

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?



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



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?



- ▶ 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?



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)



On General Admissions Issues

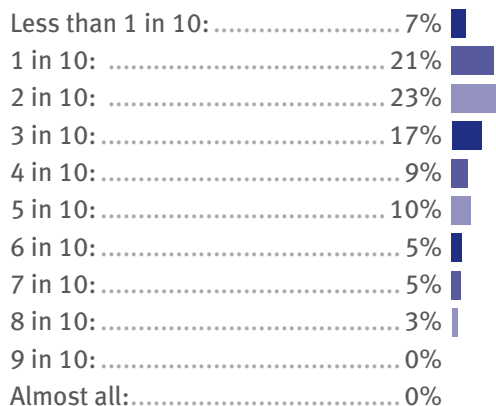
Do you think grade inflation is a problem?



(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?

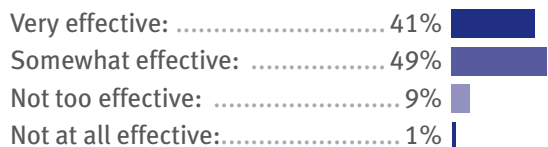


On Racial Diversity

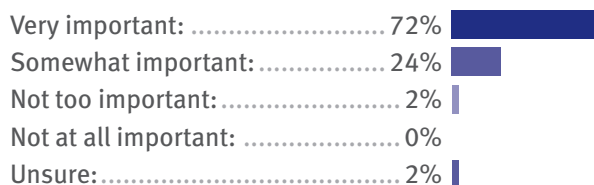
As you are probably aware, the Supreme Court of the United States is giving greater scrutiny to race conscious affirmative action policies. Does your school use such policies?



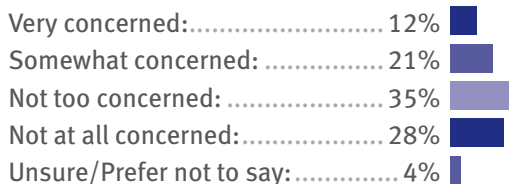
(Only asked of schools that answered “Yes” to the above.) How effective do you think these policies have been in fostering a racially diverse student population?



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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*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.