



Transfer trends at Common App

May 24, 2022

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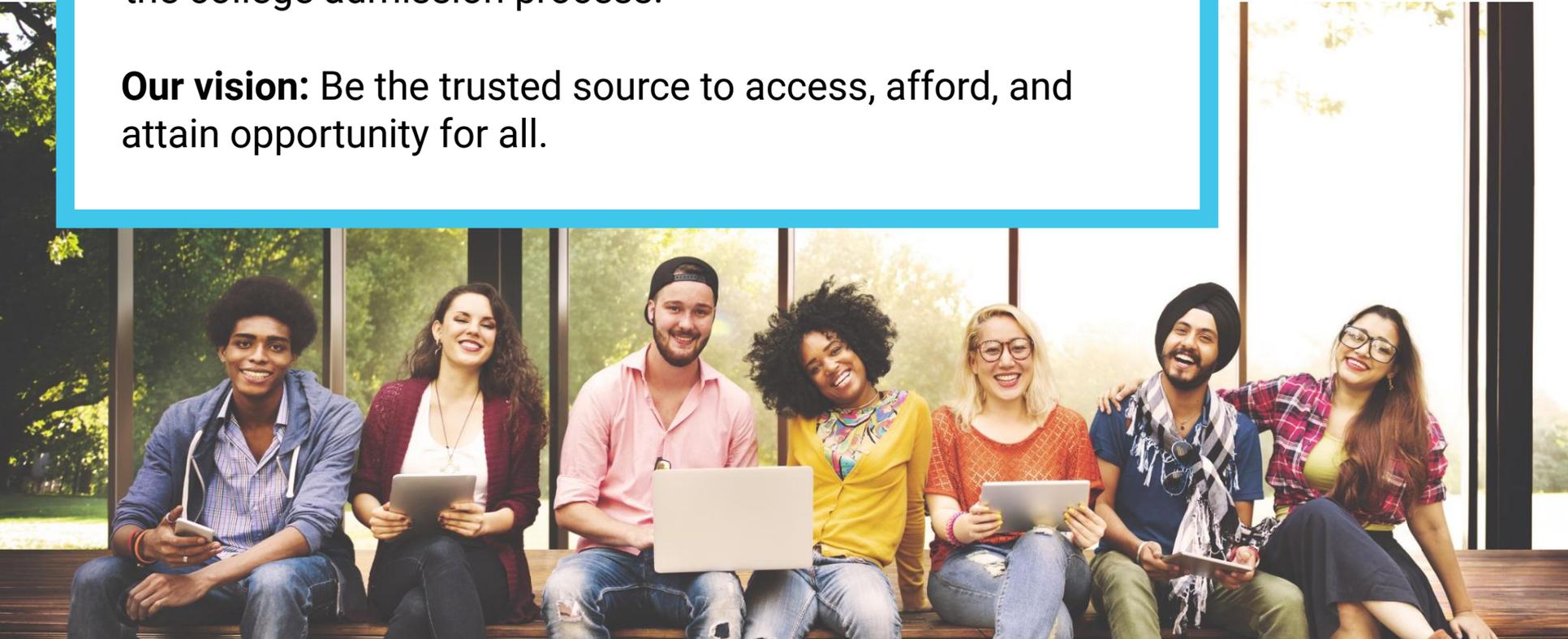
Agenda

- Who we are
- Exploring the data
- Addressing the barriers
- Connect with us
- Your questions

Who we are

Our mission: Common App is a nonprofit membership organization committed to access, equity, and integrity in the college admission process.

Our vision: Be the trusted source to access, afford, and attain opportunity for all.



Common App membership

2021–2022

979 Total members

659
private

255
public

64
international

1
public 2-year

695 Accept transfer

535
private

129
public

30
international

1
public 2-year

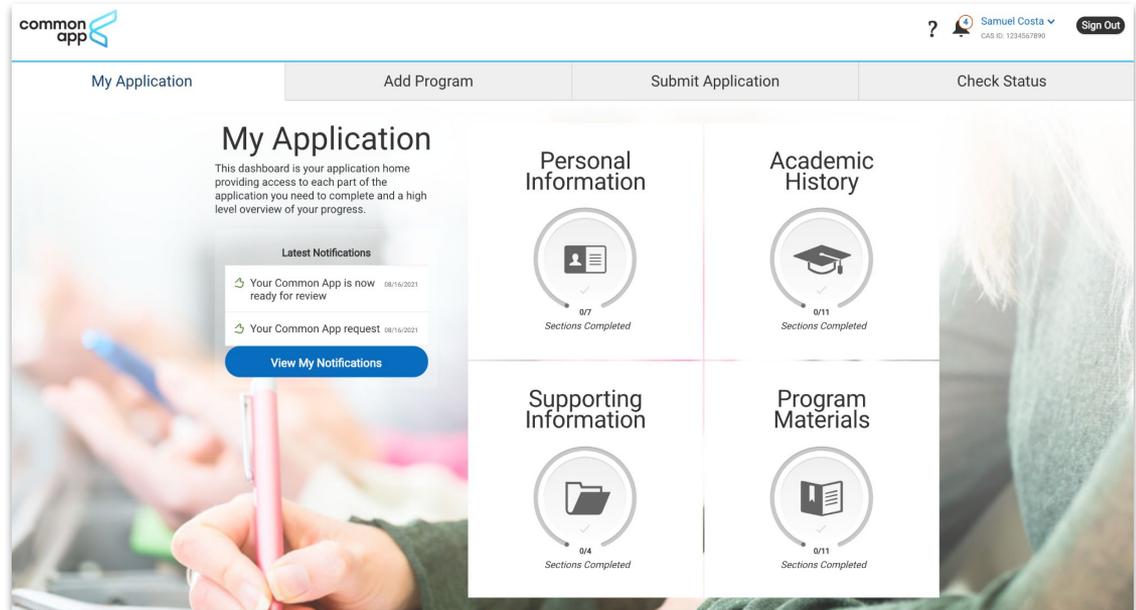


Common App for transfer

Launched August 2018

- Built in partnership with Liaison International
- Program based
- Extended profile
- Expanded and centralized document collection
- Applicant account rollover (re-apply)

apply.transfer.commonapp.org



Exploring the data



National COVID impacts on transfer, 2020–21

Higher education lost about 191,500 transfer students, nearly 3 times previous year's losses (-69,300)

Pathways impacted differently

Lateral transfer was more significantly (-11.9%) impacted than upward (-7.5%).

Lateral transfers between 2-year institutions fell more significantly (-15.2%) than 4-year (-7.5%).

Demographic disparities

Male students fell at higher rates (-12.1%) than female (-5.8%)

Black students fell at higher numbers (-12.9%) than all other racial groups. Followed by Native Americans (-9.9%)

Edge to selectives

Highly selective institutions expanded their total transfer enrollment throughout the entire year.

Growing number of stop-outs

Significant spring to fall increase in stop out students.

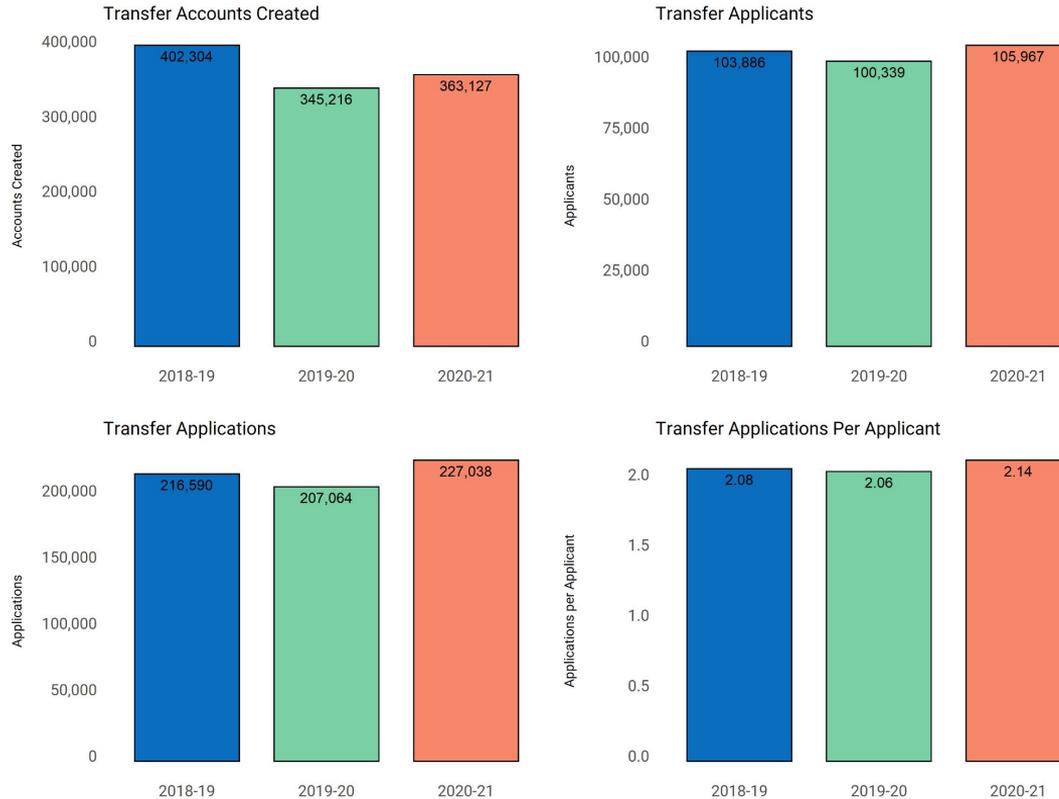
Stop-outs were on the decline pre-pandemic.

Most significant in the Latinx population

Transfer application seasons in review



Overall trends exhibited a U-shaped curve

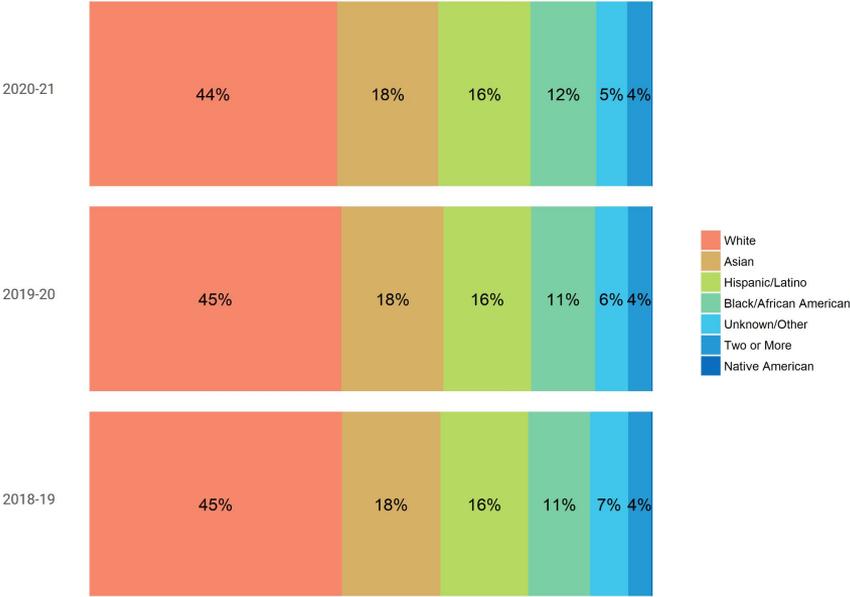


Applicant demographic composition

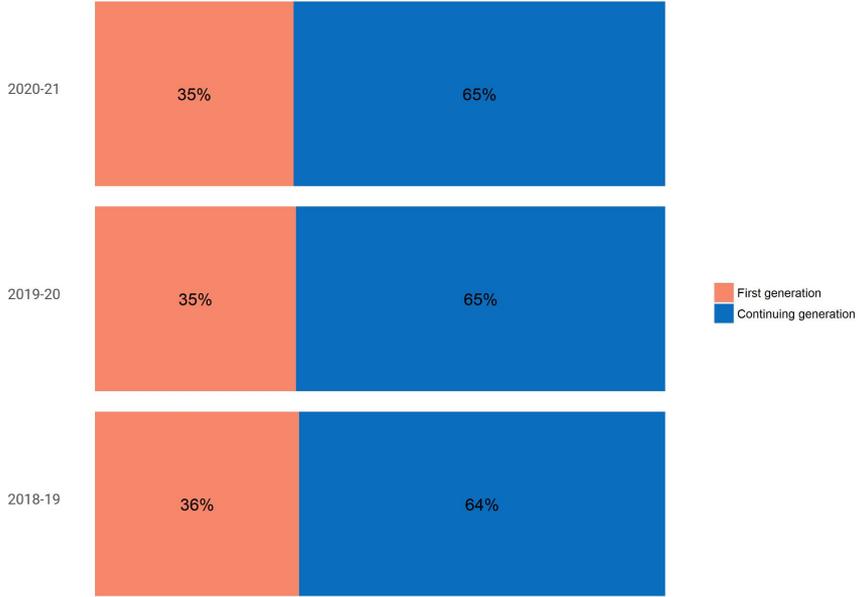


The demographic composition of transfer applicants has remained unchanged over 3 years

Racial and Ethnic Composition of Transfer Applicants



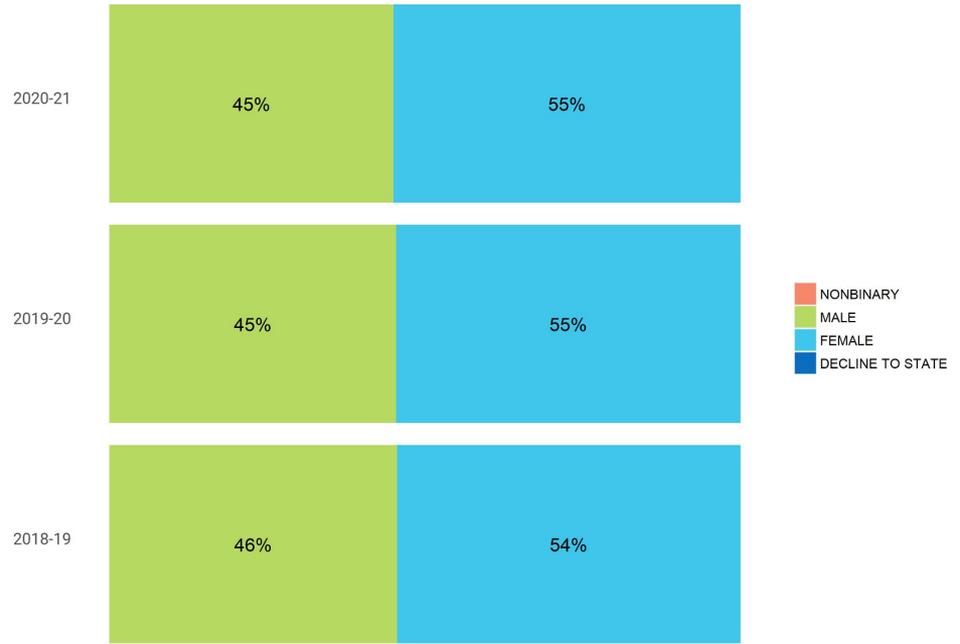
First-generation Composition



The gender composition of transfer applicants has remained steady

The proportion of female applicants remained constant across the 3 prior application seasons

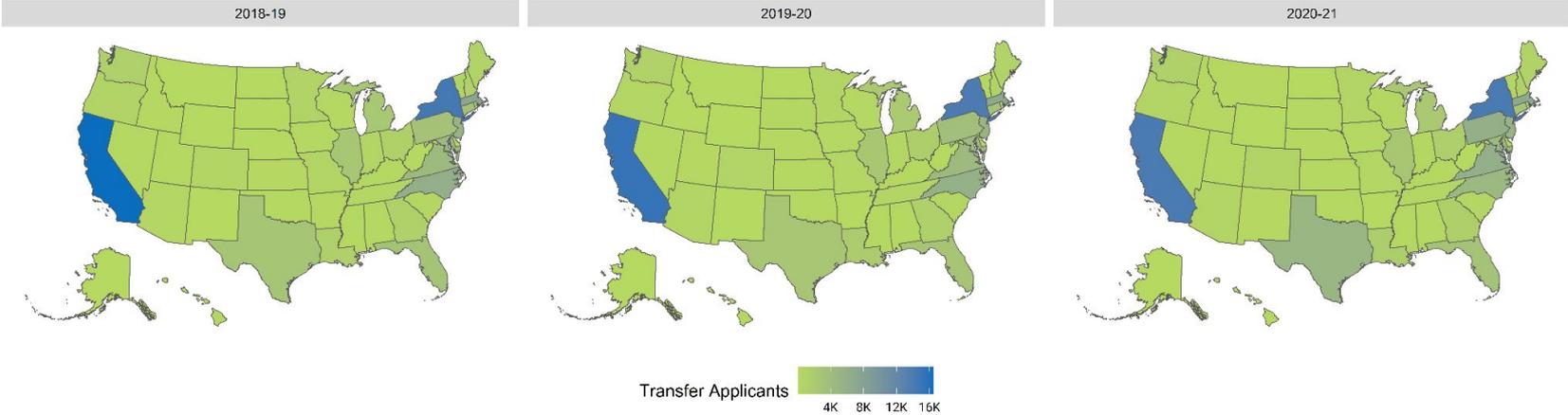
Gender Composition



*Nonbinary option available starting last year (2020-21)

Transfer applicants largely came from CA, NY, and other mid-Atlantic and Southern states

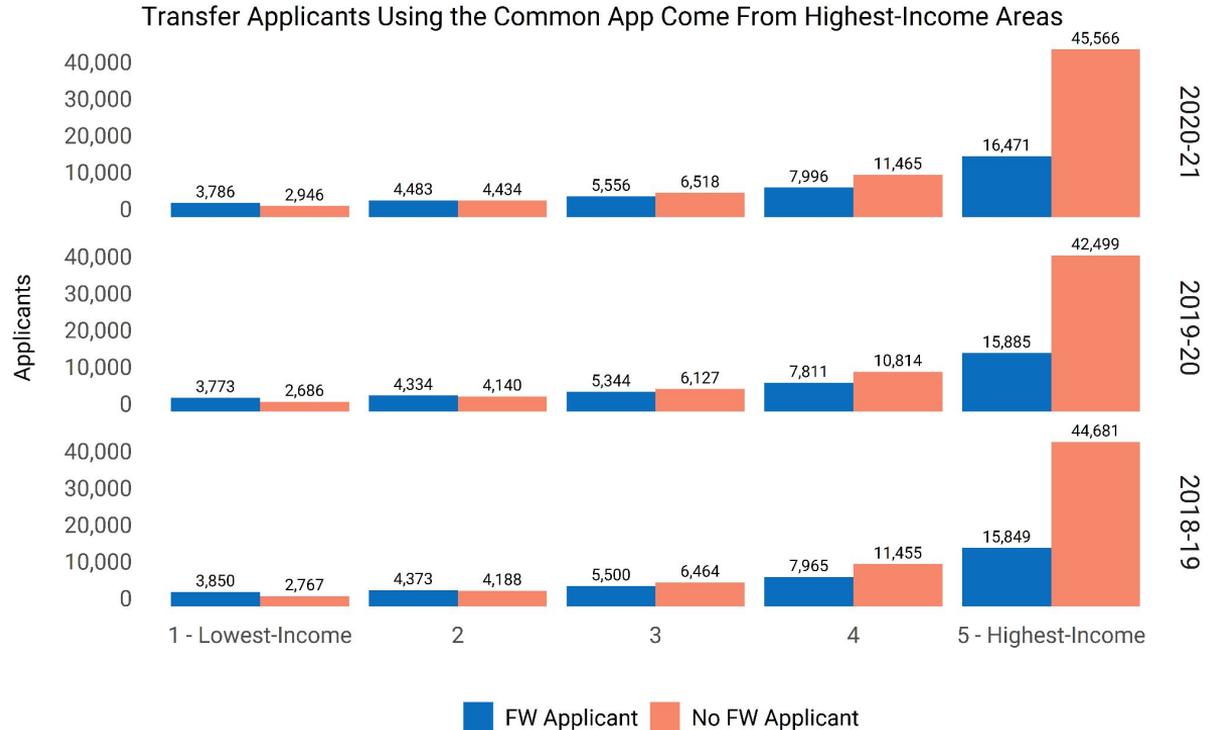
Applicants by State



The typical domestic transfer applicant comes from the highest-income ZIP code

Similar to our first-year applicant composition, we find our domestic transfer applicants largely come from highest-income ZIP codes.

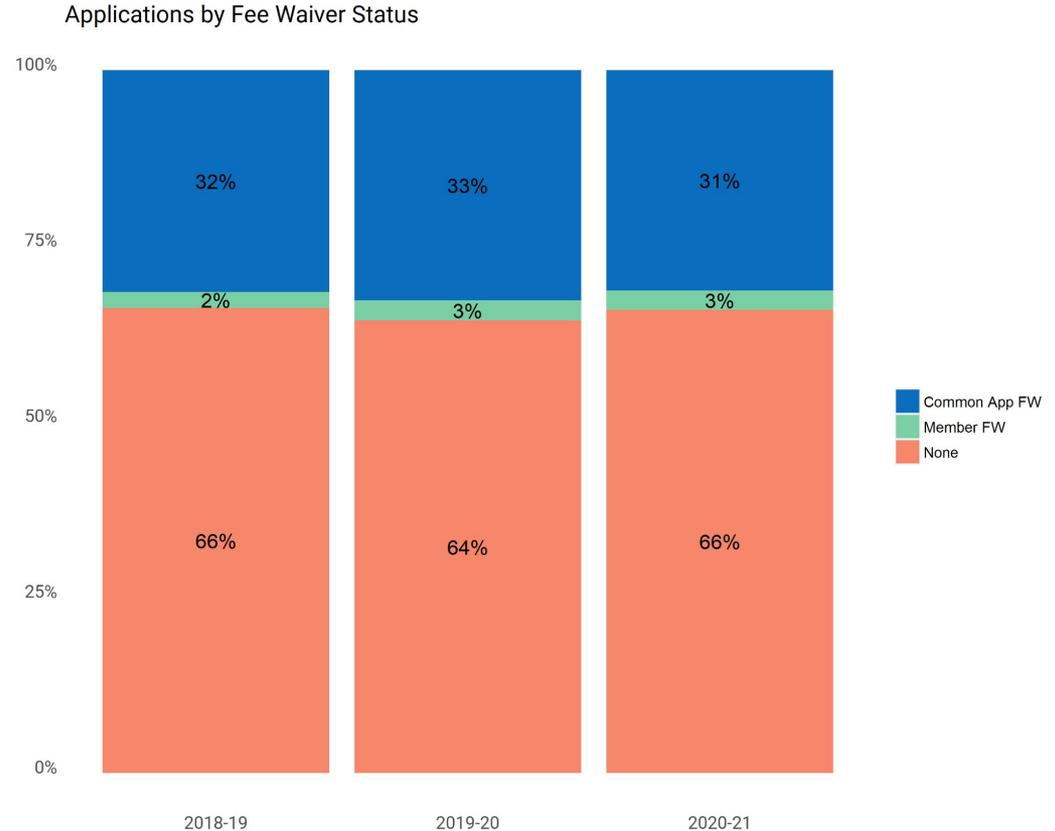
We separate ZIP codes by quintile in the chart at right, and by fee waiver receipt.



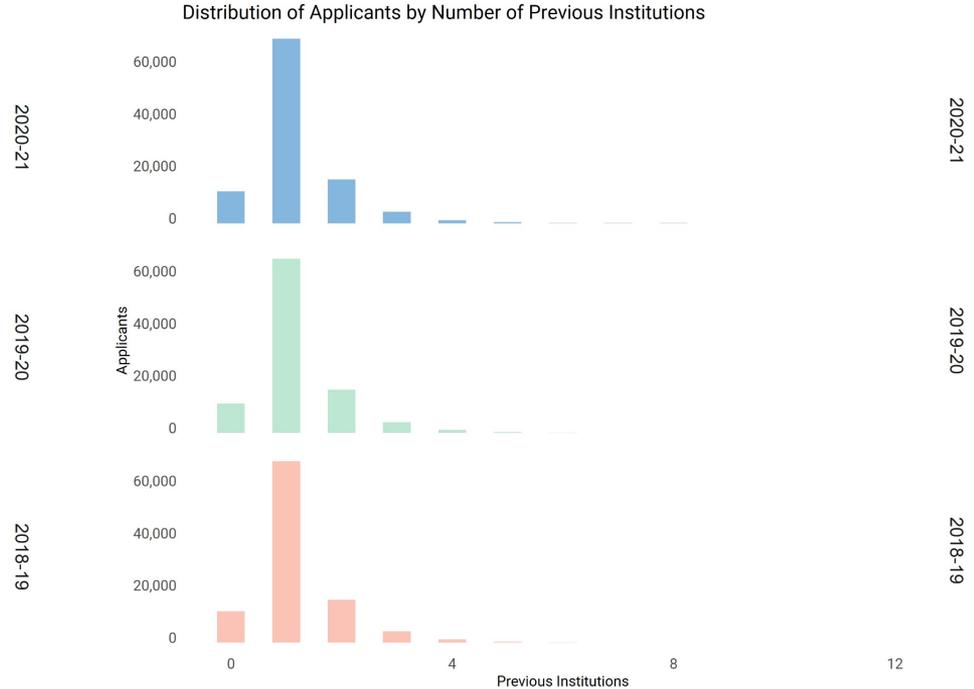
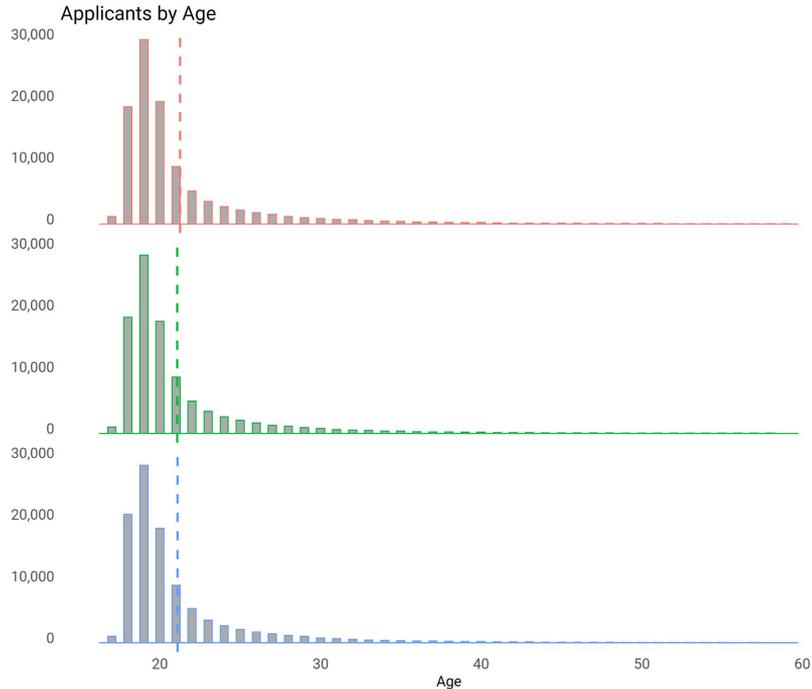
Non-US and unmatched geodata is omitted.
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Over 1/3 of applications are submitted with a fee waiver

Over 1/3 of applications are submitted with a fee waiver — Common App or member fee waiver. This is a larger proportion compared to Common App's first-year application (~23%).



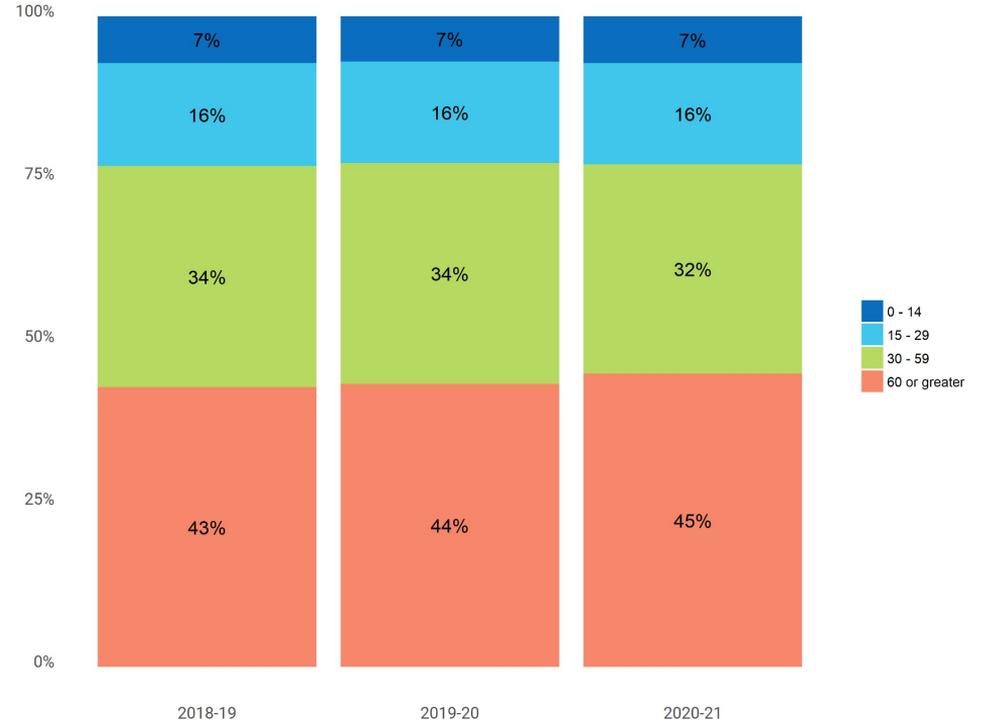
The average applicant is a little over 21 years old and reported attending 1 institution



The majority of applicants expected to transfer at least a year's worth of credits

Applicants who self-reported 60 credits or greater represented the largest group of all Common App transfer applicants in the past 3 seasons. College credit information was collected from the extended profile section of the transfer platform.

Applicants by Cumulative Credits



Vertical transfer comprised the largest activity of applicants who reported prior attendance

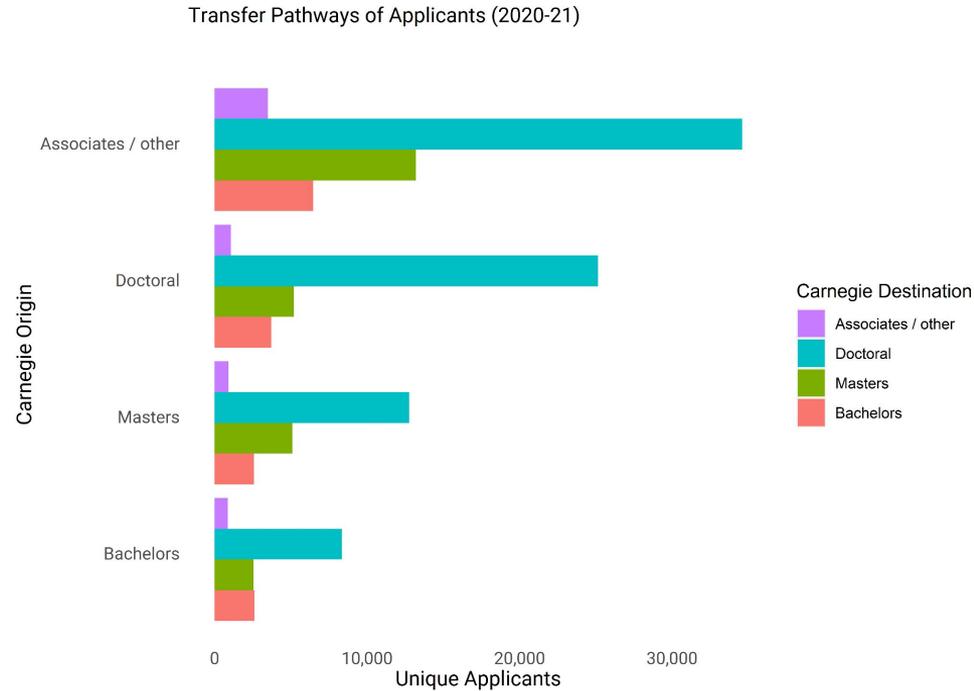
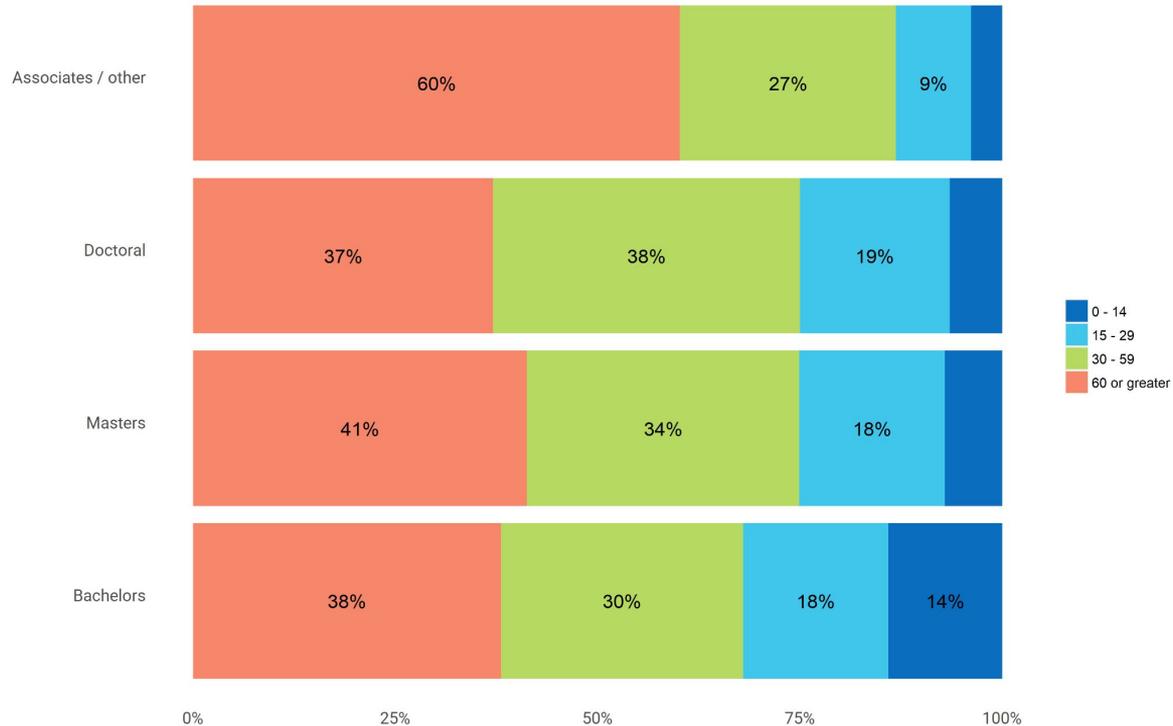


Chart presents activity at the applicant-level.
Applicants will be represented more than once with various carnegie combinations.

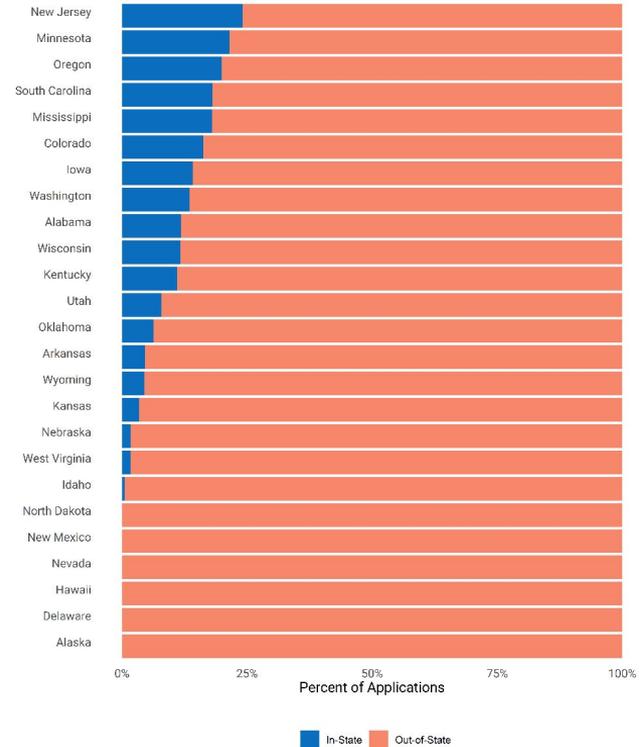
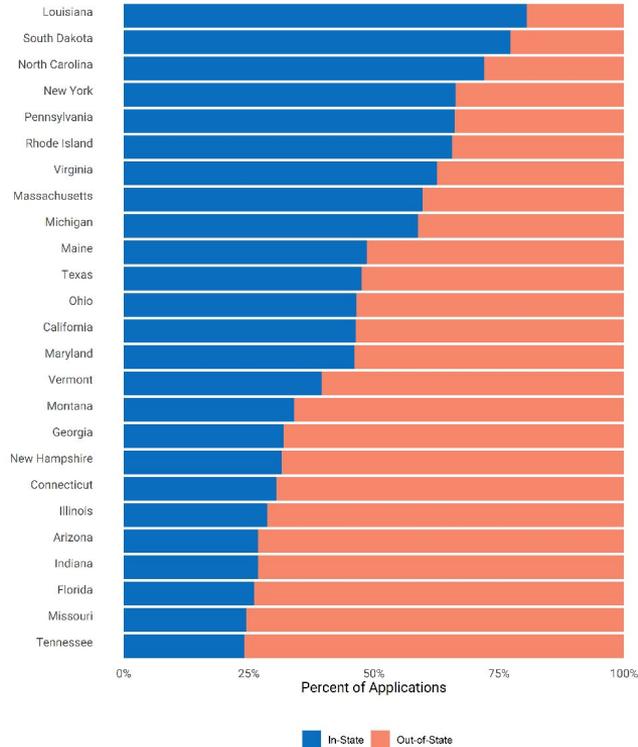
Anticipated credits varied depending on applicants' academic histories

Distribution of Credits by Prior Academic Attendance (2020-21)



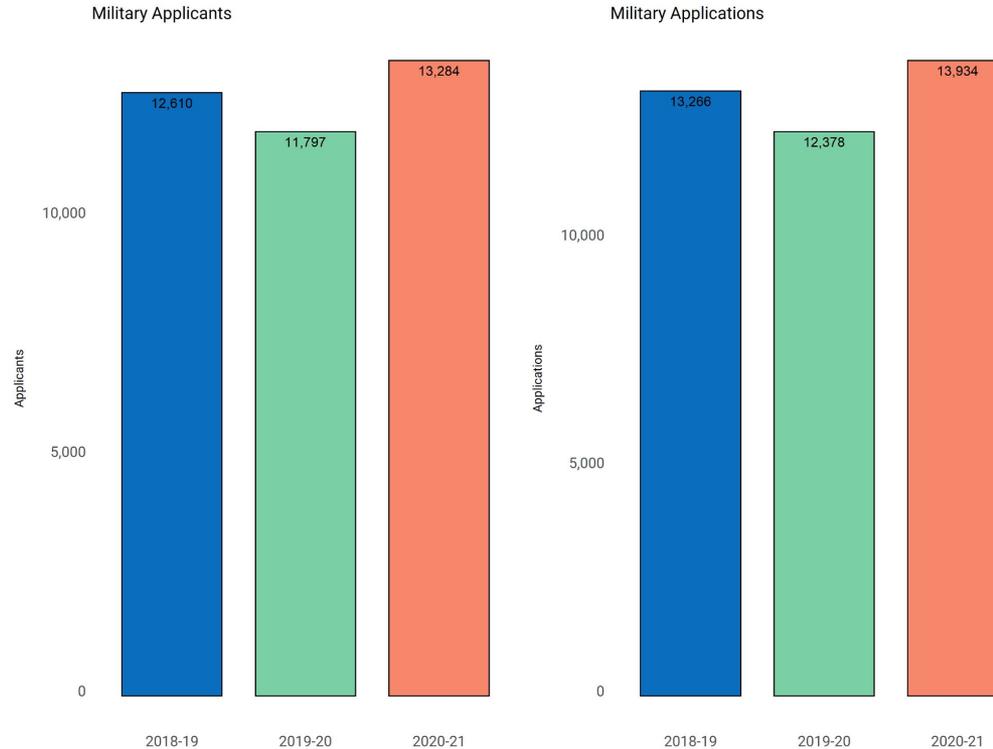
In-state application behavior remained stable

In-State Transfer Application Rates



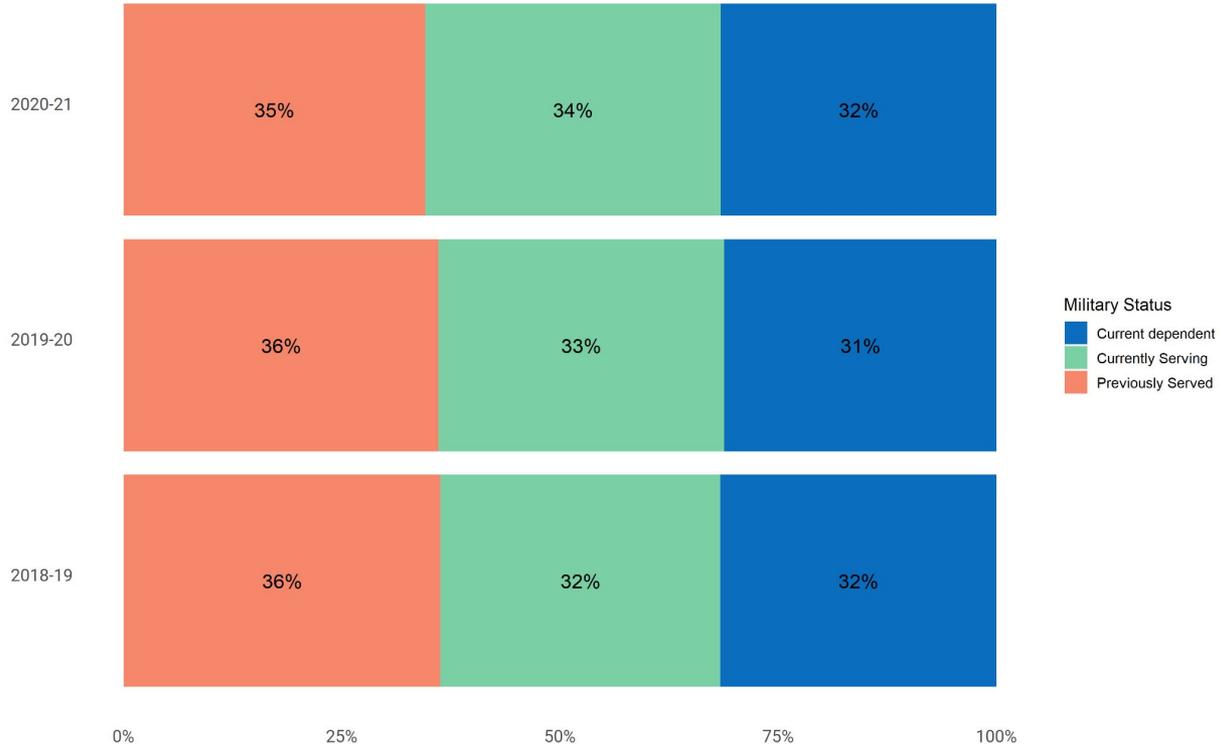
Non-US and unmatched geodata is omitted.

Applicants with a military background comprised ~13% of the applicant pool, and were more likely to apply to only 1 member



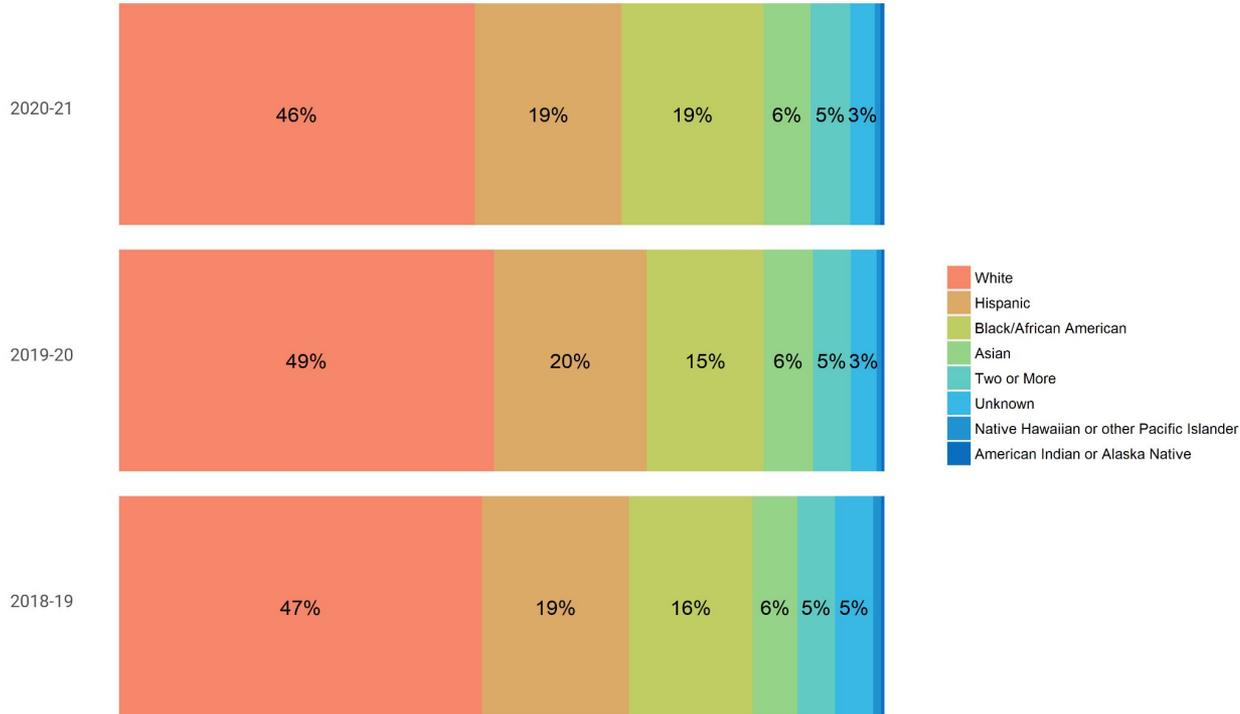
The military status of said applicants was evenly distributed

Composition of Applicants with a Military Background



Underrepresented minority applicants comprised a larger share of military applicants than the rest of the pool

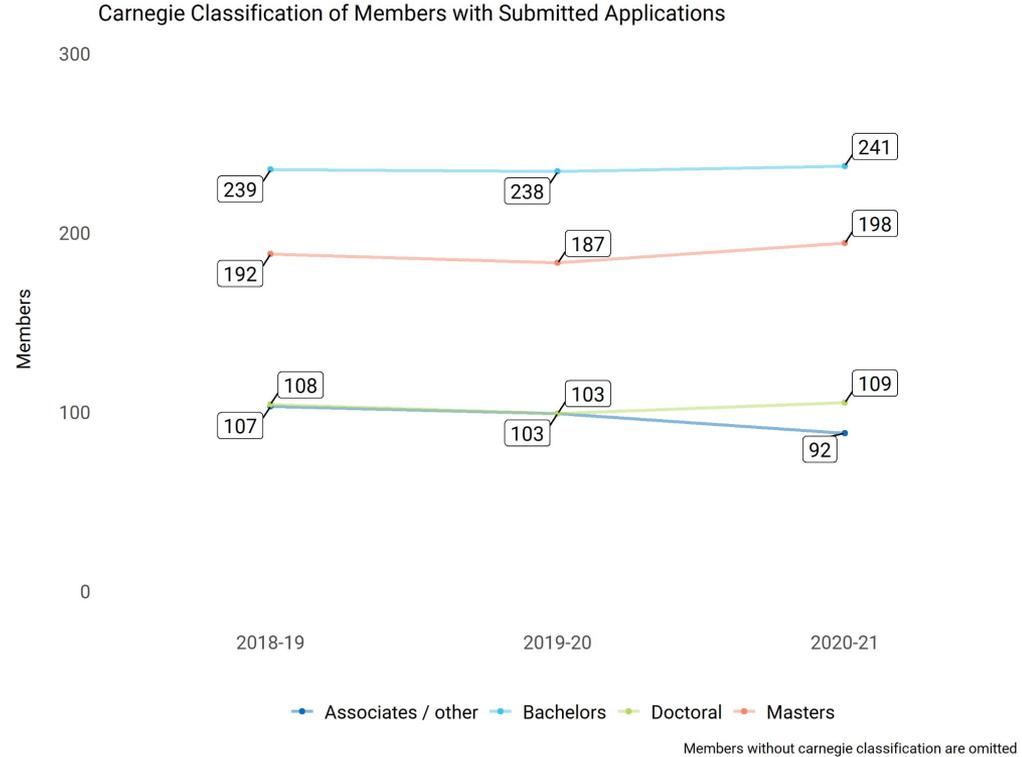
Racial and Ethnic Composition of Military Applicants



Membership composition

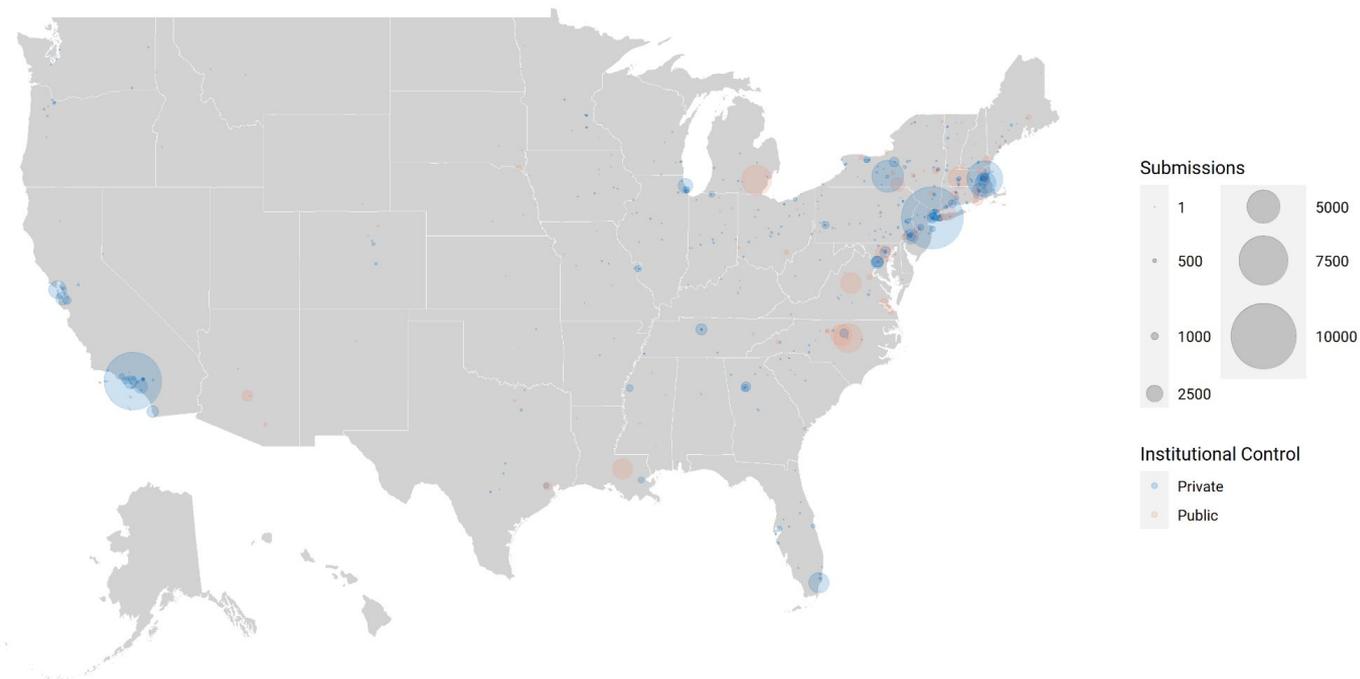


Bachelor-granting (Carnegie Classification) members constituted the largest group on the platform



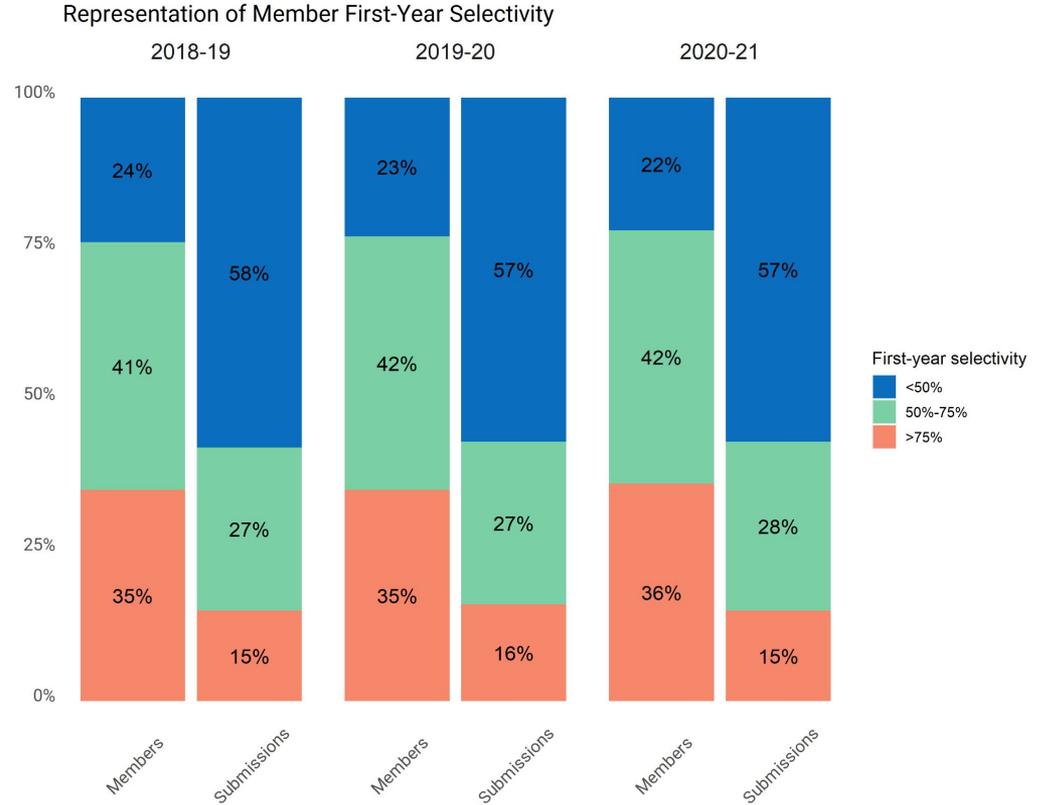
Private, northeastern and western institutions received the most applications in 2020–21

Geographic Distribution of Members by Application Volume and Institutional Control (2019-20)

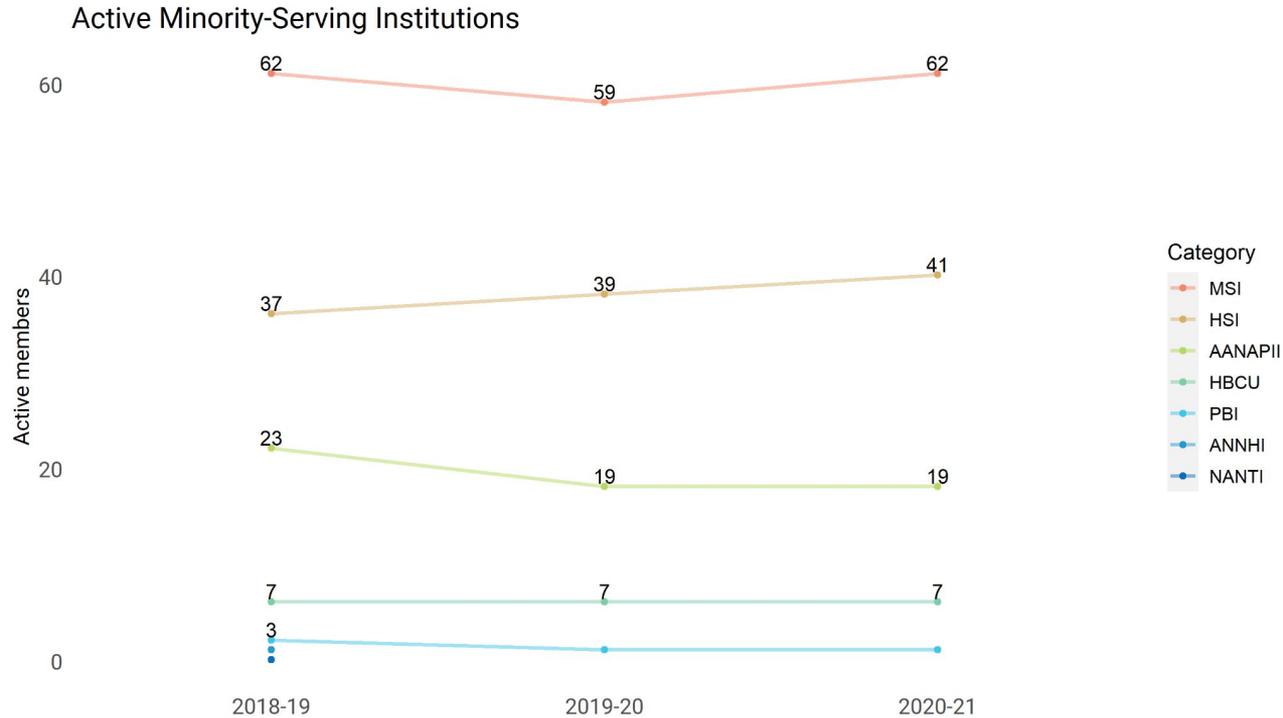


Members without domestic institutional control are omitted

The majority of application volume went to selective members

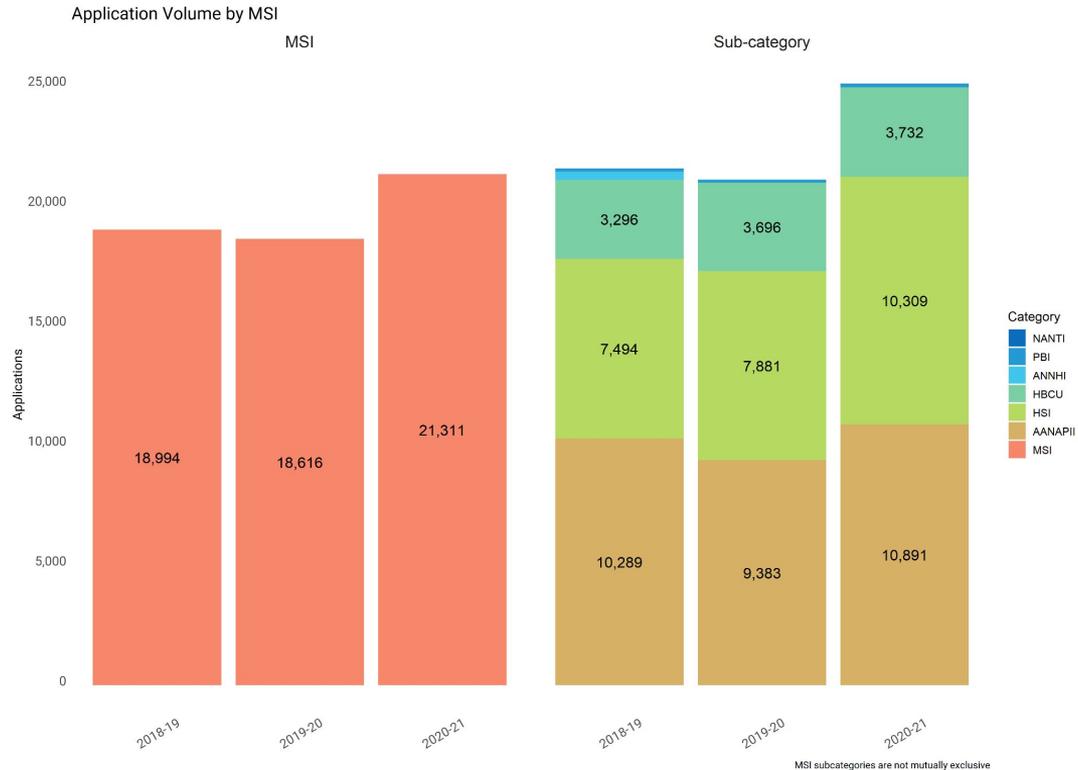


Minority-serving membership also exhibited a U-shape trend



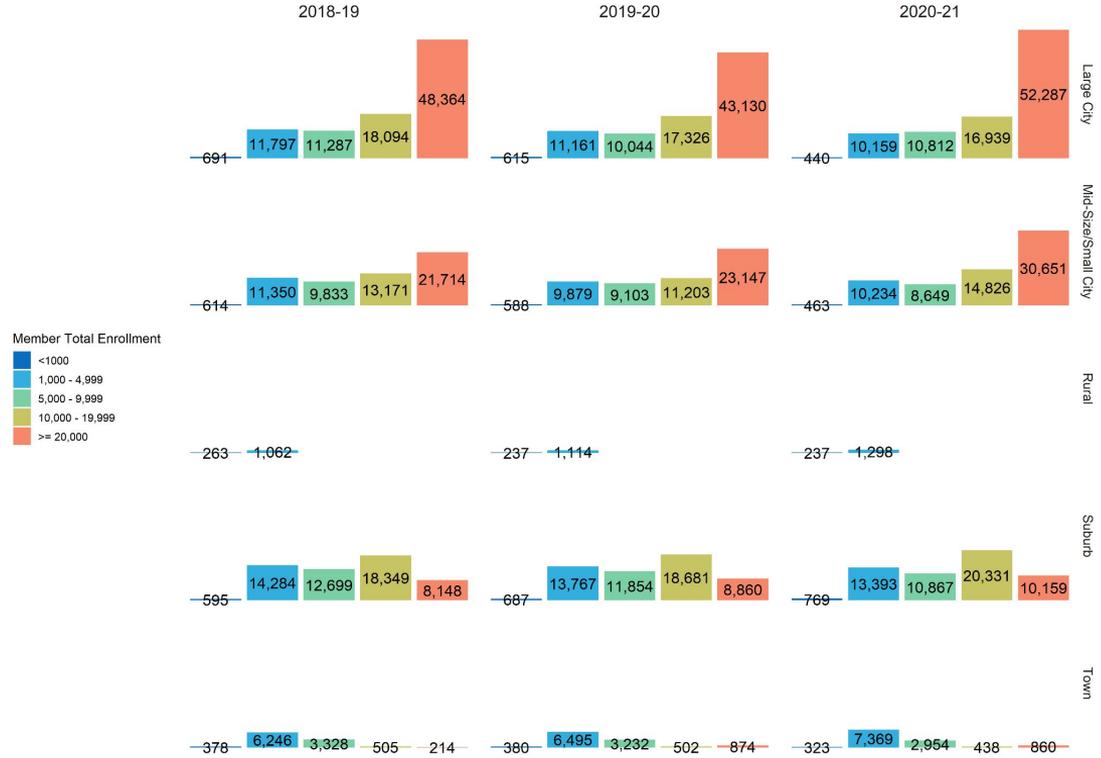
MSI subcategories are not mutually exclusive

Minority-serving application volume also exhibited a U-shape trend



Members located in large cities and enrolled over 20K students received the most applications

Application Volume by Member Enrollment Size and Community Population Density



Summary

—



Key data findings



Top receiving members appear to play a role in attracting applicants who have been traditionally well-served in higher education.



COVID-19 does not appear to be associated with increases or decreases in applicant and application volume.



Proportions of applicants by demographics — race, gender, first-generation status, and socioeconomic status — have remained stable in the 1st 3 years of Common App for transfer.



More than 40% of applicants report having more than 60 credits prior to applying to colleges via the transfer platform.



The composition of members who use the transfer platform has remained consistent since our 1st full year.

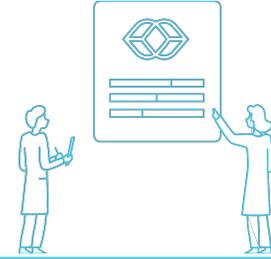


More selective members as a group, while underrepresented on the platform, accounted for the most applications.

Addressing the barriers

Moving closer to the vision

Despite major fluctuations in national transfer enrollment during the pandemic, Common App for transfer has seen little effect. Why?



Membership diversity

Further diversify our institutional membership including community colleges and Minority Serving Institutions (MSI)

Student base

Increase support for non-traditional and underserved student populations:

- Adult
- Military
- Minority
- Low-income

Outreach efforts

Provide resources to the counseling community focused on transfer articulation

Community college engagement

Seek internal and external input to review community college engagement with the Common App and identify areas where Common App can strengthen our membership and student impact

Research

Worked with Berkeley Haas School of Business team to research the needs of community colleges and students, including over 600 surveys and 80 stakeholder interviews.

Collaborate

Formed Community College Work Group to address and verify barriers to community college membership at Common App. Identify ways to better support community colleges, students, and advisors.

Inform

Conduct webinars to introduce and update transfer advisors about the Common App for transfer, benefits of using the application, and other resources we offer to ease the transfer process.

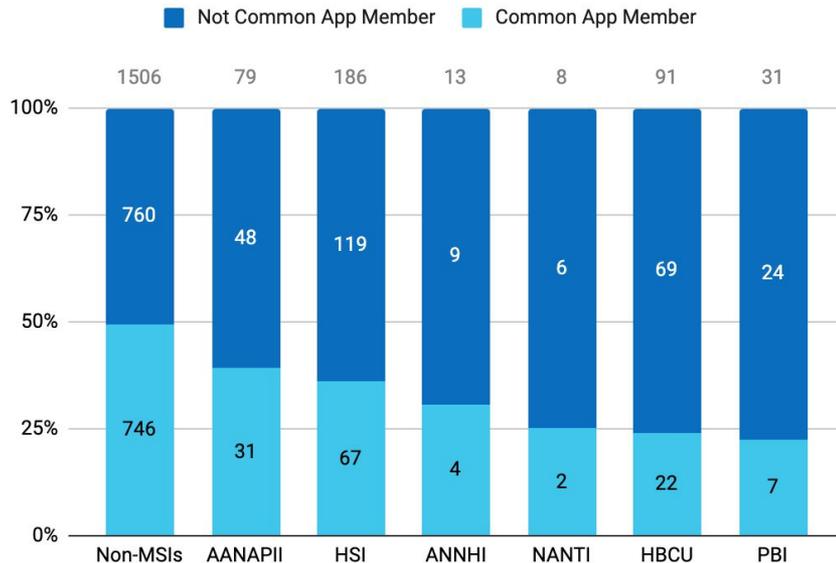


Common App developed our MSI Program to recognize the importance of MSIs and systemic inequities they face.

Common App is committed to helping MSIs gain access to a larger applicant pool and streamlined application system.

Common App has prioritized inclusion of MSIs in recent efforts

Common App members as proportion of total 4-year institutions, by MSI status



- MSI membership more than doubled since 2014, increasing from 42 to 115
- HBCU membership has more than tripled since 2014
- Common App aims to support 50% of MSIs within 3 years to achieve equal representation of MSIs and non-MSIs

Source: IPEDS

Note: excludes for-profit institutions, institutions without NTR data available, non-degree granting institutions, and institutions where the highest degree granted is an Associate's.

2022–2023 new members

* as of April 7, 2022

51

New members
and counting

22

U.S. states

1

International

22 minority-serving institutions (MSIs)

- Aurora University (IL)
- Clinton College (SC)
- Donnelly College (KS)
- Elizabeth City State University (NC)
- Florida International University (FL)
- Indiana University Northwest (IN)
- Jackson State University (MS)
- Limestone University (SC)
- McMurry University (TX)
- Metropolitan College of New York (NY)
- Miami Dade College (FL)
- North Carolina Central University (NC)
- Nyack College & Alliance Theological Seminary (NY)
- Paine College (GA)
- Shaw University (NC)
- Simmons College of Kentucky (KY)
- St. Augustine College (IL)
- Texas A&M University (TX)
- The University of Texas at Austin (TX)
- UNC Pembroke (NC)
- University of Washington Bothell (WA)
- University of Washington Tacoma (WA)

Common Transfer Guarantee pilot

25

Participating
institutions

13

States
represented

1

International
institution
represented

Goal: nudge students to submit a college application

- Launched October 2021
- Matches students to pilot participants' guaranteed admissions criteria
- Students receive an email with a list of institutions that might offer them guaranteed admission
- Emails sent monthly beginning October 2021 – July 2022
- Students will be emailed no more than 3 times

Participating institutions in New York: Marist College, SUNY Plattsburgh, and Wagner College

Explore colleges

- Expanded filter options
- Map and list views of colleges
- PDF export of college lists
- College details
- Application requirements
- Virtual tours and image galleries
- Programs and student experience

commonapp.org/explore

New for 2021–22: Guaranteed admissions filter for transfer students

The screenshot shows the Common App 'Explore colleges' page. At the top, there's a navigation bar with the Common App logo, a search bar, and links for 'Plan for college', 'Apply to college', 'Support your students', 'Sign in', and 'Create an account'. Below this is a teal header with 'Explore colleges' and a search bar. The main content area is divided into a left sidebar with filters and a main grid of college cards. The filters include 'Accepts transfer applications' (checked), 'Accepts first-year applications', 'Location' (with a search box), 'Region', 'Application for first-year students', and 'Application for transfer students' (with several checkboxes). The main grid shows 681 colleges found, with a 'Print search results' link and a 'Sort by' dropdown. The first row of results includes Adelphi University, Agnes Scott College, and Alaska Pacific University. The second row includes Albany College of Pharmacy and Health Sciences, Albertus Magnus College, and Albion College.

Cohort 22: texting intervention

Helping low income, MSI, and community college students enroll in a school that meets their needs, and be prepared to succeed there **academically, financially, and emotionally.**



Enrollment tasks
and college
preparedness



Completing the
application process



College decision
making



Socio-emotional
support



Financial aid

“These texts have honestly been more supportive than most of my teachers. It's been a tough year and **you guys have really done your best to care about the students.**”

Evolving the application

Evolving the Application is an annual process that examines and revises areas within the common portion of the application that may act as barriers for students historically underrepresented in higher education.

Planned changes in transfer app

Sex and gender

2022–2023 changes

- Reorder preferred name, alternate name, gender, legal sex, and pronoun questions in Biographic information to better support student experience
- Prefix question will remain an open short answer question

2023–2024 changes

- Add “X or another legal sex” as a legal sex option

Common App fee waiver

- Add fee waiver criteria to in-line intro text before yes/no question
- Remove checkbox eligibility criteria question for students

commonapp.org/evolvingtheapp

Common App Fee Waiver

Select whether you feel that you qualify for an application fee waiver based on your financial circumstances. Some colleges may request further documentation in support of your fee waiver request.

Select whether you would like to be connected with a UStrive virtual mentor.

If you have questions, learn more in our [Common App Fee Waiver](#) and [UStrive help articles](#).

You can edit this section after you submit your application.

* Indicates required field

Common App Fee Waiver

You are eligible for application fee waivers if you meet one or more of the following criteria:

- your annual family income falls within the income eligibility guidelines set by the USDA Food and Nutrition Service
- your family receives public assistance
- you are enrolled in a federal, state, or local program that aids students from low-income families (e.g., GEAR UP, TRIO such as Upward Bound or others)
- you live in a federally subsidized public housing, a foster home or are homeless
- you have received or are eligible to receive a Pell Grant
- you can provide a supporting statement from a school official, college access counselor, financial aid officer, or community leader

* Do you meet one or more of the Common App fee waiver eligibility criteria?

Yes No

I certify that I understand and meet the eligibility requirements to request an admission application fee waiver.

* Fee Waiver Signature:

Additional application updates for 2022-2023

- New question in the fee waiver section connecting students with UStrive virtual mentors
- New question in the Extended Profile asking for community college status
- New Community-Based Organization (CBO) section
- Ability for foreign transcript/evaluation collection
- Updates to Standardized Tests section
 - Will include Advanced Placement (AP), College-Level Examination Program (CLEP), & International Baccalaureate (IB)
- New Guest Recommender feature



9/9
Sections Completed

- High Schools Attended
- Colleges Attended
- College Coursework
- GPA Entries
- Standardized Tests
- Continuing Education Courses
- SAT Subject
- Senior Secondary Leaving Examinations
- Community-Based Organizations

Community-Based Organizations

Enter any community-based programs or organizations that provided you with free assistance in your transfer application process.

If you have questions, learn more in our Community-Based Organizations help article.

Once you submit your application, you can edit * Indicates required field ^{ation}.

Community-Based Organization details

* Indicate the number of community programs or organizations that have provided you with free assistance in your transfer application process.

* Organization from which you have received the most help.

Counselor/Advisor/Mentor Prefix

First Name

Last Name

Email

Phone

Revolutionizing the App

Common App's effort to dramatically transform college admissions by creating an equity-focused, next-generation application

- Proactively recruit a representative applicant pool
- Shift information and choice to the hands of students
- Recognize finances and wellbeing as integral to application, enrollment, and completion
- Promote a joyful, inclusive experience



Connect with us



Continue the conversation



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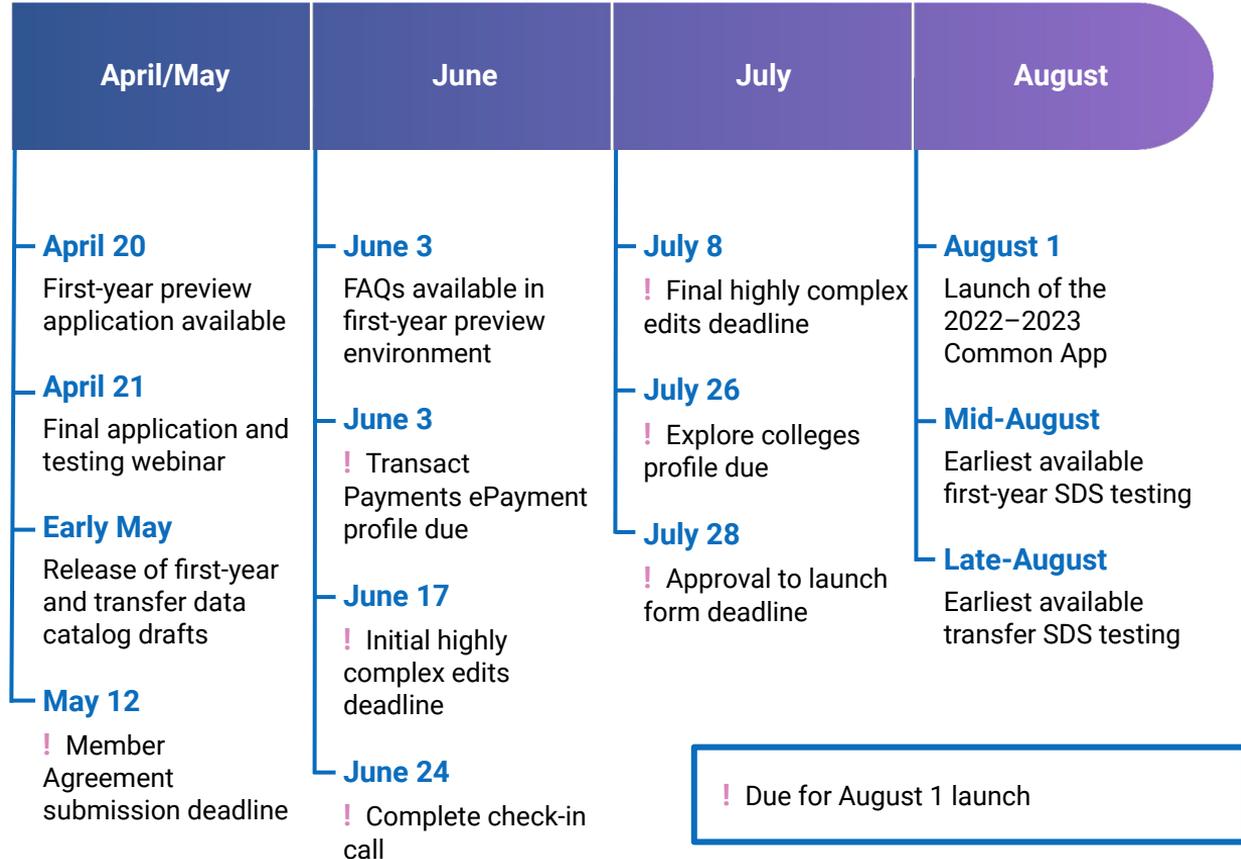


Common App
Better Make Room

For members

The Annual Updates process is in full swing.

The Member Services team is ready to help you prepare for a successful launch, so contact your member relations manager with any questions you have.



Share your ideas!

Common App members:
memberideas.commonapp.org

Transfer advisors and partners:
ideas.commonapp.org



Questions?

Thank you

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