



Advancing Diversity in Higher Education

How Schools Can Prepare for the Upcoming
Affirmative Action Rulings

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Today's Presenters



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Education's Trusted Partner to Help Schools and Students Thrive



Your Imperatives Determine Ours

INSTITUTIONAL STRATEGY

Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

MARKETING AND ENROLLMENT

Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

STUDENT SUCCESS

Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

DIVERSITY, EQUITY, AND INCLUSION

Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

DATA AND ANALYTICS

Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with **2,500+** institutions to accelerate progress and enable lasting change.

95%+ of our partners return to us year after year because of results we achieve, together.

Institutions Have Made a Strong Commitment to Diversity



Mission

Enrollment leaders at institutions nationwide have been pushed to consider how decisions today can build a more equitable future tomorrow.

- **Fighting a legacy of structural racism**
- **Promoting social mobility**
- **Elevating your institution's value proposition**

Increased Student Demand Pushing Schools to Reach Their Mission

Today's top students **expect a level of diversity among their peers**—and are demanding universities meet that expectation

- ▶ **84%** of college bound seniors reported that a diverse student body was appealing to them, with nearly half saying it was a "must-have feature" according to Niche's 2022 Senior Enrollment Survey
- ▶ **54%** of Gen-Zers would refuse to work for a company that did not share their values

Enrollment leaders are responsible for helping their institution reach important and meaningful diversity goals.

Current Challenges in Recruiting Underrepresented Students

Becoming a **School of Consideration**

37%

of high school counselors¹ identified lack of awareness as barrier to application, ranking among top factors preventing students from applying

Affordability and Demonstrating Value



EAB research found Black and Hispanic/Latinx students were

significantly more likely than their white peers to report opting out of college because they did not think they could afford it

Undermatching Once Admitted

53%

of lower-SES students who qualified for admission to very selective schools but went to less selective institutions

1) Percentage averaged across counselor responses from public (39%), religious private (37%), and religious secular schools (36%).

Source: Jonathan Smith, Matea Pender, Jessica Howell, and Michael Hurwitz, "Getting Into College: Postsecondary Academic Undermatch", College Board, April 2012 via The Executive Office of the President, "[Increasing College Opportunity for Low-Income Students](#)"; College of Education News, "[Why is it Important for Students to Feel a Sense of Belonging at School? Students Choose to be in Environments That Make Them Feel a Sense of Fit, Says Associate Professor DeLeon Gray](#)" (October 21, 2021); EAB's 2021 Survey of High School Counselors; EAB's New College Freshman Survey, 2022; EAB interviews and analysis.

Looming Supreme Court Decisions Could Add Additional Complexity

The Spectrum of Outcomes

The Cases

On October 31, 2022, the U.S. Supreme Court heard two cases that will determine the legality of affirmative action in college admissions decisions. A potential ruling is expected in June 2023.

Race-Aware Admissions

Mild

Ambiguous Policies,
Unclear Guidance

Moderate

Full Ban of Race
in Admissions

Extreme

“[Possible outcomes will be characterized as] *‘glass half full, glass half empty-- and glass smashed.’*” Marie Bigham, Founder and Executive Director of ACCEPT

A Key Distinction Under Current Federal Law

Two Categories of Diversity-Related Admissions Practices

Race/Ethnicity-**Conscious**

Confer distinct benefit based on the race/ethnicity of prospective students

Subject to “strict-scrutiny” legal standards; past focus of Supreme Court scrutiny

.....

Race/ethnicity-conscious approaches are the likely target of future restrictions

VS.

Race/Ethnicity-**Neutral**

Do not confer distinct benefit based on the race/ethnicity of prospective students

Not subject to strict-scrutiny standards; legally less risky and easier to implement

.....

Includes legally acceptable “race attentive” practices, such as:

- ▶ Recruitment-marketing outreach aimed at students of particular races/ethnicities
- ▶ Approaches focused on promoting enrollment of first-generation and low-income students

These will likely become an even more important part of your diversity-recruitment toolkit if upcoming rulings impose further restrictions on race-conscious practices

Source: Arthur Coleman, Jamie Lewis Keith, and Emily Webb, “[The Playbook: Understanding the Role of Race Neutral Strategies in Advancing Higher Education Diversity Goals](#)” (2nd Edition); EAB research and analysis.

Preparing for What's Ahead: 6 Key Strategies for Enrolling Underrepresented Students

Identify Students

- Implement a Race-Conscious Name Buying Strategy
- Start Building Meaningful Relationships with CBOs
- Implement a Proxy-Based Name Buying Strategy
- Leverage Reverse Admissions Practices

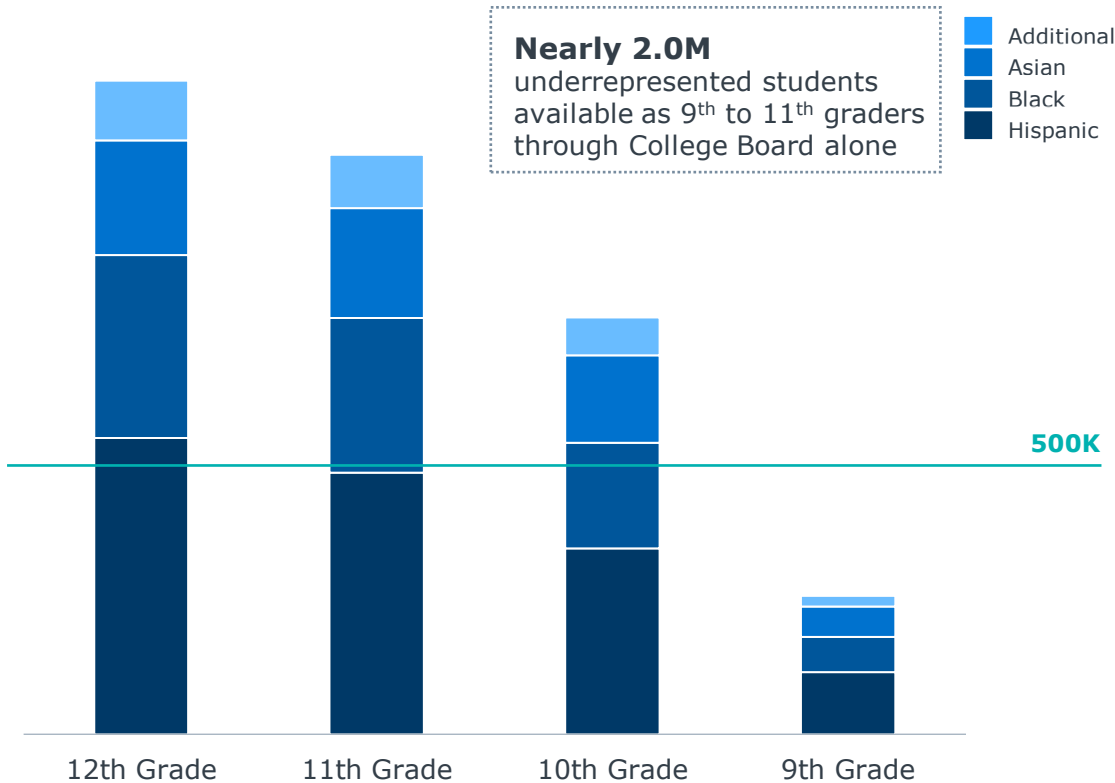
Convert Students

- Build Awareness and Affinity Through Early and Consistent Marketing
- Create a Robust Parent/Guardian Marketing Strategy

● *Take Action Now* ● *Critical Steps in the Months Ahead*

Implement a Strong, Race-Conscience Name Buying Strategy Now

Underrepresented Student Names Are Available...



Nearly 2.0M underrepresented students available as 9th to 11th graders through College Board alone

Additional
Asian
Black
Hispanic

500K

... And Students Who Receive Outreach Enroll at Higher Rates

Increased Enrollment Among Underrepresented Students Contacted Through Outreach¹:

34% For **Hispanic students** who received outreach

25% For **Black students** who received outreach

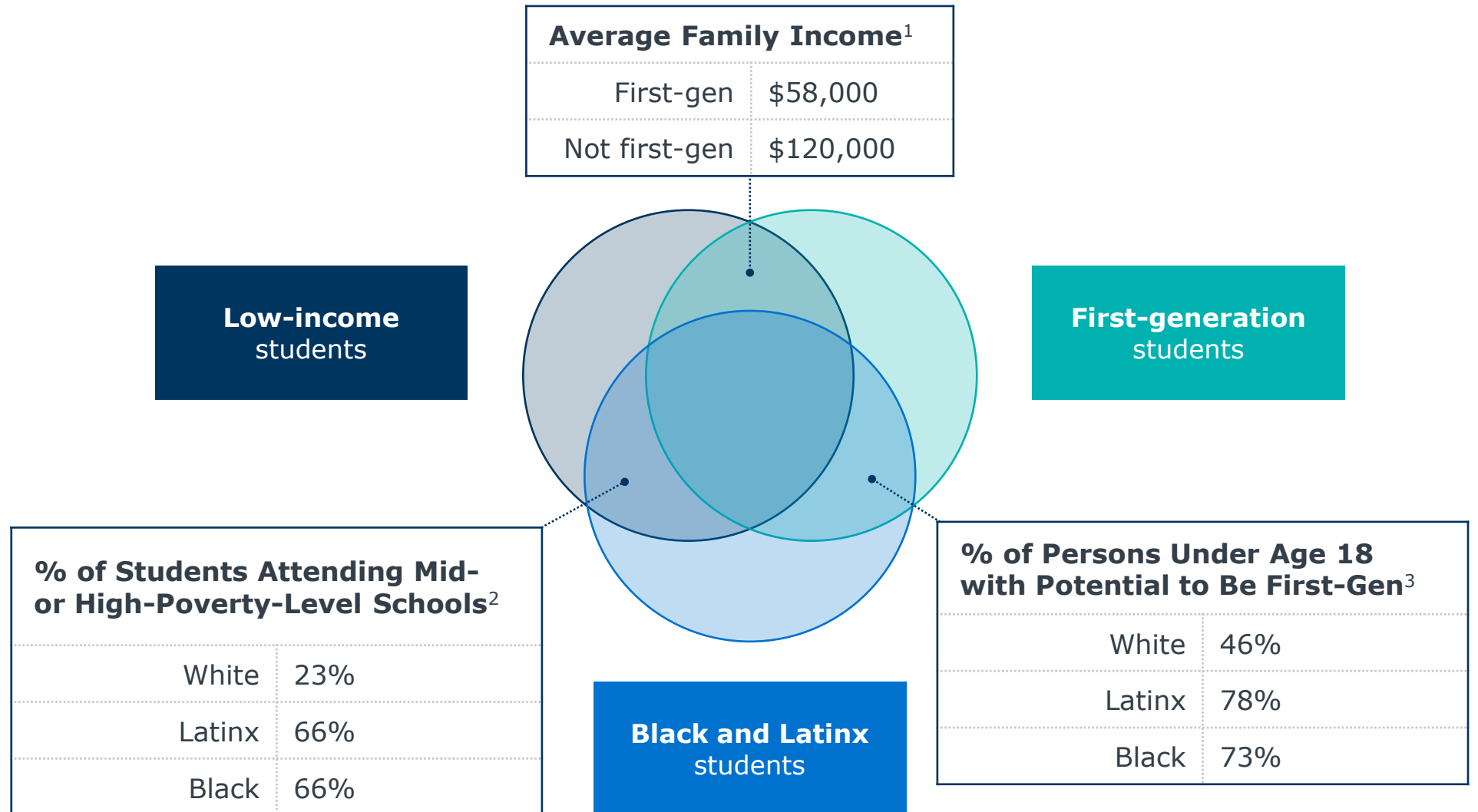
24% For **American Indian/ Native Alaskan** students who received outreach

Despite common misconceptions, many underrepresented students **are available before senior year**

1) Data reflects underrepresented students who are contacted through College Board Search.
2) College Board data – EC2023 to EC2026.

Implement a Proxy-Based Name Buying Strategy in the Months Ahead

Understanding Intersectionality: Significant Overlap Between Underrepresented-Student Populations



Source: Dick Startz, "First-generation college students face unique challenges," Brookings.edu; "School poverty: All youth should attend economically diverse, well-resourced schools," National Equity Atlas; "Indicators of Higher Education Equity in the United States: 2021 Historical Trend Report," The Pell Institute and PennAHEAD; EAB research and analysis. eab.com

Expertise Is More Important Now than Ever

EAB's Name Buying Tools and Resources



Strong Relationships With List Providers



Tracking of Historical Name Data



Unparalleled Benchmarking and Analytics



Year-Round Purchasing



Exclusive Name Sources



Legal Expertise

Expertise in Action

Common Pitfall: Over-Filtering on Test Scores

Schools often miss out on qualified candidates from diverse backgrounds due to overly restrictive criteria, as in the case of standardized testing. EAB's more nuanced approach allows for greater opportunities to recruit underrepresented students, by doing things like:

- ▶ Filtering only on **math scores** if a school is specifically looking for more underrepresented STEM students
- ▶ Leveraging filters **that signal a student's aspiration to attend college**, which indicates a stronger likelihood to enroll

Start Building Meaningful Relationships with CBOs Now

More Schools Will Be Looking to Form These Relationships if Race-Based Restrictions Are Introduced

Many Admission Teams Still Have Limited CBO Involvement

Informal EAB Poll of Enrollment Leaders



More than 70% of admission teams make limited or no use of CBOs.

How CBOs Help Students

- **Educate** students on higher education options, benefits of college-going, and college preparedness
- **Counsel** students on college selection, college finances and affordability, and career connections
- Provide **hands-on help** with college applications, FAFSA filing, and understanding financial aid offers
- May offer students close, ongoing **student success support** after they enroll in college

Benefits of Partnership



A Referral Source

CBOs are happy to selectively steer students toward your institution if you can demonstrate that you do a good job of serving their students



Highly Prepared Students

CBO students represent a highly admissible cohort that might otherwise often fall outside of your selection criteria

A Deeper Dive on the Greenlight Network



College Greenlight unites **a collective of education advocates** to **increase college access and completion** for underrepresented and historically **underserved students**.

1.5K+

Organizations

15K+

Counselors

750K+

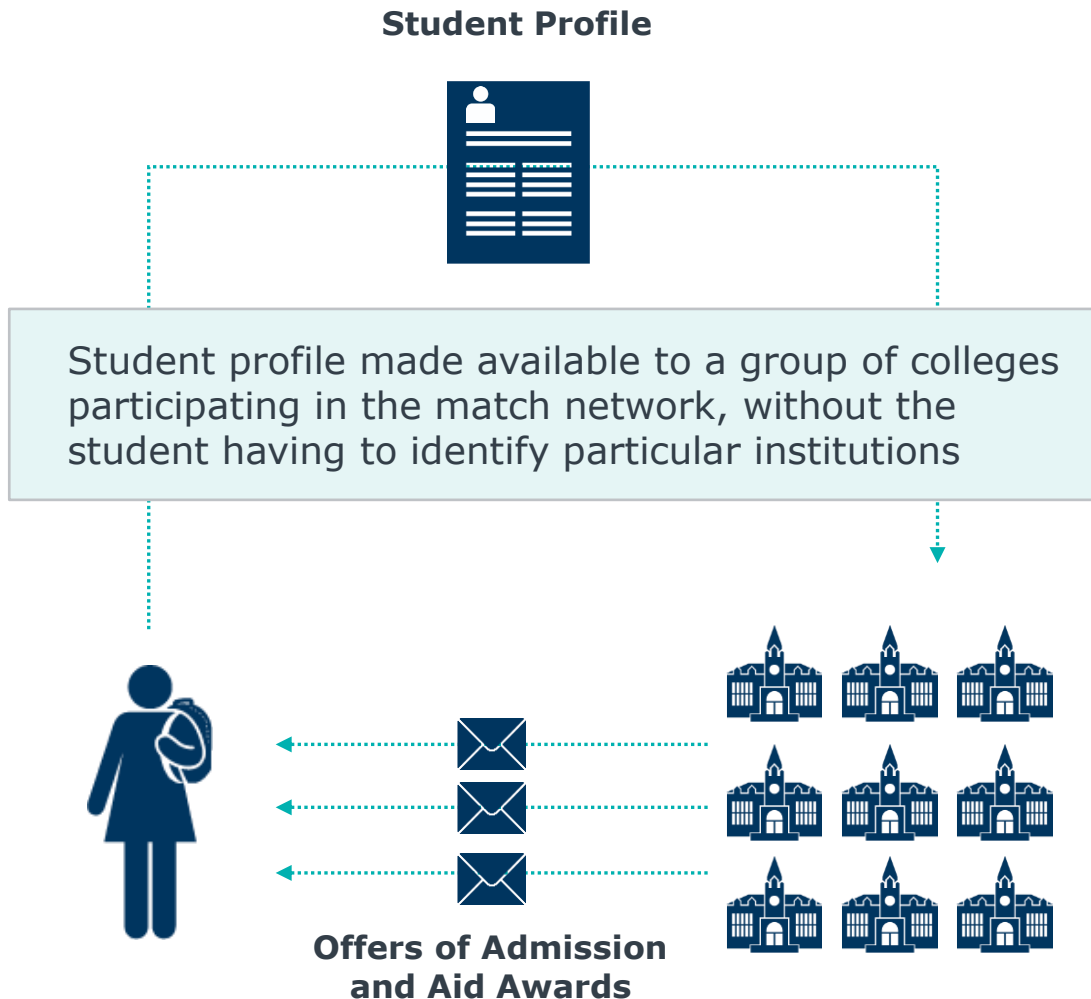
Students

400+

College Partners

Leverage Reverse Admissions Practices

An Equitable, Student-Centric Match Process



Simplifies the Application Process and Reduces Barriers to an Absolute Minimum

- ▶ Lightens burden on students of research required to discover potential schools
- ▶ Student has to complete only one profile rather than multiple applications
- ▶ Eliminates essays, recommendations, and other onerous application requirements
- ▶ Application fee eliminated
- ▶ Student misconceptions regarding affordability preemptively put to rest

A Closer Look at Greenlight Match



Providing access to higher education opportunities for **first-generation and underrepresented** high school students within College Greenlight's CBO network

100 Participating CBOs

4,794 College-Student Matches

17,963 Admissions Offers Made by Colleges

\$1.1B Scholarships Awarded

What Our Partners Are Saying

"Thank you so much for supporting our students today. You are awesome! I have already told my colleagues about how life changing the tool is for our students."

- Atlanta Virtual Academy

"We look forward to our final numbers from Greenlight Match this year as our students and coaches have seen great success thus far."

- College Possible

"This is amazing!! I literally got goosebumps scrolling through the list. I am SO excited about this and cannot wait to see the final results. This is incredible."

- One Goal Chicago

Preparing for What's Ahead: Key Steps to Recruit and Enroll Underrepresented Students

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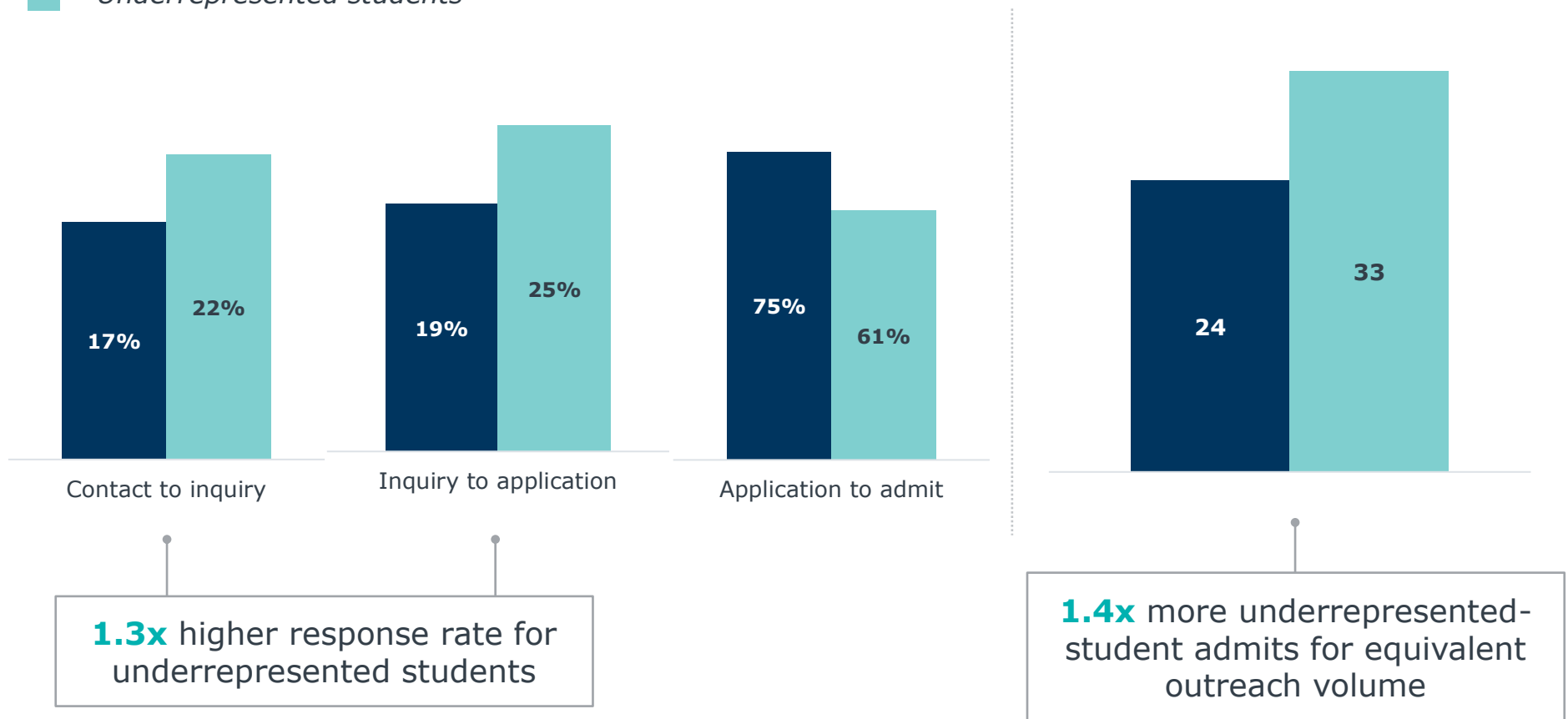
Build Awareness and Affinity Through Early and Consistent Marketing

Recruitment Marketing's Outsized Impact on Underrepresented Students

Sophomore, Junior, and Senior High School Students Contacted via Search Marketing

Admits per 1,000 Contacts

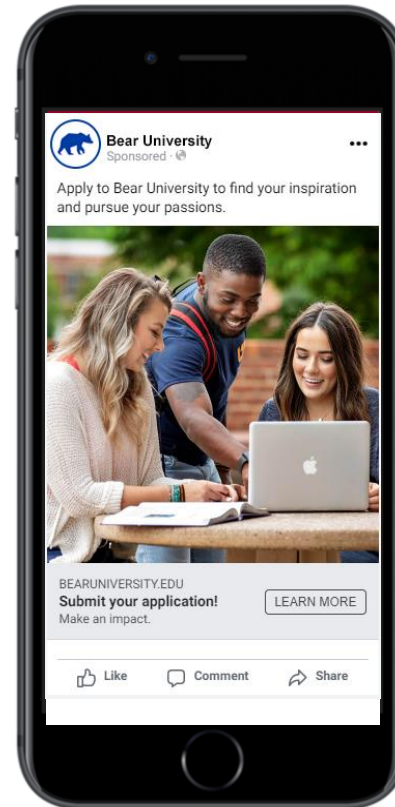
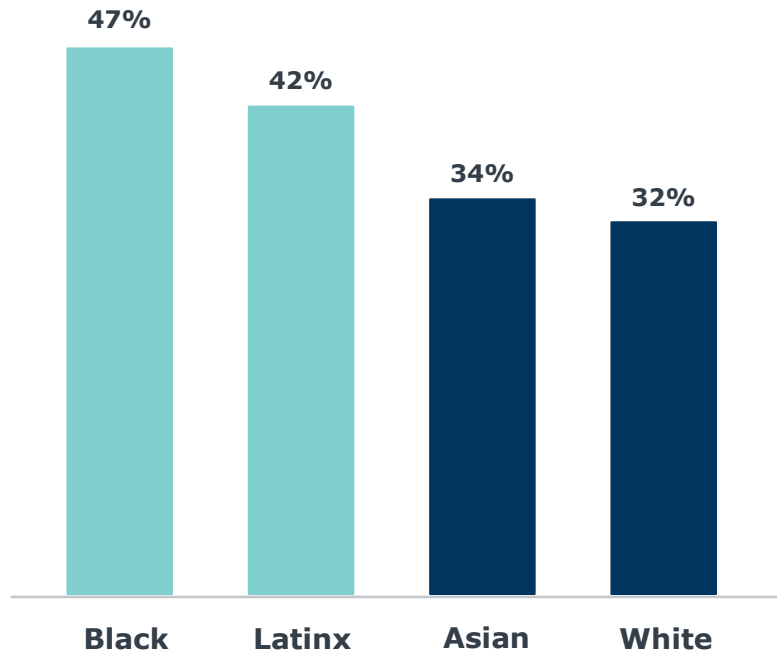
- Overall college-going population
- Underrepresented students



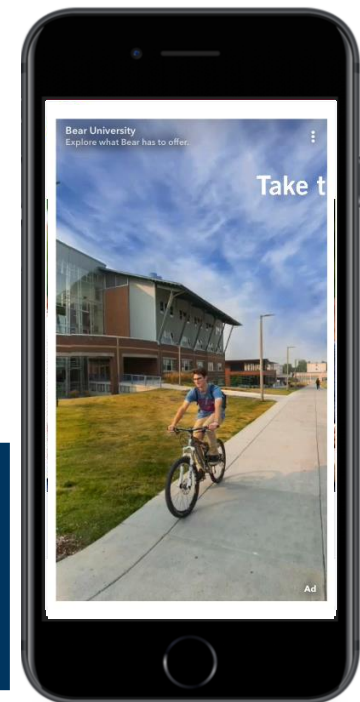
Meet Students Where They Are to Increase Engagement

Your Paid Social Strategy Is Critical from the Start

Percentage of Students Who Said They Discovered a Particular College or University on Social Media



1.2B
Impressions across Facebook, Instagram, Snapchat, and the Google Display Network in 2022

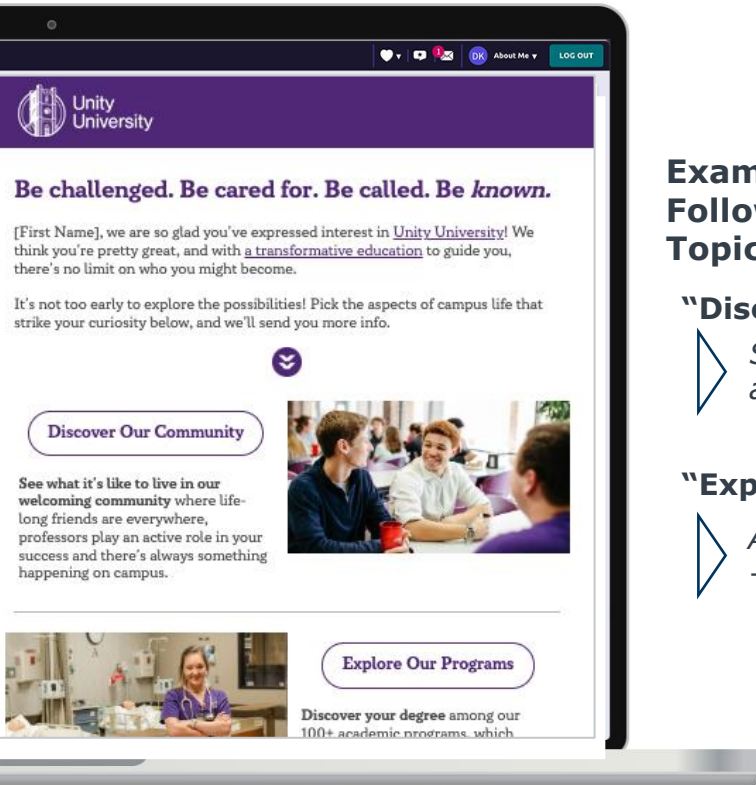


1.5x
Higher likelihood of underrepresented students hearing about a school via social media¹

1) Relative to their peers in the broader college-going population.

Ensure You Are Using the Right Channels to Maximize Impact

Responsive, Personalized Email Communication Drives Engagement Among Underrepresented Students



Example: Triggered Follow-Up Emails on Key Topics of Interest

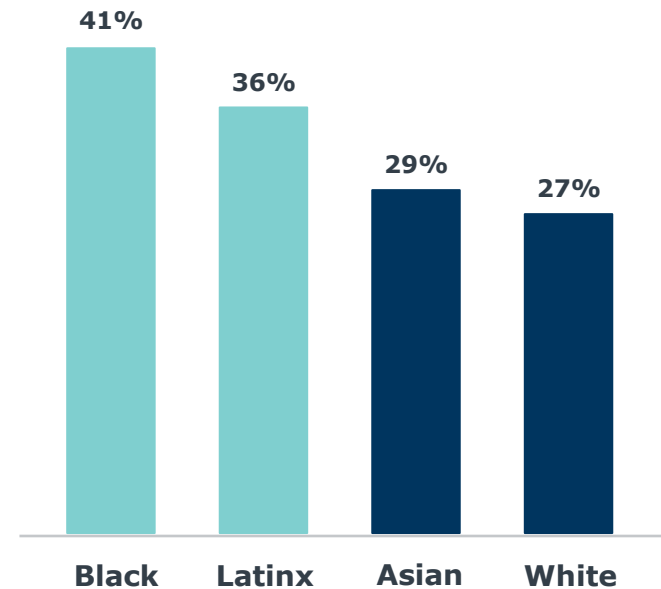
“Discover Our Community”

▶ *Student-Led Activities and Athletics*

“Explore Our Programs”

▶ *Academic Programs + Success Center*

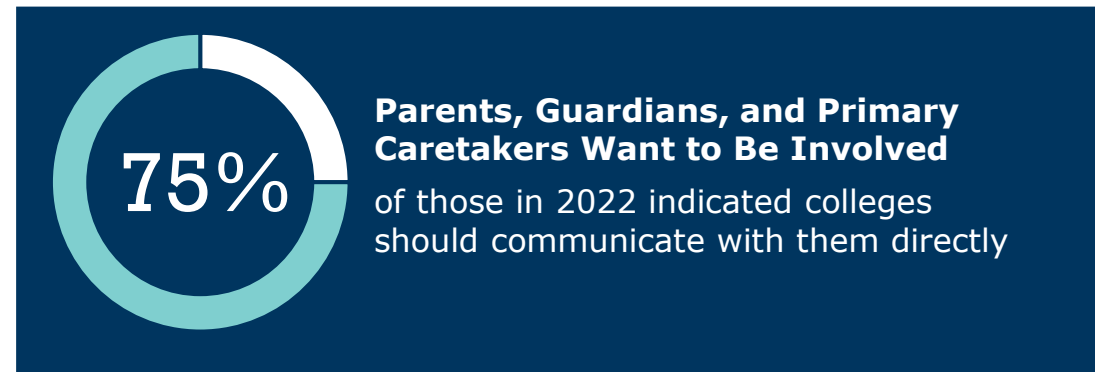
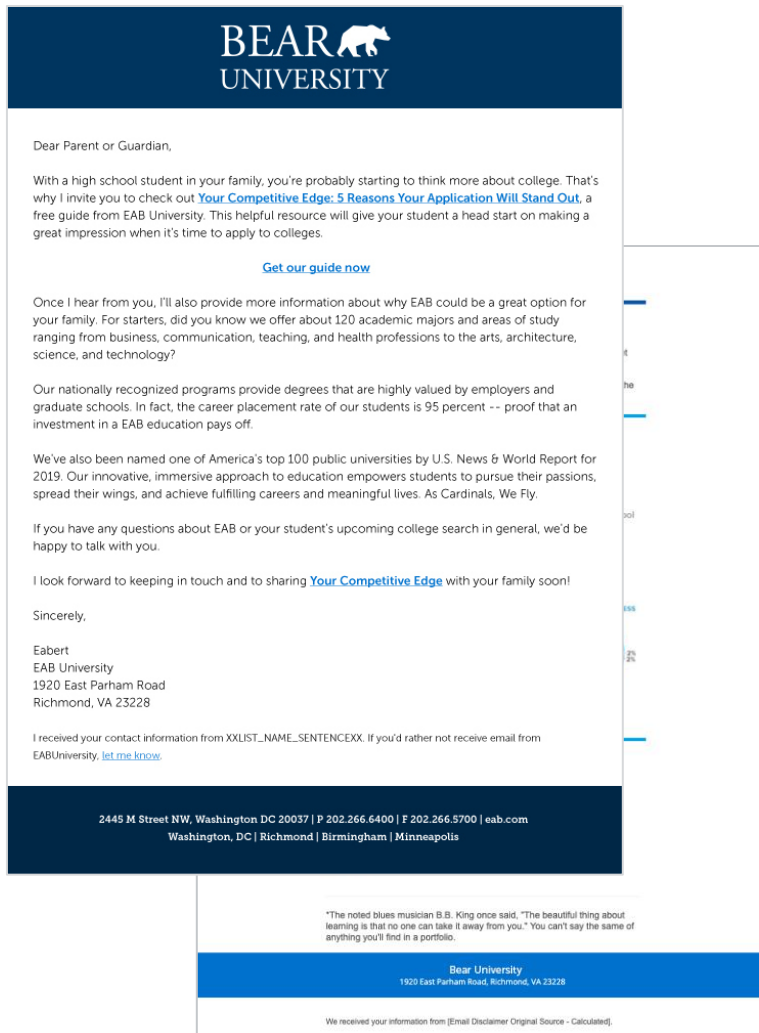
Sources of Information Students Found to Be Most Helpful for Making Enrollment Decision: Emails from Colleges



EAB research shows Black and Latinx students are **more likely to favor push communications** over self-serve channels

Create a Robust Parent/Guardian Marketing Strategy

Establish Dedicated Communication Streams for Students' Key Influencers



Students from Underrepresented Populations Bring Increased Consideration of Families

“The students coming from Latinx Communities are coming from collectivist cultures where they’re not making decisions with just them in mind – and in the US, especially with college applications, we view this as a very individualized process... **But our students are not thinking like that.**”

- Jesenia Gervacio, Director of Programs, La Vida Scholars

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Thank you!