

Admissions Unplugged: Navigating the New Frontier of Higher Ed Challenges & Trends



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The Big Topics

- Application Trends
- Testing
- U.S. Supreme Court Decision
- Artificial Intelligence



Setting the stage: Application trends

- Pandemic growth is here to stay
- Geographic expansion
- Open Doors data & DET report



A Return to Testing

- A pandemic “pause”
- The policy
- Evaluating testing in context



The research & the findings



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Supporting research



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Remaining Test-Optional

- Breadth and depth of applicant pool
- Access to testing
- Academic performance data
- Data collection beyond the pandemic



Realities of Test-Optional

- What does the policy really mean?
- Are students disadvantaged if they don't send a score?
- When to send and when not to send?



U.S. Supreme Court Decision

- Relevance to international populations
- Supplemental questions
- Focus on lived experience



Artificial Intelligence

- An educational tool that is here to stay
- Leveling the playing field
- Holistic review exposes pitfalls & limitations of AI



AI's role in counseling

- Support in the letter writing process
- Don't lose authenticity
- Content & context come first
- We will always root in holistic & individualized review



Questions? Thank you!



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