

# THE COMMON APPLICATION

## Riverside Counselor Leadership Workshop

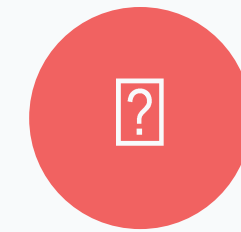
Annie Unger

Member Relations Manager, The Common Application

September 29, 2016



In today's workshop, we'll cover



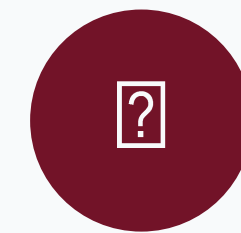
Common App Overview



2016-2017 System Enhancements



Common App and Naviance



Integration  
Partnerships and Initiatives



Our Resource Hub



Your Questions

# AUDIENCE POLLING

Number of years you have been using the  
Common Application to support your students







# Common App Overview

# OUR MISSION

The Common Application is a not-for-profit, membership organization committed to the pursuit of access, equity, and integrity in the college admission process.

# AUDIENCE POLLING

Number of years the Common App has been serving students, schools, and colleges



42

# AUDIENCE POLLING

Number of public universities in the  
Common Application membership



116

# AUDIENCE POLLING

Number of Common App members  
who charge no application fee



250



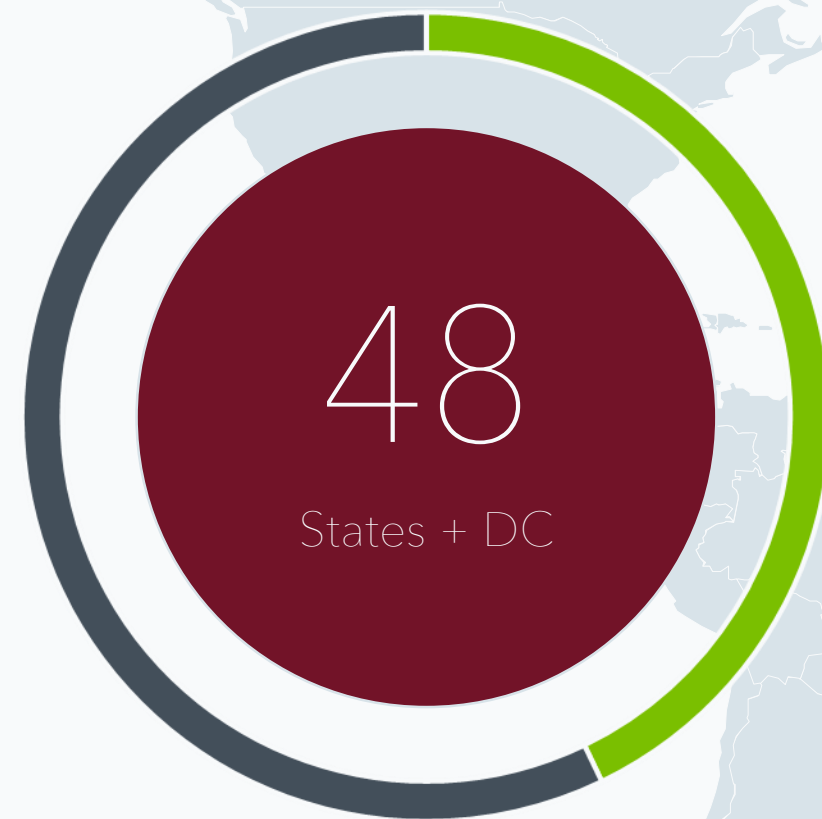
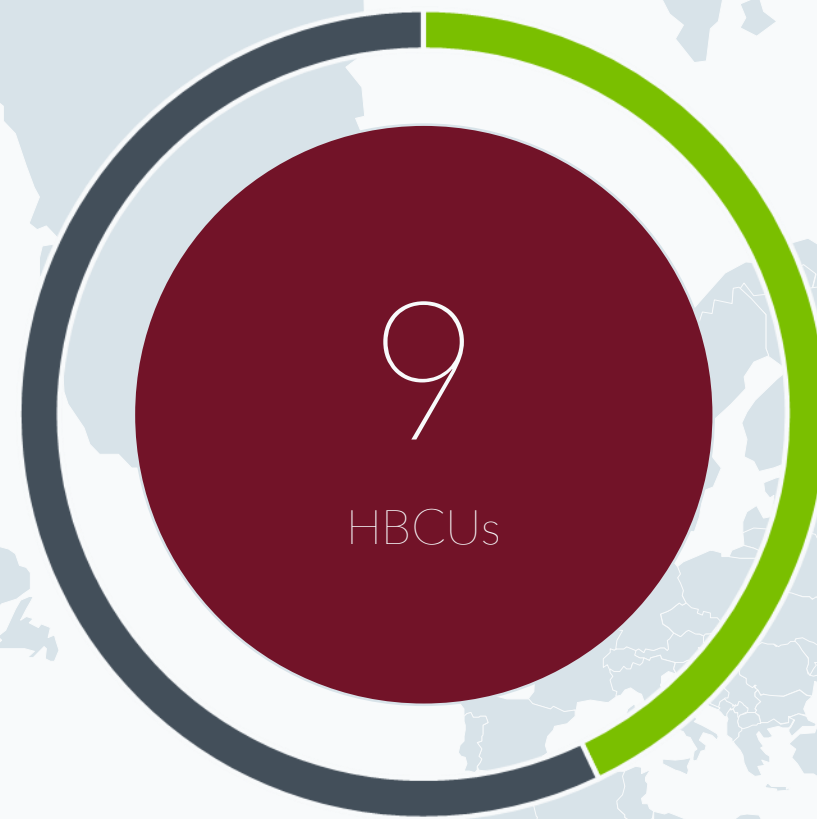
# AUDIENCE POLLING

Number of Common App members who are  
test-optional or test-flexible



>250

# MEMBERS AT A GLANCE

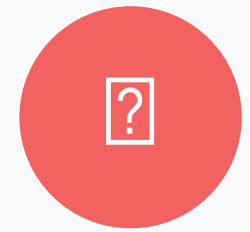


Not-for-Profit

Undergraduate  
degree-granting

Properly  
accredited

# 2016-2017 NEW MEMBERS



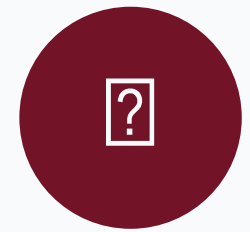
80 new members



28 states



14 international universities from 7 countries



16 public institutions

## PUBLIC INSTITUTIONS

- Bowling Green State University
- Eastern Kentucky University
- George Mason University
- Indiana University
- Indiana U-Purdue U Fort Wayne
- Mass College of Art
- Middle Tennessee State University
- Ohio University
- The University of Akron
- U. Alabama - Birmingham
- U. Central Florida
- U. Michigan-Flint
- U. Northern Iowa
- U. of Wisconsin-Madison
- U. of Wisconsin-Stevens Point
- Western Illinois University

# 2015-2016 APPLICATION YEAR

## School Affiliation (Applicants)

- 73% Public
- 11% Independent
- 12% Religious
- 3% Charter
- <1% Homeschool

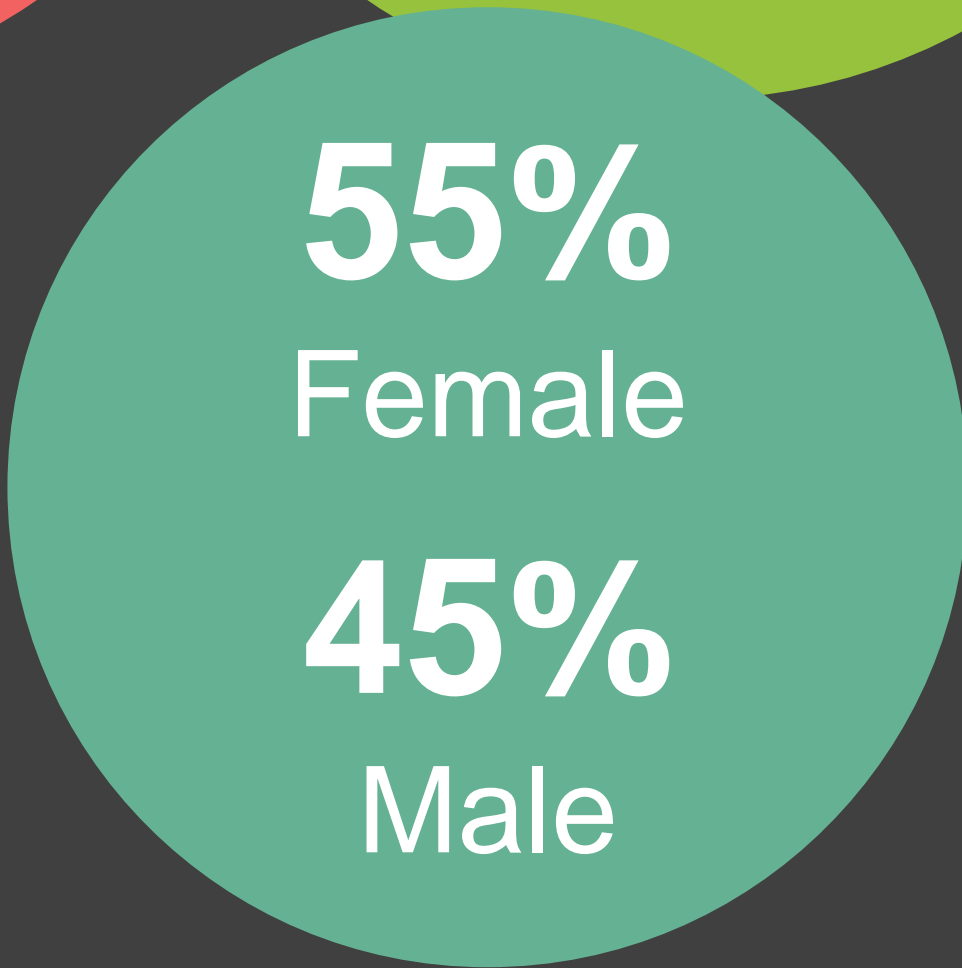
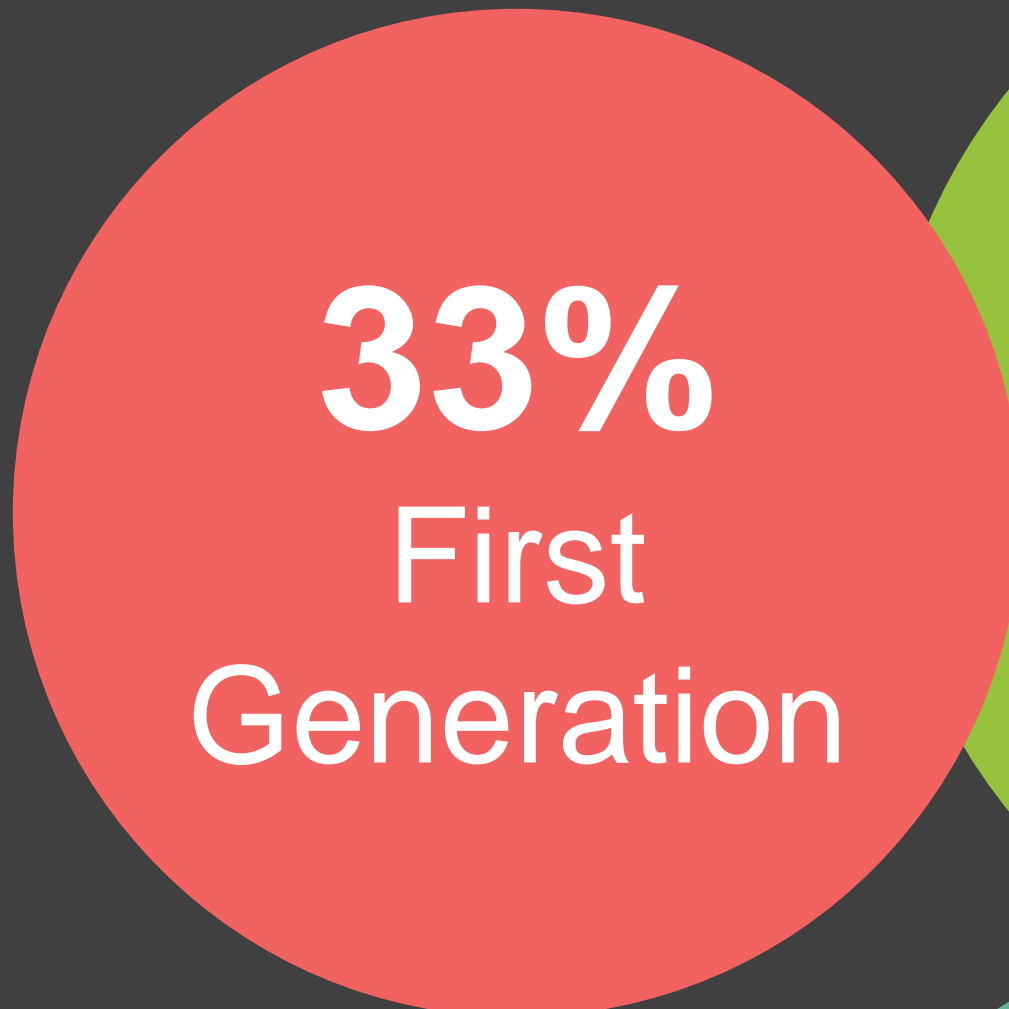
**Total Reach:** 210 countries and territories

- 90.8% US
- 9.2% International

**4.1 million**  
Applications Submitted

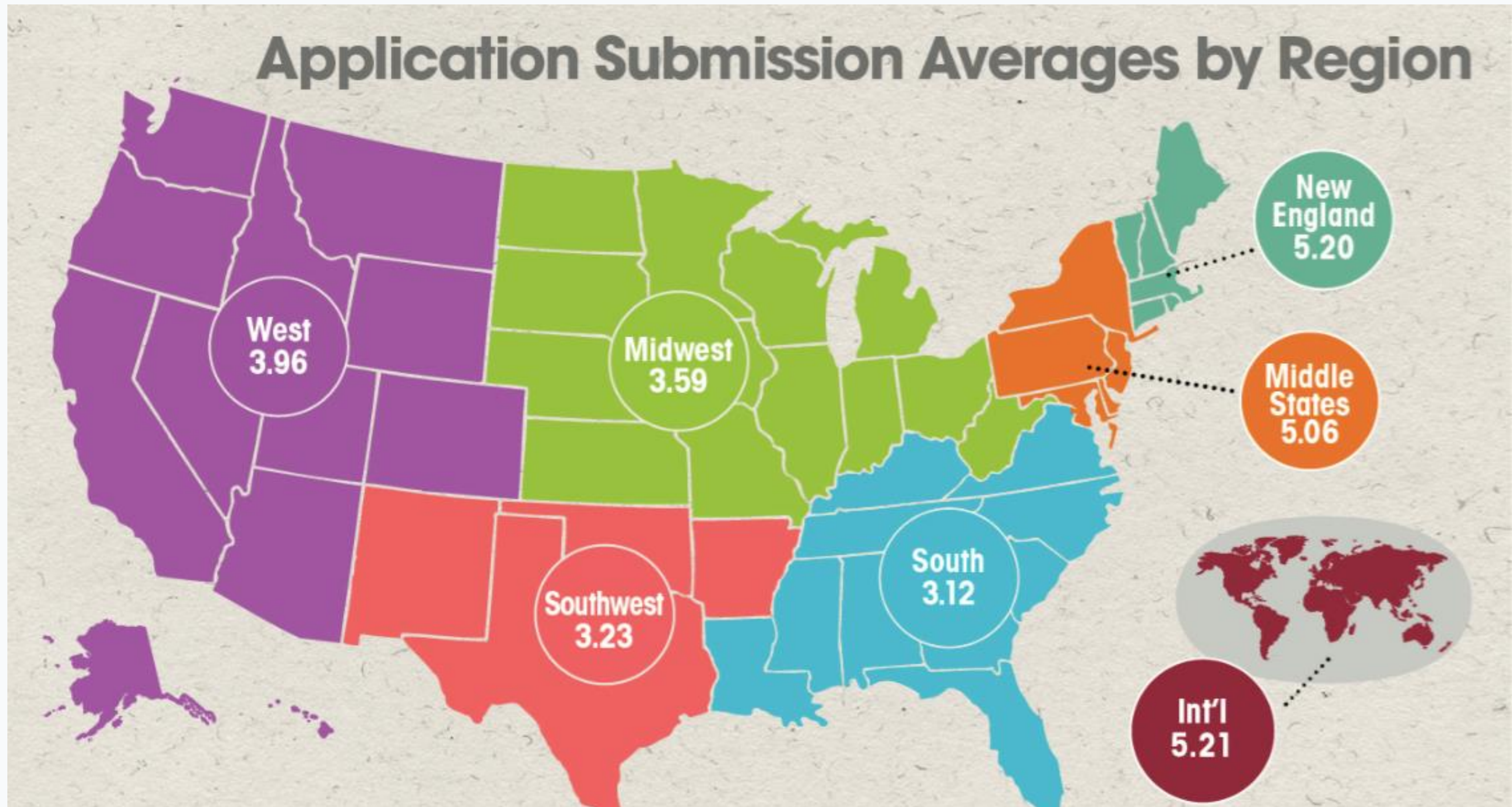
**20.7 million**  
Recommendation Forms Submitted

**4.7 Average FY Submission**  
(excluding ED & transfers)





# 2015-2016 APPLICATION TRENDS







2016-2017 System

Enhancements

# COMMITTED TO CONTINUOUS IMPROVEMENT



# FOUNDATION FOR 2016



**Access**



**Equity**



**Integrit  
y**







# ACCESS

We create awareness and opportunities that inspire applicants to reach beyond what they think is possible, and we support the member institutions and individuals who reinforce those aspirations.





# EQUITY

We provide innovative solutions, flexible resources, and superior service for member institutions, students, and educators, regardless of means, resources, or circumstance.





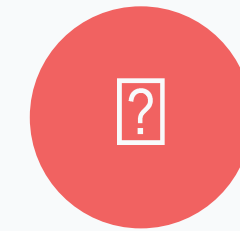
# INTEGRITY

Given the diversity of our member institutions and our reach among college-bound students, we understand and aspire to fulfill the responsibility we have to advance knowledge, research, and public policy in education.

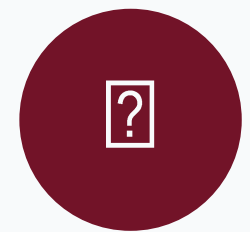
# KEY ENHANCEMENTS – STUDENTS



Account Rollover



Auto Save Work



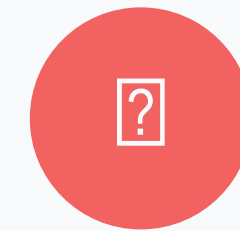
Account Creation –  
New Registration  
Types



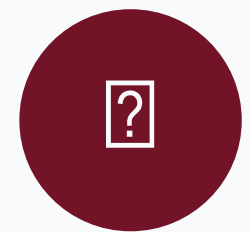
New SAT Score  
Reporting



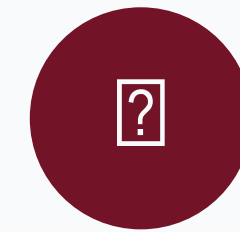
Gender Identity



Improved visa and  
refugee/asylee information  
collection



Enhanced College Search



Review and Submit Tab  
Improvements



Video Tutorials



# ACCOUNT ROLLOVER

Any account created in 2015-2016 can carry over to 2016-2017

- User name and password remain the same
- What rolls over? Any answers to questions within the Common App tab:
  - Profile
  - Family
  - Education
  - Testing
  - Activities
  - Writing



[commonapp.org/rollo](https://commonapp.org/rollover)

# NEW REGISTRATION TYPES

The screenshot shows a web page titled "Account Creation" with a progress indicator showing "1 Registration Type" as the current step. The page contains a welcome message, a "I am a(n):" section with radio buttons for "Student", "Education Professional" (selected), and "Parent or Other Adult", and a "Clear" link. A modal dialog box is centered on the screen, containing a warning message in red text: "By continuing, you will create a practice account with the Common Application." Below this, it explains that a practice account is for experience only and not for admission. At the bottom of the modal are "Back" and "Confirm" buttons. In the background, the "Registration Information" section is partially visible, including a "Prepare your account" warning and a note for "Instructor or other professional" users. At the bottom right of the page, there are "Cancel" and "Continue" buttons.

**Account Creation**

1 Registration Type

Welcome to the Common Application! Please take a moment to explore each option before you continue.

I am a(n): \*

Student

**Education Professional**

Parent or Other Adult

[Clear](#)

**By continuing, you will create a practice account with the Common Application.**

A practice account lets you experience what a real applicant sees, up to and including submission of the application. However, any submission you make will not be considered for admission by colleges. Additional [usage tips](#) for your practice account.


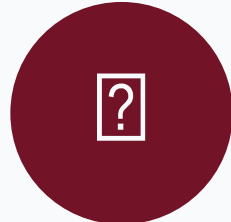

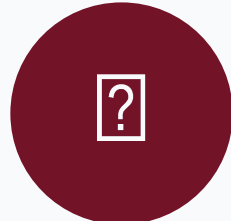
[Back](#) **Confirm**

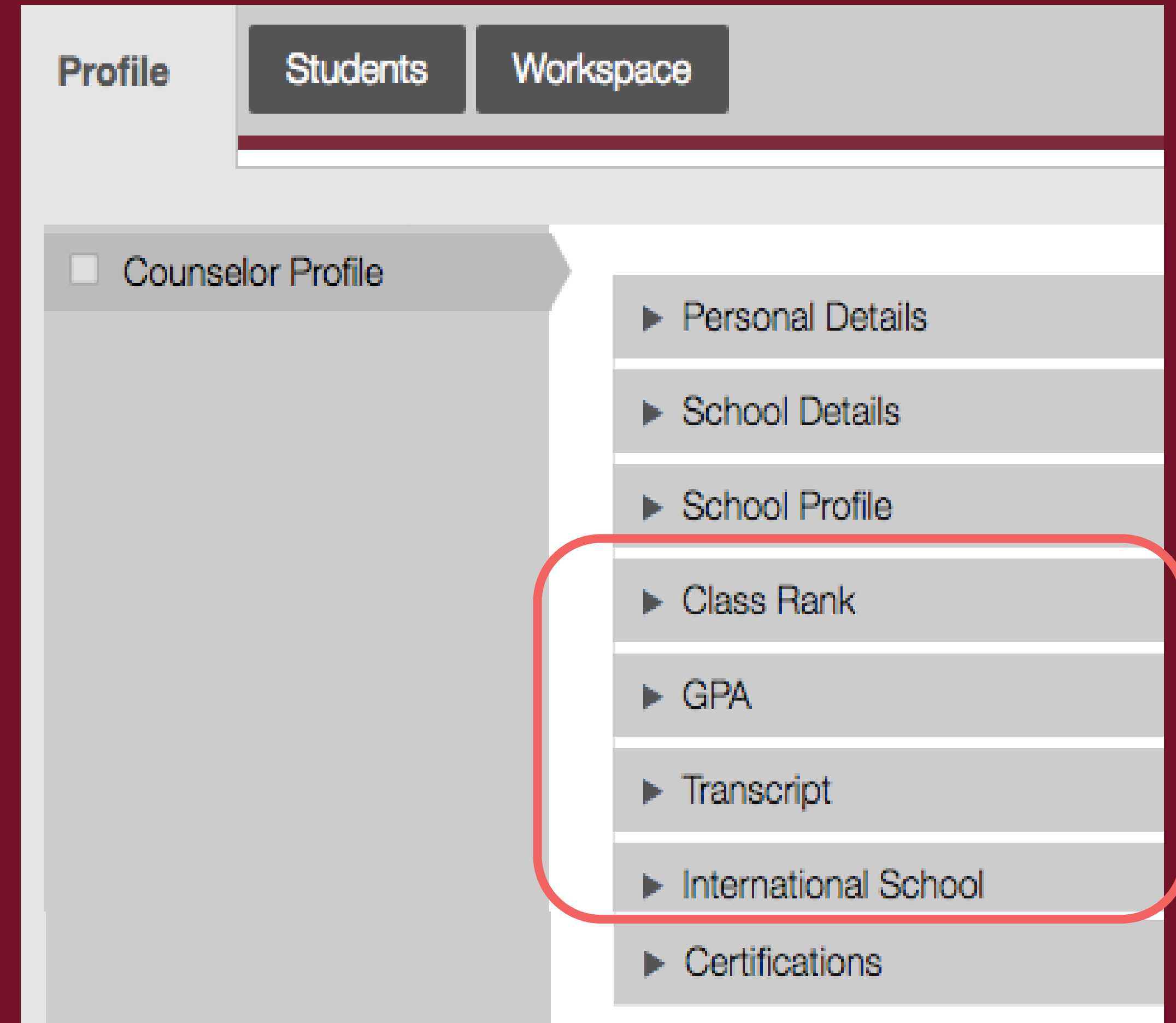
Registration Information

Prepare your account. If you are unsure, we recommend you contact your advisor or other professional who works with students to see the applicant experience without being admitted by colleges. *This choice is not for students who are not at college.*

[Cancel](#) **Continue**

# KEY ENHANCEMENTS – COUNSELORS

-  New Sections in Counselor Profile
-  Student Search
-  Student Data Export List
-  Flexible Form Submissions





# Common App & Naviance Integration



# COMMON APP AND NAVIANCE

## Students can:

- Automatically sync their college lists on the Common App and Family Connection
- Request transcripts, counselor evaluations, and teacher letters of recommendation for Common App colleges from Family Connection
- Indicate that they intend to apply to a college with the Common App

## Counselors & Teachers can:

- Send all supporting documents (transcripts, forms, letters of recommendation, etc.) directly to Common App colleges from within Naviance
- Complete all steps involved in processing Common App applications in Naviance (e.g. process Common App Early Decision Agreements)



# Partnerships & Initiatives

# FINANCIAL AID AWARENESS

For many applicants and their families, the most daunting aspect of the journey to college is the price tag.

**65%**

Common App students indicate an intention to apply for need-based aid

**10%**

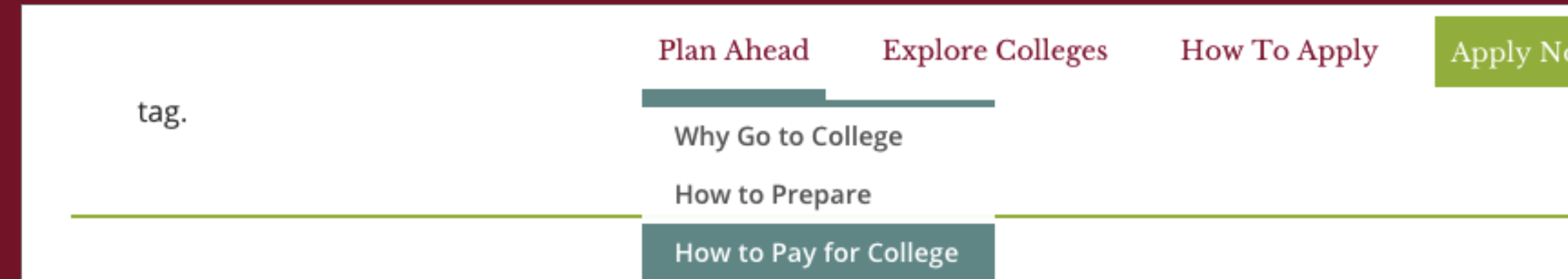
Pell eligible students do not complete the FAFSA

**23%**

College-intending high school graduates do not enroll in college in the year following high school graduation

# WEBSITE RESOURCES

- [fafsa.gov](https://fafsa.gov)
- FAFSA4caster
- Federal Student Aid Office
- State Grant Agencies
- Net Price Calculator
- College Goal Sunday
- NCAN Directory
- Scam Information



tag.

Plan Ahead   Explore Colleges   How To Apply   Apply Now



Why Go to College

How to Prepare

How to Pay for College

If you're wondering, "How am I going to pay for college?" you have options. In fact, there is more help available to you than you might realize.

These resources are eager to work in partnership with your family to ensure that a college education is affordable:

-  **The Federal Government:**  
From federal grants, to federal student loans, to employment through the federal work-study program, The U.S. Department of Education awards about \$150 billion a year to more than 15 million students. Visit the **Office of Federal Student Aid** to learn more.
-  **Your State Government:**  
Similar to the federal government, your home state offers various types of financial aid, and guess what? You might be eligible for this type of aid even if you're not eligible for federal aid. For more information, contact your **state grant agency**.



# SCHOLAR SNAPP

- Initiative of the Michael & Susan Dell Foundation designed to connect students with scholarships
- Lets students apply for a scholarship online and then re-use that information for other scholarship applications
- Approached Common App for assistance in connecting with students
- Project aligns with our goal of expanding financial aid awareness



## ▼ Scholarship Information

The Common Application has partnered with Scholar Snapp, a technology developed by the Michael & Susan Dell Foundation, to connect students with scholarships to help pay for college. If you are interested in participating in this free pilot program, please indicate below.

I would like to receive information from Scholar Snapp about college scholarships and financial aid:

Yes

No

[Clear](#)

[Back](#)

[Continue](#)

▶ Common App Fee Waiver



# FAFSA AWARENESS CAMPAIGN

- Conducted in partnership with a team of researchers led by Dr. Ben Castleman at the University of Virginia
- Personalized information and behavioral nudges about college affordability, financial aid, and FAFSA completion
- Coordinated effort among multiple partners
- Targeted 450,000 low-income and first-generation applicants

**THE COMMON APPLICATION**

We've created this brochure to help you make a plan to fill out the FAFSA. Get started today!

*Boff*  
Scott Anderson, Senior Director

**Daniel,**  
Make it a priority to **earn the financial aid** that could be waiting for you.

Turn the page and **make a plan** to complete the Free Application for Federal Student Aid (FAFSA).

Your Progress to College

20% 40% 60% 80% 100%

Here's how to earn this **free grant** before it's too late.

AT&T 3G 9:41 AM 97%

Messages Common App Edit

Hi, it's Scott again (from Common App). Don't forget that \$1000s in college grant money may be available to you from the Dept. of Education & your state.

Completing the FAFSA is the first step to getting your share of this financial aid. Step #1: Create your FAFSA ID today: <http://bit.ly/myfsaid>.

Send

# STRIVE VIRTUAL MENTORING

- Not-for-profit virtual mentoring program
- Offers additional support for low-income, first-generation students
- Common App connects students who indicate a need for a fee waiver with Strive
- Mentors can help students navigate the college application process, fill out FAFSA documents, and find scholarships



**STRIVE FOR COLLEGE**

The Common Application has partnered with Strive for College to connect students with free virtual mentoring to provide additional support in the admission and financial aid application process. First-year applicants interested in connecting with a mentor, please indicate below.

Transfer applicants, [click here](#) for resources specific to the transfer application process.

I would like to receive information from Strive for College

Yes

No

[Clear](#)

# FINANCIAL AID RESOURCES TAB



**LEARN**  
ABOUT FINANCIAL AID


**PLAN**  
FOR COLLEGE COSTS

**APPLY**  
FOR AID

**EXPLORE**  
SCHOLARSHIP OPPORTUNITIES

**COMPARE**  
COLLEGE COSTS AND AID OFFERS

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## Compare Financial Aid Offers

You may receive financial aid offers from more than one college once you're admitted. Making a college choice with good information about cost and financial aid will help set you up for college success! Check out the tip for online comparison tools...

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**i TIP:** Your most economical option is not always the college with the lowest overall price ...[\[+\]](#)

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Hey dm875, interested in more information about financial aid and scholarships? [Click here](#)

Scholar Snapp® is a registered trademark of the Michael and Susan Dell Foundation. CSS/Financial Aid Profile® is a registered trademark and Big Future™ is a trademark of the College Entrance Examination Board.





# Common App Resource Hub



- 
- 1 **Common App Refreshed Website**
  - 2 **Virtual Counselor**
  - 3 **Common App Ready**
  - 4 **Common App onTrack**
  - 5 **Solutions Center**



# ORGANIZING CONCEPTS



## LEARN

Absorb knowledge, develop skills and study habits



## EXPLORE

Explore opportunities, challenge yourself, try something new



## GROW

Strengthen skills and maintain involvement in activities



## FOCUS

Focus on grades, entrance exams, college search, and yourself



## APPLY

Apply your knowledge, apply to colleges and scholarships



# COMMON APP REFRESHED WEBSITE

THE COMMON  
APPLICATION

Parents | Counselors & Recommenders | Member Institutions | **LOG IN**

Plan Ahead

Explore Colleges

Virtual Counselor

How To Apply

**Apply Now**

Your journey to college starts  
here.

We're here to help with college planning, applications, and beyond.

**Learn More**

**Nearly 700 colleges.  
Only one application.**



THE LATEST

CATEGORY ▾

ARCHIVE ▾

 SUBSCRIBE TO RSS

## what's (*app*)ening?

COLLEGE  
COUNSELING

Aug 10, 2016

### Common App Ready Tools and Resources



IN THE NEWS

Aug 09, 2016

### Continued Partnership with Learning Machine/SlideRoom Supports Student Portfolios



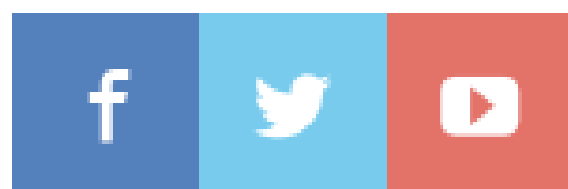
IN THE NEWS

Aug 05, 2016

### The Common Application Welcomes New Members



Connect with [#commonapp](#)



What's (*app*)ening?

[Help Center](#)

[Careers](#)

[About Us](#)

[Contact Us](#)

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# VIRTUAL COUNSELOR

THE COMMON APPLICATION

Plan Ahead

Explore Colleges

Virtual Counselor

How To Apply

Apply Now



The Key to Giving Back



How can I get accepted to my dream school?



How do I start my college search?



WATCH VIDEOS



EXPLORE TOP TIPS



READ EXPERT ADVICE



# COMMON APP READY

- Comprehensive training resources covering every aspect of the application, from account creation through submission
- Varied formats to meet different needs
- A complement to the Solutions Center training videos



[commonapp.org/ready](http://commonapp.org/ready)



## Getting Started

- **Getting Started** | Powerpoint Presentation
- **Tips and Best Practices** | PDF Document
- **Understanding Application Fees and Fee Waivers** | PDF Document
- **Gathering Materials** | PDF Document
- **High School Details Information Sheet** | Word Document
- **The Common App Advantage** | JPG

**commonapp**  
*ready*

### [YOUR HIGH SCHOOL] DETAILS

The Common Application has partnered with our school to gather information you'll need to complete your Common Application.

**HIGH SCHOOL INFORMATION**

High School Name	
High School Address	
CEEB Code	
Graduation Date	
Graduating Class Size	

**COUNSELOR INFORMATION**

Counselor Name	
Counselor Job Title	
Counselor Email	
Counselor Phone	

**COURSES & GRADES**

GPA Scale (select from dropdown menu)	Please select
GPA Weighting (select one)	<input type="checkbox"/> Weighted <input type="checkbox"/> Unweighted
Class Rank Reporting (select one)	<input type="checkbox"/> Exact <input type="checkbox"/> Decile <input type="checkbox"/> Quintile <input type="checkbox"/> Quartile <input type="checkbox"/> None
Course Scheduling System (select one)	<input type="checkbox"/> Semester <input type="checkbox"/> Trimester <input type="checkbox"/> Quarter

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**commonapp**  
*ready*

### THE COMMON APP ADVANTAGE

**MORE OPPORTUNITIES**  
No other system matches the diversity of colleges and universities accessible through the Common App. Explore and apply to schools across the world.

**NEARLY 700 COLLEGES**  
ONE APPLICATION

**WORK SMARTER**  
There is no need to repeat your applicant details for every college on your list. Enter your information one time and use it to apply to multiple schools.

**STAY ON TRACK**  
Our system alerts you when important dates are approaching. Manage your deadlines and view application progress in one convenient dashboard.

**STREAMLINE RECS**  
The Common App is the most seamless way to manage the application process for students, counselors, and recommenders. Track submitted documents and outstanding tasks.

**COLLEGE IS READY FOR YOU**  
And you're more prepared than you realize. Get to know the application by creating your Common App account today.

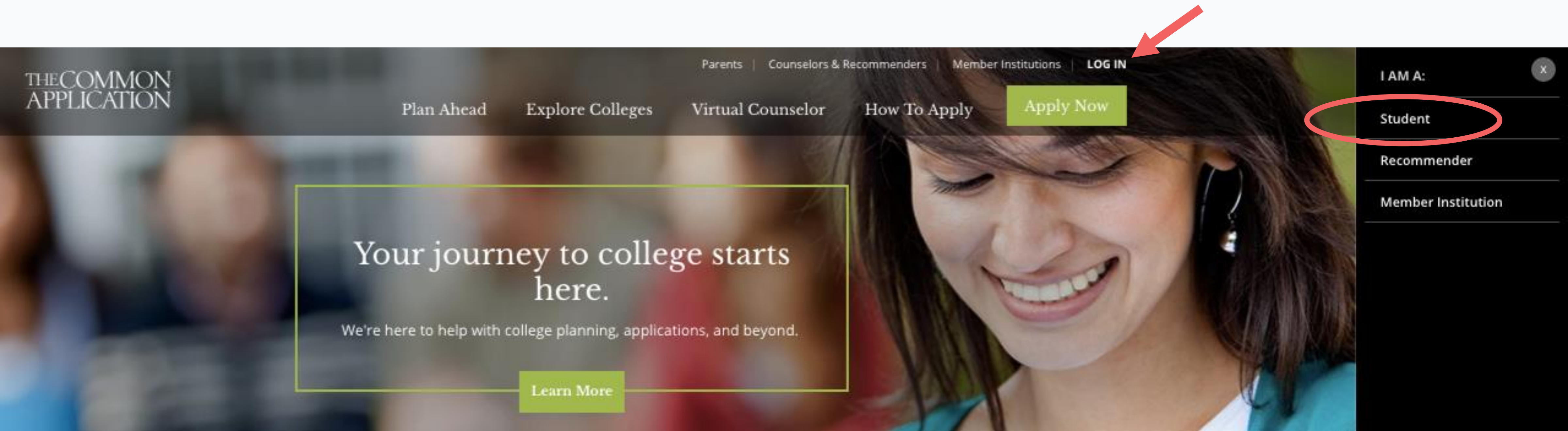
**WHAT'S NEXT?**

- Create your account
- Gather your requirements
- Start your application

Connect with #commonapp

© 2016 The Common Application • commonapp.org

# PRACTICE APPLICANT ACCOUNT



[www.commonapp.org](http://www.commonapp.org)

**Account Creation**

1 Registration Type > 2 Login Credentials > 3 Registration Information

Welcome to the Common Application! Please tell us how you will use the system so we can prepare your account. If you are unsure, we encourage you to explore each option before you continue.

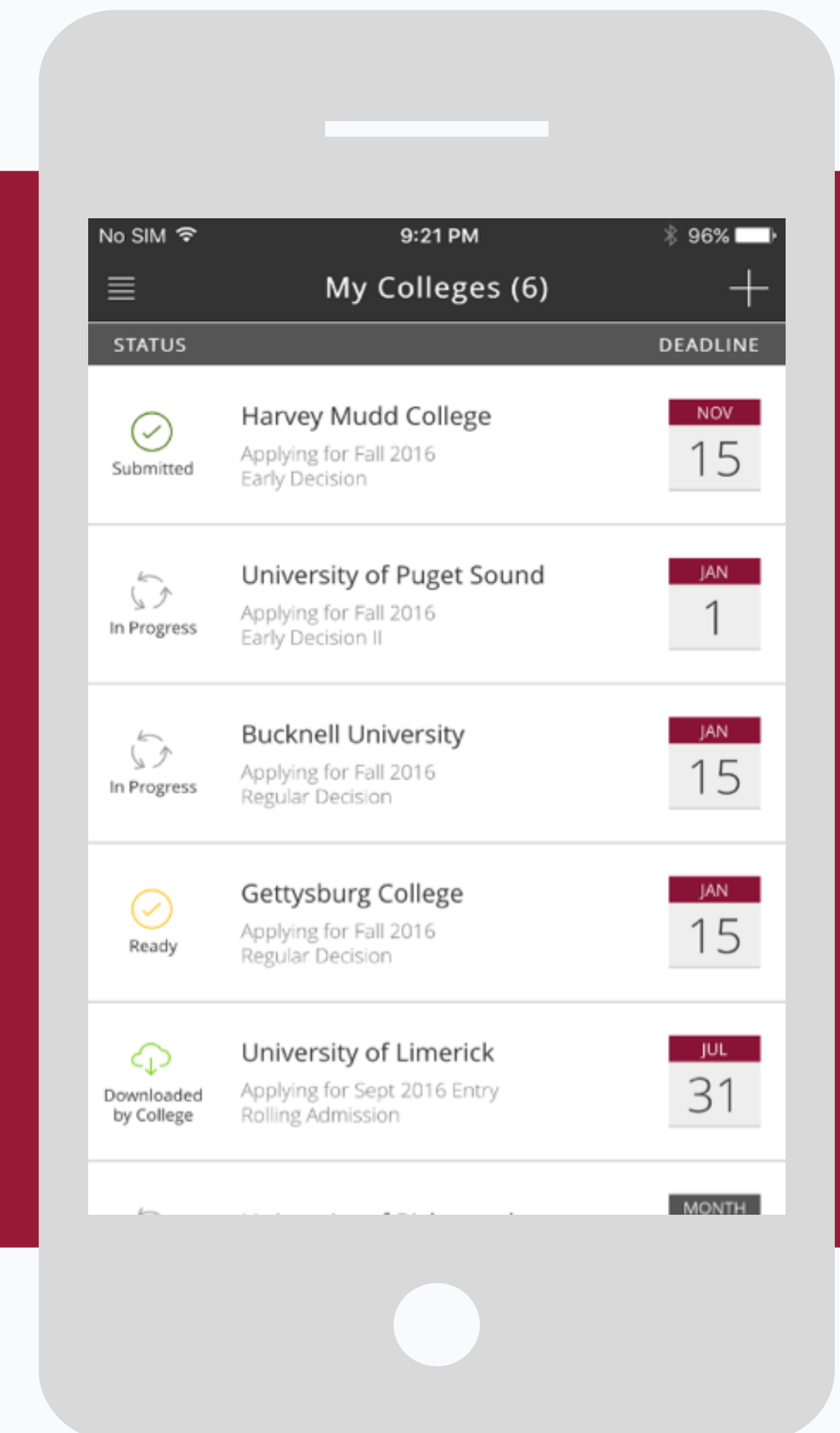
I am a(n): \*

- Student
- Education Professional
- Parent or Other Adult



# COMMON APP ONTRACK

- Mobile companion to Common App account
- Student-centered design process
- Add and research colleges, track deadlines and submissions, track recommenders and their form statuses, set reminders, and more
- Updates and Android version released September 2016



# SOLUTIONS CENTER

## CONTACT US



✉️ Ask a Question

## KNOWLEDGE BASE



All of your answers in a single location organized by subject.

## TRAINING RESOURCES



Our resources will help with additional information.

### Need to Know

- [Live Common App Member Schools A-M](#)
- [Live Common App Member Schools N-Z](#)
- [Known Issues and Progress Updates](#)
- [When will applicant chat return?](#)

### Trending

- [What are the 2016-2017 Common Application essay prompts?](#)
- [What are the Writing Requirements?](#)
- [How can I add a college to my Dashboard?](#)
- [What are the character limits for details, honors won, and accomplishments fields?](#)

### Timely Tips

- [How do I reset my account password?](#)
- [What do I need to know about Account Rollover?](#)
- [What is the Account Rollover process like?](#)

[appsupport.commonapp.org](https://appsupport.commonapp.org)

[recsupport.commonapp.org](https://recsupport.commonapp.org)

# CONNECT WITH US





# Q&A







Thank You!

For questions or comments, please don't hesitate to contact us.

[recsupport.commonapp.org](https://recsupport.commonapp.org)