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

- < 1
- 1-2
- 3-5
- 6-9
- 10+

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

AUDIENCE POLLING

Number of public universities in the Common Application membership

116

AUDIENCE POLLING

Number of Common App members who charge no application fee

AUDIENCE POLLING

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

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)

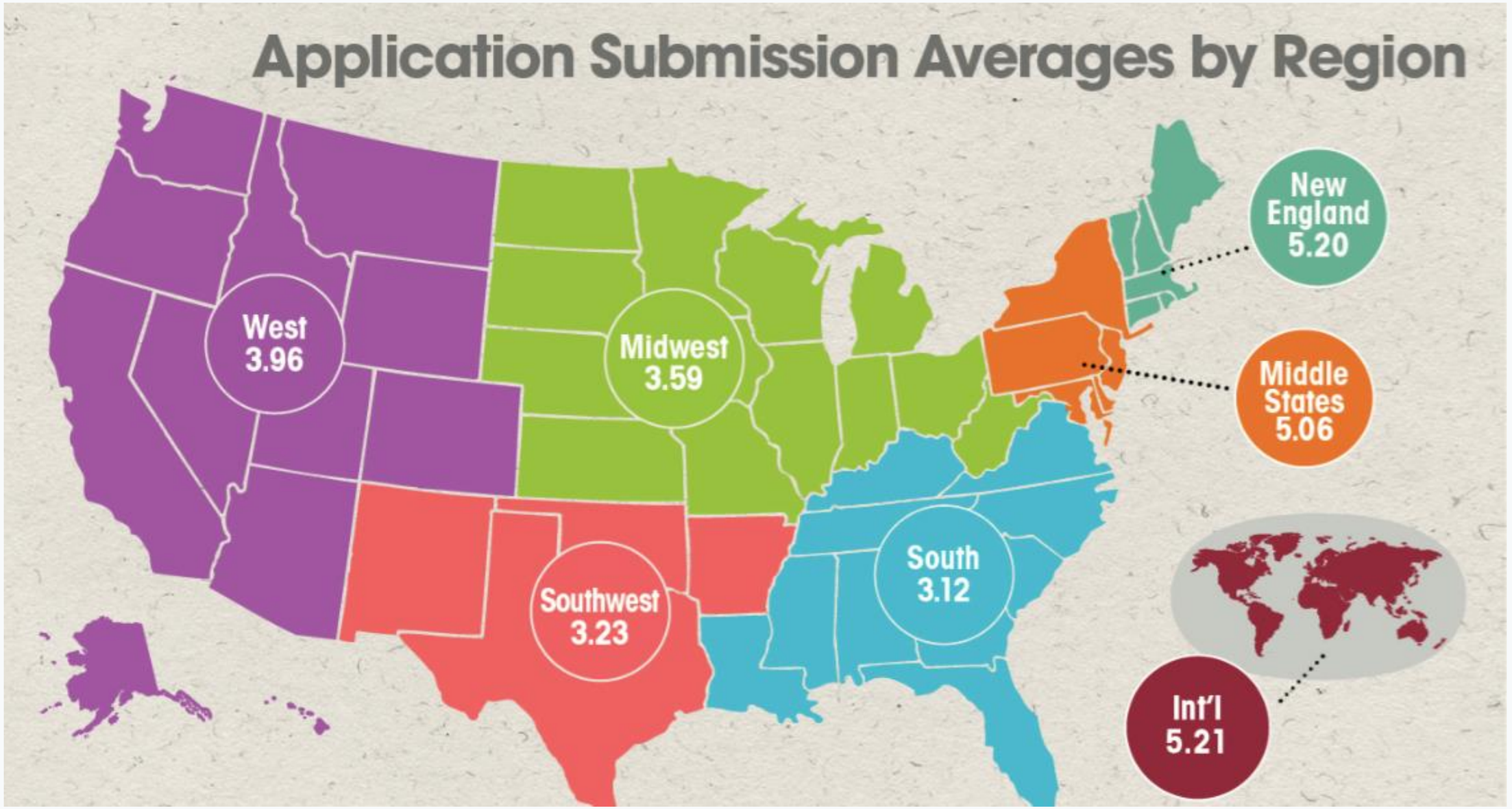
33%
First Generation

948,000
Unique Applicants

55%
Female

45%
Male

2015-2016 APPLICATION TRENDS



2016-2017 System Enhancements

COMMITTED TO CONTINUOUS IMPROVEMENT

FOUNDATION FOR 2016

Access

Equity

Integrity

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
- Account Creation – New Registration Types
- Gender Identity
- Enhanced College Search
- Video Tutorials
- Auto Save Work
- New SAT Score Reporting
- Improved visa and refugee/asylee information collection
- Review and Submit Tab Improvements

ACCOUNT ROLLOVER

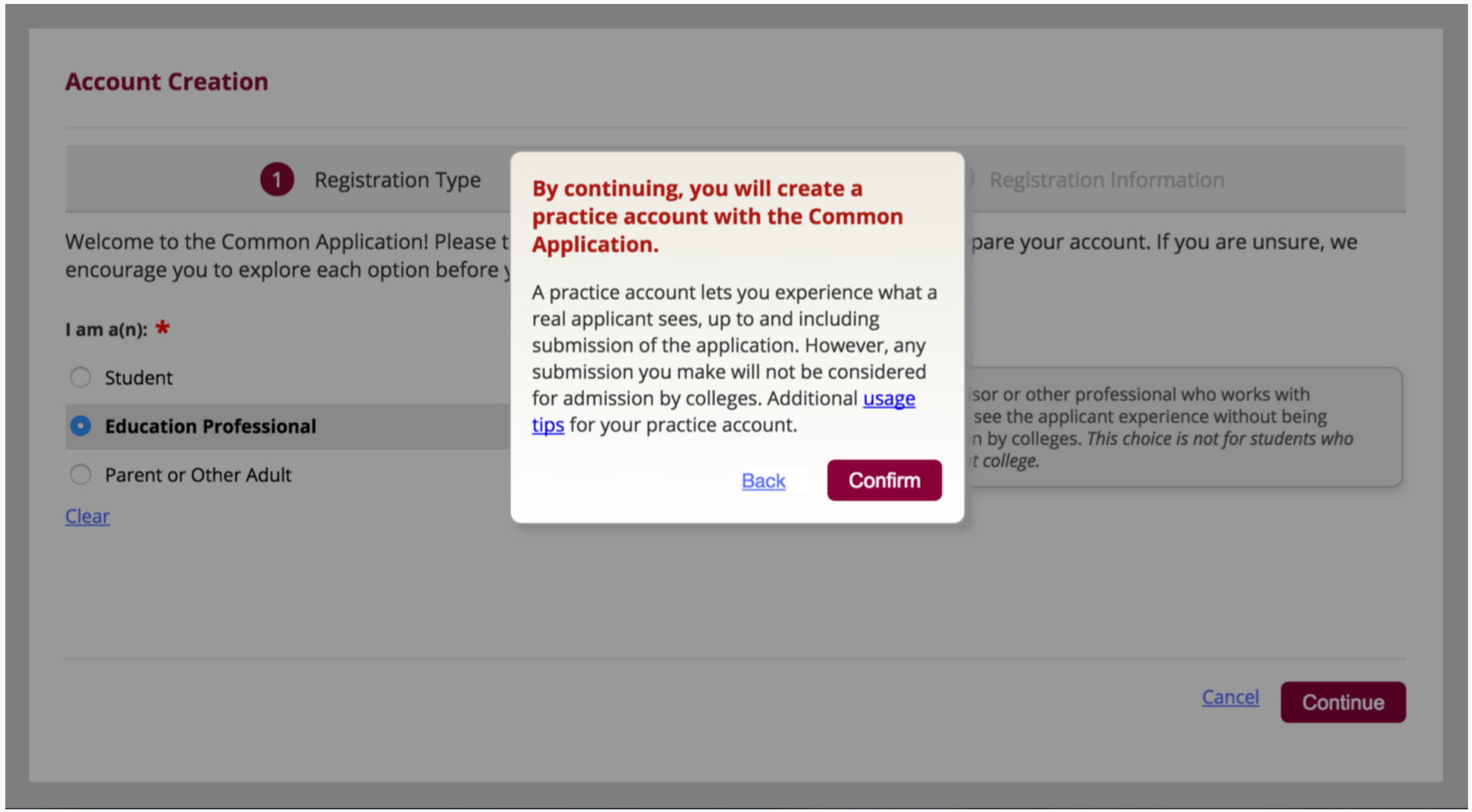
Any account created in 2015-2016 can carry over to 2016-2017

- 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

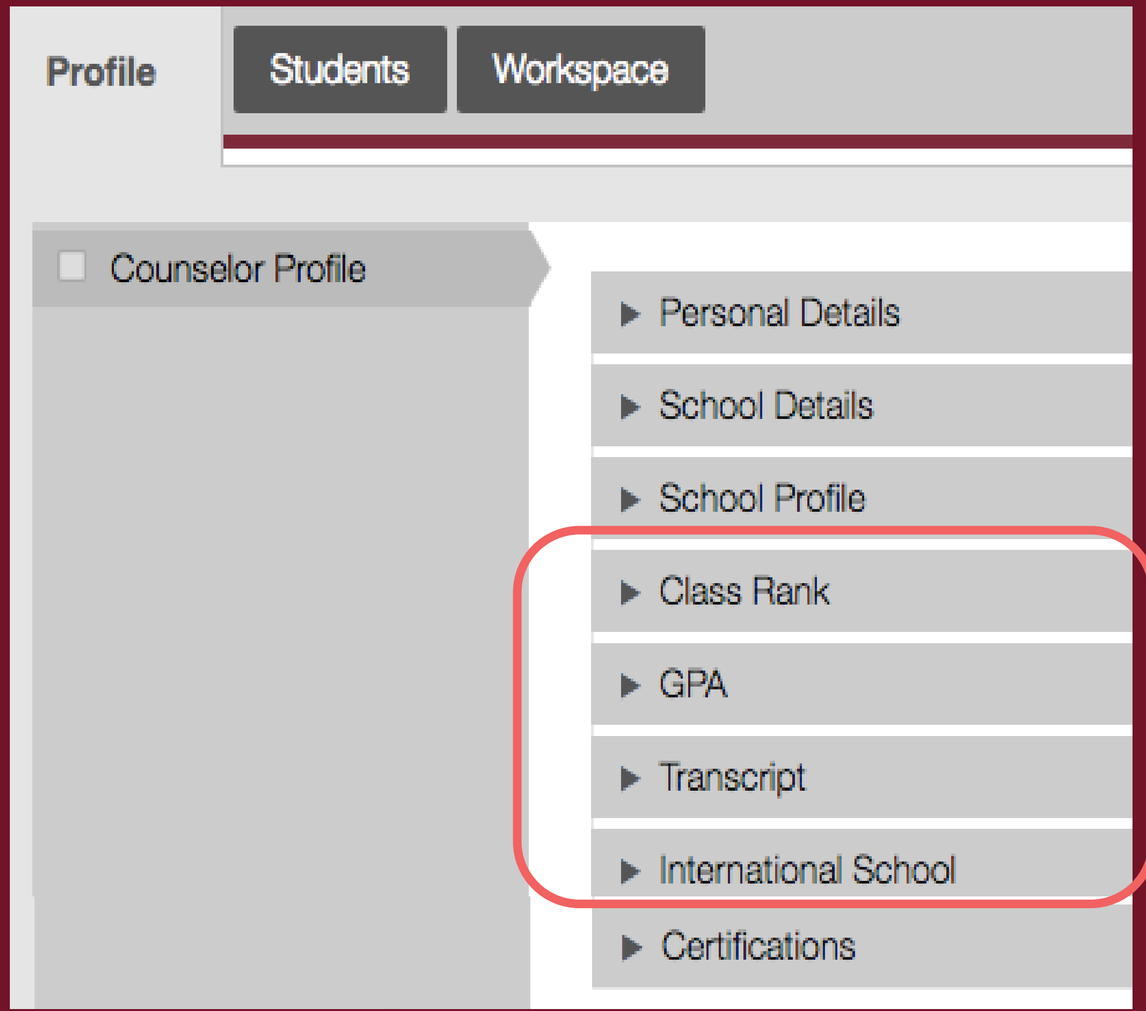
commonapp.org/rollover

NEW REGISTRATION TYPES



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.

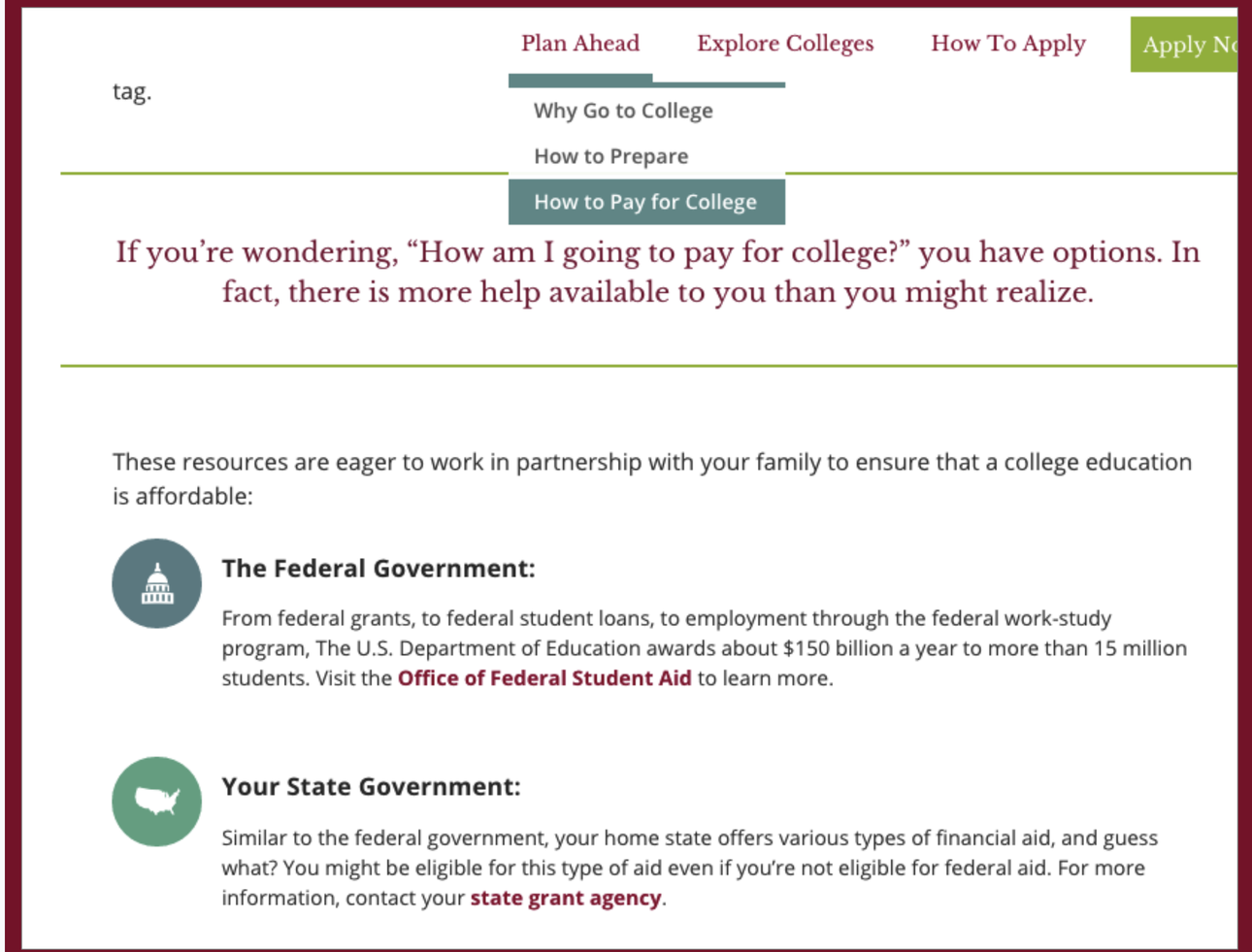
65%
Common App students indicate an intention to apply for need-based aid

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

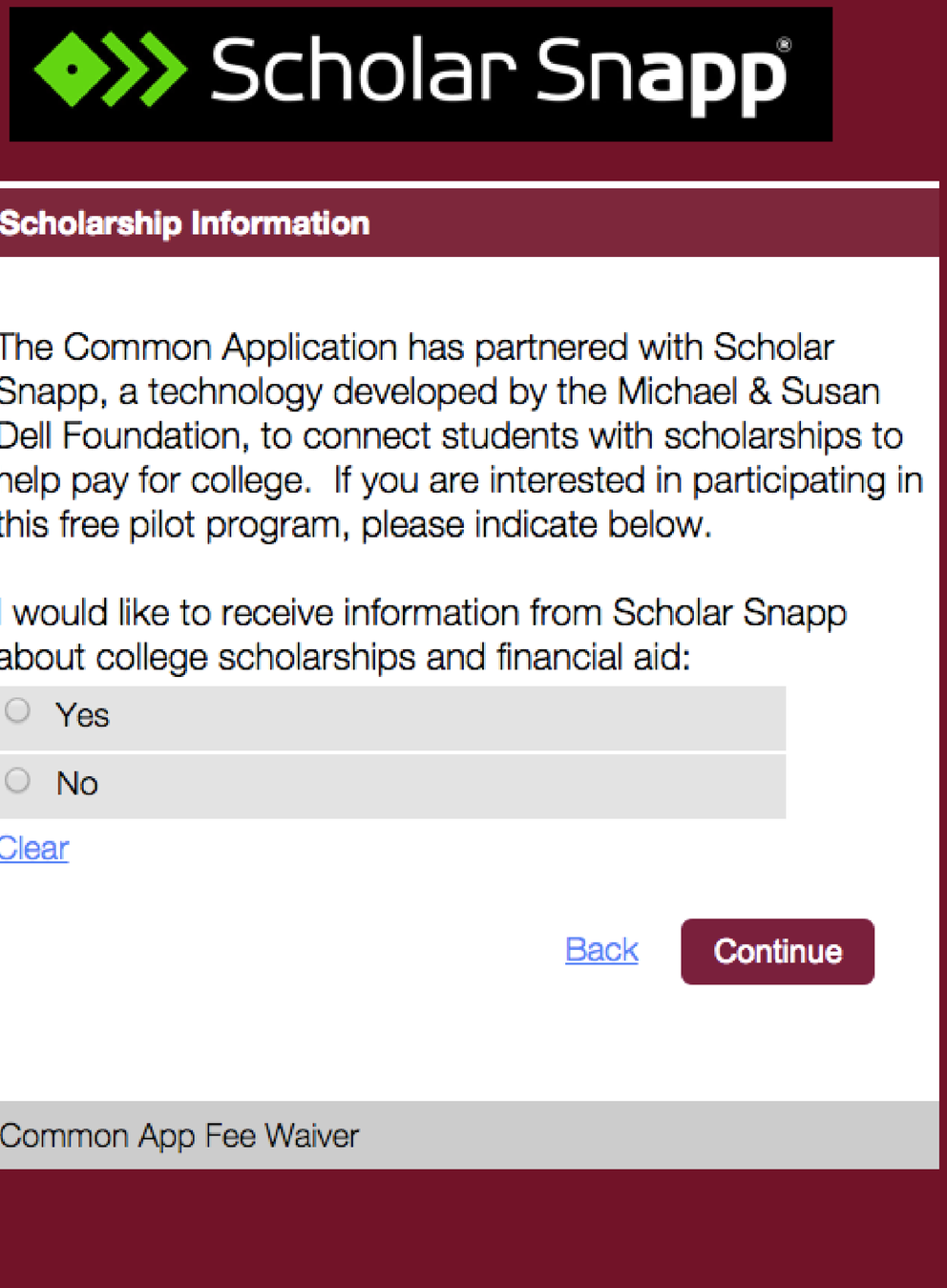
WEBSITE RESOURCES

- fafsa.gov
- FAFSA4caster
- Federal Student Aid Office
- State Grant Agencies
- Net Price Calculator
- College Goal Sunday
- NCAN Directory
- Scam Information



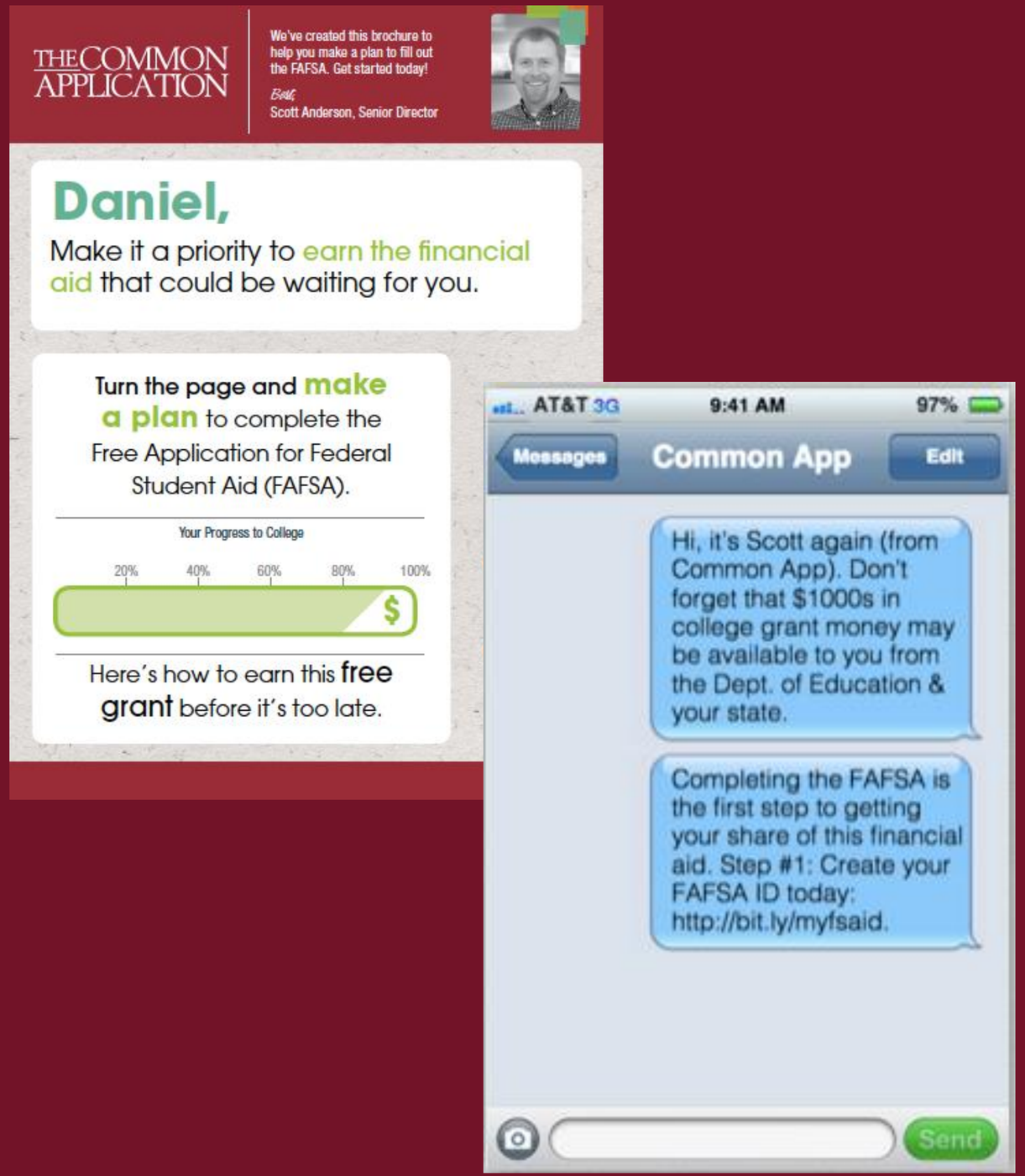
SCHOLAR SNAPP

- 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



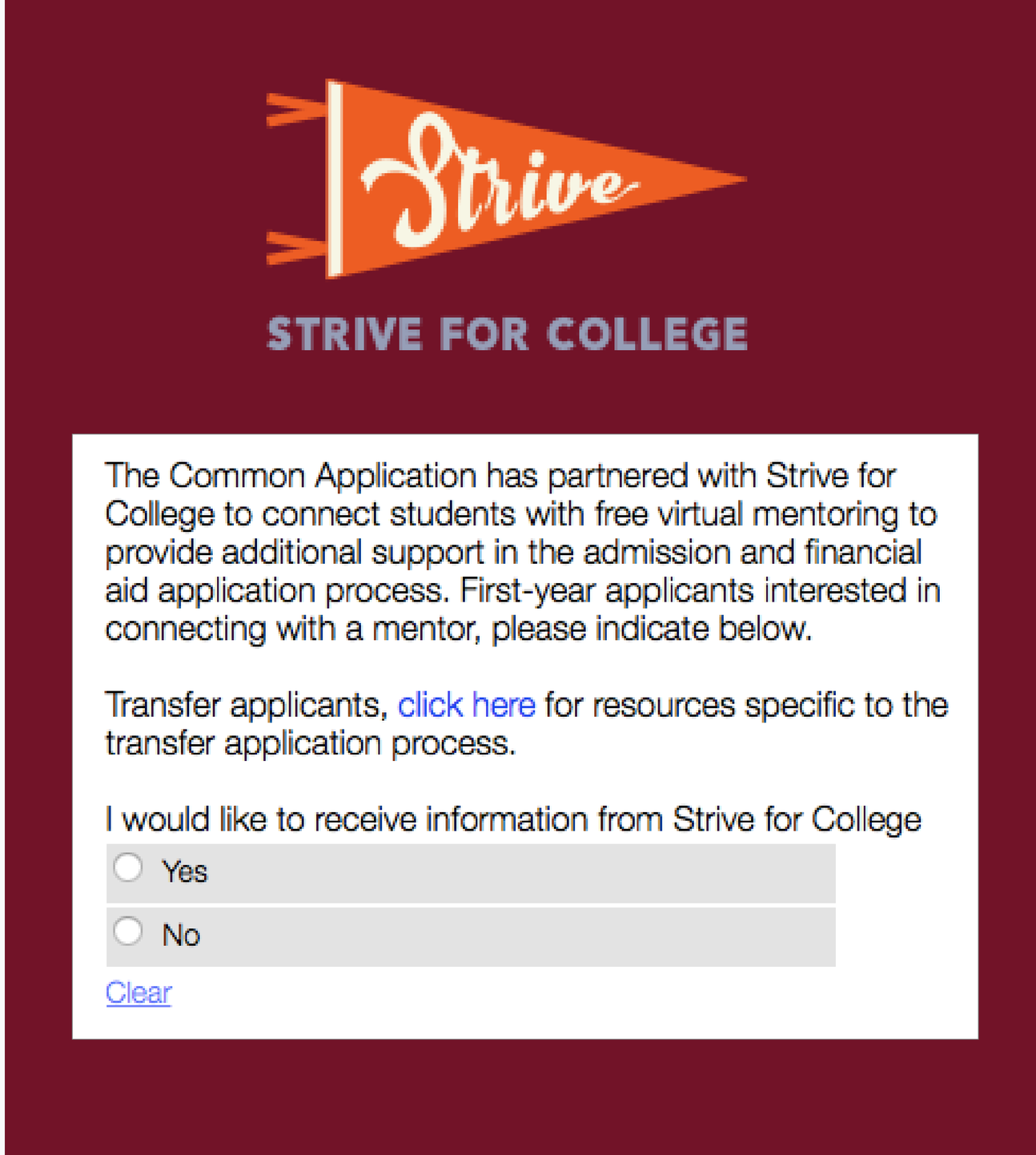
FAFSA AWARENESS CAMPAIGN

- 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



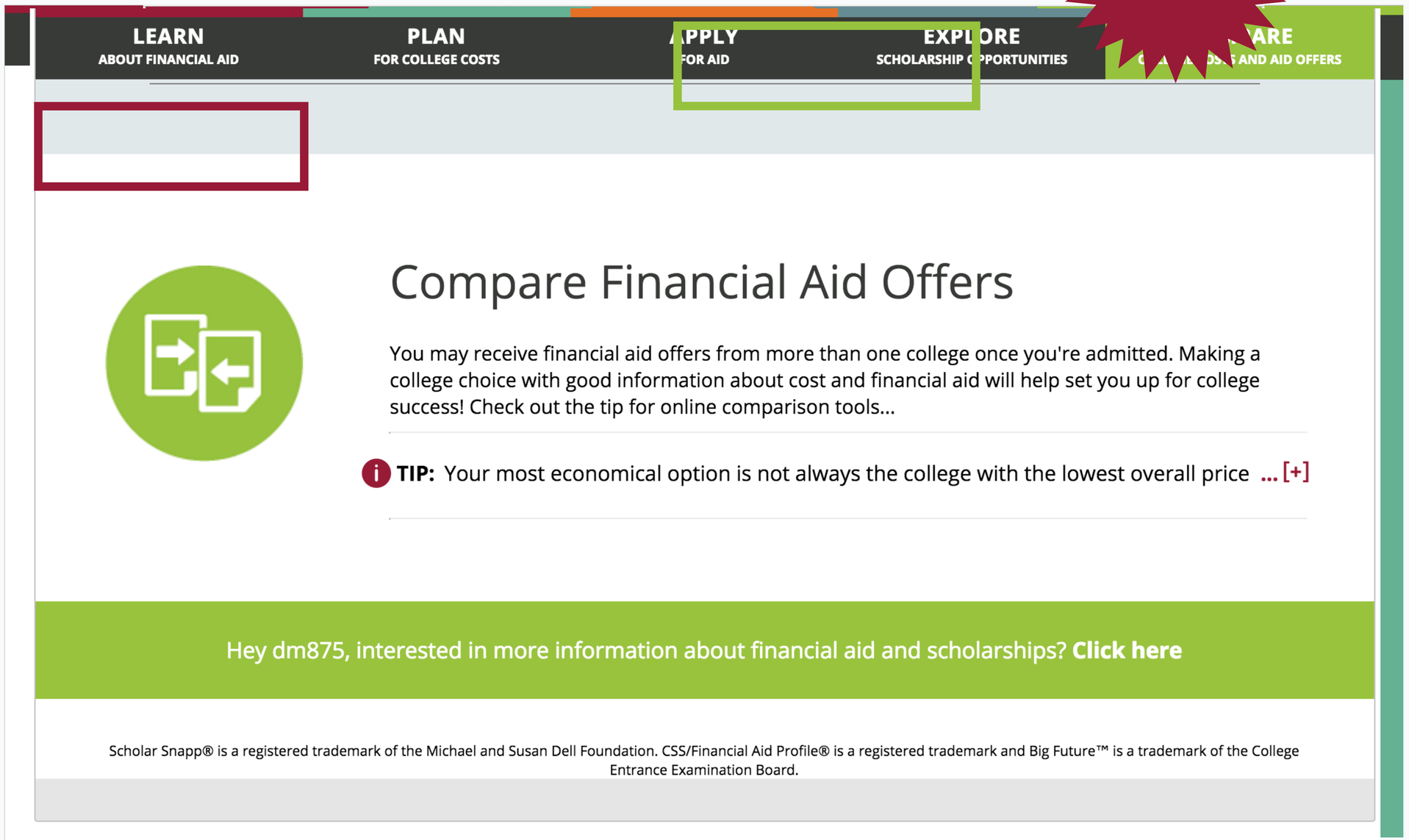
STRIVE VIRTUAL MENTORING

- 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



FINANCIAL AID RESOURCES TAB

NEW!



Common App Resource Hub

COMMON APP RESOURCE HUB

commonapp.org

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

ORGANIZING CONCEPTS

commonapp.org

LEARN

Absorb knowledge, develop skills and study habits

EXPLORE

Explore opportunities, challenge yourself, try something new

GROW

Strengthen skills and maintain involvement in activities

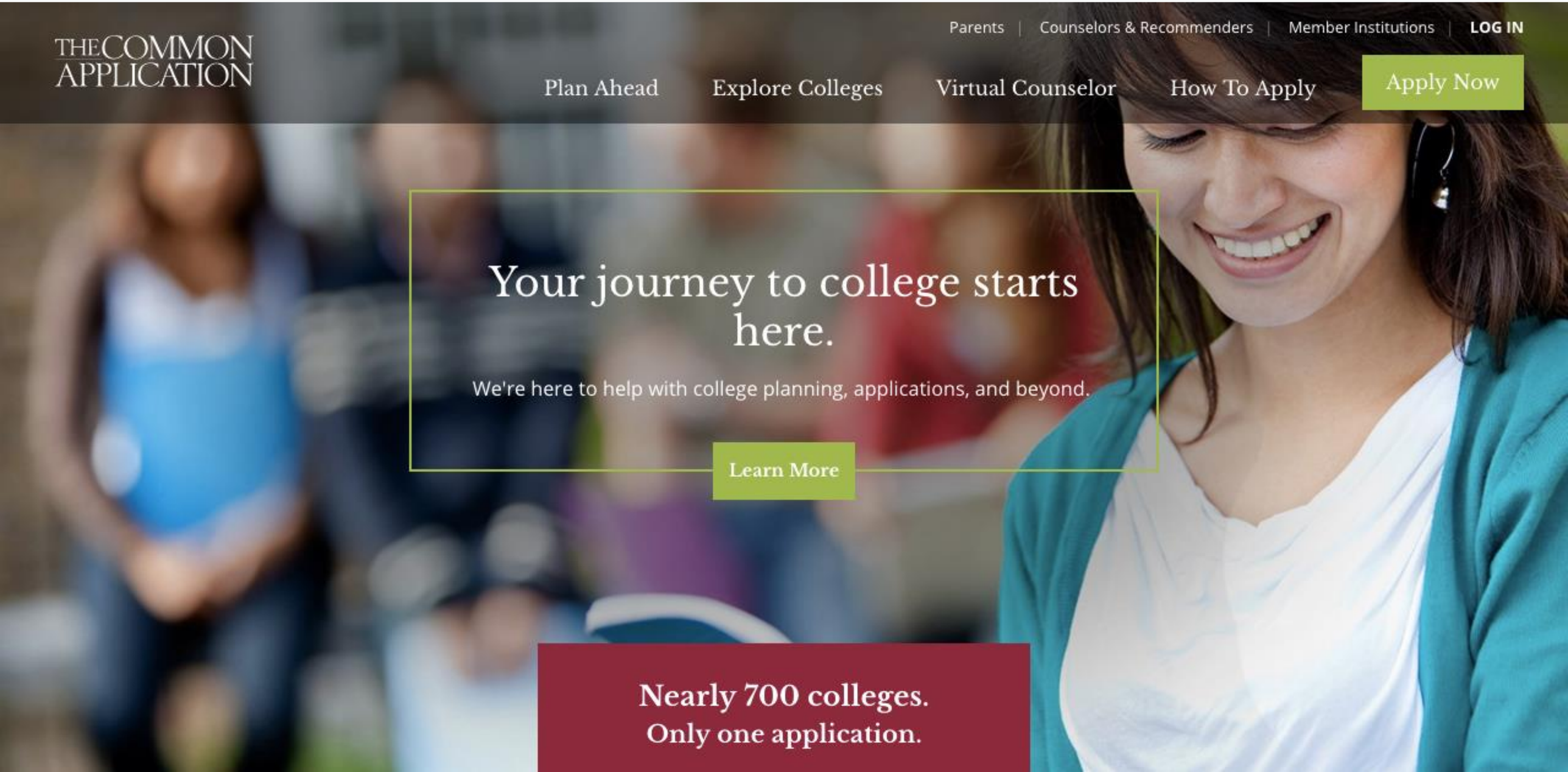
FOCUS

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

APPLY

Apply your knowledge, apply to colleges and scholarships

COMMON APP REFRESHED WEBSITE



COMMON APP BLOG

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

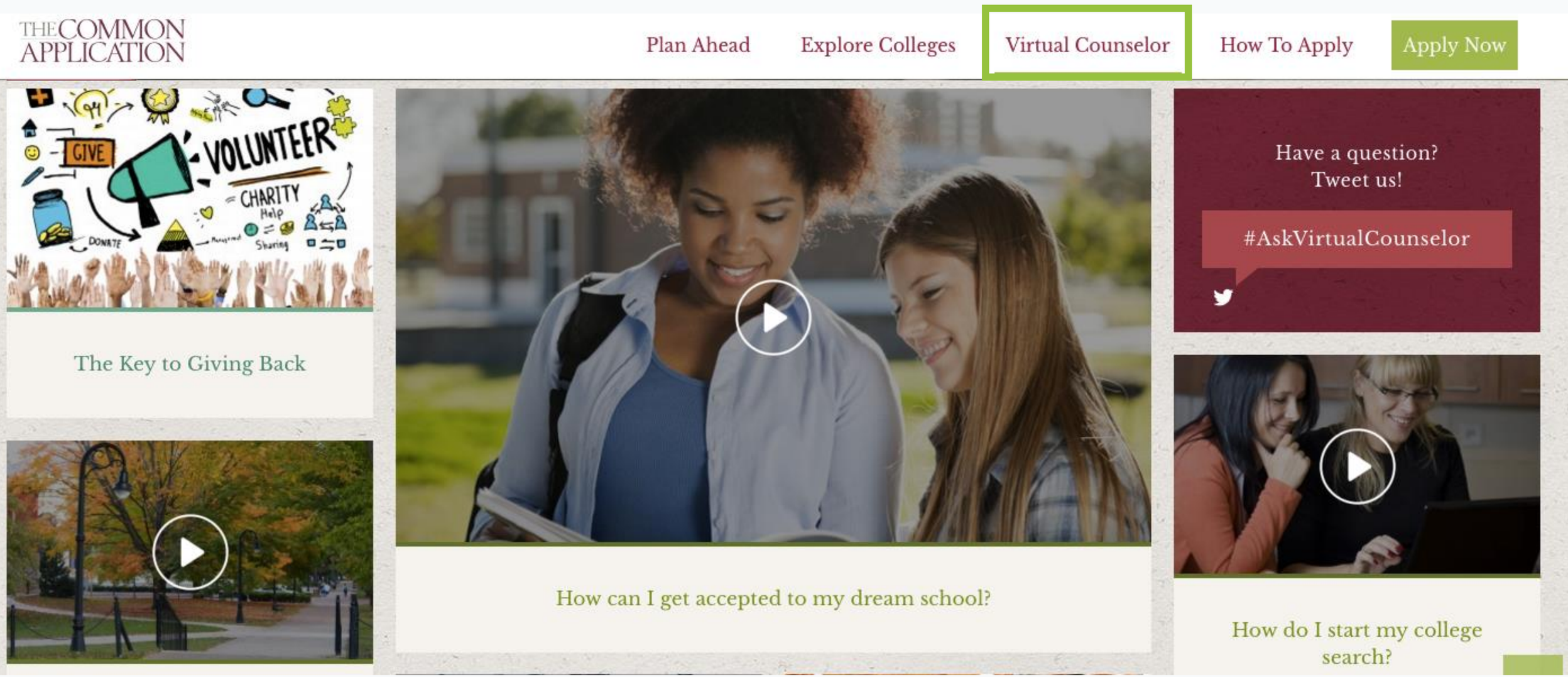
Continued Partnership with Learning Machine/SlideRoom Supports Student Portfolios

IN THE NEWS

Aug 05, 2016

The Common Application Welcomes New Members

VIRTUAL COUNSELOR



WATCH VIDEOS

EXPLORE TOP TIPS

READ EXPERT ADVICE

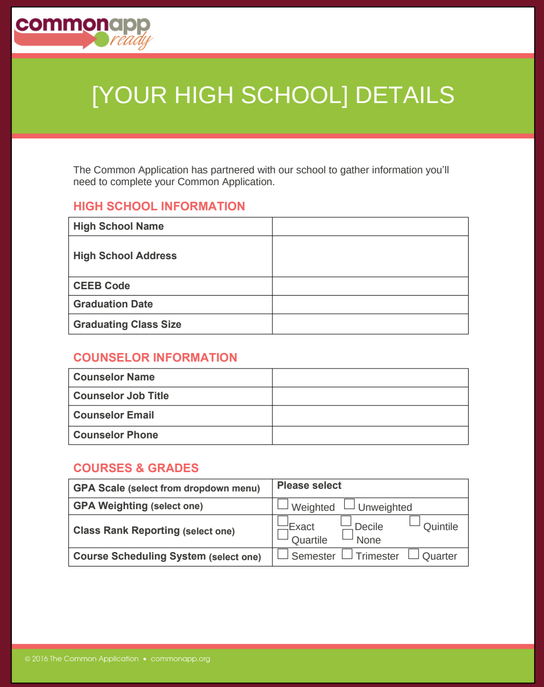
COMMON APP READY

- 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

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	

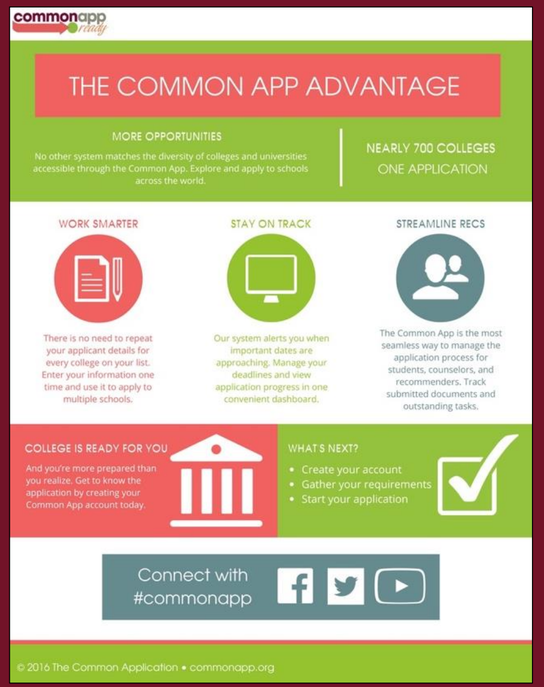
COUNSELOR INFORMATION

Counselor Name	
Counselor Job Title	
Counselor Email	
Counselor Phone	

COURSES & GRADES

GPA Scale (select from dropdown menu)	Please select
GPA Weighting (select one)	☐ Weighted ☐ Unweighted
Class Rank Reporting (select one)	☐ Exact ☐ Decile ☐ Quintile ☐ Quartile ☐ None
Course Scheduling System (select one)	☐ Semester ☐ Trimester ☐ Quarter

© 2016 The Common Application • commonapp.org



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.

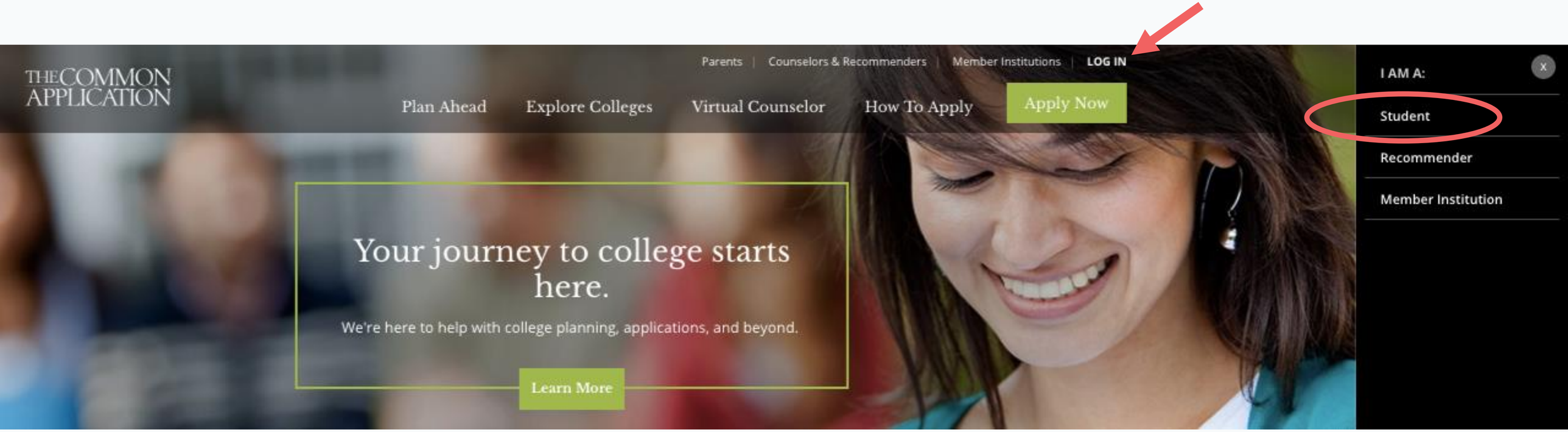
WHAT'S NEXT?

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

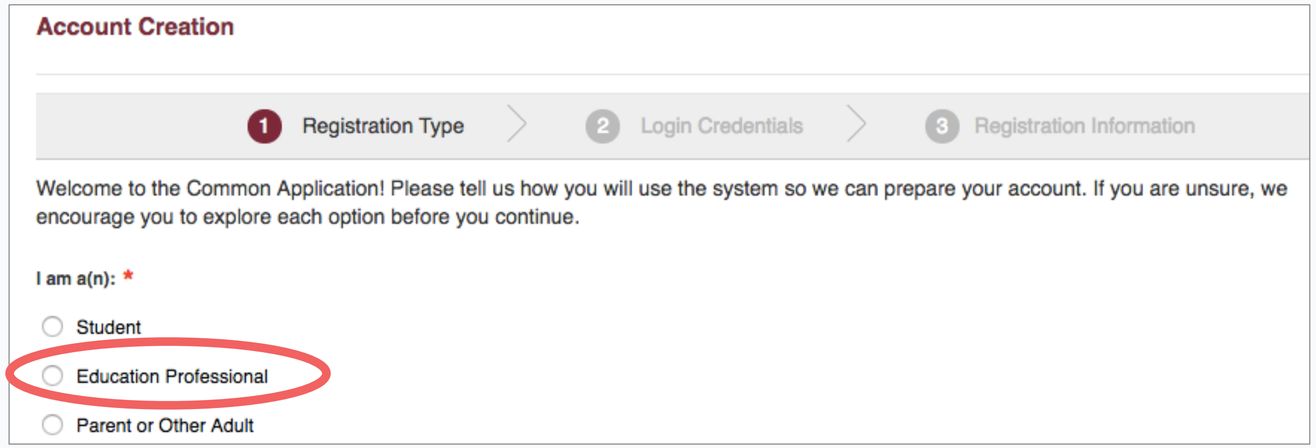
Connect with #commonapp

© 2016 The Common Application • commonapp.org

PRACTICE APPLICANT ACCOUNT

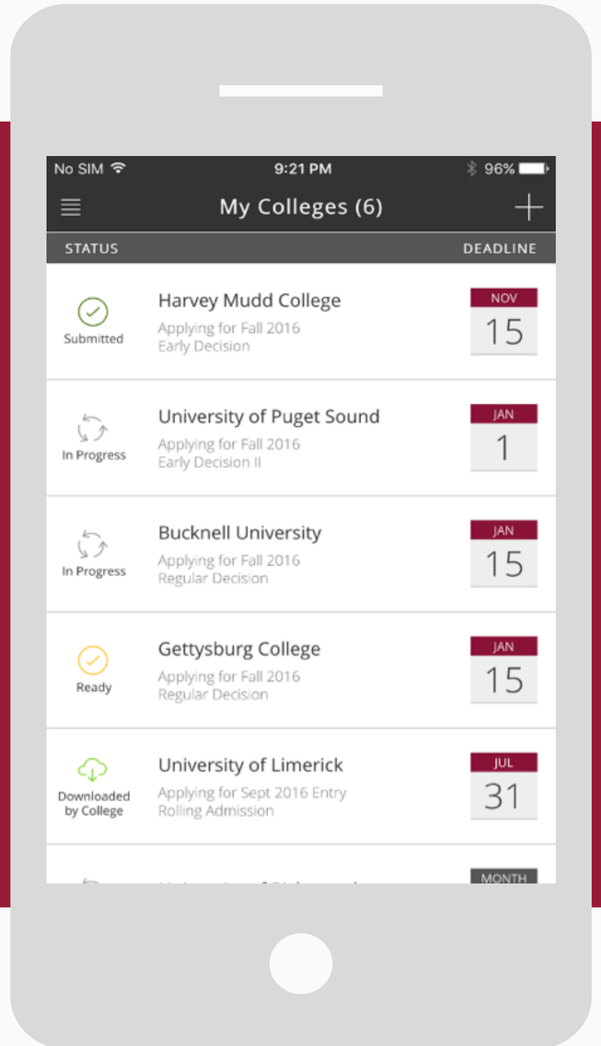


www.commonapp.or

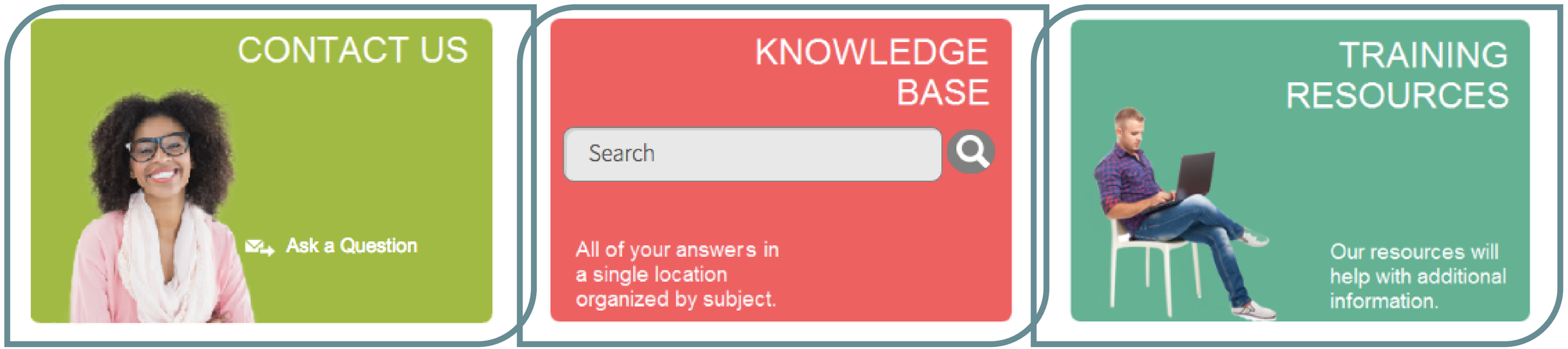


COMMON APP ONTRACK

- 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



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

recsupport.commonapp.org

CONNECT WITH US

commonapp

@CommonApp

@CommonApp

CommonAppMedia

Q&A

Thank You!

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

recsupport.commonapp.org