect undergraduate enrollment at your college in the fall of 2023 to be... (n=36)



*Note: Only admissions officers who expect their undergraduate enrollment at their college to be lower saw the bottom question.*

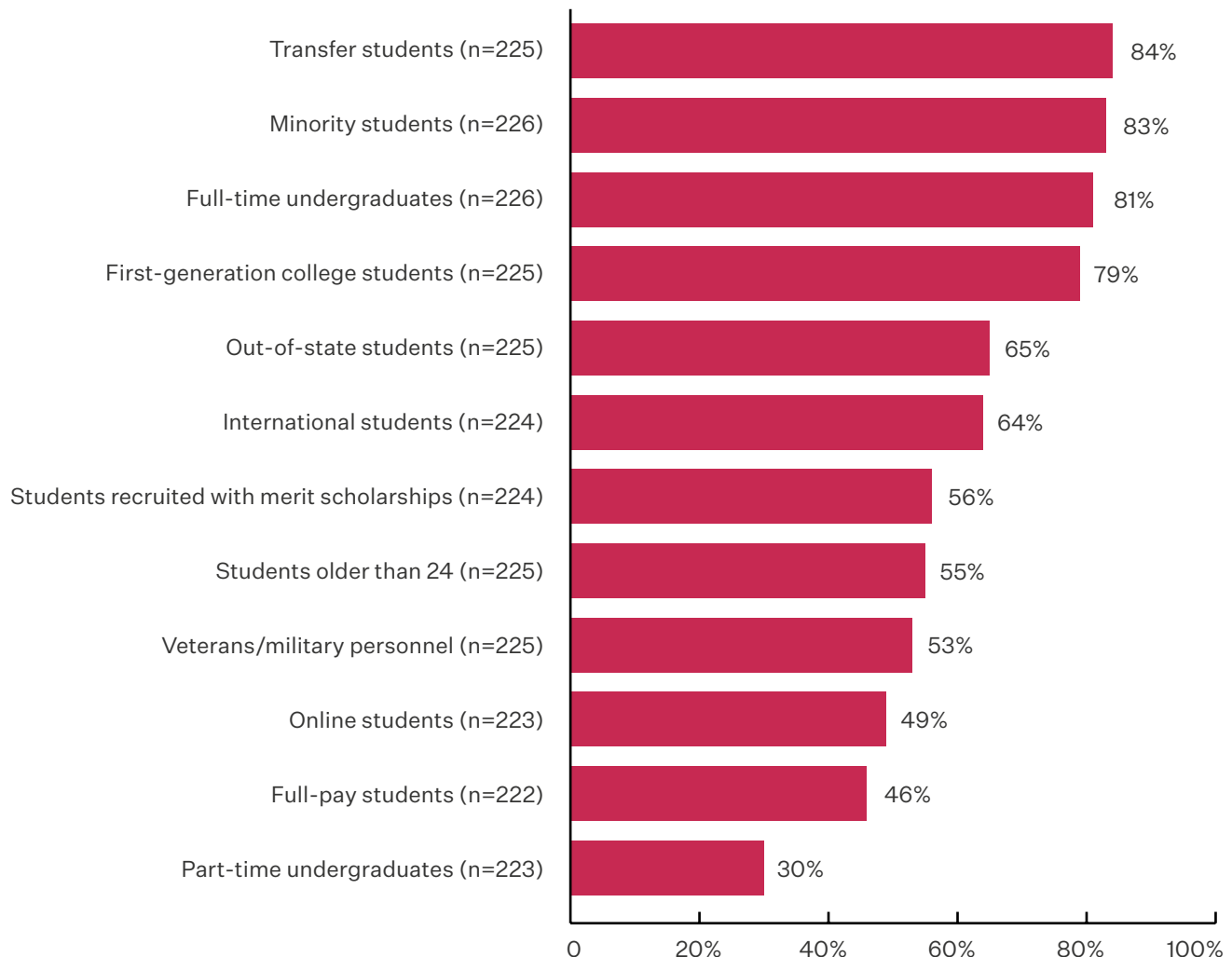
## STUDENT RECRUITMENT

# RECRUITMENT OF SPECIFIC GROUPS

More than 8 in 10 admissions officers report that their institution is most likely to increase its recruitment efforts this year on transfer students, minority students, and full-time undergraduate students. More than three-quarters agree that they are very likely to increase recruitment efforts for first-generation college students (79 percent). Admissions officers are least likely to prioritize part-time undergraduates (30 percent).

Significantly more admissions officers from public institutions (61 percent) than those from private nonprofit institutions (39 percent) indicate that they are very likely to increase their recruitment efforts for online students.

**Please indicate your level of agreement with the following statements about undergraduate applicant populations. This year (2023-2024) at my institution, I am very likely to increase my recruitment efforts for the following populations of undergraduate applicants to my institution:**



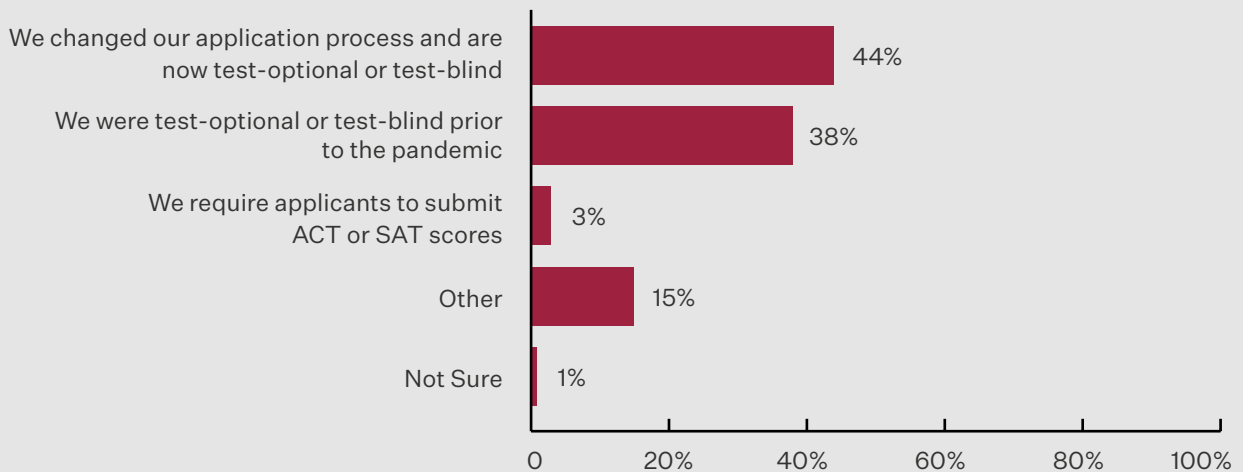


## TESTING AT INSTITUTIONS

# TESTS IN ADMISSIONS

Only 3 percent of admissions officers report that their institution requires applicants to submit ACT or SAT scores. Forty-four percent of respondents indicate that they recently changed their application process and are now test-optional or test-blind. Thirty-eight percent indicate that they were test-optional or test-blind prior to the pandemic. Thirty-eight percent indicate that they were test-optional or test-blind prior to the pandemic.

### Which of the following best describes your school? (n=229)

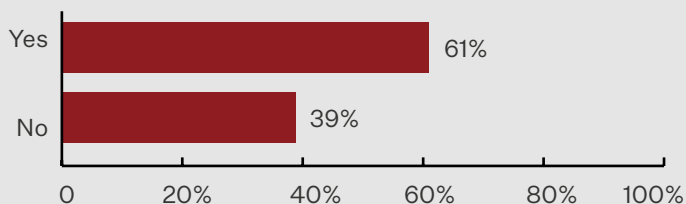


## IMPACT OF TEST-BLINDNESS

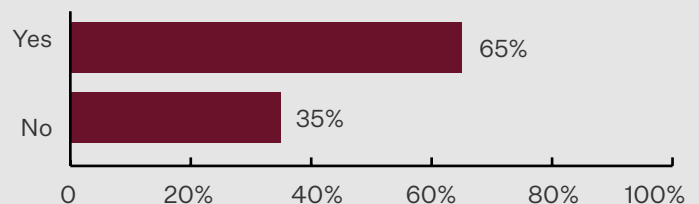
More than half of those whose institutions recently changed to test-optional or test-blindness indicate that they considered and admitted more Black, Latinx and Native American applicants. Sixty-one percent said they saw more applications from Black, Latinx and Native American Students; 65 percent said they admitted more of those students.

Admissions officers from public institutions (79 percent) are significantly more likely than those from private nonprofit institutions (56 percent) to report that they admitted more Black, Latinx and Native American students after changing to a test-optional or test-blind process.

### After changing to a test-optional or test-blind process, did you see more applications from Black, Latinx, and Native American students? (n=100)



### After changing to a test-optional or test-blind process, did you admit more Black, Latinx, and Native American students? (n=100)



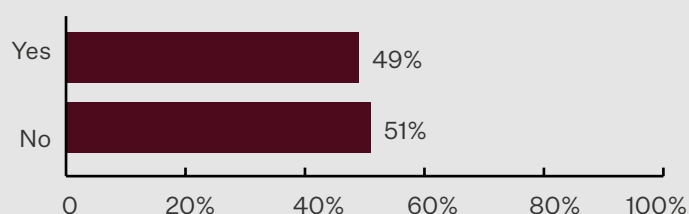
*Note: Only admissions officers whose institutions changed to test-optional or test-blindness after the pandemic answered the above questions.*

## IMPACT OF TEST-BLINDNESS (CONT.)

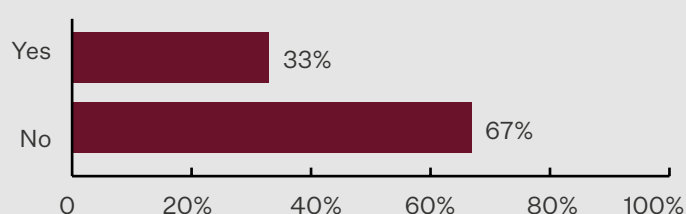
Changing to a test-optional or test-blind admissions process has had mixed impact for students who needed financial aid to enroll: 49 percent of admissions officers indicate that they experienced an increase in those students, and 51 percent indicate that they did not.

Admissions officers from the Northeast (62 percent) and South (58 percent) are significantly more likely than those from the Midwest (29 percent) to indicate that they experienced an increase in the percentage of students who needed aid to enroll after changing to a test-optional or test-blind process.

**After changing to a test-optional or test-blind process, did you experience an increase in the percentage of students who needed aid to enroll?** (n=100)

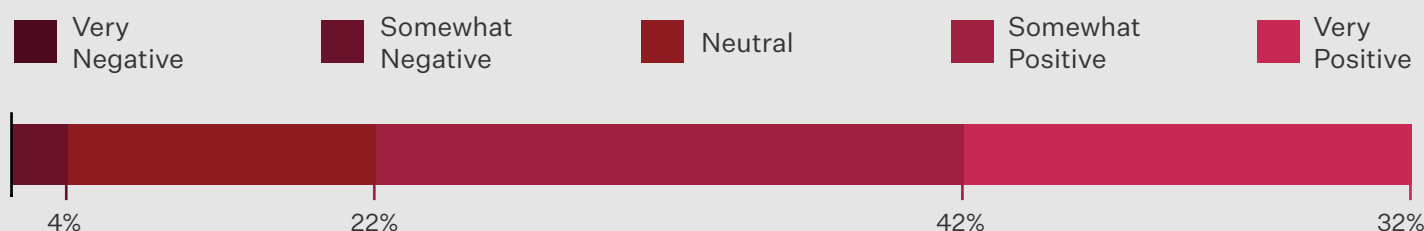


**Did officials at your institution express concerns about the increase in the percentage of students who needed financial aid to enroll?** (n=49)

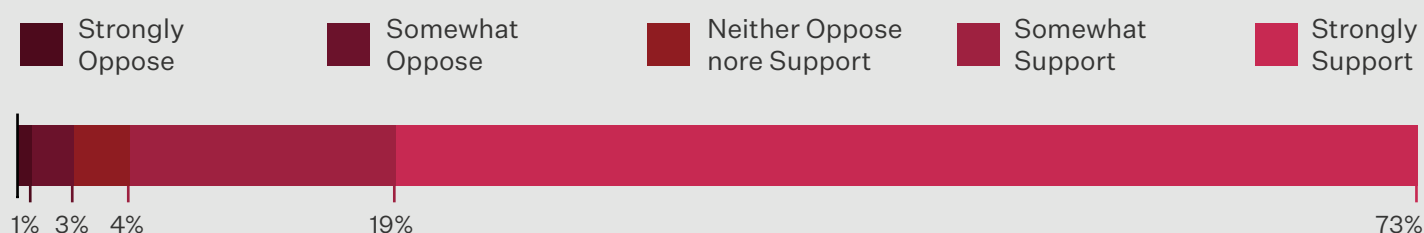


Most admissions officers indicate that the experience of admitting students without test scores was positive (74 percent). Further, an overwhelming majority of admissions officers would somewhat or strongly support their institution remaining test-optional or test-blind (92 percent).

**How was the experience of admitting students without test scores?** (n=100)



**Would you oppose or support your institution remaining test-optional or test-blind permanently?** (n=100)



*Note: Only admissions officers whose institutions changed to test-blindness after the pandemic answered the above questions.*

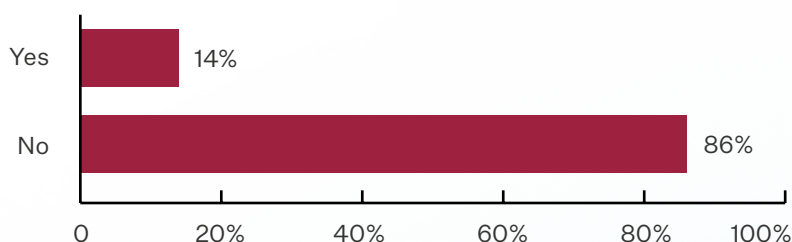


## LEGACY ADMISSIONS

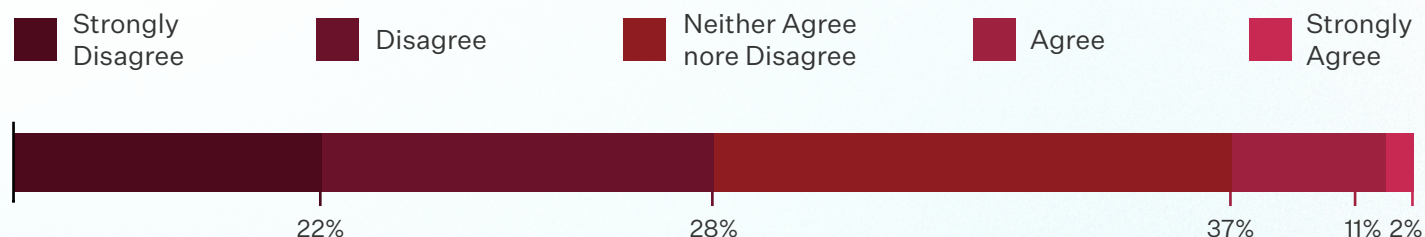
Just 14 percent of admissions officers indicate that their institution grants any degree of preference to legacy applicants. Admissions officers from private nonprofit institutions (24 percent) are more likely than those from public institutions (3 percent) to say they give some preference to children of alumni.

Half of admissions leaders disagree (50 percent, 22 percent strongly) that institutions should grant some degree of preference to legacy applicants over non-legacy applicants. Only 13 percent agree.

### Does your institution grant any degree of preference to legacy applicants? (n=237)



### To what extent do you agree or disagree with the following statement: Institutions should grant some degree of preference to legacy applicants over non-legacy applicants. (n=236)

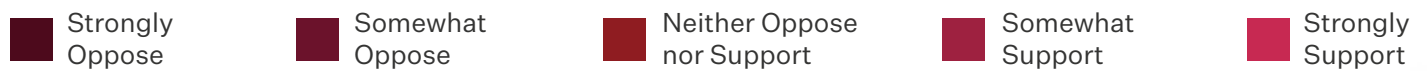




# RETHINKING ADMISSIONS POLICIES AND PRACTICES

Only 11 percent of admissions officers oppose encouraging students to take a range a mathematics courses (rather than pushing AP Calculus). About half of admissions officers neither oppose nor support this idea (50 percent). Admissions officers from public master’s and baccalaureate institutions (56 percent) and those in the Midwest (55 percent) are significantly more likely than their peers to support this idea.

Only about a third of admissions officers support the idea of dropping letters of recommendation from the application process (33 percent). Nearly that many somewhat or strongly oppose this idea (30 percent).



**Some educators want institutions to stop pushing Advanced Placement (AP) Calculus for most students, and to instead encourage students to take a range of mathematics courses (for example, AP Statistics). To what extent do you oppose or support this idea?**



**Some educators are encouraging institutions not to use letters of recommendations, arguing that they favor wealthier applicants. To what extent do you oppose or support the idea of dropping letters of recommendation from application processes?**





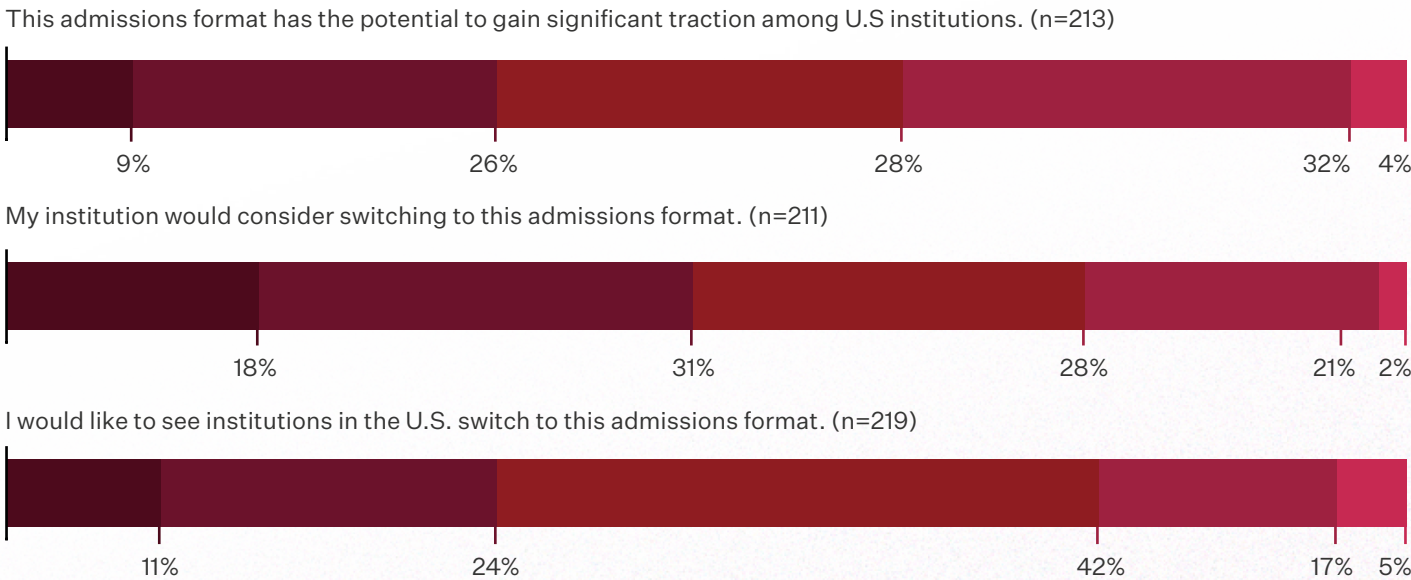
CHANGING ADMISSIONS POLICIES AND PRACTICES

# RETHINKING ADMISSIONS POLICIES AND PRACTICES (CONT.)

Fewer than one-quarter of admissions officers would consider changing their admissions process to have students create simple portfolios of their work (23 percent). Additionally, fewer than one-quarter of admissions officers agree that they would like to see institutions in the U.S. switch to this admissions format (22 percent). Just 37 percent of admissions officers believe this admissions format has the potential to gain significant traction among the U.S. institutions.



**A group of educators call for a change in admissions by having students create simple portfolios of their work (e.g., grades, interests, extracurriculars). Some colleges in the United States offer admissions based on this system alone. To what extent do you agree or disagree with the following statements related to this idea?**



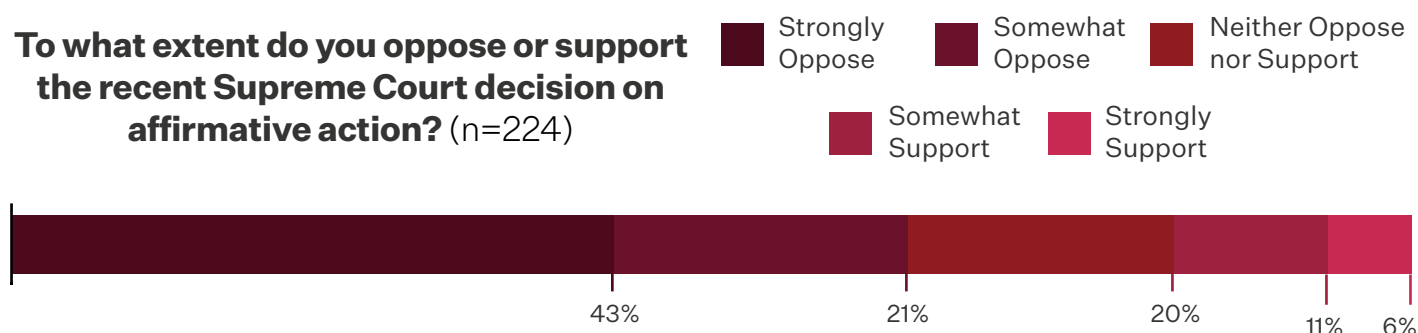
## AFTER THE SUPREME COURT DECISION

# THE AFFIRMATIVE ACTION RULING AND ITS IMPACT

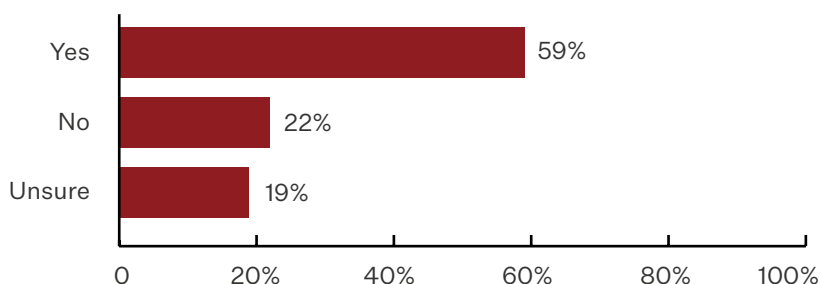
Nearly two-thirds of admissions officers oppose the U.S. Supreme Court's recent decision on affirmative action (64 percent). More than half of admissions officers believe that the decision will result in fewer minority students being admitted to competitive institutions than in the past (59 percent).

Admissions officers in the Northeast (54 percent) are significantly more likely than those in the Midwest (33 percent) and South (36 percent) to strongly oppose the Supreme Court's decision.

**To what extent do you oppose or support the recent Supreme Court decision on affirmative action?** (n=224)



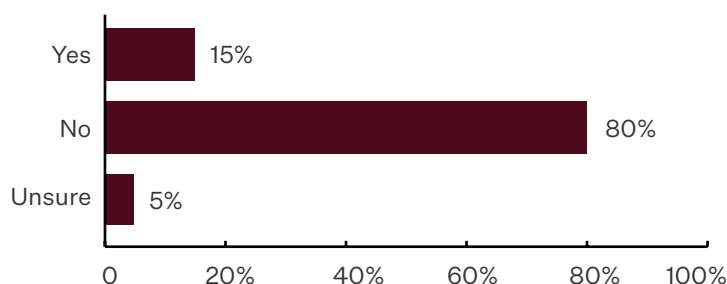
**Do you believe the decision will result in fewer minority students being admitted to competitive institutions than in the past?** (n=223)



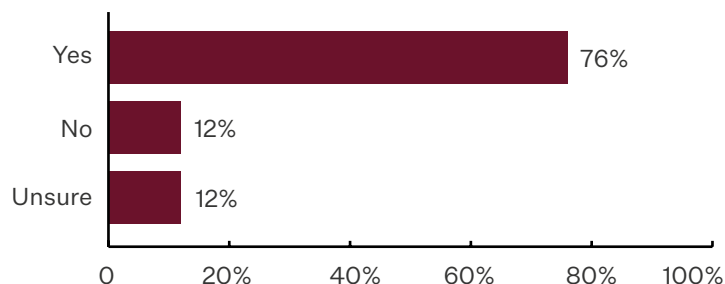
Most respondents indicate that the Supreme Court decision on affirmative action will not result in changes in their institution's admissions policies. Admissions officers from private nonprofit institutions (21 percent) are significantly more likely than those from public institutions (6 percent) to indicate that the decision will result in changes in their institution's admissions policies, although 14 percent of admissions leaders at public doctoral institutions said their policies will change.

Of the few who report that the decision will result in changes in their institution's admissions policies, about three-quarters say that their institution is prepared for those changes (76 percent).

**Will the decision result in changes in your institution's admissions policies?** (n=223)



**Is your institution prepared for those changes?** (n=33)



*Note: Only admissions officers who indicated that the decision will result in changes in their institution's admissions policies saw the bottom question.*



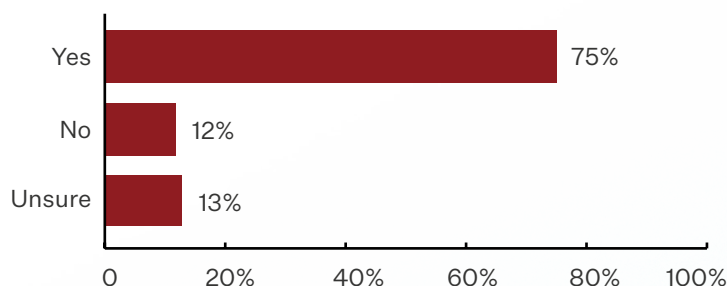
## AFTER THE SUPREME COURT DECISION

# THE AFFIRMATIVE ACTION RULING AND ITS IMPACT (CONT.)

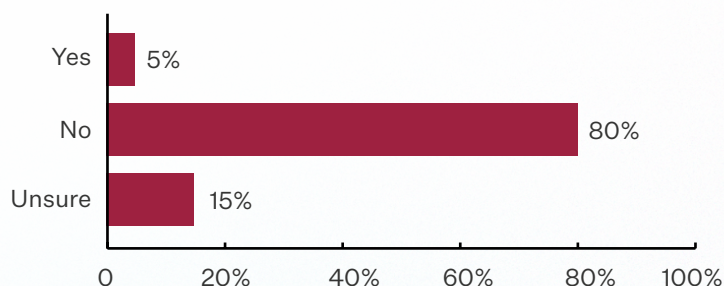
Most admissions officers (75 percent) feel as though their institution will maintain its current level of diversity despite the Supreme Court's decision on affirmative action. Those at public doctoral universities (66 percent) and private baccalaureate colleges (67 percent) are least likely to agree.

While some observers have speculated that colleges may admit more transfer students in response to the decision, only 5 percent of admissions officers say they expect their institution to do so.

**Do you feel your institution will maintain its current level of diversity under the decision?**  
(n=223)



**Is your institution considering a plan to admit significantly more transfer students as part of a response to the decision?** (n=223)





## AFTER THE SUPREME COURT DECISION

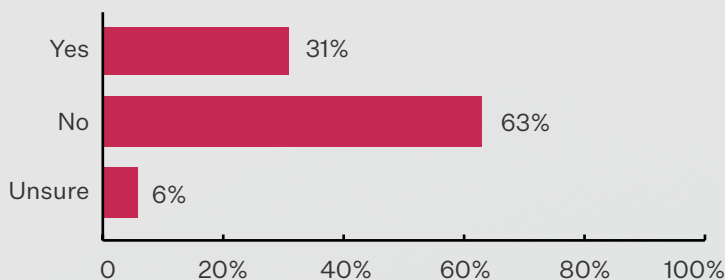
# FINANCIAL AID AWARDED ON RACE OR ETHNICITY

Nearly two-thirds of admissions officers say their institution does not award any financial aid based on race or ethnicity. Thirty-one percent of admissions leaders say they do award this type of financial aid, including 37 percent at private nonprofit colleges.

Those who say their institution has awarded aid based on race are split on whether they anticipate ending their program because of the Supreme Court's ruling: 22 percent anticipate ending their program, 38 percent do not, and 41 percent are unsure.

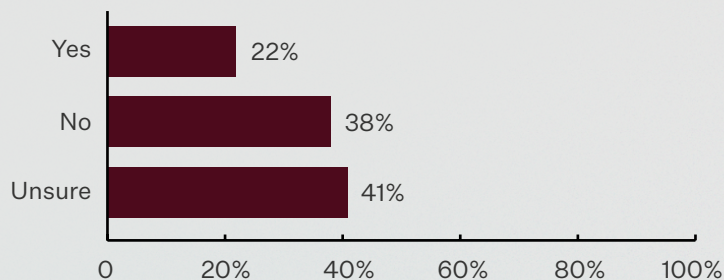
### Does your institution have any financial aid that you have, until now, awarded based on race or ethnicity?

(n=223)



### Do you anticipate ending your program?

(n=69)



*Note: Only admissions officers who indicated that their institution has financial aid that they have, until now, awarded based on race or ethnicity saw the question on the right.*



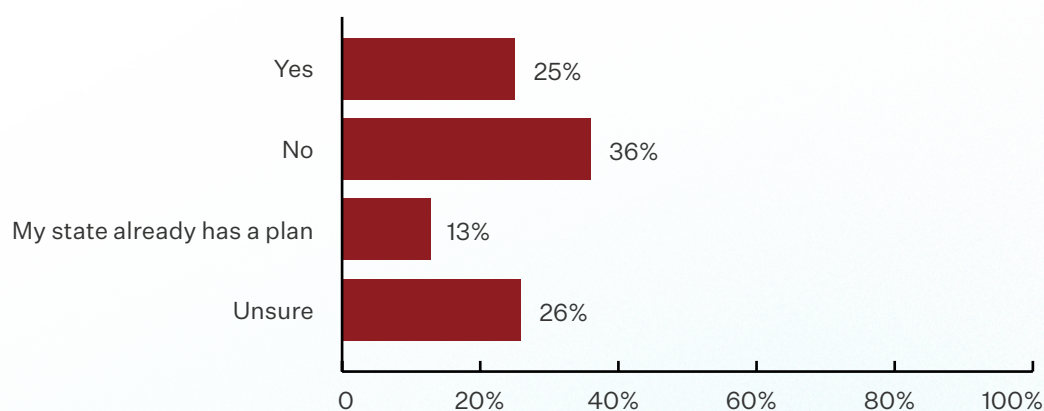
## AFTER THE SUPREME COURT DECISION

# PROGRAM TO ADMIT STUDENTS IN TOP 10 PERCENT

Admissions officers are split on whether they favor their state adopting a program to admit to public institutions all students in the state who are in the top 10 percent of their high school class. One-quarter of admissions officers favor that approach (25 percent), 13 percent say their state already has such a plan in place, more than a third (36 percent) say they oppose adopting such a program, and 26 percent are unsure.

Admissions officers from public institutions (36 percent) are more likely than those from private nonprofit institutions (16 percent) to indicate they would favor such a program in their state. More than half (56 percent) of admissions leaders at public master's/baccalaureate institutions support the idea.

### Would you favor your state adopting a program to admit all students to public institutions who are in the top 10 percent of their high school classes in the state? (n=223)





## AFTER THE SUPREME COURT DECISION

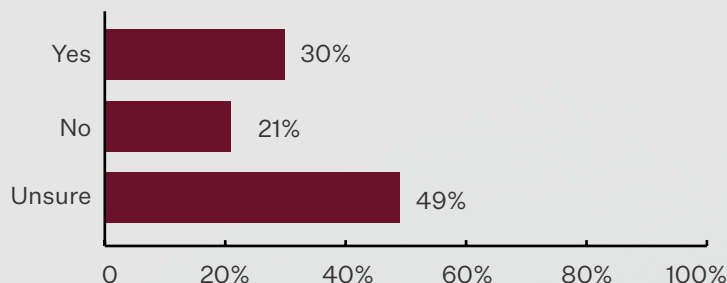
# DEFENSE OF AFFIRMATIVE ACTION

Asked whether Harvard University and the University of North Carolina offered a good defense of affirmative action before the Supreme Court, about half of admissions leaders say they don't know. Fewer than a third believe that Harvard and UNC offered a good defense (30 percent).

Fewer than one in five admissions officials say higher education as a whole planned properly for the impact of the Supreme Court's decision. Twice as many disagree, and even more say they aren't sure.

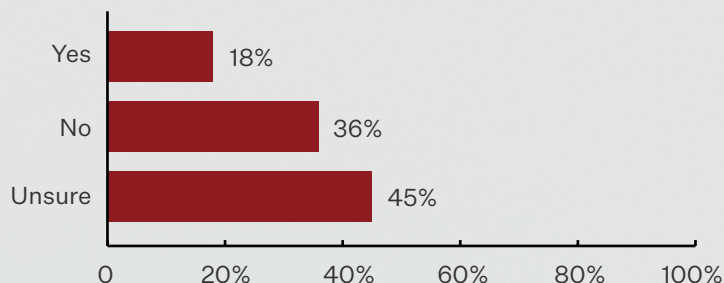
### Do you believe Harvard and UNC offered a good defense of affirmative action?

(n=223)



### Did higher education (as a whole) plan properly for this case?

(n=223)





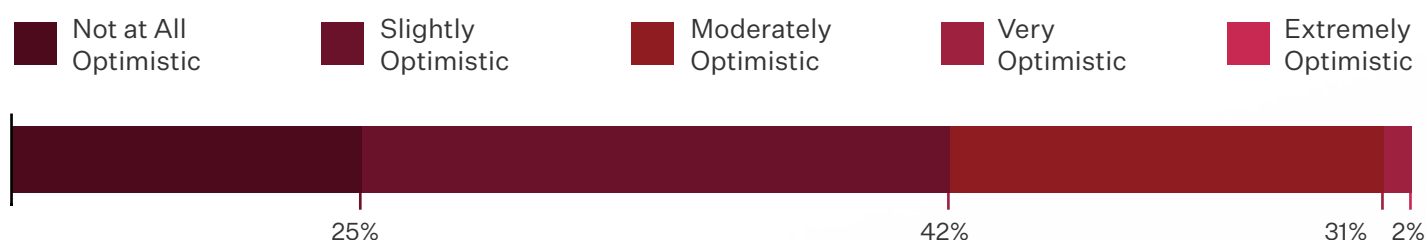
## AFTER THE SUPREME COURT DECISION

# DIVERSITY IN THE NEW LEGAL ENVIRONMENT

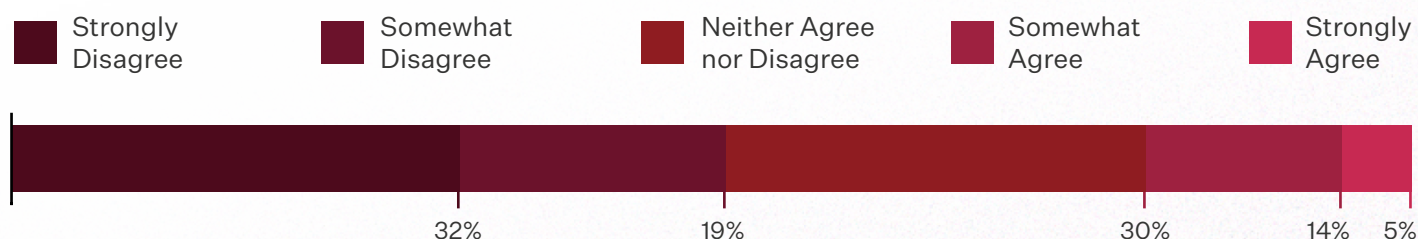
Most admissions officers are either not at all or slightly optimistic that essay questions and interviews will help them achieve diversity in the new legal environment (67 percent). Nearly one-third are moderately optimistic (31 percent).

Few admissions officers agree that the Supreme Court decisions reflects a realistic sense of race in the U.S. today (19 percent). About half of admissions officers disagree with this statement (51 percent).

**Some institutions hope that essay questions or interviews will help them achieve diversity in the new legal environment. How optimistic are you about this solution? (n=222)**



**Please indicate how much you disagree or agree with the following statement: The Supreme Court decision reflects a realistic sense of race in the U.S. today. (n=222)**



## DETAILED TABLES

**Thinking back, please indicate how concerned you were about meeting your institution's new student enrollment goals this year, that is, for the class enrolling in Fall 2023:**

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Not Concerned at All	13	13	12	18	11	6	16	9
% Slightly Concerned	16	15	17	24	7	12	16	16
% Moderately Concerned	24	30	19	32	37	24	16	24
% Very Concerned	34	32	37	18	33	47	33	40
% Extremely Concerned	13	10	16	8	11	12	19	12

**Did your institution meet its new student enrollment goals this year prior to May 1, 2023?**

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	40	44	37	55	41	32	42	29
% No	56	49	63	32	59	62	57	71
% Unsure	3	7	1	13	0	6	1	0

**Did your institution meet its new student enrollment goals this year prior to June 1, 2023?**

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	21	14	26	42	6	5	0	0
% No	78	84	74	58	94	90	28	27
% Unsure	1	2	0	0	0	5	72	73

**Did your institution meet its new student enrollment goals this year prior to July 1, 2023?**

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	16	20	15	43	20	11	0	0
% No	83	78	85	57	80	84	14	13
% Unsure	1	2	0	0	0	5	86	87



## DETAILED TABLES

**In 2019, the National Association for College Admissions Counseling changed its ethics code to no longer ban the offering of incentives to enroll after certain dates. Has your college taken advantage of these new rules?**

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	21	16	25	13	33	6	29	22
% No	75	78	73	84	67	79	70	74
% Unsure	4	6	2	3	0	15	1	3

**Do you expect undergraduate enrollment at your college in the fall of 2023 to be...**

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% ...higher than in the fall of 2022?	47	50	45	63	44	41	54	36
% ...the same as in the fall of 2022?	38	40	37	26	41	53	30	47
% ...lower than in the fall of 2022?	15	10	19	11	15	6	16	17

**Do you expect undergraduate enrollment at your college in the fall of 2023 to be...**

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% ...less than 5% lower than in the fall of 2022?	58	60	60	0	0	0	0	0
% ...5% to less than 10% lower than in the fall of 2022?	31	30	32	50	100	0	55	60
% ...10% to less than 15% lower than in the fall of 2022?	6	10	0	25	0	100	36	30
% ...more than 15% lower than in the fall of 2022?	6	0	8	25	0	0	9	10

**Looking ahead, in the coming admissions cycle, do you expect your college to admit students it probably would not have admitted in prior years?**

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	20	21	18	11	22	29	14	19
% No	80	79	82	89	78	71	86	81

## DETAILED TABLES

Does your institution grant any degree of preference to legacy applicants?								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	14	2	24	3	0	0	23	26
% No	86	98	76	97	100	100	77	74

To what extent do you agree or disagree with the following statement: Institutions should grant some degree of preference to legacy applicants over non-legacy applicants.								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Strongly Disagree	22	31	15	0	0	0	14	16
% Disagree	28	34	23	32	15	42	20	26
% Neither Agree nor Disagree	37	26	44	37	37	30	45	42
% Agree	11	8	14	26	37	18	16	12
% Strongly Agree	2	0	4	5	11	9	4	4

Please indicate your level of agreement with the following statements about undergraduate applicant populations. This year (2023-2024) at my institution, I am very likely to increase my recruitment efforts for the following populations of undergraduate applicants to my institution:								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
<b>First-generation college students</b>								
% Strongly Disagree	0	1	0	3	0	0	0	0
% Disagree	1	1	2	0	4	0	1	2
% Neither Agree nor Disagree	20	13	25	16	15	7	25	22
% Agree	44	42	46	41	38	47	45	48
% Strongly Agree	35	43	27	41	42	47	28	28
<b>Full-pay students</b>								
% Strongly Disagree	8	8	9	11	4	7	9	9
% Disagree	11	11	9	9	0	21	9	9
% Neither Agree nor Disagree	35	40	31	46	50	24	36	26
% Agree	31	26	35	20	23	38	36	30
% Strongly Agree	15	15	16	14	23	10	9	26



**Please indicate your level of agreement with the following statements about undergraduate applicant populations. This year (2023-2024) at my institution, I am very likely to increase my recruitment efforts for the following populations of undergraduate applicants to my institution:**

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
<b>Full-time undergraduates</b>								
% Strongly Disagree	1	1	1	3	0	0	1	0
% Disagree	3	2	3	3	4	0	3	2
% Neither Agree nor Disagree	16	15	16	24	4	10	9	20
% Agree	31	38	26	32	42	41	33	20
% Strongly Agree	49	44	53	38	50	48	54	58
<b>International students</b>								
% Strongly Disagree	7	12	4	3	12	22	4	2
% Disagree	14	14	12	11	23	11	13	11
% Neither Agree nor Disagree	15	9	19	11	0	15	18	20
% Agree	44	38	49	41	38	37	45	56
% Strongly Agree	21	26	16	35	27	15	19	11
<b>Minority students</b>								
% Strongly Disagree	0	1	0	3	0	0	0	0
% Disagree	0	0	0	0	0	0	0	0
% Neither Agree nor Disagree	16	14	18	17	15	10	16	18
% Agree	38	34	40	39	19	40	45	38
% Strongly Agree	45	51	42	42	65	50	39	44
<b>Online students</b>								
% Strongly Disagree	22	8	32	8	12	0	23	44
% Disagree	12	10	14	14	12	3	15	13
% Neither Agree nor Disagree	17	22	15	25	23	17	12	20
% Agree	23	32	18	25	19	52	26	7
% Strongly Agree	26	29	20	28	35	28	24	15

## DETAILED TABLES

**Please indicate your level of agreement with the following statements about undergraduate applicant populations. This year (2023-2024) at my institution, I am very likely to increase my recruitment efforts for the following populations of undergraduate applicants to my institution:**

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
<b>Out-of-state students</b>								
% Strongly Disagree	3	7	0	3	4	14	0	0
% Disagree	9	12	8	0	12	28	7	9
% Neither Agree nor Disagree	23	20	25	16	12	31	21	29
% Agree	40	36	43	38	48	21	45	40
% Strongly Agree	25	26	25	43	24	7	27	22
<b>Part-time undergraduates</b>								
% Strongly Disagree	18	8	25	16	0	0	18	33
% Disagree	23	11	33	19	8	3	37	33
% Neither Agree nor Disagree	28	35	23	51	40	13	20	24
% Agree	20	27	13	3	32	53	17	7
% Strongly Agree	11	19	5	11	20	30	8	2
<b>Students older than 24</b>								
% Strongly Disagree	10	2	16	5	0	0	15	19
% Disagree	14	6	20	14	4	0	18	24
% Neither Agree nor Disagree	21	21	21	41	12	7	17	26
% Agree	30	32	27	19	46	33	24	28
% Strongly Agree	25	38	17	22	38	60	26	4
<b>Students recruited with merit scholarships</b>								
% Strongly Disagree	5	5	5	5	4	7	4	5
% Disagree	11	16	7	14	24	14	3	11
% Neither Agree nor Disagree	29	26	30	30	8	39	34	24
% Agree	35	36	34	35	40	32	36	33
% Strongly Agree	21	15	24	16	24	7	22	27



## DETAILED TABLES

**Please indicate your level of agreement with the following statements about undergraduate applicant populations. This year (2023-2024) at my institution, I am very likely to increase my recruitment efforts for the following populations of undergraduate applicants to my institution:**

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
<b>Transfer students</b>								
% Strongly Disagree	3	3	2	5	0	0	1	0
% Disagree	3	4	2	0	0	14	1	2
% Neither Agree nor Disagree	11	11	10	5	8	21	10	9
% Agree	43	34	50	38	27	36	52	51
% Strongly Agree	40	48	36	51	65	29	34	38
<b>Veterans/military personnel</b>								
% Strongly Disagree	1	1	1	3	0	0	0	2
% Disagree	8	4	11	0	12	3	6	16
% Neither Agree nor Disagree	38	28	46	38	23	20	45	45
% Agree	40	48	33	46	38	60	39	25
% Strongly Agree	13	18	9	14	27	17	9	11

### Which of the following best describes your institution?

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% We changed our application process and are now test-optional or test-blind	44	44	44	51	70	13	43	49
% We were test-optional or test-blind prior to the pandemic	38	28	46	30	22	32	51	38
% We require applicants to submit ACT or SAT scores	3	5	1	11	0	3	0	2
% Other	15	22	9	8	7	48	0	0
% Not Sure	1	1	0	0	0	3	6	11

### After changing to a test-optional or test-blind process, did you see more applications from Black, Latinx, and Native American students?

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	61	64	60	89	42	50	65	48
% No	39	36	40	11	58	50	35	52

After changing to a test-optional or test-blind process, did you admit more Black, Latinx, and Native American students?								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	65	79	56	89	74	50	62	48
% No	35	21	44	11	26	50	38	52

After changing to a test-optional or test-blind process, did you experience an increase in the percentage of students who needed aid to enroll?								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	49	48	51	53	42	50	47	57
% No	51	52	49	47	58	50	53	43

Did officials at your institution express concerns about the increase in the percentage of students who needed financial aid to enroll?								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	33	20	41	20	25	0	44	33
% No	67	80	59	80	75	100	56	67



## DETAILED TABLES

### How was the experience of admitting students without test scores?

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Very Negative	0	0	0	0	0	0	0	0
% Somewhat Negative	4	2	5	0	5	0	6	0
% Neutral	22	19	25	16	26	0	29	14
% Somewhat Positive	42	40	44	42	42	25	47	43
% Very Positive	32	38	26	42	26	75	18	43

### Would you oppose or support your institution remaining test-optional or test-blind permanently?

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Strongly Oppose	1	0	2	0	0	0	3	0
% Somewhat Oppose	3	5	2	11	0	0	0	5
% Neither Oppose nor Support	4	2	5	0	5	0	6	5
% Somewhat Support	19	17	21	5	26	25	24	14
% Strongly Support	73	76	70	84	68	75	68	76

### Some educators want institutions to stop pushing Advanced Placement (AP) Calculus for most students, and to instead encourage students to take a range of mathematics courses (for example, AP Statistics). To what extent do you oppose or support this idea?

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Strongly Oppose	3	2	4	3	0	3	4	4
% Somewhat Oppose	8	8	9	14	4	3	10	7
% Neither Oppose nor Support	50	51	49	49	41	65	51	47
% Somewhat Support	28	24	30	24	30	19	28	35
% Strongly Support	11	15	9	11	26	10	6	7

## DETAILED TABLES

**Additionally, some educators are encouraging institutions not to use letters of recommendations, arguing that they favor wealthier applicants. To what extent do you oppose or support the idea of dropping letters of recommendation from application processes?**

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Strongly Oppose	11	4	17	11	0	0	17	20
% Somewhat Oppose	19	15	23	14	22	10	15	31
% Neither Oppose nor Support	37	44	30	42	33	58	32	27
% Somewhat Support	17	14	19	14	22	6	24	13
% Strongly Support	16	23	11	19	22	26	12	9

**A group of educators call for a change in admissions by having students create simple portfolios of their work (e.g., grades, interests, extracurriculars). Some colleges in the United States offer admissions based on this system alone. To what extent do you agree or disagree with the following statements related to this idea?**

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
<b>I would like to see institutions in the U.S. switch to this admissions format.</b>								
% Strongly Disagree	11	9	13	9	4	14	16	11
% Disagree	24	21	26	29	22	11	28	24
% Neither Agree nor Disagree	42	45	42	46	44	46	33	52
% Agree	17	18	15	14	26	11	22	7
% Strongly Agree	5	8	4	3	4	18	2	6
<b>My institution would consider switching to this admissions format.</b>								
% Strongly Disagree	18	22	14	12	19	37	16	10
% Disagree	31	31	32	44	31	15	33	33
% Neither Agree nor Disagree	28	28	28	18	27	44	27	29
% Agree	21	19	23	26	23	4	25	23
% Strongly Agree	2	0	3	0	0	0	0	4
<b>This admissions format has the potential to gain significant traction among U.S. institutions.</b>								
% Strongly Disagree	9	8	9	6	4	15	9	10
% Disagree	26	21	30	27	23	11	38	22
% Neither Agree nor Disagree	28	30	28	15	31	48	25	27
% Agree	32	34	30	52	35	15	27	37
% Strongly Agree	4	7	2	0	8	11	2	4



## DETAILED TABLES

### To what extent do you oppose or support the recent Supreme Court decision on affirmative action?

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Strongly Oppose	43	45	42	56	33	42	30	54
% Somewhat Oppose	21	25	18	22	33	23	20	19
% Neither Oppose nor Support	20	16	21	11	19	19	27	13
% Somewhat Support	11	9	12	6	11	13	16	9
% Strongly Support	6	4	6	6	4	3	8	6

### Do you believe the decision will result in fewer minority students being admitted to competitive institutions than in the past?

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	59	64	57	69	63	58	48	65
% No	22	17	25	11	19	23	30	20
% Unsure	19	19	18	20	19	19	22	15

### Will the decision result in changes in your institution's admissions policies?

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	15	6	21	14	0	0	20	22
% No	80	86	75	80	93	90	75	76
% Unsure	5	7	4	6	7	10	5	2

### Is your institution prepared for those changes?

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	76	67	81	0	0	0	77	92
% No	12	0	12	60	0	0	15	0
% Unsure	12	33	8	40	0	0	8	8

## Do you feel your institution will maintain its current level of diversity under the decision?

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	75	80	70	66	89	90	75	67
% No	12	9	14	14	0	6	13	17
% Unsure	13	12	15	20	11	3	13	17

## Is your institution considering a plan to admit significantly more transfer students as part of a response to the decision?

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	5	5	5	0	11	6	8	2
% No	80	82	79	94	70	77	78	80
% Unsure	15	13	16	6	19	16	14	19

## Does your institution have any financial aid that you have, until now, awarded based on race or ethnicity?

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	31	24	37	23	26	23	38	35
% No	63	66	60	77	59	61	58	63
% Unsure	6	10	3	0	15	16	5	2



## DETAILED TABLES

Do you anticipate ending your program?								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	22	9	28	25	0	0	42	16
% No	38	43	35	13	57	57	17	53
% Unsure	41	48	37	63	43	43	42	32

Would you favor your state adopting a program to admit all students to public institutions who are in the top 10 percent of their high school classes in the state?								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	25	36	16	29	56	26	11	19
% No	36	17	50	29	11	10	55	48
% My state already has a plan	13	21	7	20	11	32	11	2
% Unsure	26	26	26	23	22	32	23	31

Do you believe Harvard and UNC offered a good defense of affirmative action?								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	30	31	31	43	26	19	27	35
% No	21	12	28	20	11	3	27	31
% Unsure	49	57	41	37	63	77	47	33

## DETAILED TABLES

### Did higher education (as a whole) plan properly for this case?

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Yes	18	15	22	31	7	3	19	28
% No	36	35	38	31	30	42	39	35
% Unsure	45	50	40	37	63	55	42	37

### Some institutions hope that essay questions or interviews will help them achieve diversity in the new legal environment. How optimistic are you in this solution?

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Not at All Optimistic	25	29	23	0	0	0	0	0
% Slightly Optimistic	42	39	43	20	37	29	28	19
% Moderately Optimistic	31	30	31	40	37	42	44	41
% Very Optimistic	2	2	2	37	22	29	28	37
% Extremely Optimistic	0	0	0	3	4	0	0	4

### Please indicate how much you disagree or agree with the following statement: The Supreme Court decision reflects a realistic sense of race in the U.S. today.

	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Strongly Disagree	32	30	33	34	22	29	22	43
% Somewhat Disagree	19	21	18	20	22	23	16	22
% Neither Agree nor Disagree	30	30	30	23	33	35	41	17
% Somewhat Agree	14	16	14	20	19	10	13	17
% Strongly Agree	5	3	6	3	4	3	9	2



## DETAILED TABLES

Which of the following best describes your primary role at your institution?								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Director of admissions	20	31	12	24	33	38	10	12
% Admissions officer	5	5	6	3	4	6	9	3
% Associate director of admissions	1	2	0	0	4	3	0	0
% Other admissions office role	74	62	82	74	59	53	81	84
% None of the above	0	0	0	0	0	0	0	0

What type of higher education institution do you work for?								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Private	58	0	100	100	100	100	100	100
% Public	42	100	0	0	0	0	0	0

Is your institution two- or four-year?								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Two-year	17	38	1	0	15	100	0	2
% Four-year	83	62	99	100	85	0	100	98

Is your institution for-profit or nonprofit?								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% For-profit	2	2	0	3	0	3	0	0
% Not-for-profit	98	98	100	97	100	97	100	100

What is the highest degree offered by your institution?								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Associate degree	13	31	0	0	0	91	0	0
% Bachelor's degree	15	9	19	0	26	6	1	40
% Master's degree	26	11	37	0	37	3	26	50
% Doctoral degree	46	49	44	100	37	0	72	10

What is your age?								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Under 30	0	0	0	0	0	0	0	0
% 30-39	13	17	10	11	7	29	0	0
% 40-49	39	37	40	34	41	39	9	11
% 50-59	31	30	32	29	41	23	44	33
% 60-69	12	12	13	20	4	10	27	41
% 70 and older	0	1	0	3	0	0	16	9
% Prefer not to respond	4	3	5	3	7	0	5	6

With which of the following gender identities do you most identify?								
	All Institutions, by Sector			Public			Private Nonprofit	
	All	Public	Private Nonprofit	Doctoral	Master's/ Bacc.	Assoc.	Doctoral/ Master's	Bacc.
% Female	40	52	30	31	63	68	33	28
% Male	56	46	65	66	37	29	61	69
% Non-binary/Gender non-conforming	0	0	0	0	0	0	0	0
% Not listed/Prefer to self-describe (specify, if desired):	0	0	0	0	0	0	0	0
% Prefer not to respond	4	2	5	3	0	3	6	4



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