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Application Intentions and Concerns of “Generation COVID”

Findings from EAB’s Latest Student Survey

Today's Presenters



3



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Brief Exit Survey



We'd appreciate your **feedback** on today's presentation.



We help schools support students from enrollment to graduation and beyond

➤ **ROOTED IN RESEARCH**

8,000+ Peer-tested best practices

500+ Enrollment innovations tested annually

➤ **ADVANTAGE OF SCALE**

1,900+ Institutions served

4.1 M+ Students supported by our SSMS

➤ **WE DELIVER RESULTS**

95% Of our partners continue with us year after year, reflecting the goals we **achieve together**

➤ Find and enroll your right-fit students

➤ Support and graduate more students



➤ Prepare your institution for the future

2020 High School Senior Survey in Brief

Survey Conducted November 17–December 3, 2020



Total Respondents

4,537

High school seniors participated

College Plans

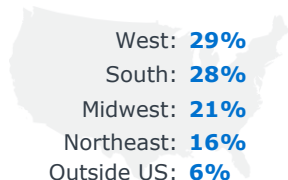
97%

of respondents plan to go to college next year

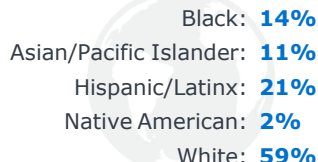
First-Generation Status

First-Generation: **21%**
Non-First-Generation: **79%**

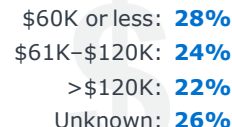
Location



Ethnicity



Household Income



Source: EAB research and analysis.

2020 High School Senior Survey in Brief



Goals and Key Findings of Survey

ONLINE SURVEY EXPLORED

1. Post-high school plans
2. Changes in application behavior due to the pandemic
3. FAFSA completion and concerns about college costs
4. Differences by key demographic segments

KEY FINDINGS

- ✓ Students delayed submitting applications due to limited counseling, fewer campus visits, difficulties with testing, and the desire to make it perfect
- ✓ Students submitted FAFSAs to schools before they applied
- ✓ Cost concerns are exacerbated by the pandemic
- ✓ COVID-19 has disproportionately impacted underrepresented students' access to counselor guidance and support
- ✓ Students report increased concern about doing well in college

Students Challenged to Complete Their Applications

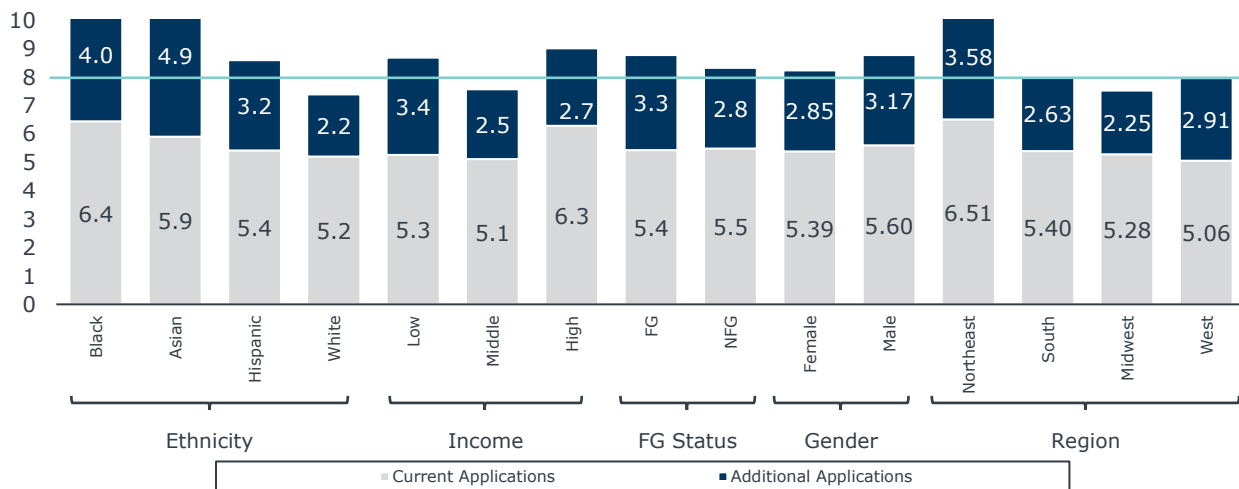
Students Are More Likely to Take Extra Time to Submit Apps

Number of Applications Submitted Versus Number of Planned Additional Applications



Institutional Action

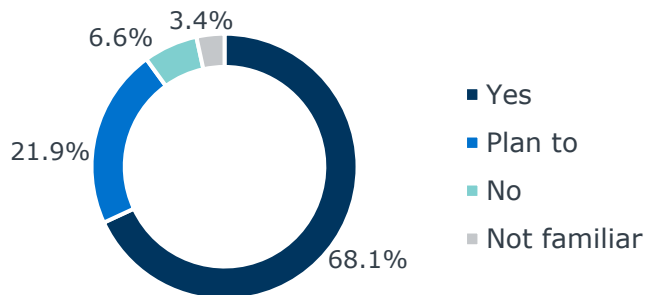
Increase personal communications with students to provide the extra guidance needed



FAFSAs Indicate Interest in Advance of Applications

Many Students Sent FAFSAs to Schools Where They Had Not Yet Applied

Completed the FAFSA



73%

of students indicated they sent their FAFSA to schools where they had not yet applied



Institutional Action

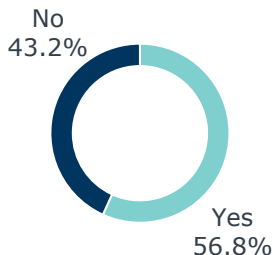
Use FAFSA submissions as a strong indicator of interest and prioritize outreach that encourages students to apply for admission

College Costs Continue to Concern Most Students

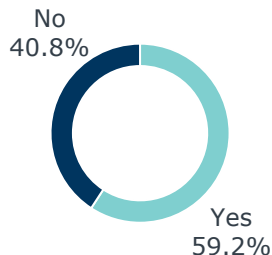
10

More Families are Experiencing Financial Uncertainty and Pressure

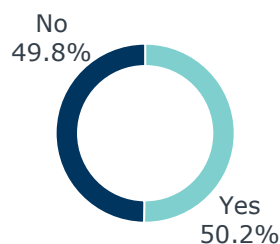
Has the COVID-19 pandemic increased your concerns about college costs?



Did you decide not to apply to a school you considered because it was too expensive?



Did you limit the number of schools you applied to because of financial concerns?



Institutional Action

Ensure communication speaks directly to student and family cost concerns and provide “proof points” that illustrate the value of choosing your institution

Effects of COVID on Student Confidence



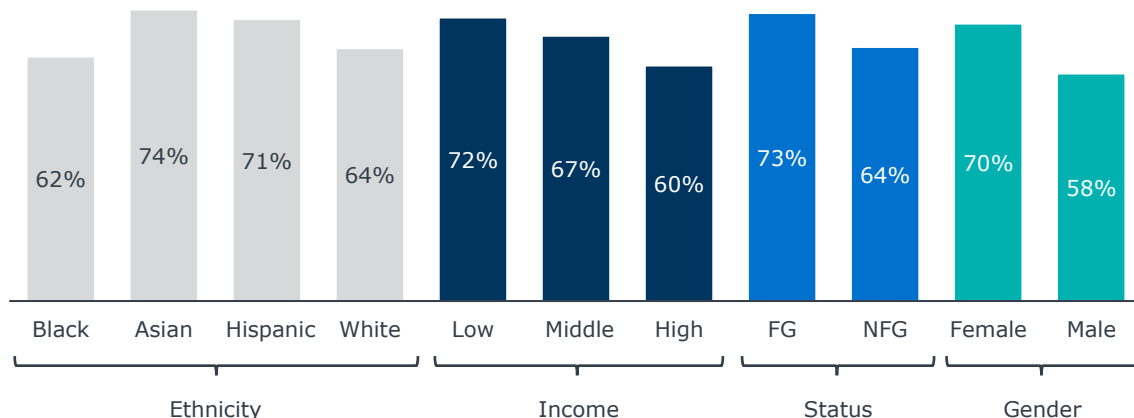
COVID-Related Challenges Increased Uncertainty About Succeeding in College

Percentage of Students Concerned About Succeeding in College Due to COVID-19



Institutional Action

Address increased student concerns about academic preparation by sharing information regarding advising, academic support services, and counseling





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Further Resources

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Receive our new 'Why You're Worth It' whitepaper

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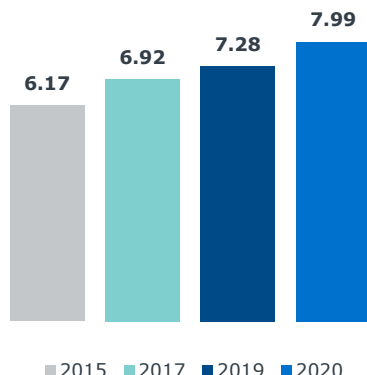
Appendix of Findings



Applications

Students Are Submitting More Applications For Entering Class 2021

On average, students are submitting 8 applications for Entering Class 2021, up from 7 applications for Entering Class 2020.



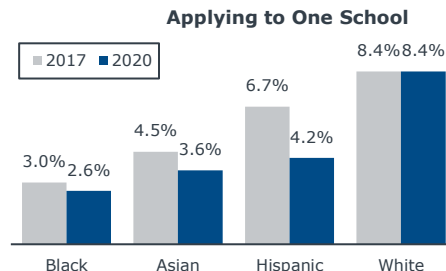
Average Number of Applications

Female	7.82
Male	8.34
\$60,000 or less	8.19
\$60,001-\$120,000	7.25
\$120,001 or more	8.77
African American	9.89
Asian	10.33
Hispanic/Latinx	7.97
Caucasian	7.09
Northeast	9.50
South	7.63
Midwest	7.28
West	7.54
Domestic	7.85
International	10.33
Public	7.73
Private	9.85

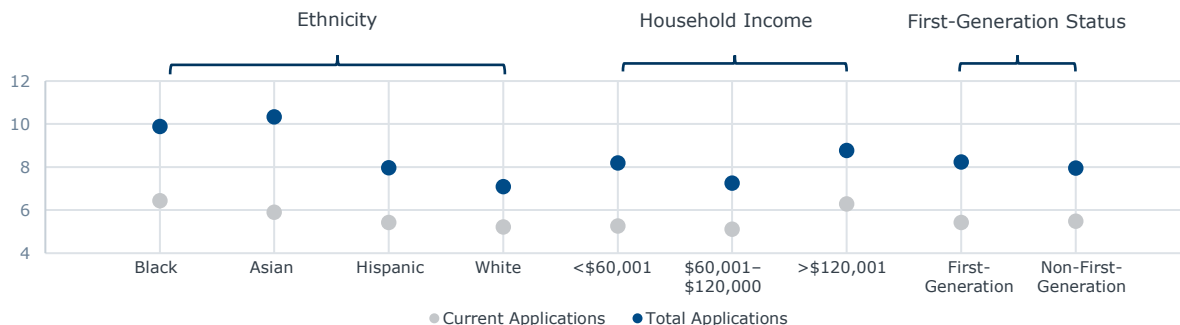
Applications

Some Students Are Applying To Only One School

A higher percentage of Caucasian students than students of color are applying to just one school, potentially indicating a higher level of confidence in their choice and admissibility. The percentage of students applying to one school has decreased for all but Caucasian students.



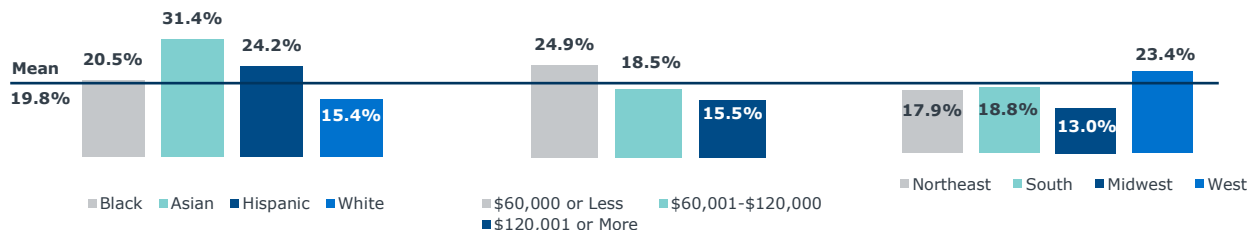
Caucasian students, students from middle- and high-income families, and non-first-generation students are further along in their application process.



Applications

Students Most Likely to Delay Application Submission

Students are waiting as long as possible to submit college applications



Most common reasons for waiting to submit applications

Desire to spend as much time as possible preparing applications	59.7%
Too hard to focus on my future	46.1%
Worried about what college will be like due to COVID-19	35.1%
Need advice from my high school counselor and it's hard to connect	29.7%
Family situation is uncertain and I'm waiting to see what happens	29.3%
Waiting until the due date	27.1%
Waiting to receive my test scores (SAT or ACT)	20.5%

Campus Visits

Students Who Were Less Likely to Visit Campuses In Person

59.0%

Have made an on-campus or virtual visit since the beginning of the pandemic

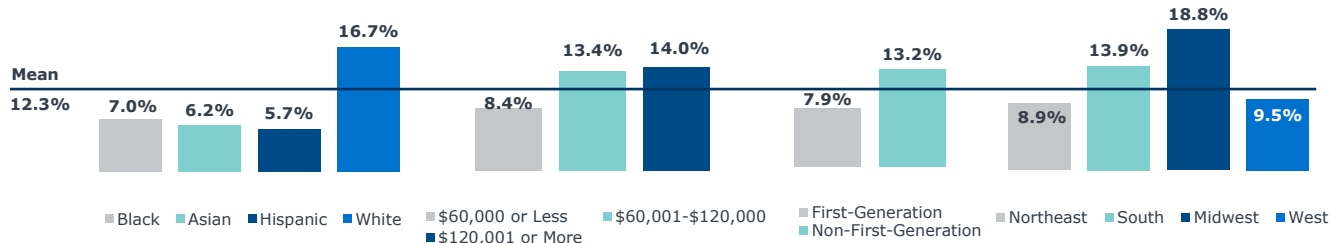


27.7% in-person visits



46.7% virtual visits

Made in-person campus visits only since the pandemic (mid-March)



31.3% made only virtual visits since the beginning of the pandemic. Students of color are more likely to have made virtual-only campus visits than Caucasian students. There are no significant differences by household income or first-generation status.



College Costs

FAFSA Applications Grow And Concerns About Cost Persist

90.0%

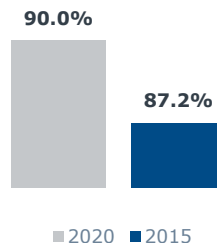
Have completed or plan to complete the FAFSA

73.7%

Have sent or plan to send their FAFSA to schools they are considering, but have not yet applied

TREND

Completed/Plan to Complete FAFSA



50.2%

Are limiting the number of schools they are applying to because of financial concern

59.2%

Decided not to apply to a specific school because it was too expensive

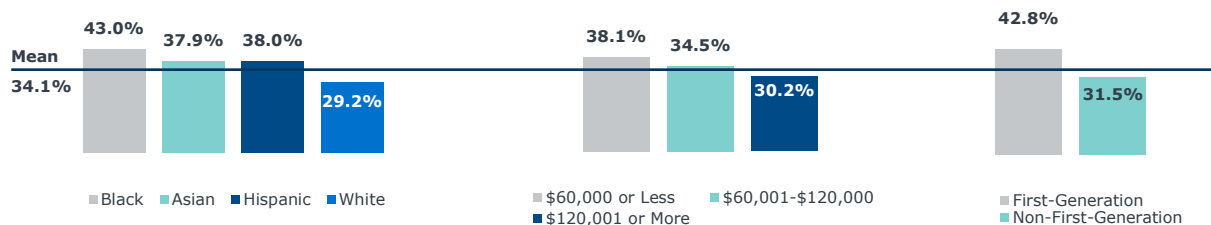
56.8%

Indicated the pandemic has increased their concerns about college costs

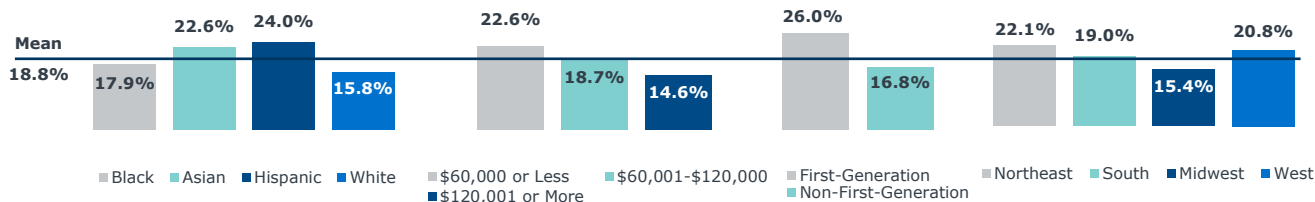
Effects of COVID-19 on Students

Students Who Are More Likely to Adjust Their Application Plans

Adjusting the number of submitted applications due to the pandemic



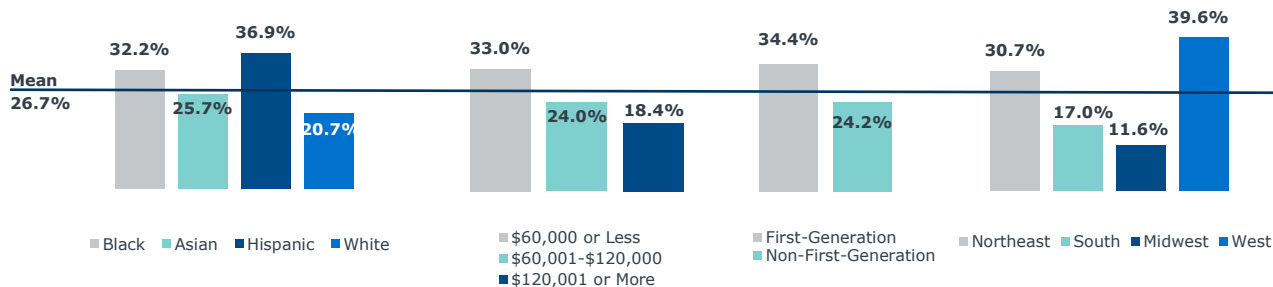
Considering schools closer to home due to the pandemic



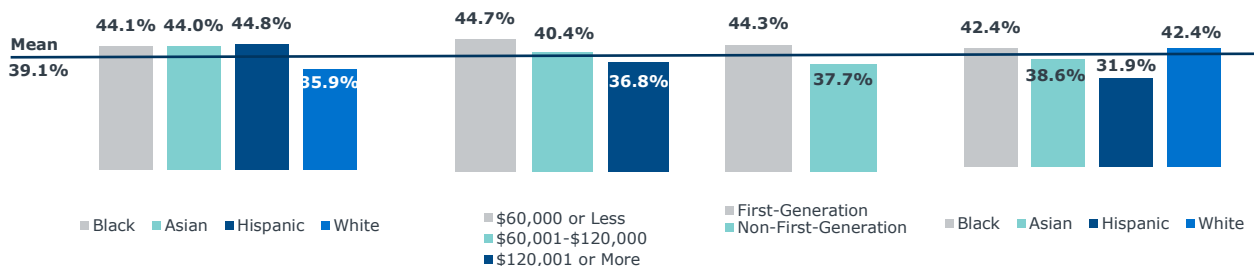
Effects of COVID-19 on Students

Students Have More Challenges With Testing

Did not take the SAT or ACT



Did not have access to the tests since the beginning of the pandemic



Effects of COVID-19 on Students

Test-optional Policies Spurred Applications From Students

85.4%

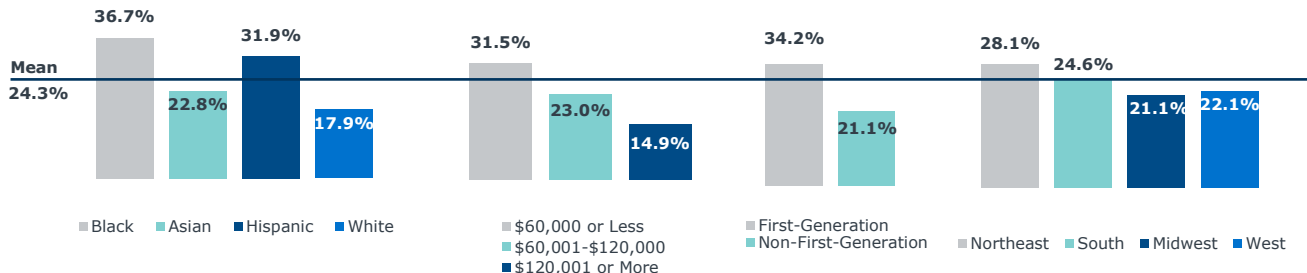
Students applied to a test-optional school



Test-Optional Schools

Findings from an EAB survey of 200 Enrollment Managers found 17% had become test-optional before the pandemic, and 46% became test-optional or test-flexible in light of the pandemic.

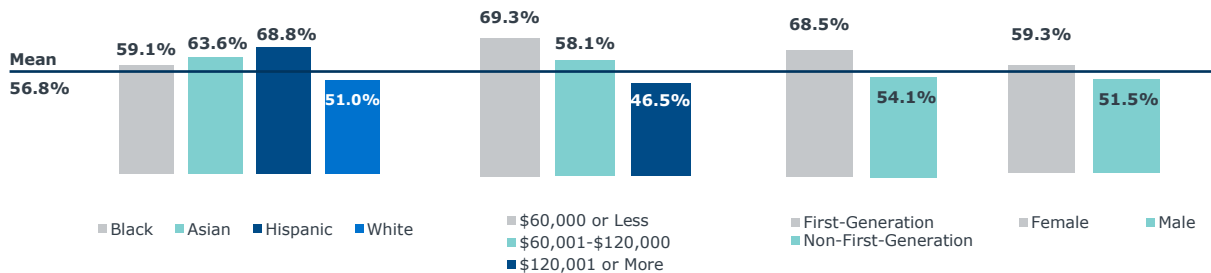
Applied to a school specifically because it was test-optional



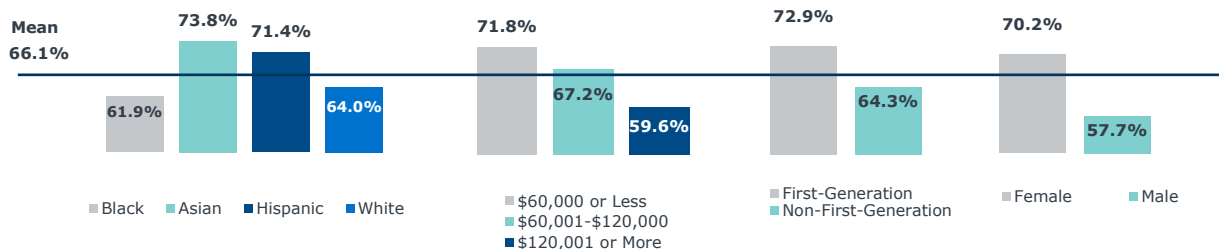
Effects of COVID-19 on Students

Students Are Worried About Both Costs And Succeeding in College

The pandemic has increased concerns about college costs



The pandemic has increased concerns about doing well in college





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