

# Highlights from Kaplan Test Prep's 2013 College Admissions Officers Survey

To ensure that students are receiving accurate and up-to-date information on trends in the college admissions process, Kaplan Test Prep annually surveys admissions officers from the top national, regional and liberal arts colleges and universities in the U.S.\* The survey data collected helps Kaplan provide informed guidance to tens of thousands of college applicants and their parents each year. (Numbers in parentheses reflect the findings of identically-worded questions from Kaplan's 2012 survey of college admissions officers.)

## What College Admissions Officers Say On:

- ▶ General Standardized Testing Issues
- ▶ The ACT Changes Planned for 2015
- ▶ Racial Diversity
- ▶ The SAT Changes Planned for 2015
- ▶ General Admissions Issues
- ▶ Social Media

### On General Standardized Testing Issues

Does your school require the SAT® or ACT® for admission?

Either the SAT or ACT: ..... 88% (85%)

Neither: ..... 12% (15%)

(If either the SAT or ACT) Does your school have any plans to drop its standardized testing requirement?

Definitely not: ..... 66% (73%)

Most likely not: ..... 33% (24%)

Most likely yes: ..... 1% (2%)

Definitely yes: ..... 0% (1%)

### On the SAT Changes Planned for 2015

To what extent do you agree with the makers of the SAT to change the exam's content?

Completely agree: ..... 4%

Generally agree: ..... 68%

Generally disagree: ..... 26%

Completely disagree: ..... 2%

- ▶ College admissions officers strongly agree with the upcoming changes to both the SAT and ACT.

### On the ACT Changes Planned for 2015

To what extent do you agree with the decision of the makers of the ACT to begin administering the exam in a computer-based format?

Completely agree: ..... 20%

Generally agree: ..... 67%

Generally disagree: ..... 11%

Completely disagree: ..... 2%

Do you think the makers of the ACT should change the content of the exam? (Note: the test maker has only announced format changes, not content changes)

Completely yes: ..... 2%

Generally yes: ..... 22%

Generally no: ..... 63%

Completely no: ..... 13%

### On General Admissions Issues

Do you think grade inflation is a problem?

Completely yes: ..... 18%

Generally yes: ..... 42%

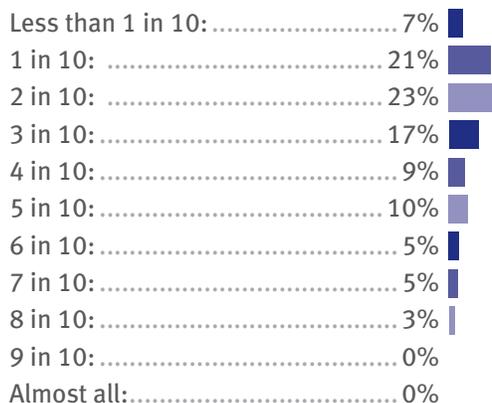
Generally no: ..... 34%

Completely no: ..... 6%

**(For those who answered yes) To what degree do you feel that Advanced Placement courses have contributed to grade inflation:**



**About what proportion of personal essays that you review would you characterize as excellent or outstanding?**

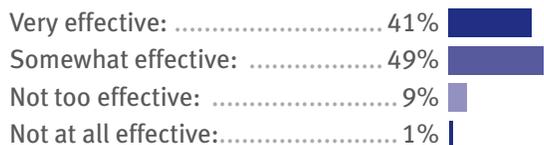


## On Racial Diversity

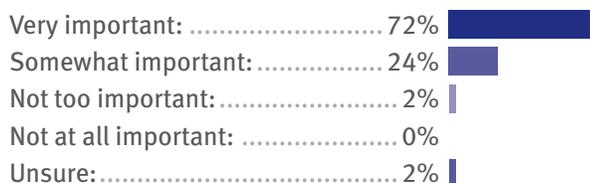
**As you are probably aware, the Supreme Court of the United States is giving greater scrutiny to race conscious affirmative action policies. Does your school use such policies?**



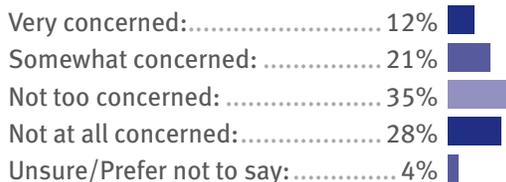
**(Only asked of schools that answered “Yes” to the above.) How effective do you think these policies have been in fostering a racially diverse student population?**



**How important is it to your school’s administration to have a racially diverse student body?**



**If the Supreme Court were to ban race as a factor that schools can use in the admissions process, how concerned would you be about the ability of your school to foster a racially diverse population?**



## On Social Media

**Have you ever Googled an applicant to learn more about them?**



**Have you ever visited an applicant’s social networking page like Facebook to learn more about them?**



**Have you ever discovered something online about an applicant that negatively impacted their application?**



► **A growing percentage of admissions officers are Googling applicants and visiting their Facebook pages to learn more about them.**



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Follow us on Twitter: [@KaplanSATACT](https://twitter.com/KaplanSATACT)

\*As compiled from *U.S. News & World Report*. For the 2013 survey, 422 admissions officers from America’s top colleges and universities—including four of the top ten—responded to Kaplan’s telephone polling between July and September. SAT is a registered trademark of the College Board, which was not involved in the production of, and does not endorse this product. ACT is a registered trademark of ACT, Inc, which was not involved in the production of, and does not endorse this product.