

The Analytical Ally: Bridging the Gap Between Data and Counseling

Presented by:

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Our Purpose

To convey how data can inform your **counseling practice** and your strategic programming to **educate your community** of macro/micro data for:

- **Expectation management**
- **Better balanced lists**
- **Diversification of applications**



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Agenda

- **Data sources and resources**
- **US admissions data: A deep dive**
- **International School Bangkok: A test case**



Data Sources and Resources



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+ Tulane Common Data Set × AI Mode

- 🔍 tulane common data set **2025**
- 🔍 tulane common data set **2025 pdf**
- 🔍 tulane common data set
- 🔍 tulane common data set **2024**
- 🔍 tulane common data set **pdf**
- 🔍 tulane **university of louisiana** common data set
- 🔍 tulane common data set **2022**
- 🔍 tulane common data set **2023**

Google Search I'm Feeling Lucky

Report inappropriate



Common Data Set

The **Common Data Set (CDS)** initiative is a collaborative effort among data providers in the higher education community and publishers as represented by the College Board, Peterson's, and U.S. News & World Report. The combined goal of this collaboration is to improve the quality and accuracy of information provided to all involved in a student's transition into higher education, as well as to reduce the reporting burden on data providers.

This goal is attained by the development of clear, standard data items and definitions. Data items and definitions used by the U.S. Department of Education in its higher education surveys often serve as a guide in the continued development of the CDS.

[2025-26 Common Data Set \(CDS\)](#)

[Common Data Set Archive](#) ▼



[2024-25 Common Data Set \(CDS\)](#)

[2023-24 Common Data Set \(CDS\)](#)

[2022-23 Common Data Set \(CDS\)](#)





Common Data Set 2025-2026

A. General Information

A0 Respondent Information (Not for Publication)

First Name:	Shawn
Last Name:	Potter
Title:	Director of Institutional Research
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Are your responses to the CDS posted for reference on your institution's Website? Yes or No

If yes, please provide the URL of the corresponding Web page:
<https://oair.tulane.edu/data-profiles/common-data-set>

A0A We invite you to indicate if there are items on the CDS for which you cannot use the requested analytic convention, cannot provide data for the cohort requested, whose methodology is unclear, or about which you have questions or comments in general. This information will not be published but will help the publishers further refine CDS items.

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C. FIRST-TIME, FIRST-YEAR ADMISSION

C1-C2: Applications

- C1** First-time, first-year students: Provide the number of degree-seeking, first-time, first-year students who applied, were admitted, and enrolled (full- or part-time) in Fall 2025.
- Include early decision, early action, and students who began studies during summer in this cohort.
 - Applicants should include only those students who fulfilled the requirements for consideration for admission (i.e., who completed actionable applications) and who have been notified of one of the following actions: admission, non-admission, placement on waiting list, or application withdrawn (by applicant or institution).
 - Note that recent high school graduates and other students without prior postsecondary experience will still be considered "first-time students" for fall enrollment reporting purposes even if they enrolled in the summer prior to fall enrollment.

First-Time, First-Year Student Applicants	Total
Total first-time, first-year males who applied	12,345
Total first-time, first-year females who applied	20,589
Total first-time, first-year students of unknown sex who applied	8

First-Time, First-Year Student Admits	Total
Total first-time, first-year males who were admitted	2,000
Total first-time, first-year females who were admitted	2,761
Total first-time, first-year students of unknown sex who were admitted	2

First-Time, First-Year Student Enrollees	Total
Total first-time, first-year males who enrolled	787
Total first-time, first-year females who enrolled	1,070
Total first-time, first-year students of unknown sex who enrolled	1

First-Time, First-Year Student Enrollees by Status	Total
Total full-time, first-time, first-year males who enrolled	787
Total part-time, first-time, first-year males who enrolled	
Total full-time, first-time, first-year females who enrolled	1,070
Total part-time, first-time, first-year females who enrolled	
Total full-time, first-time, first-year students of unknown sex who enrolled	1
Total part-time, first-time, first-year students of unknown sex who enrolled	

If available, please provide residency breakdowns for total applicants, admits, and enrolled students: Fall 2025

Please report based on known physical address at time of application.

First-Time, First-Year Student Applicants	In-State	Out-of-State	International	Unknown	Total
Total first-time, first-year (degree-seeking) who applied	2,676	25,512	4,754	0	32,942
Total first-time, first-year (degree-seeking) who were admitted	595	3,593	575	0	4,763
Total first-time, first-year (degree-seeking) who enrolled	271	1,489	98	0	1,858



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Tulane

<https://oir.tulane.edu/common-data-set>

Year	# App			# Accepted			Admit Rate			# Enroll			Yield Rate			Int. Apps			AT Subm	CT Subm	tal Subm	SAT 25	SAT 75
	Men	Women	Total	Men	Women	Total	Men	Women	Total	Men	Women	Total	Men	Women	Total	Apps	admit	%					
2009-10	18786	21101	39887	4801	5752	10553	25.6%	27.3%	26.5%	654	848	1502	13.6%	14.7%	14.2%				48%	52%	100%	1350	1400
2014-15	11152	17749	28901	2973	5105	8078	26.7%	28.8%	28.0%	631	1016	1647	21.2%	19.9%	20.4%				44%	56%	100%	1330	1410
2015-16	10112	16145	26257	3267	4741	8008	32.3%	29.4%	30.5%	692	1027	1719	21.2%	21.7%	21.5%				39%	61%	100%	1340	1410
2016-17	12234	19772	32006	3387	4885	8272	27.7%	24.7%	25.8%	771	1085	1856	22.8%	22.2%	22.4%				36%	64%	100%	1350	1420
2017-18	14015	21607	35622	2901	4756	7657	20.7%	22.0%	21.5%	713	1192	1905	24.6%	25.1%	24.9%				19%	81%	100%	1330	1490
2018-19	14621	24195	38816	2447	4277	6724	16.7%	17.7%	17.3%	716	1193	1909	29.3%	27.9%	28.4%				23%	77%	100%	1350	1490
2019-20	15647	26538	42185	1999	3432	5431	12.8%	12.9%	12.9%	721	1100	1821	36.1%	32.1%	33.5%				26%	72%	98%	1370	1480
2020-21	16241	27651	43892	1899	2978	4877	11.7%	10.8%	11.1%	740	1061	1801	39.0%	35.6%	36.9%				30%	68%	98%	1360	1470
2021-22	15647	29878	45525	1489	2896	4385	9.5%	9.7%	9.6%	726	1300	2026	48.8%	44.9%	46.2%				15%	41%	56%	1380	1490
2022-23	11129	20486	31615	1150	2471	3621	10.3%	12.1%	11.5%	619	1224	1843	53.8%	49.5%	50.9%				16%	34%	50%	1400	1500
2023-24	10307	17629	27936	1404	2683	4087	13.6%	15.2%	14.6%	677	1190	1867	48.2%	44.4%	45.7%	3,135	434	13.8%	14%	31%	45%	1400	1490
2024-25	12289	20314	32603	1830	2728	4558	14.9%	13.4%	14.0%	685	1153	1838	37.4%	42.3%	40.3%	3,357	529	15.8%	13%	28%	41%	1410	1500
2025-26	12345	20589	32934	2000	2761	4761	16.2%	13.4%	14.5%	787	1070	1857	39.4%	38.8%	39.0%	4,754	575	12.1%	11%	27%	38%	1430	1500



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ISB's Data Platforms



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US Admissions Data: A Deep (macro) Dive



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Ivies	Small-mid Privates	Publics	Large Privates	Southern
Brown	Caltech	UC Boulder	BC	U Alabama
Columbia	CMU	Georgia Tech	BU	Auburn
Cornell	Duke	UIUC	GWU	Clemson
Dartmouth	Emory	Purdue	Notre Dame	FSU
Harvard	Georgetown	UC Berk	Northeastern	U Florida
Princeton	MIT	UC Davis	NYU	LSU
U Penn	Northwestern	UC Irvine	Tulane	U Miami
Yale	Stanford	UCLA	USC	Ole Miss
	Tufts	UCSB		U Tennessee
	Vanderbilt	UCSC		
	Wash U - St.L	UCSD		
		Michigan		
		UTA		
		UVA		

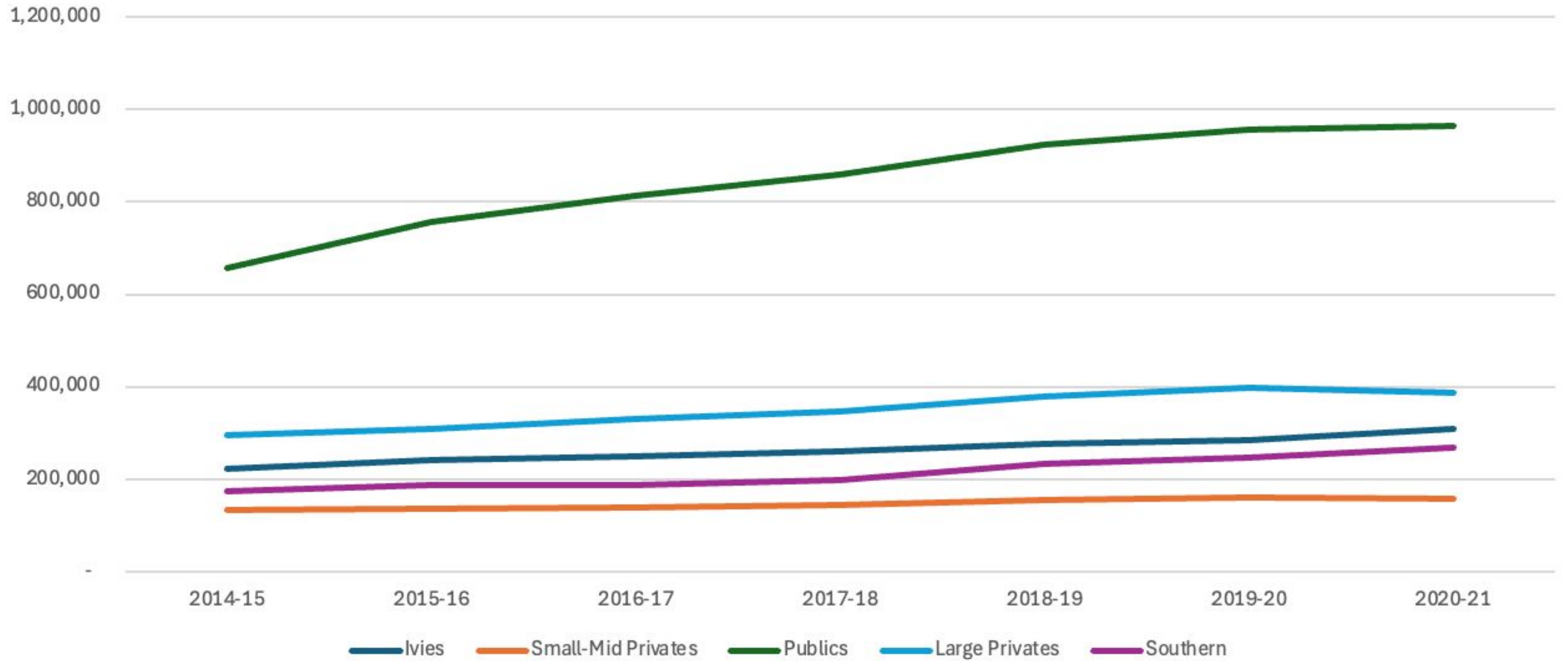


The before times...

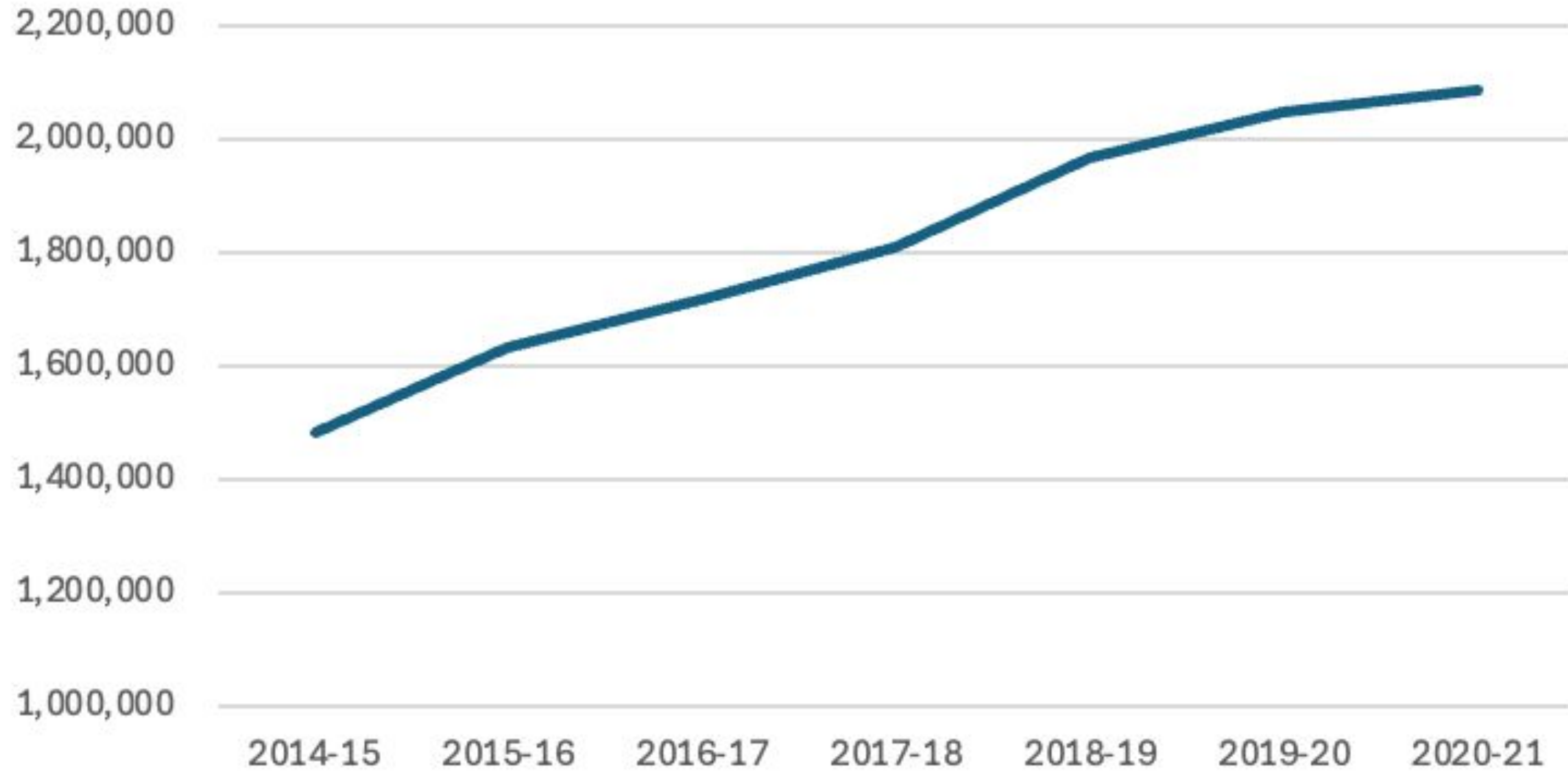


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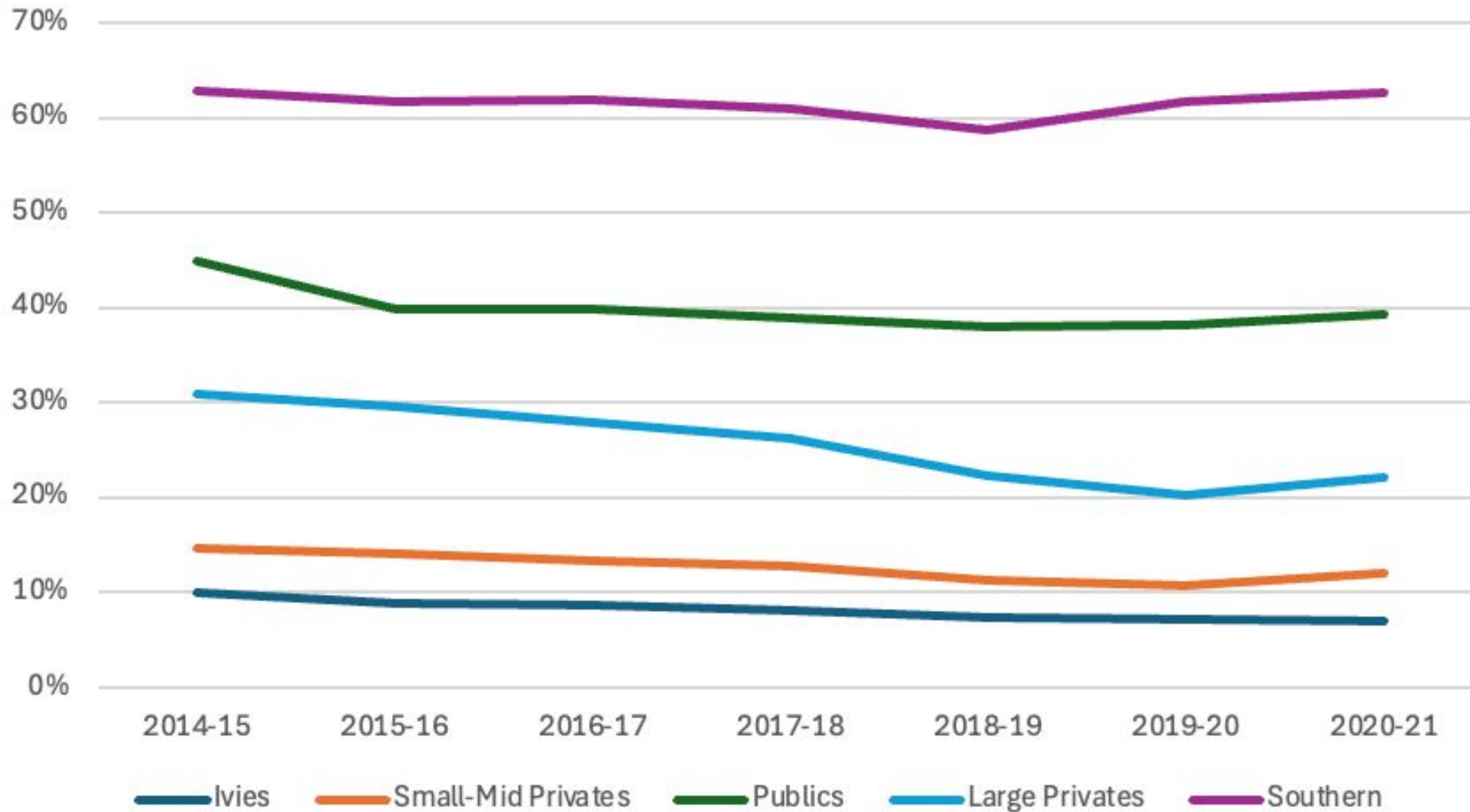
Applications by Year 2014-2021



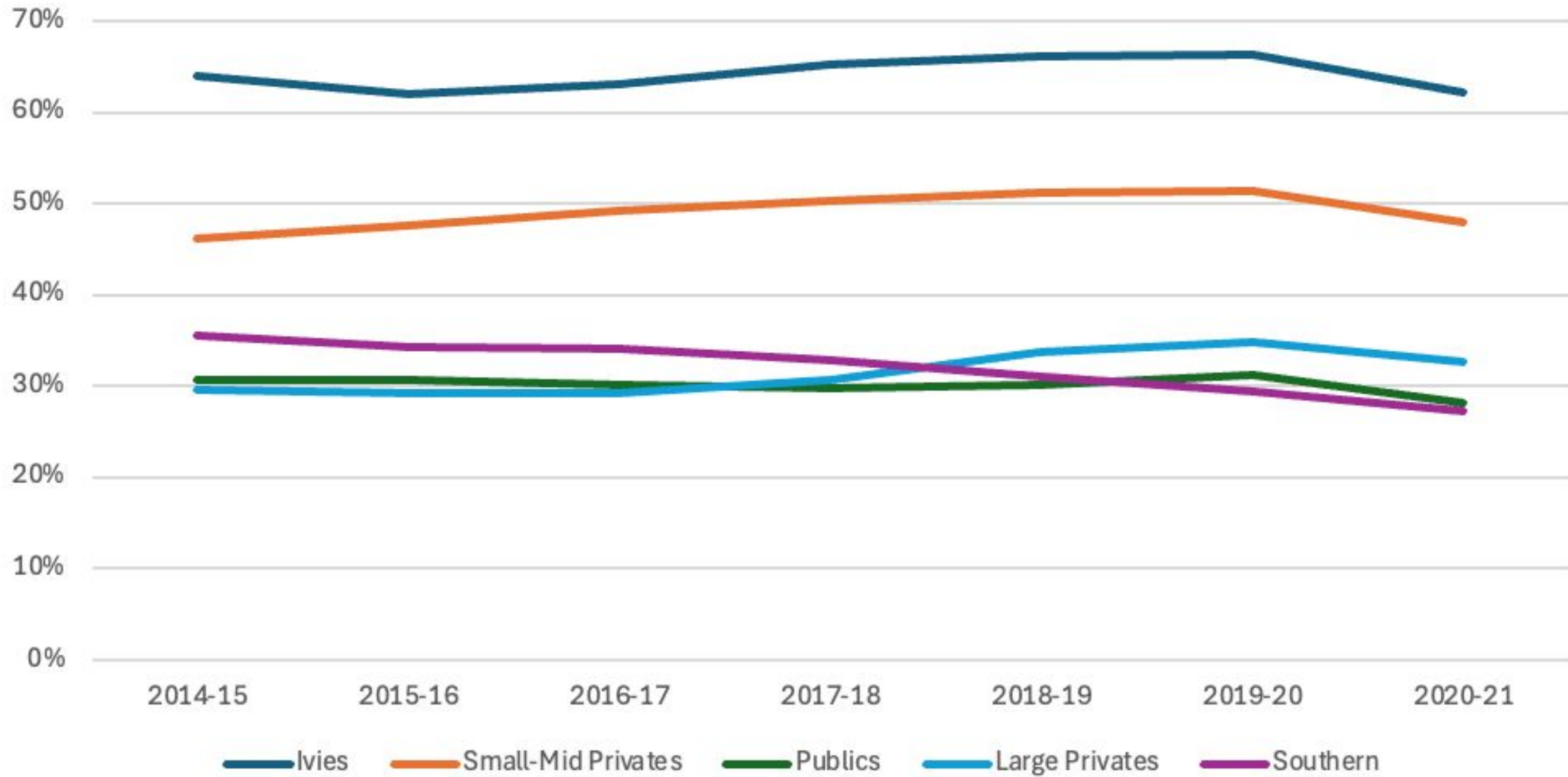
Applications 2014 to 2021



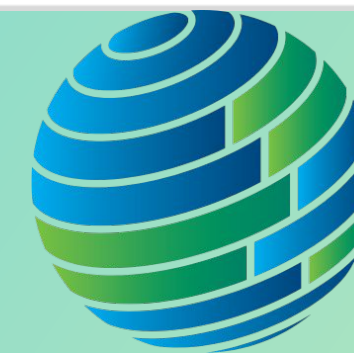
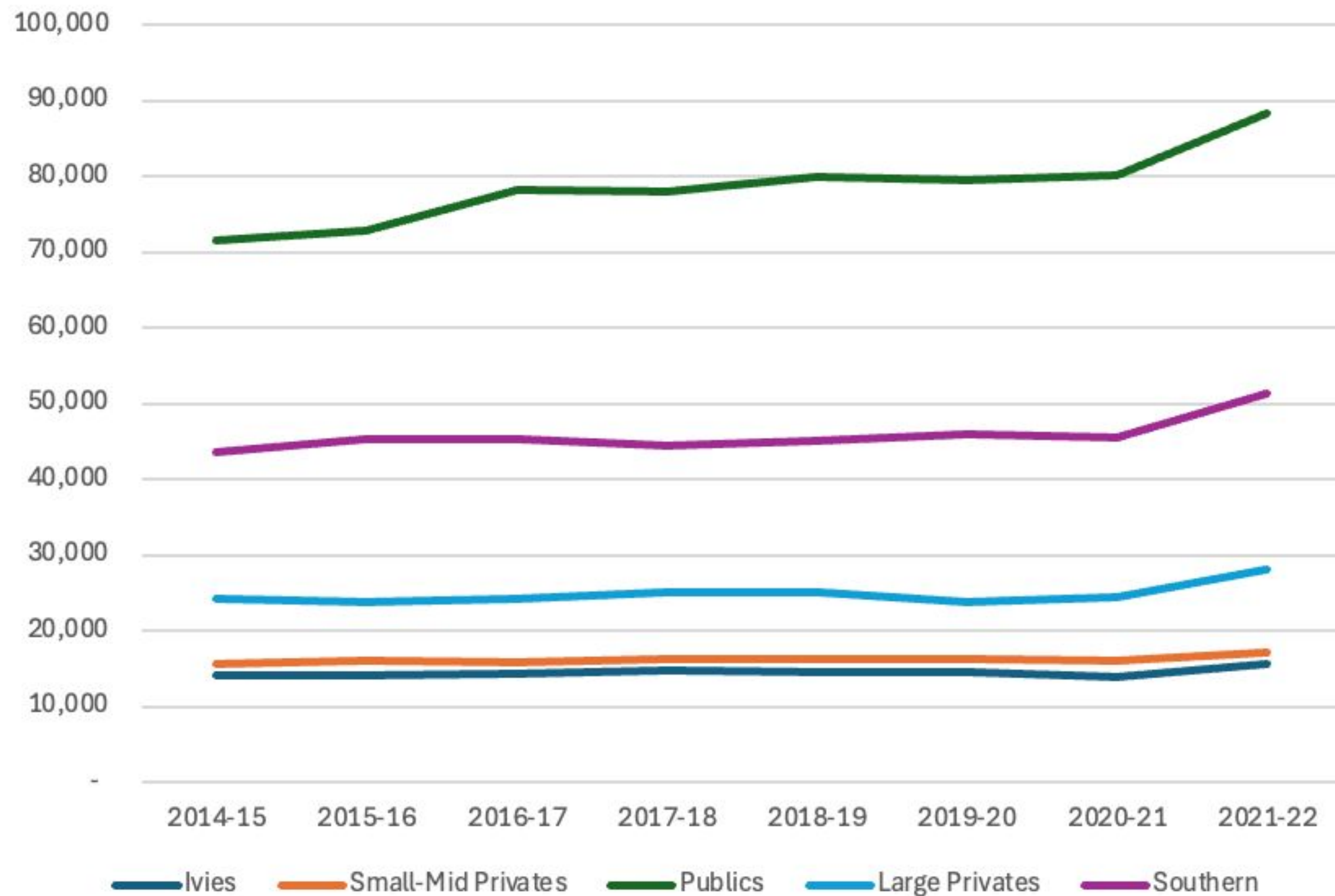
Admit rates 2014-2021



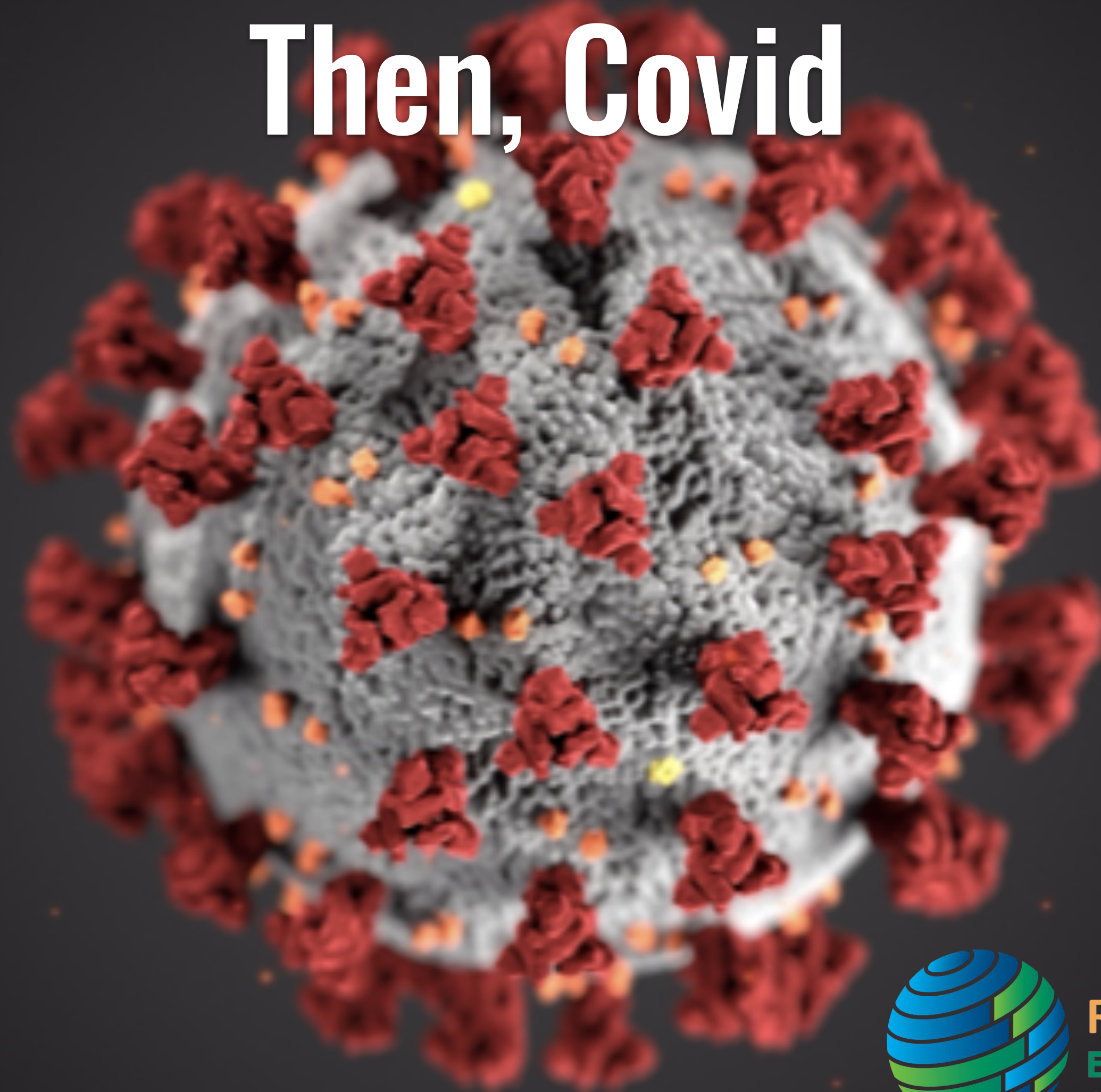
Yield % 2014-2021



First Year Enrollment 2014-2022

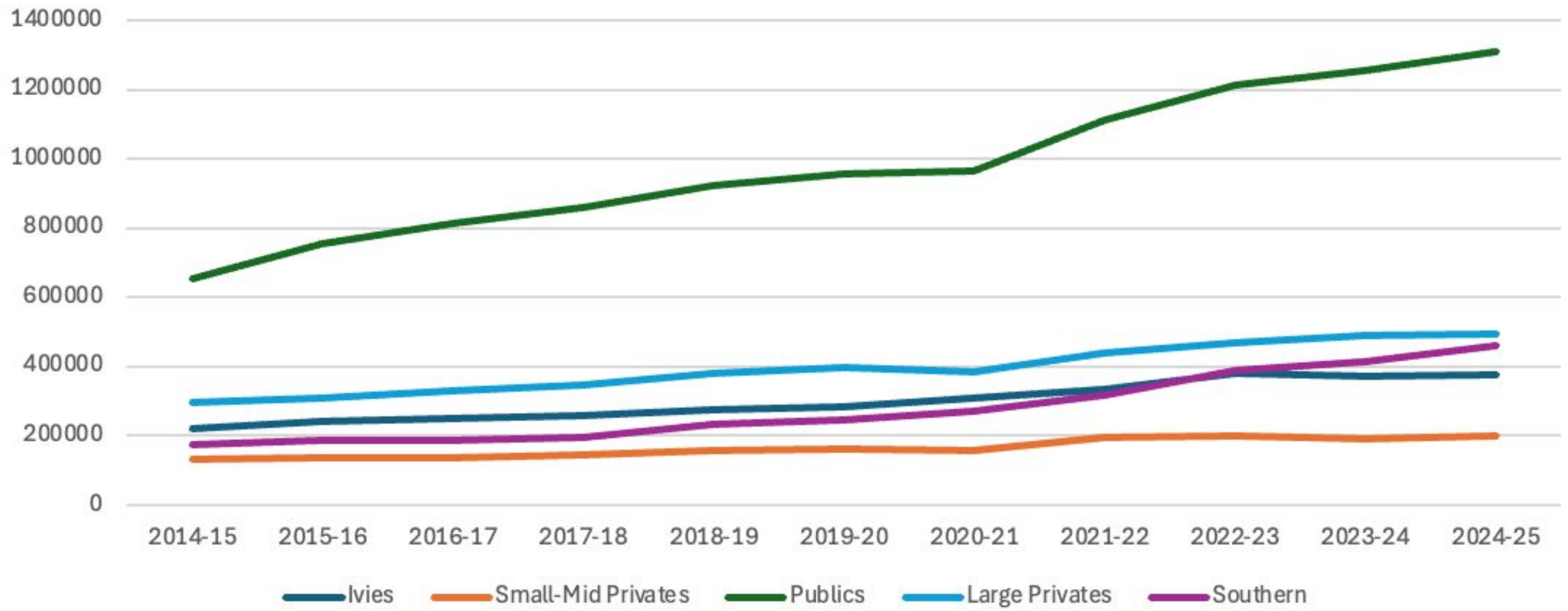


Then, Covid

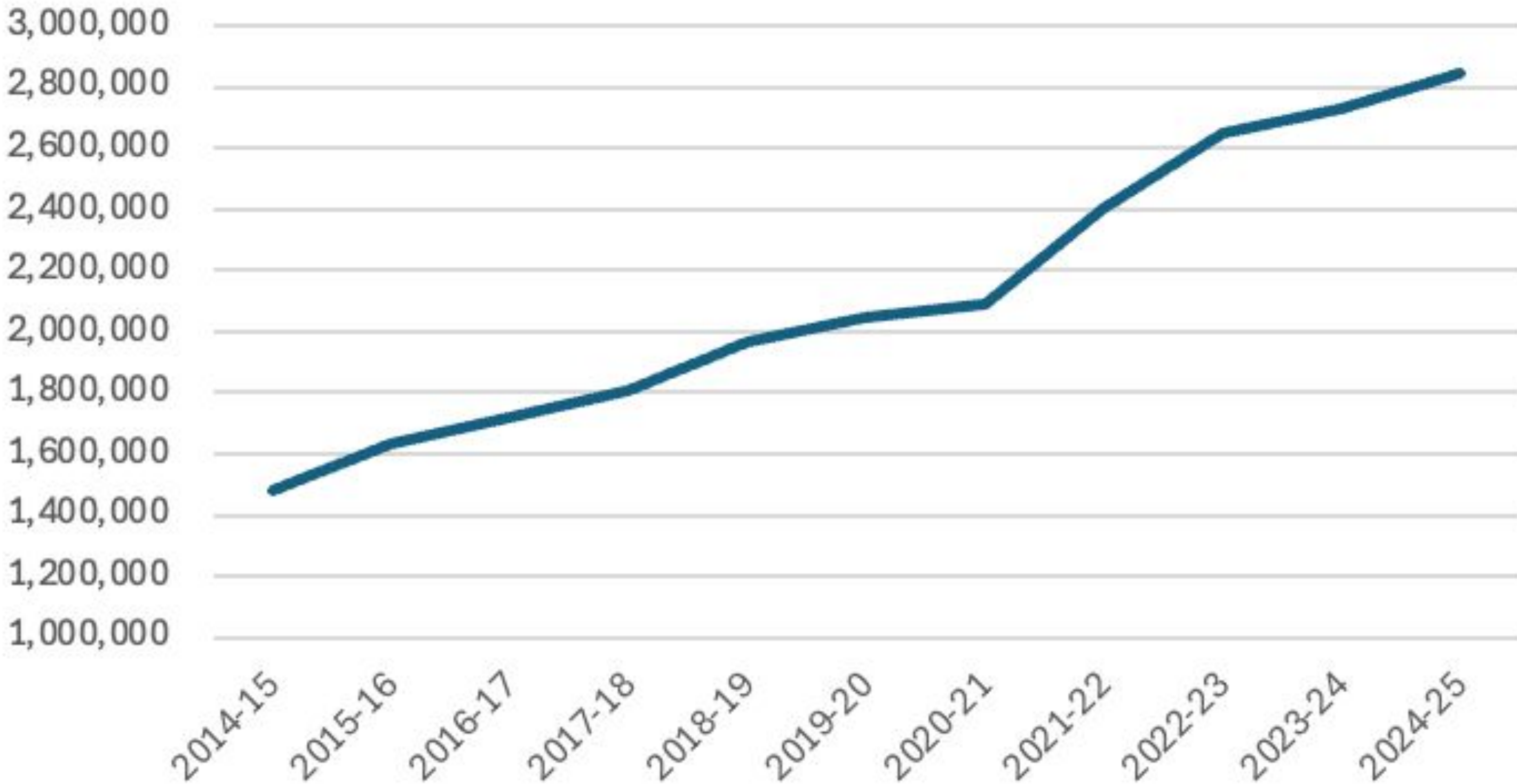


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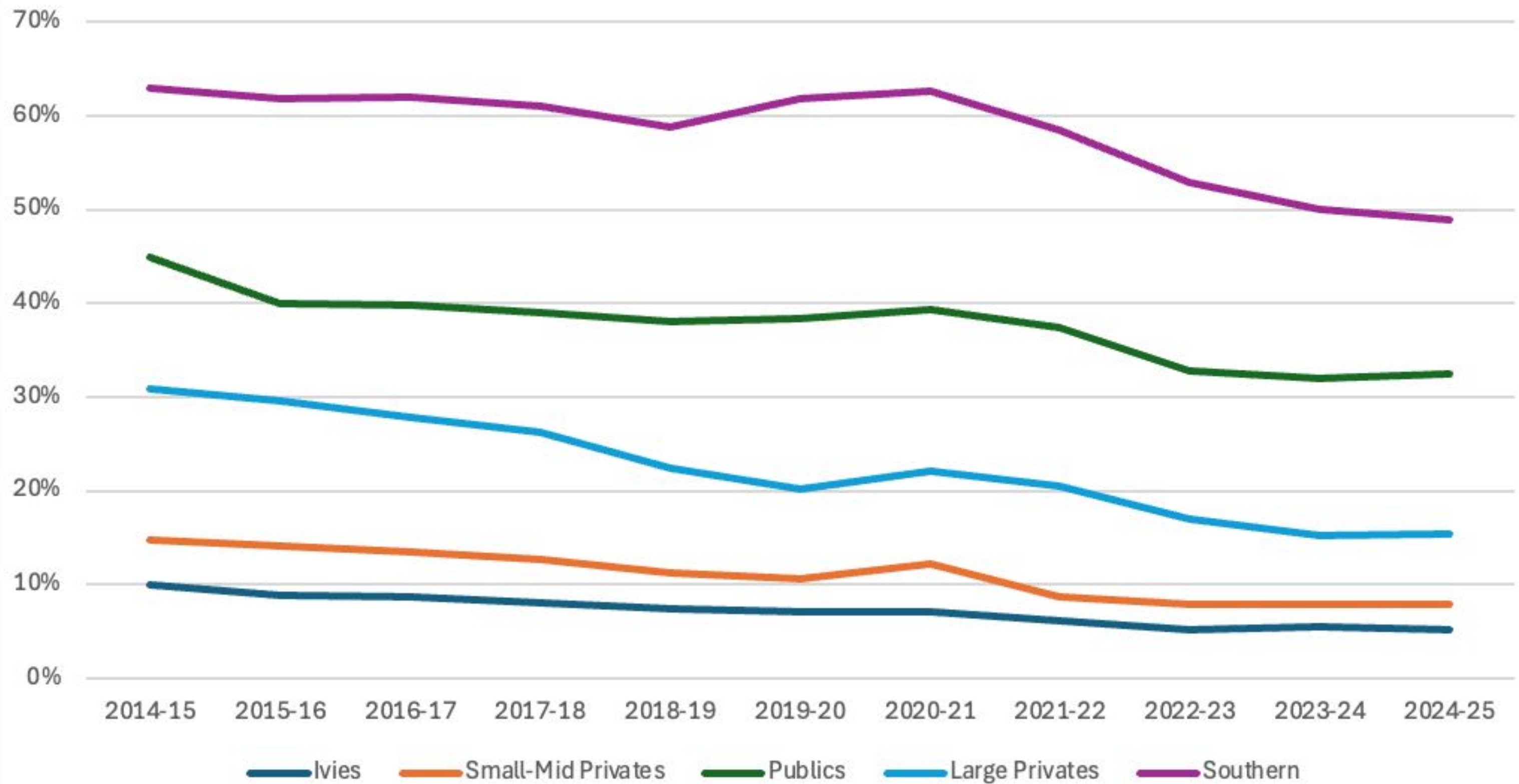
Applications 2014-2025

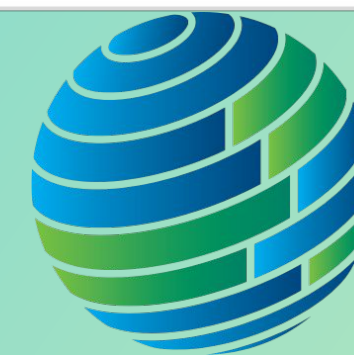
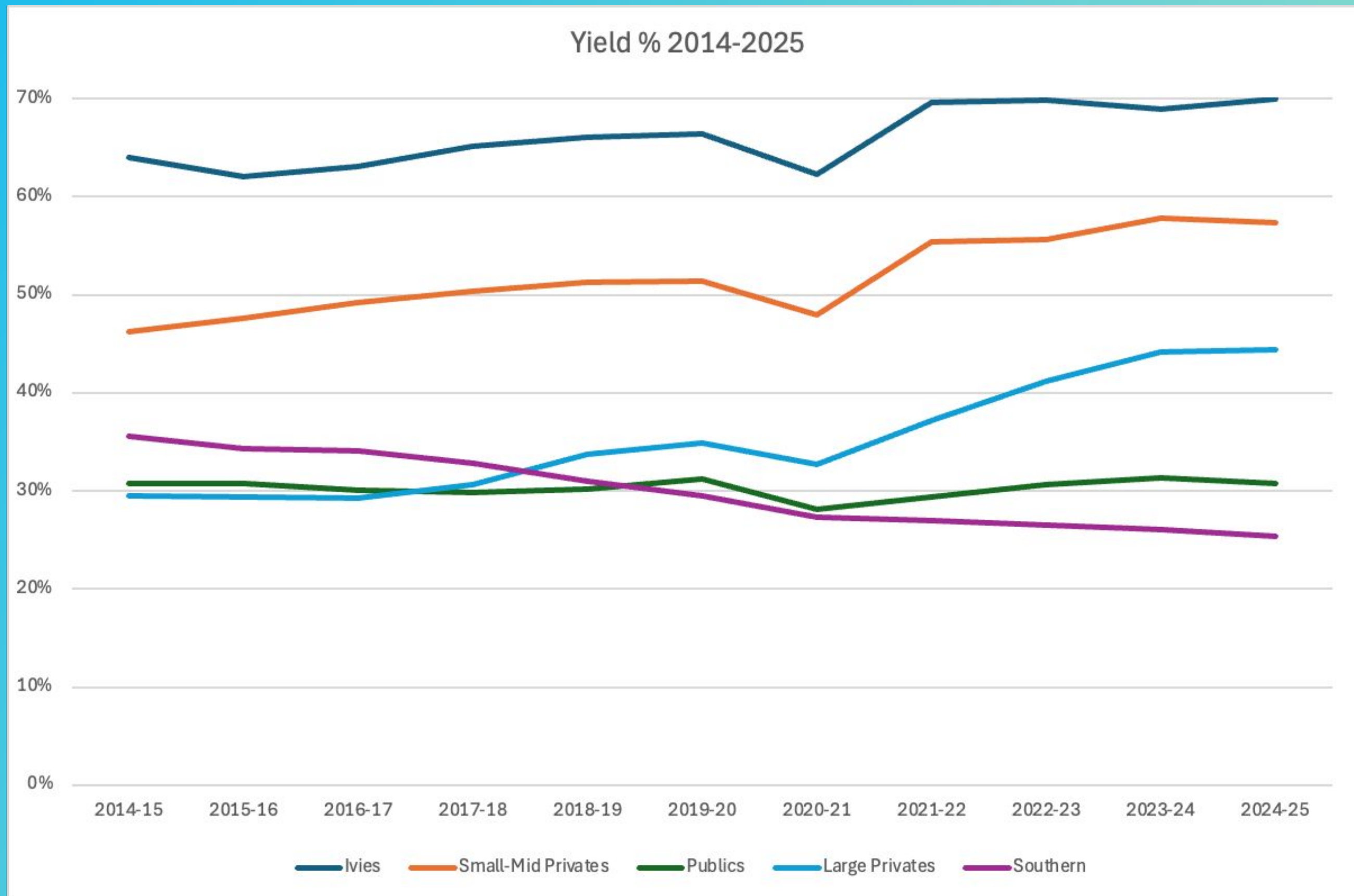


Applications 2014-2025



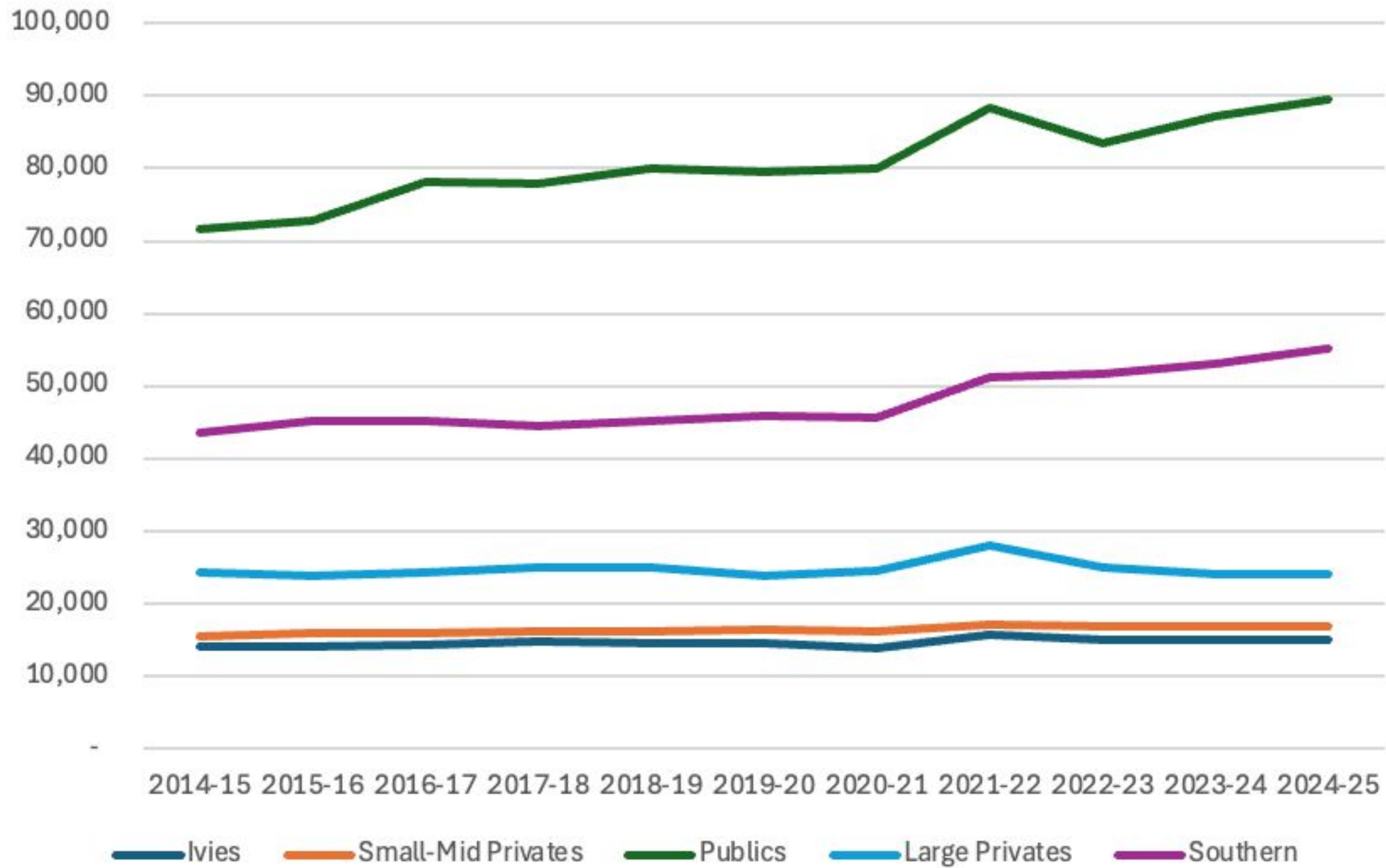
Admit Rate 2014-2023



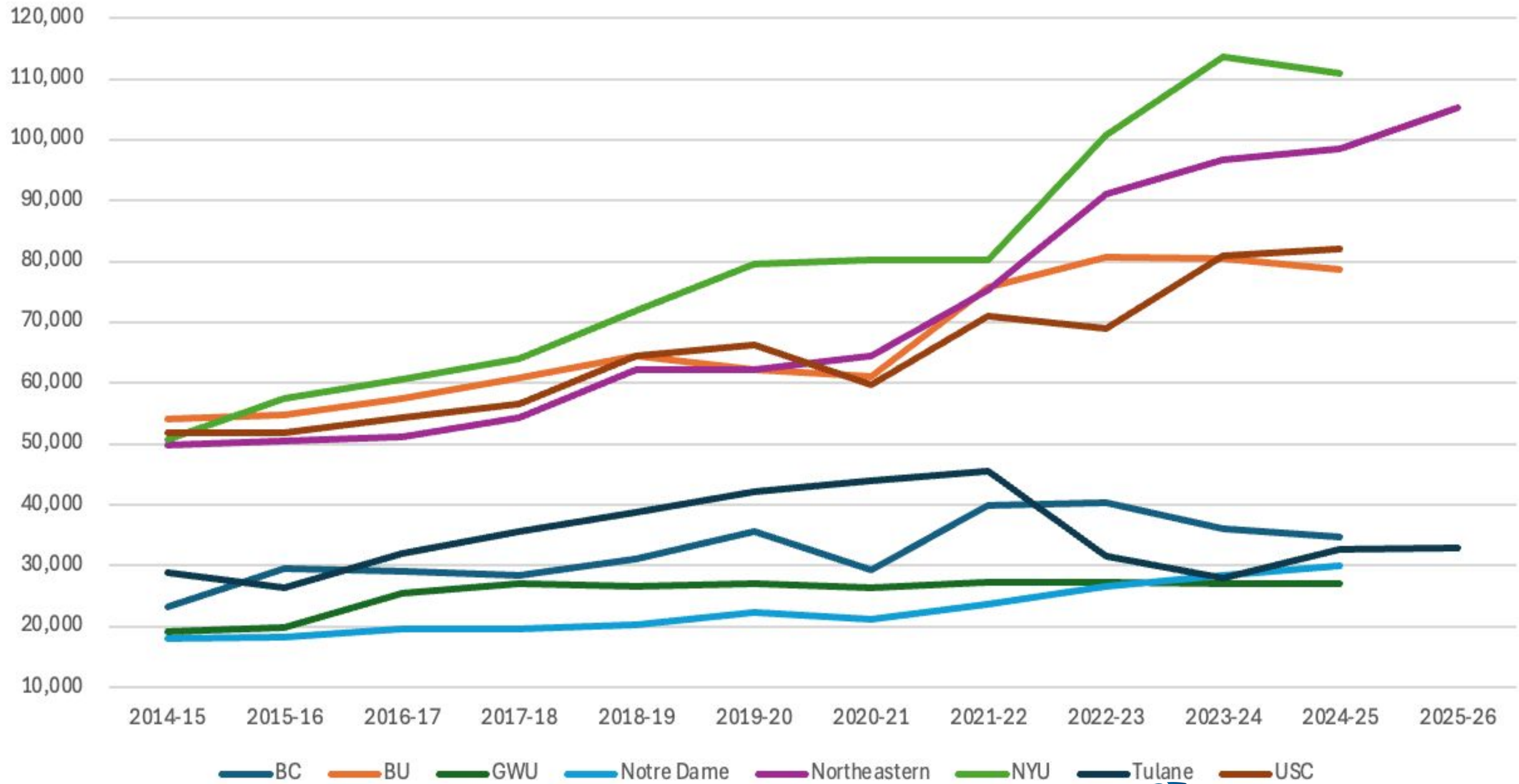


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First Year Enrollment 2014-2025

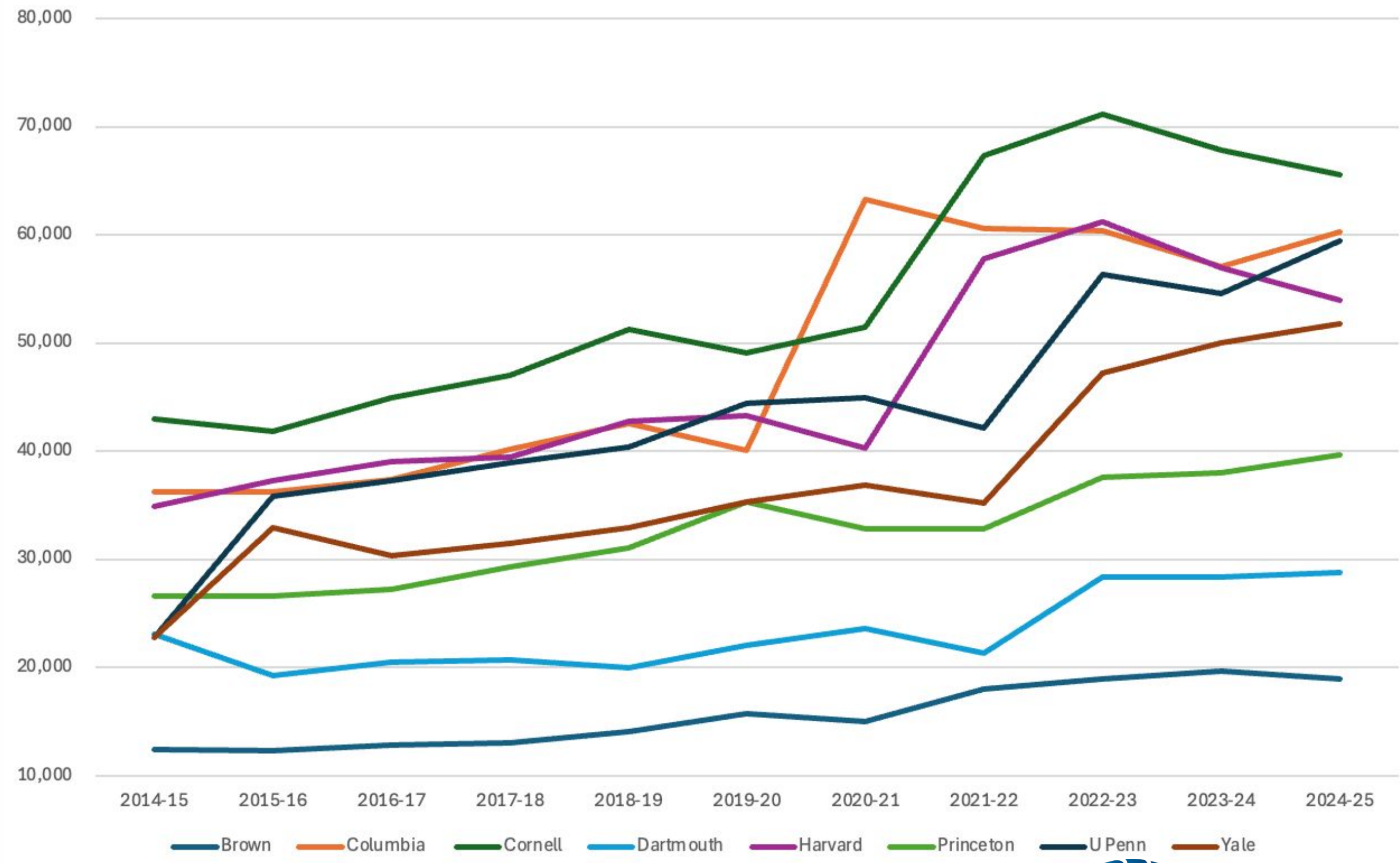


Applications by Year: Large Privates 2014-2025



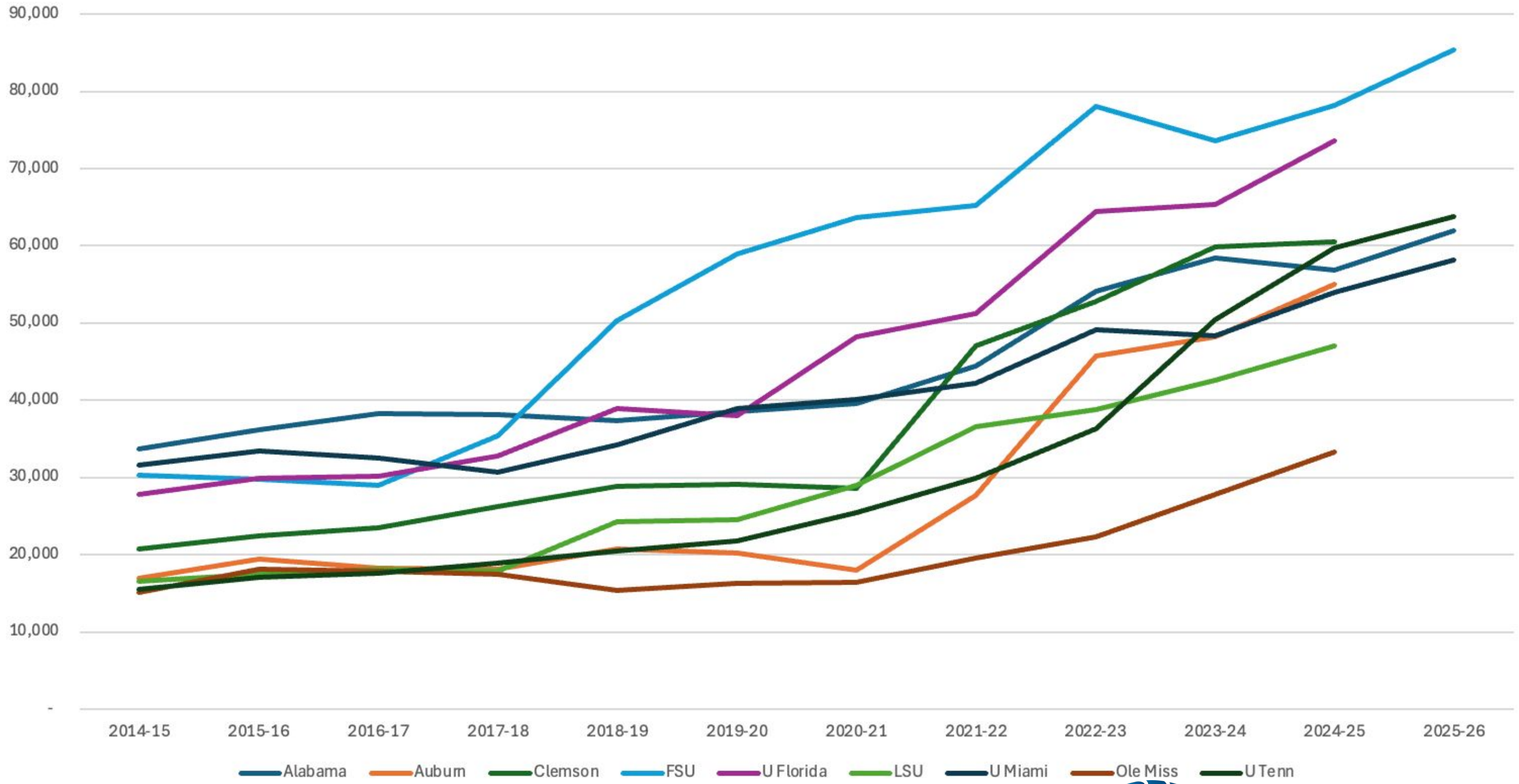
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Applications by Year: Ivies 2014-2025



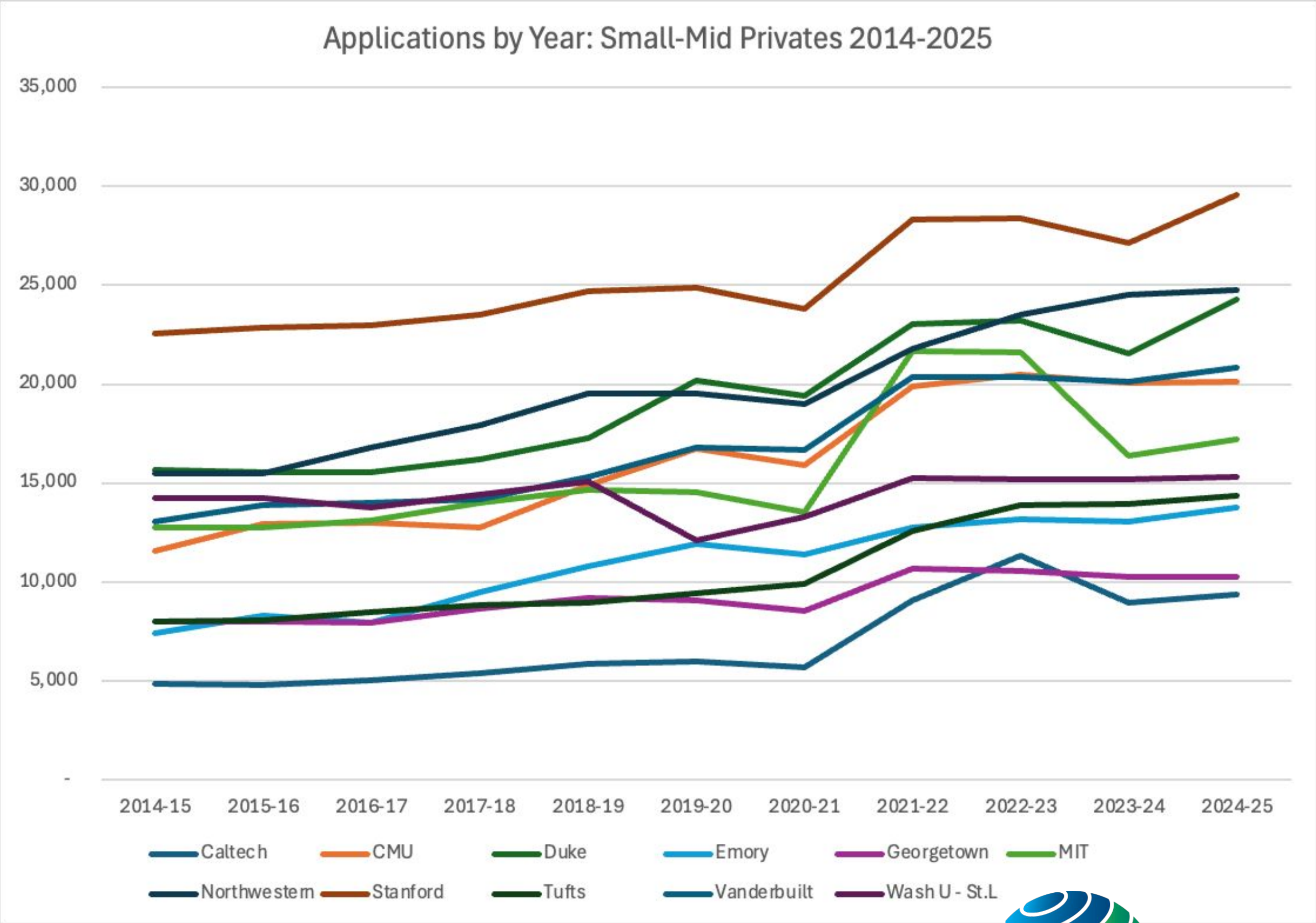
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Applications by Year: Southernns 2014 to 2025



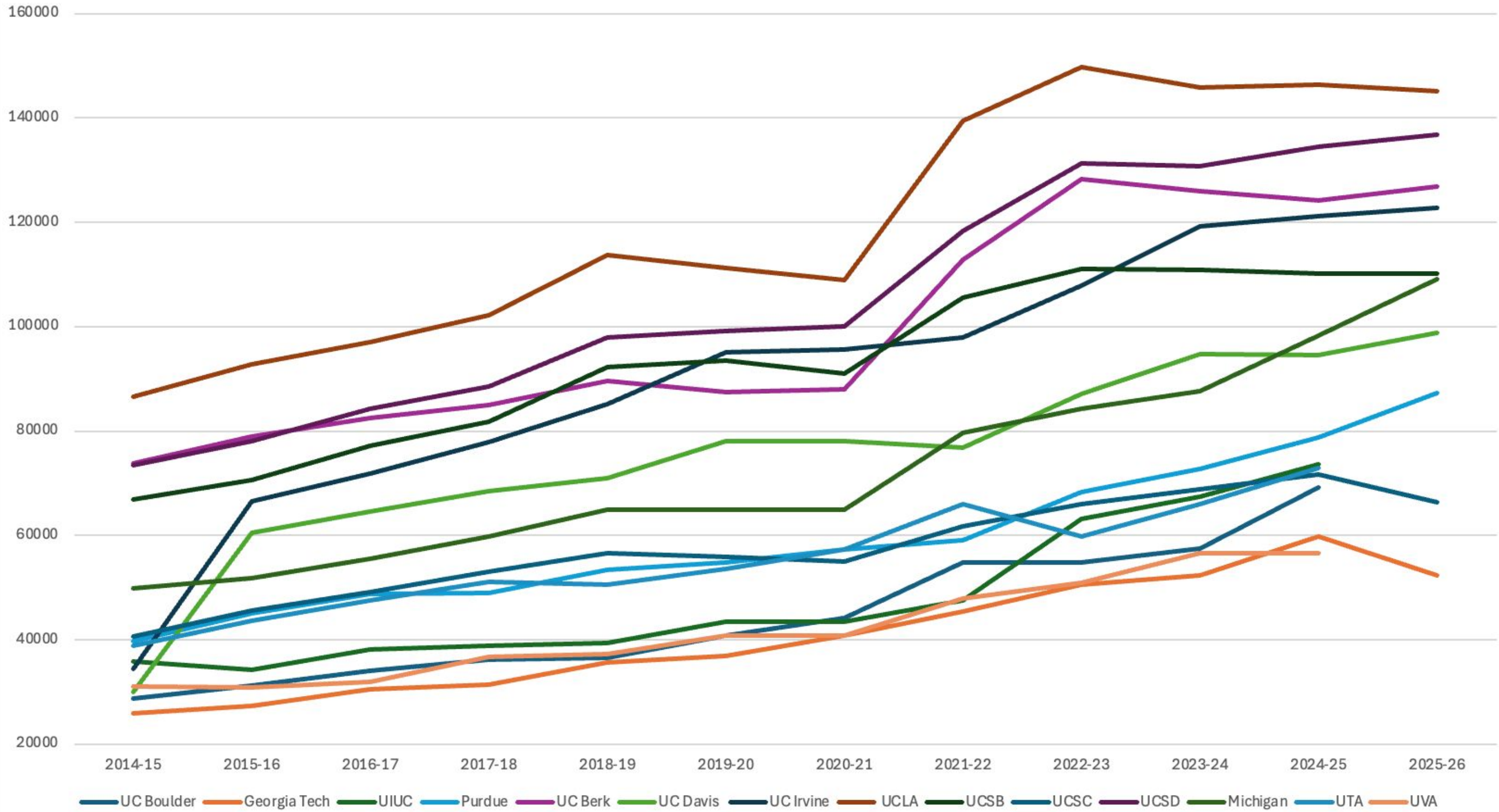
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Applications by Year: Small-Mid Privates 2014-2025



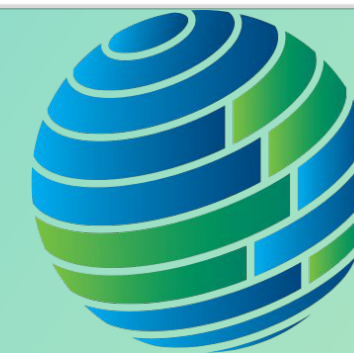
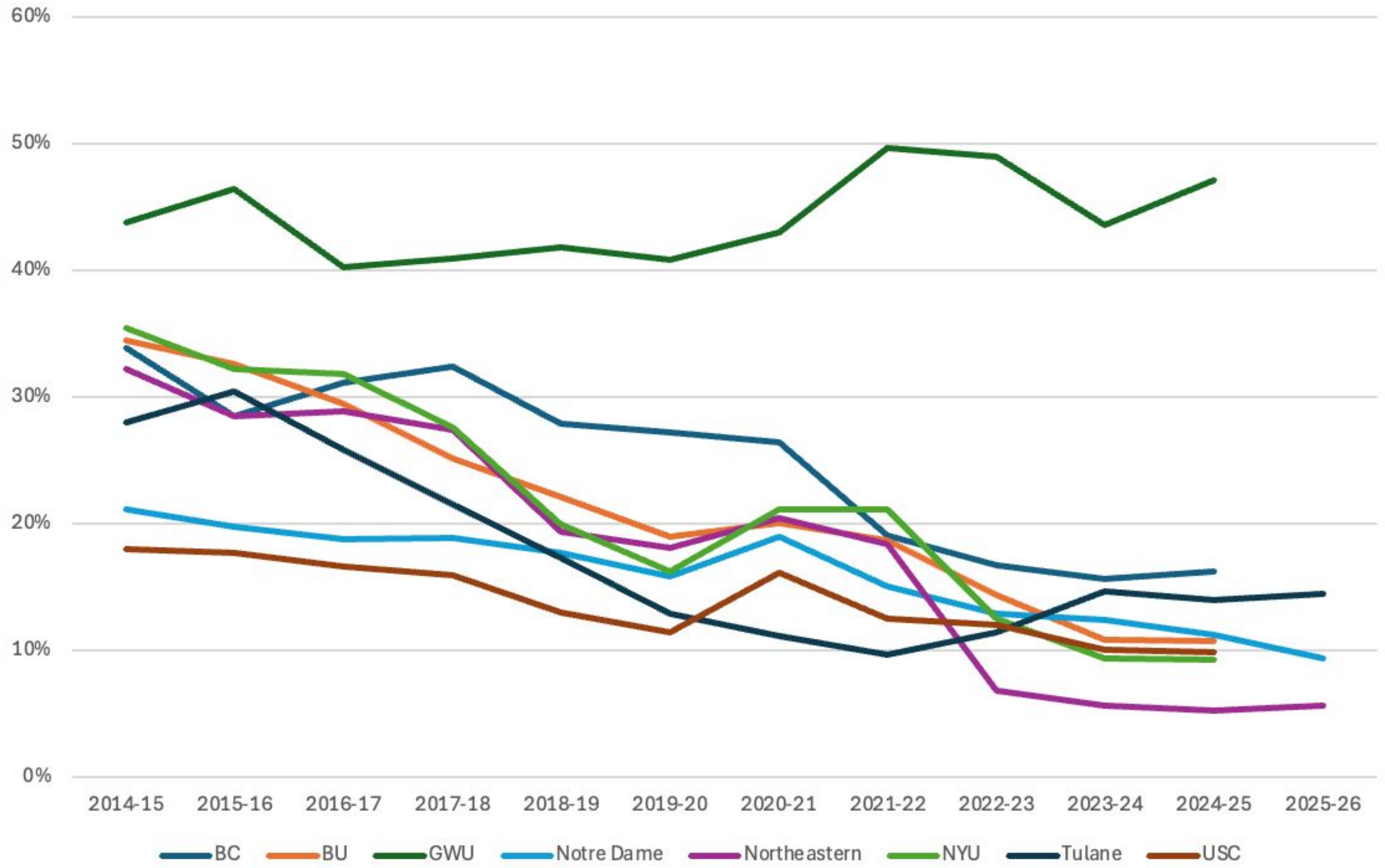
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Applications by Year: Large Publics 2014-2025



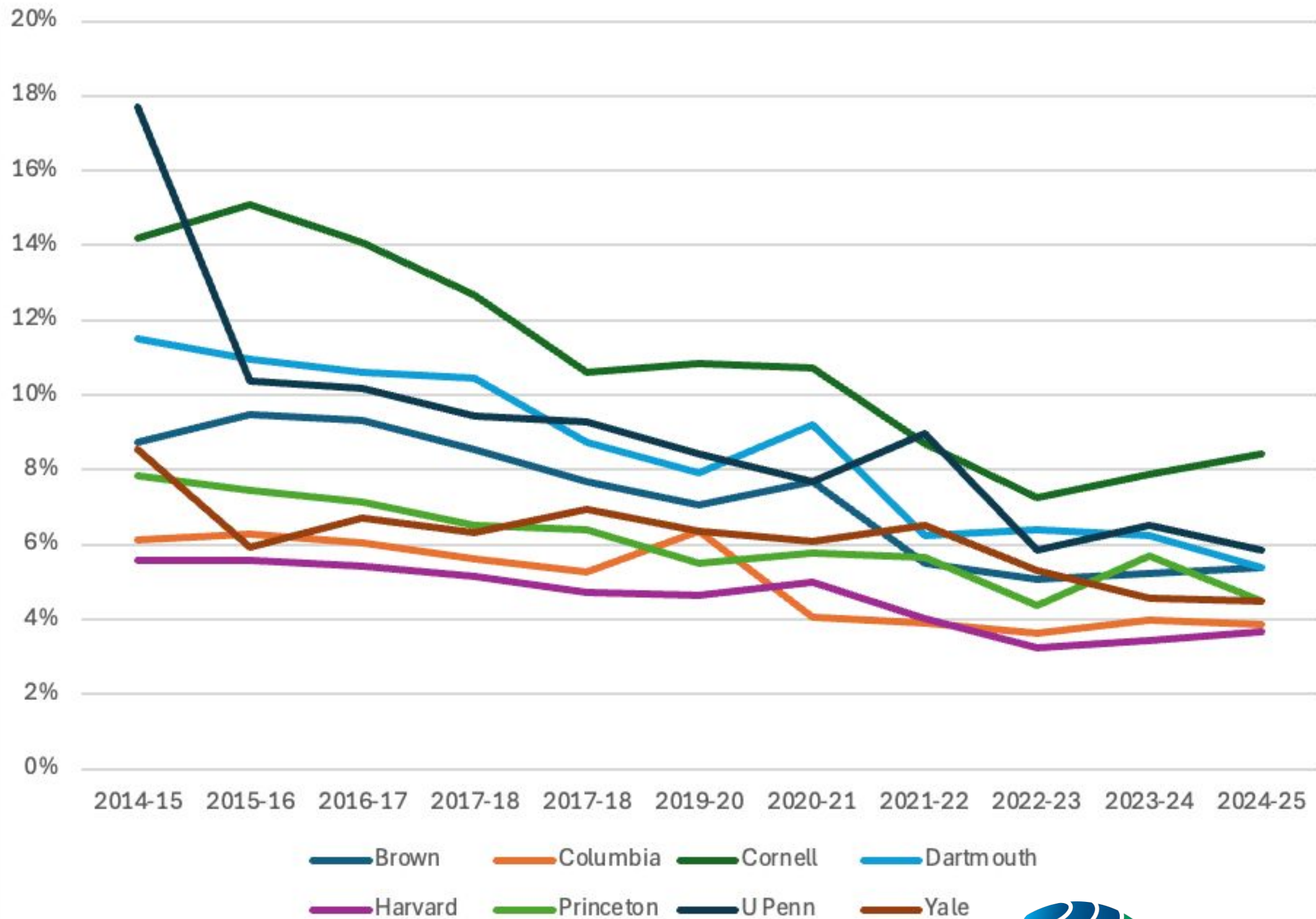
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Admit Rate by Year: Large Privates 2014-2025

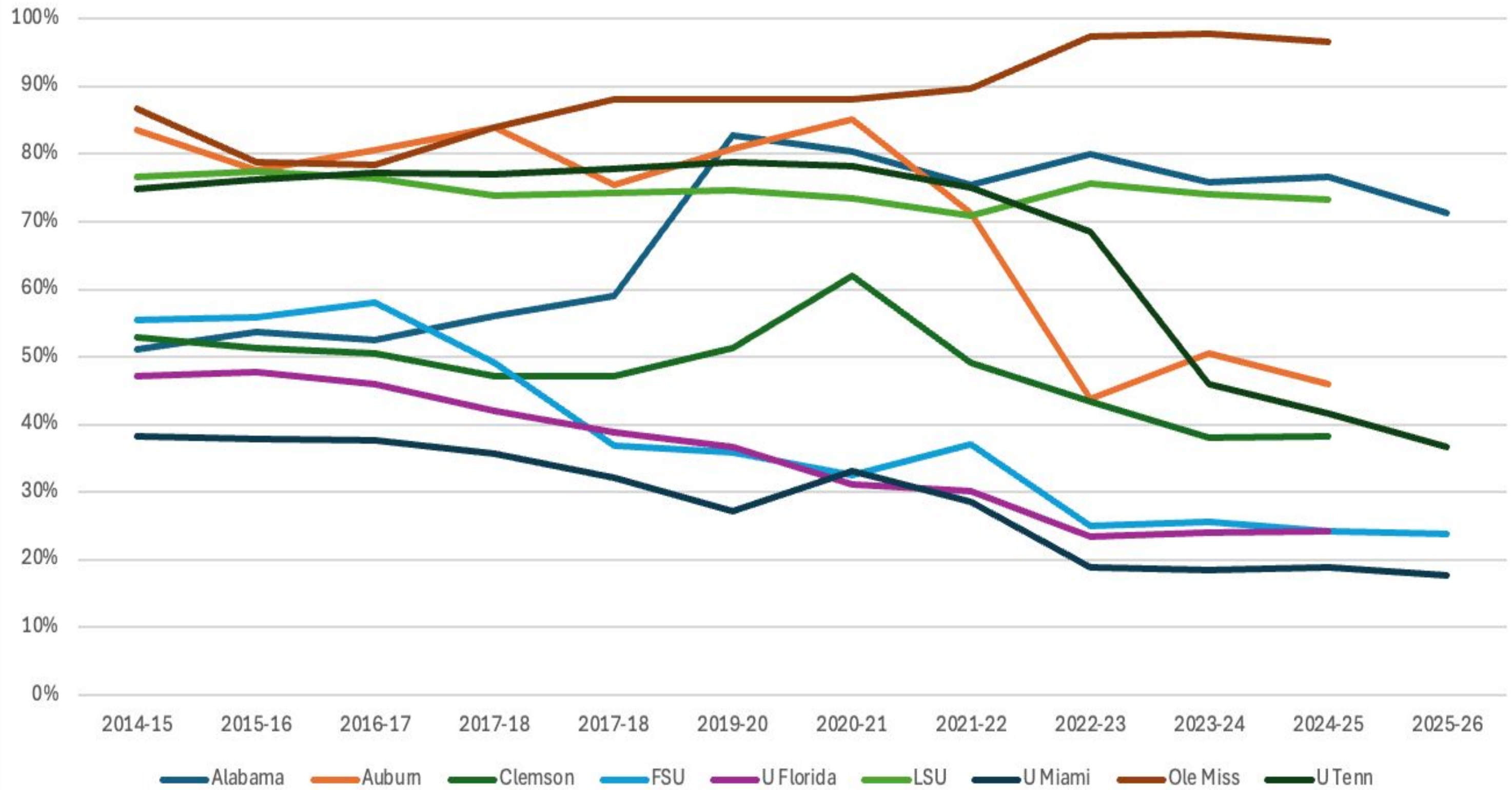


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Admit Rate by Year: Ivies 2014-2025

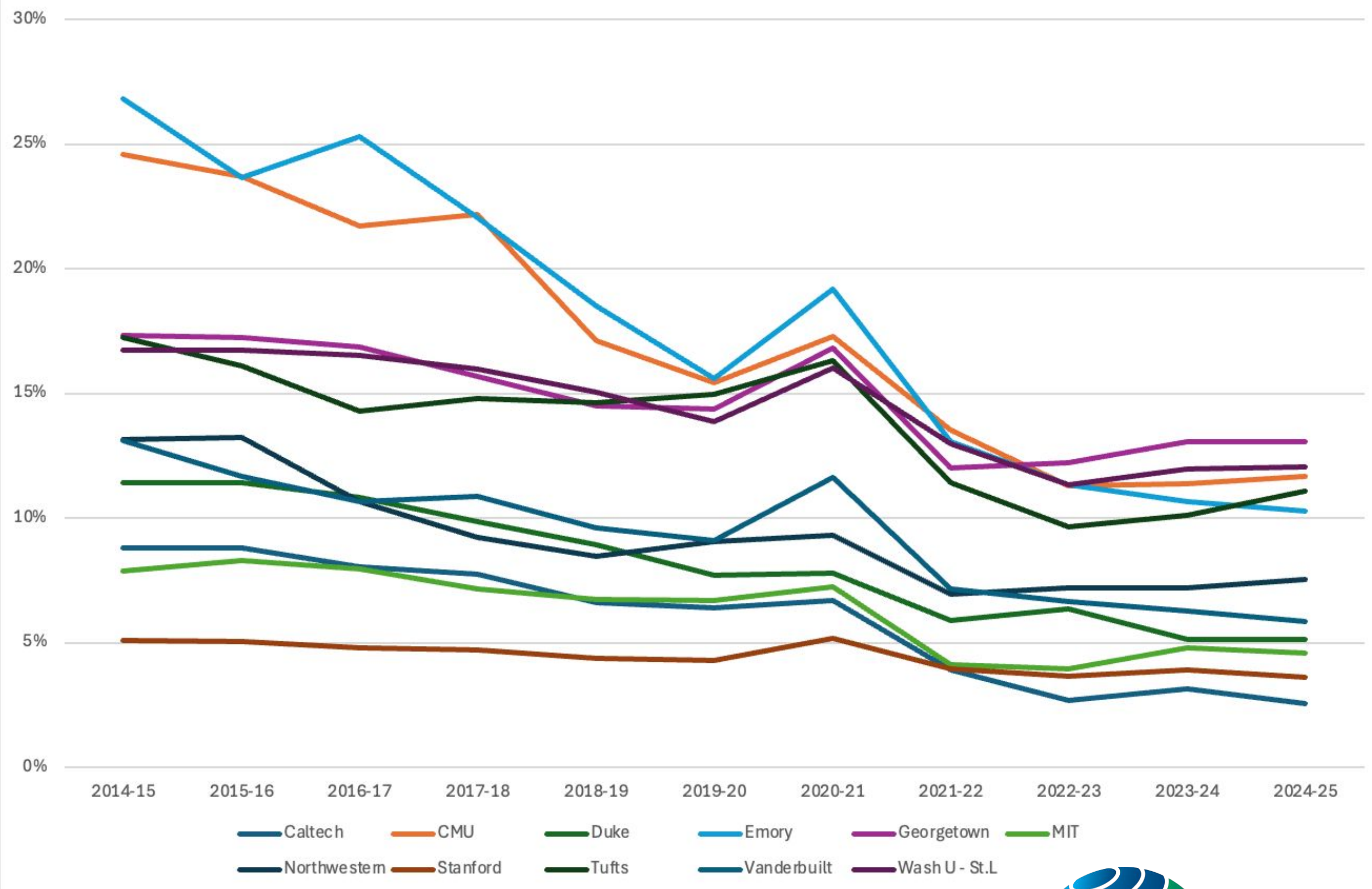


Southern Admit Rates 2014-2025



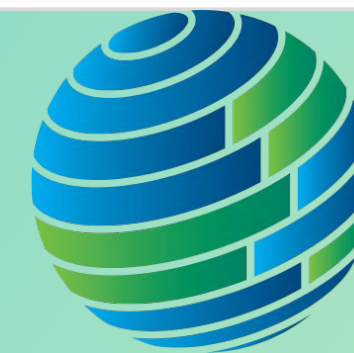
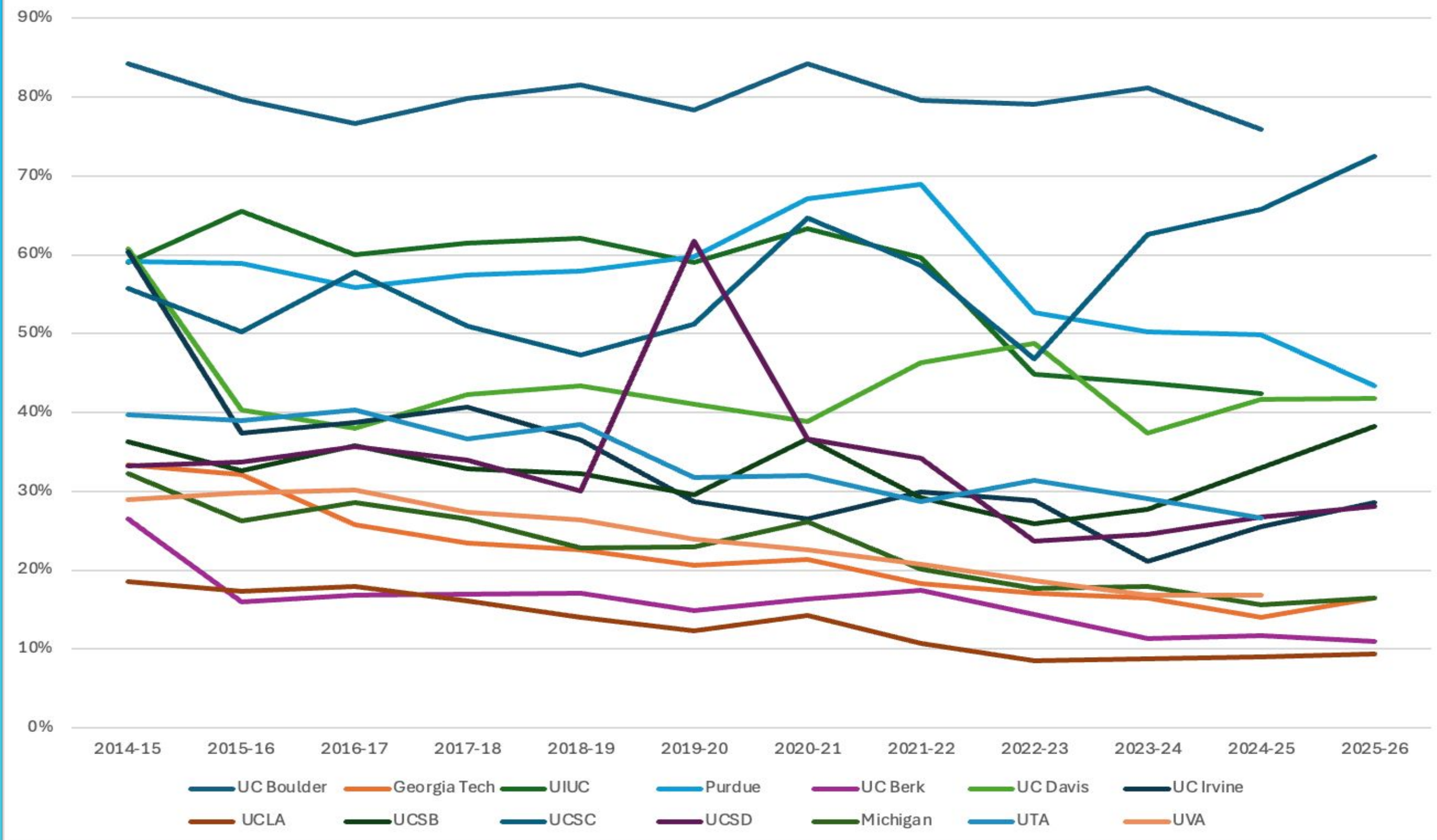
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Admit Rate by Year: Small-Mid Privates 2014-2025



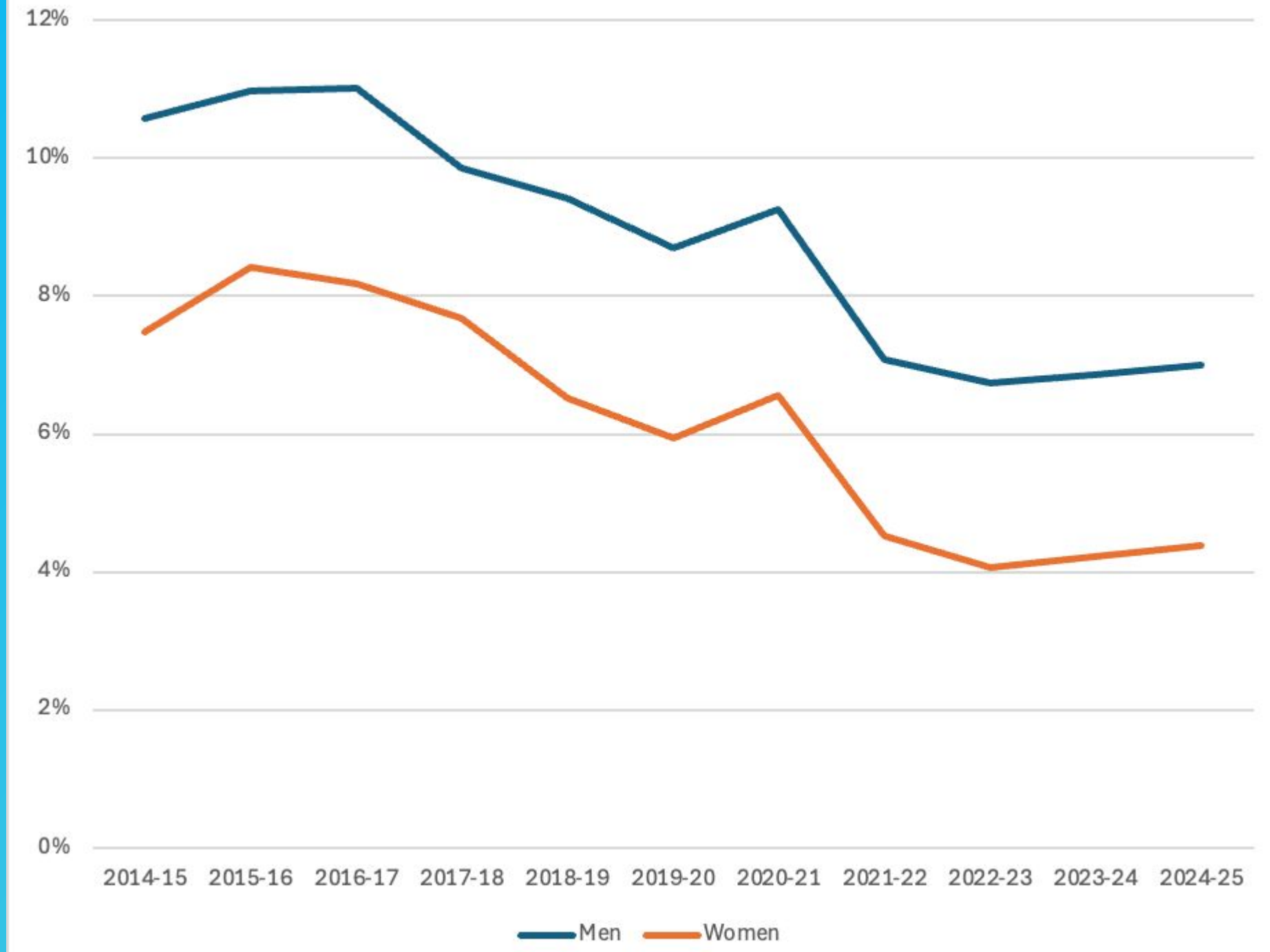
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Admit Rates by Year: Large Publics 2014-2025

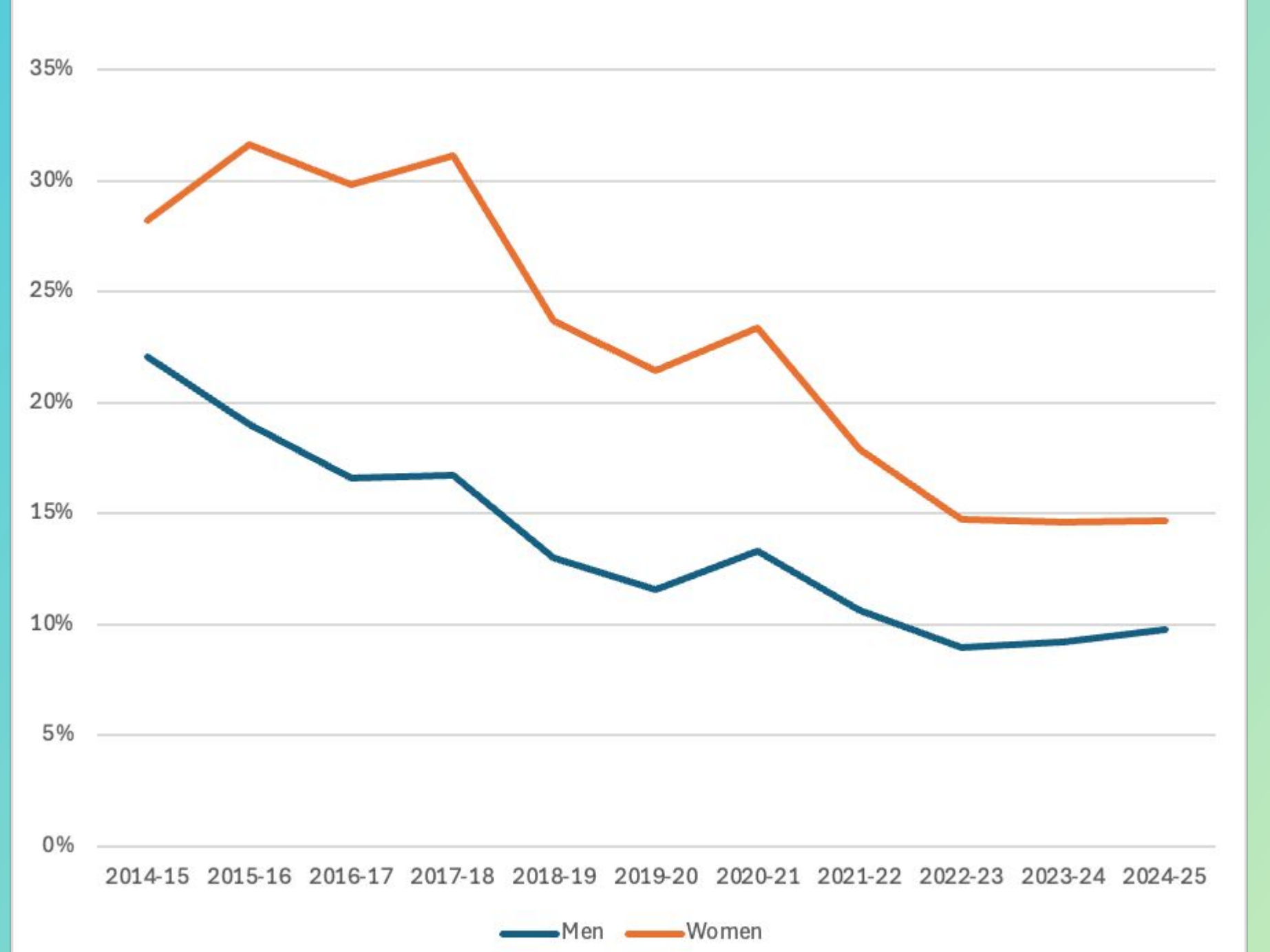


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Brown Male/Female Admit Rate 2014-2025

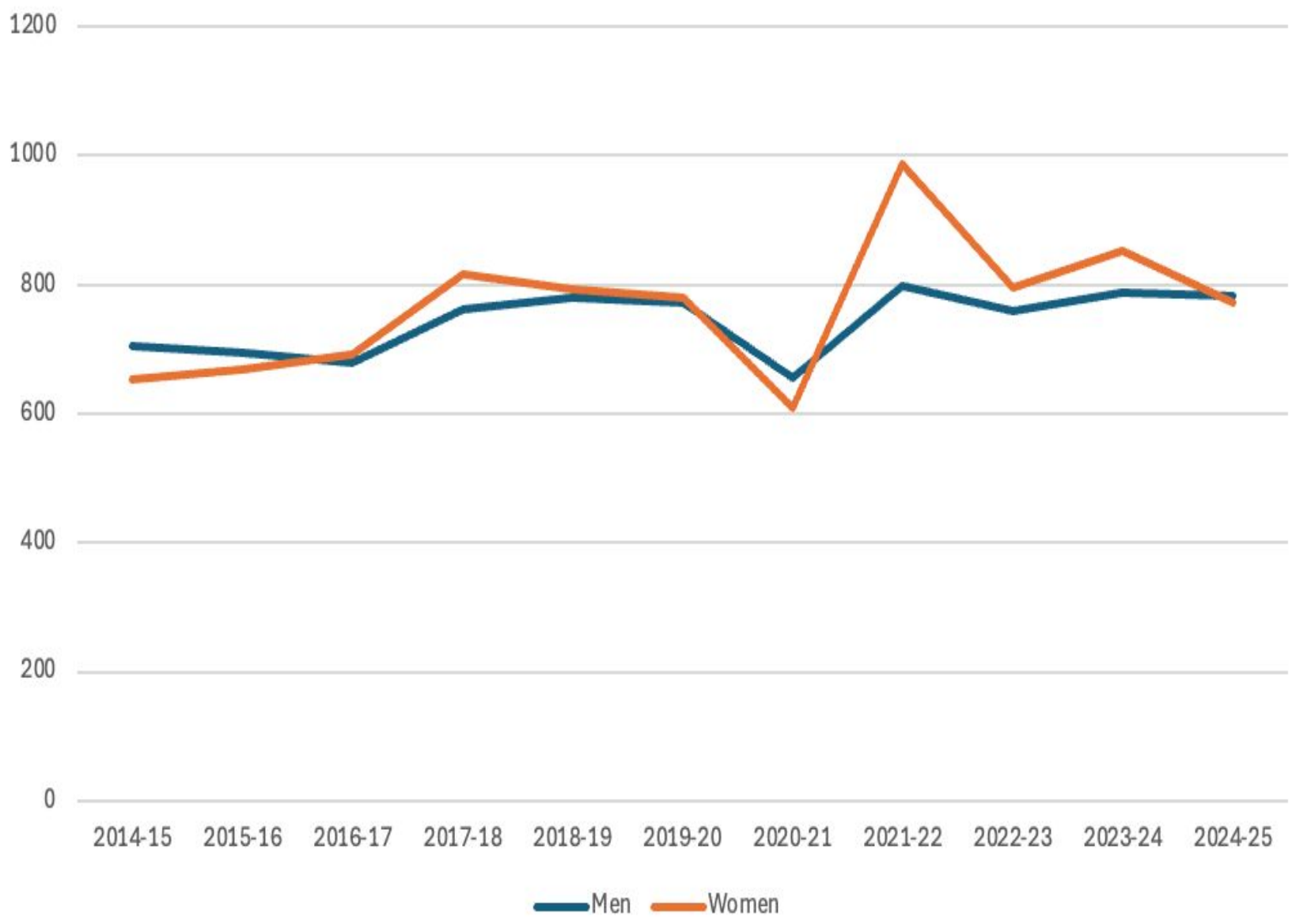


CMU Male/Female Admit Rate 2014-2025

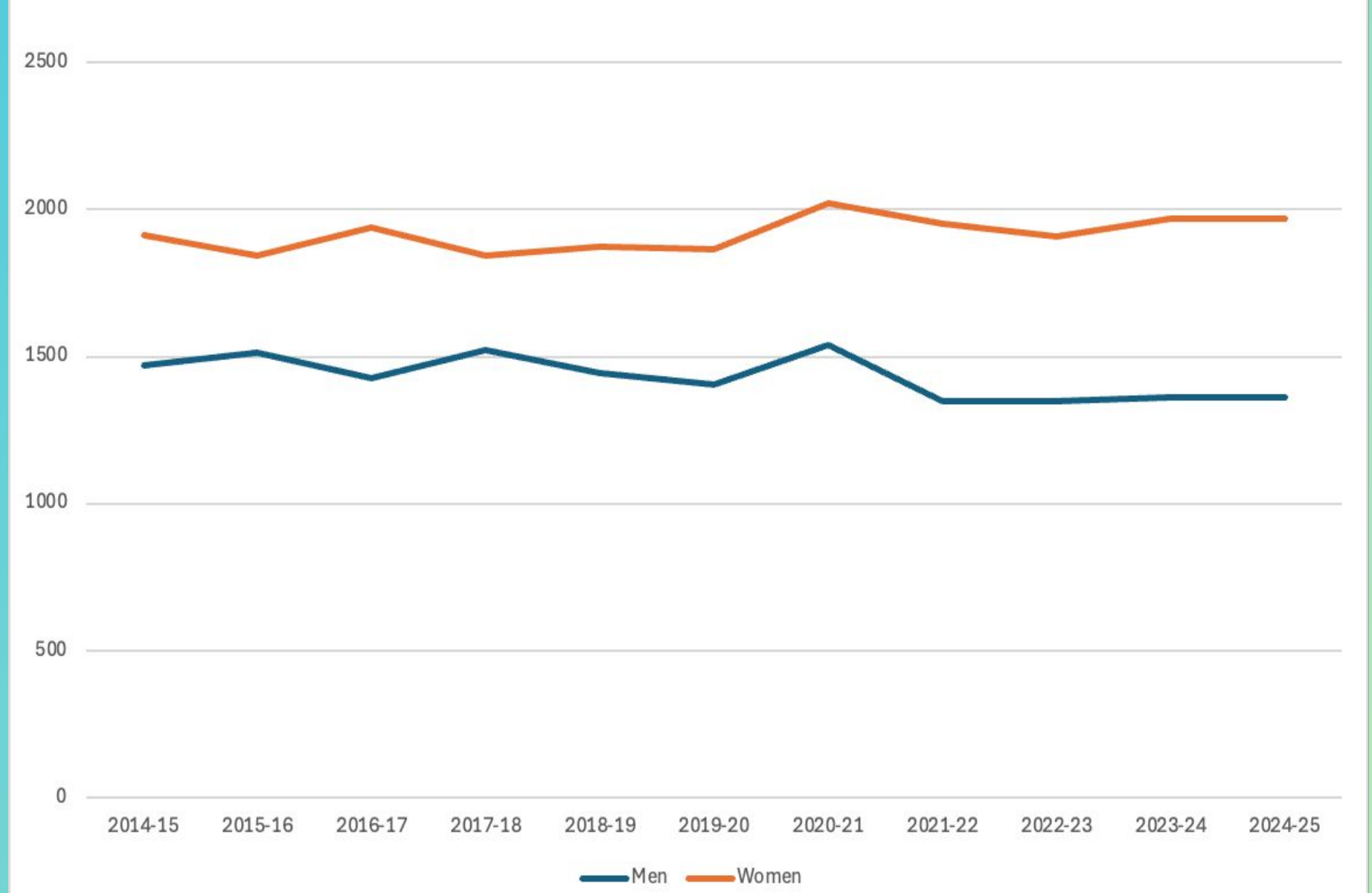


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Yale Entering Class 2014-25

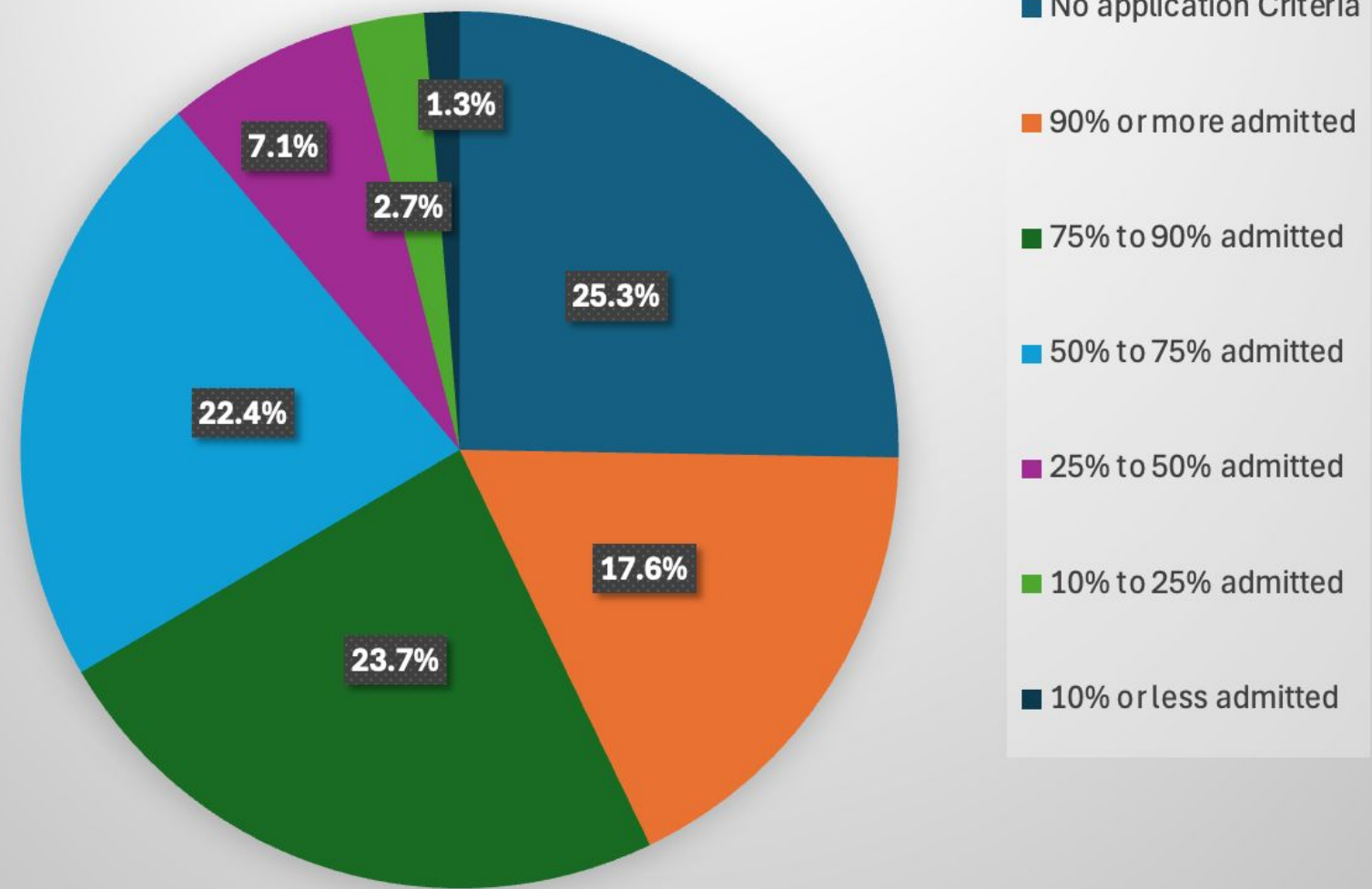


Georgetown Entering Class 2014-25

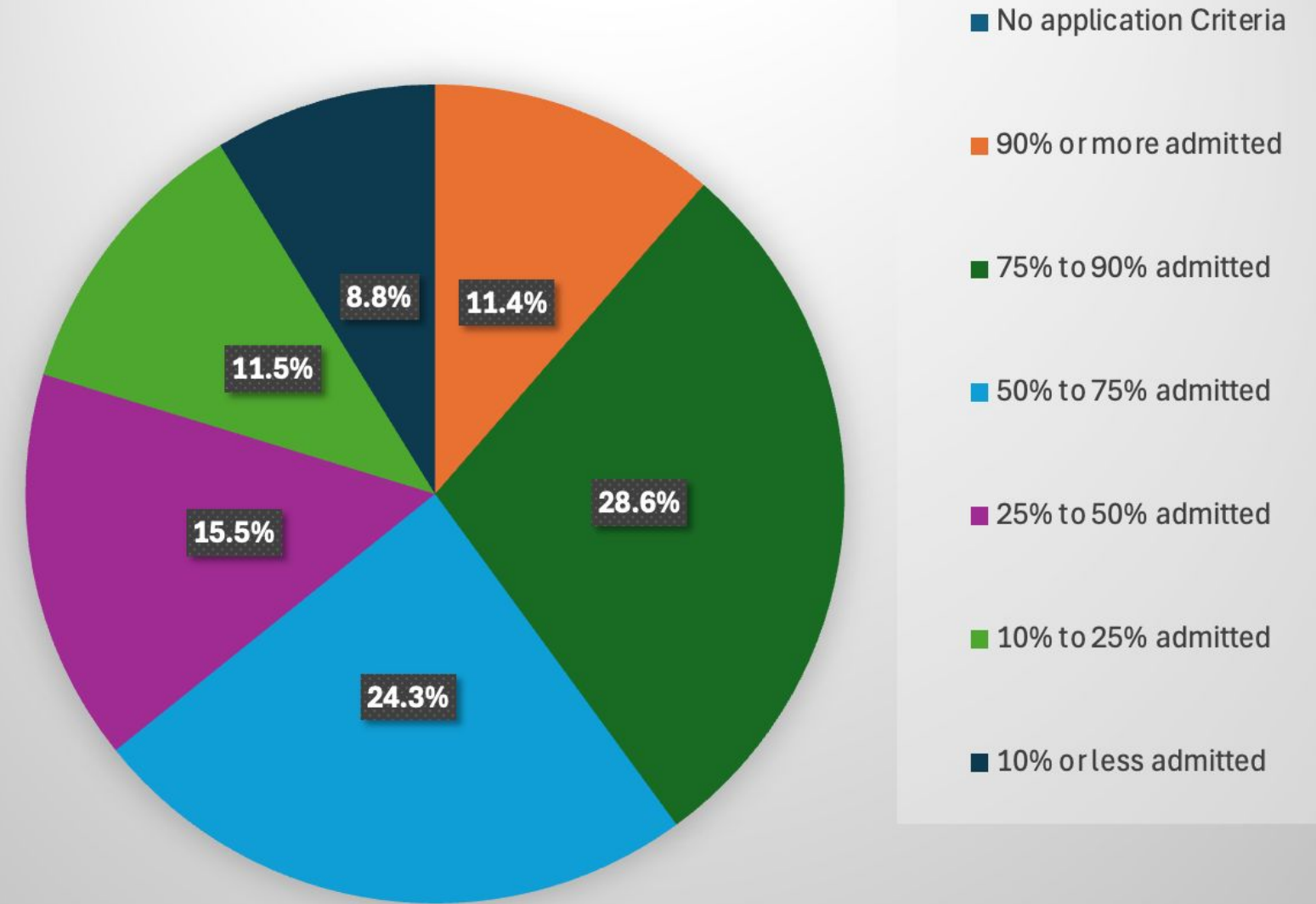


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Percent of Four Year Colleges 2022-23



Percent of Apps 2022-23



n = 2,269



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	2024-25					
	Overall Admit Rate	Int Admit Rate			Overall Admit Rate	Int Admit Rate
Caltech	2.6%	#VALUE!		Georgetown	13.1%	7.7%
Stanford	3.6%	#VALUE!		Tulane	14.0%	15.8%
Harvard	3.6%	1.9%		Georgia Tech	14.1%	9.9%
Columbia	3.9%	2.5%		Michigan	15.6%	#VALUE!
Princeton	4.5%	2.3%		BC	16.2%	17.2%
Yale	4.5%	#VALUE!		UVA	16.9%	10.5%
MIT	4.6%	#VALUE!		U Miami	18.9%	10.3%
Duke	5.1%	3.9%		U Florida	24.2%	32.5%
Northeastern	5.2%	3.8%		FSU	24.2%	7.9%
Brown	5.4%	4.4%		UTA	26.6%	12.9%
Dartmouth	5.4%	#VALUE!		UCSD	26.7%	22.3%
Vanderbilt	5.9%	4.3%		UC Irvine	28.6%	42.2%
U Penn	5.9%	2.8%		UCSB	33.0%	30.2%
Northwestern	7.5%	#VALUE!		Clemson	38.3%	35.8%
Cornell	8.4%	3.5%		U Tennessee	41.6%	28.6%
UCLA	9.0%	6.3%		UC Davis	41.6%	50.7%
NYU	9.2%	#VALUE!		UIUC	42.4%	33.5%
USC	9.8%	#VALUE!		Auburn	45.9%	#VALUE!
Emory	10.3%	6.3%		GWU	47.1%	35.7%
BU	10.8%	#VALUE!		Purdue	49.9%	27.6%
Tufts	11.1%	6.3%		UCSC	65.8%	81.2%
Notre Dame	11.3%	6.7%		LSU	73.3%	47.8%
UC Berk	11.7%	3.3%		UC Boulder	75.9%	81.5%
CMU	11.7%	#VALUE!		U Alabama	76.6%	#VALUE!
Wash U - St.L	12.1%	6.8%		Ole Miss	96.6%	99.7%

Class of 2028				ED Admits as %	
School	ED Admit %	RD Admit %	ED/RD Ratio	of Freshman Class	Overall Yield %
Davidson	32%	10%	3.2	69%	48%
Middlebury	30%	8%	3.8	68%	45%
Claremont McKenna	23%	7%	3.3	67%	54%
Lehigh	45%	24%	1.9	66%	27%
Wash U St. Louis	25%	10%	2.5	66%	50%
Grinnell	34%	13%	2.6	65%	28%
Tulane	59%	11%	5.4	63%	40%
Bates	27%	12%	2.3	63%	34%
Colorado College	32%	13%	2.5	61%	27%
Barnard	26%	6%	4.3	61%	69%
Wesleyan U	38%	14%	2.7	61%	35%
Washington and Lee	34%	12%	2.8	61%	41%
Colby	22%	6%	3.7	60%	45%
Johns Hopkins	12%	5%	2.4	59%	47%
Boston U	28%	9%	3.1	59%	43%
Denison	18%	17%	1.1	57%	24%
Pitzer	42%	23%	1.8	57%	29%
Haverford	29%	10%	2.9	57%	45%
Northwestern	23%	6%	3.8	56%	55%
Smith College	38%	19%	2.0	55%	39%
Northeastern	43%	4%	10.8	54%	54%
Columbia	13%	3%	4.3	54%	61%
Bowdoin	13%	6%	2.2	53%	54%
Brown	14%	4%	3.5	52%	73%
U Penn	14%	4%	3.5	52%	69%

Data for the class of 2028

Source: <https://www.bigeducationalconsulting.com/resources>, CDS

<https://www.ivywise.com/blog/college-yield-rates/>



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International School Bangkok: A test case



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Issue #1: Clustering

Context

- Limit of 10 applications–UCAS, UCs counted as 1
- About $\frac{1}{3}$ Thai, most matriculate to US–small group of known schools and brand is significant



Issue #1: Clustering

Strategy

- Including an application limit change, collaborative counseling, community education and adding College Kickstart
- Show the Data
 - Clustered and unclustered
 - 1:1 with students
 - Parent and family events



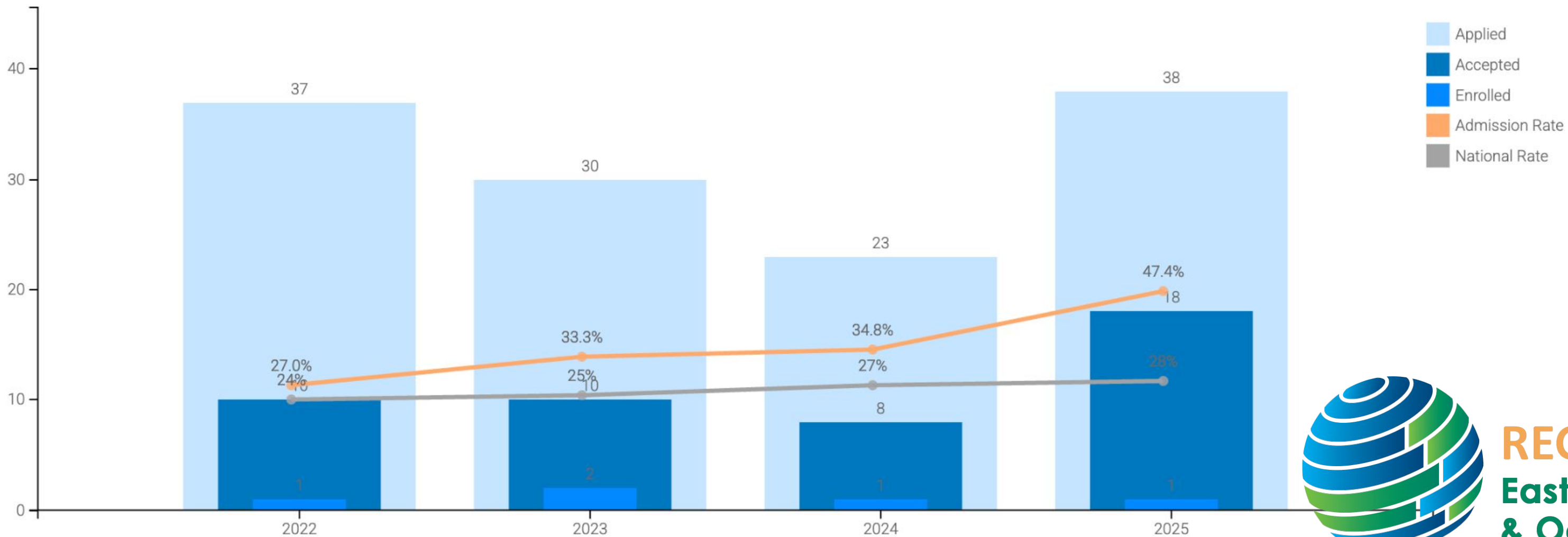
Issue #1: Clustering

Individual School
(~90-100 US applicants/yr)

Application History

Class	Applied
2025	36
2024	23
2023	30
2022	37

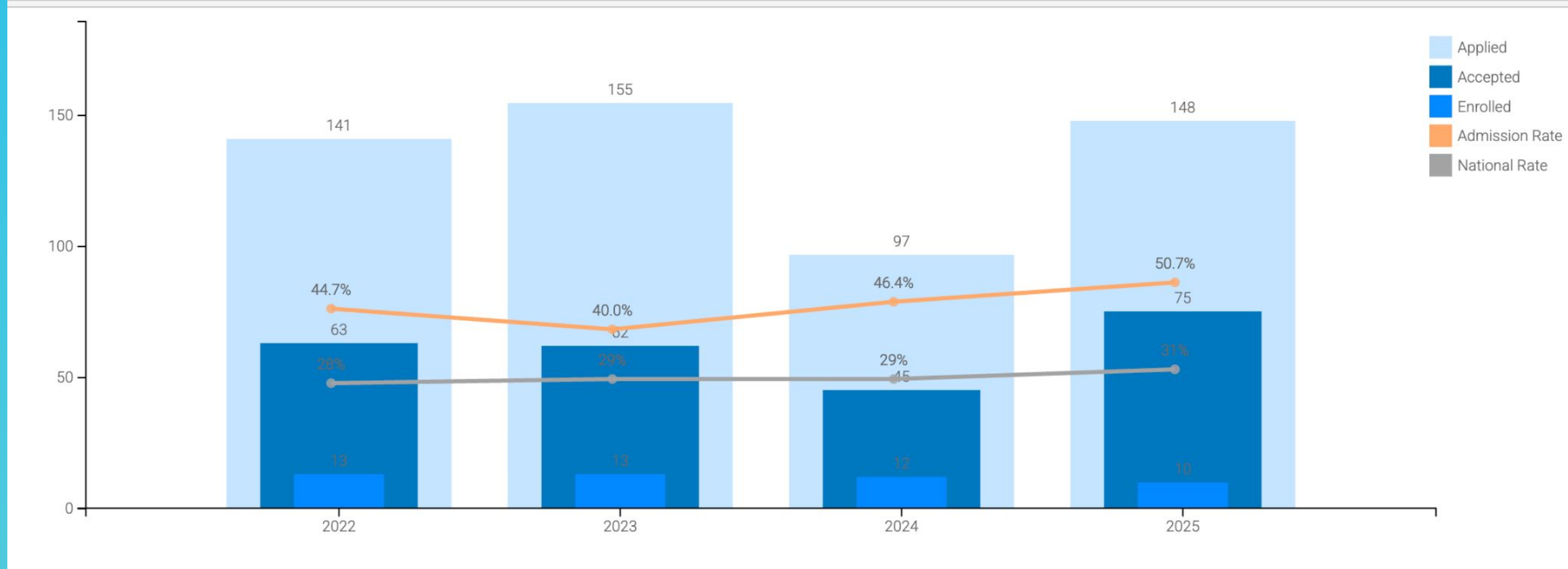
HISTORICAL ADMISSION TRENDS



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Issue #1: Clustering

HISTORICAL ADMISSION TRENDS



Six Colleges Clustered

22.5 apps/yr each



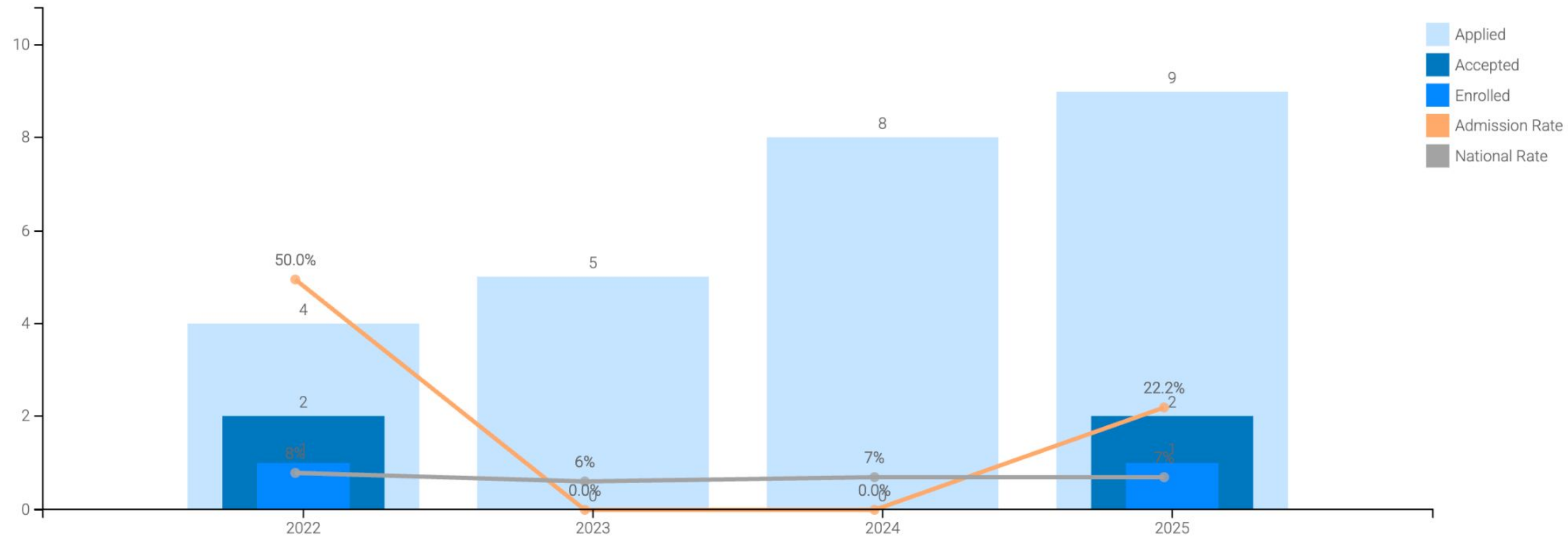
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Issue #1: Clustering

Six Colleges
Unclustered

1 apps/yr each

HISTORICAL ADMISSION TRENDS



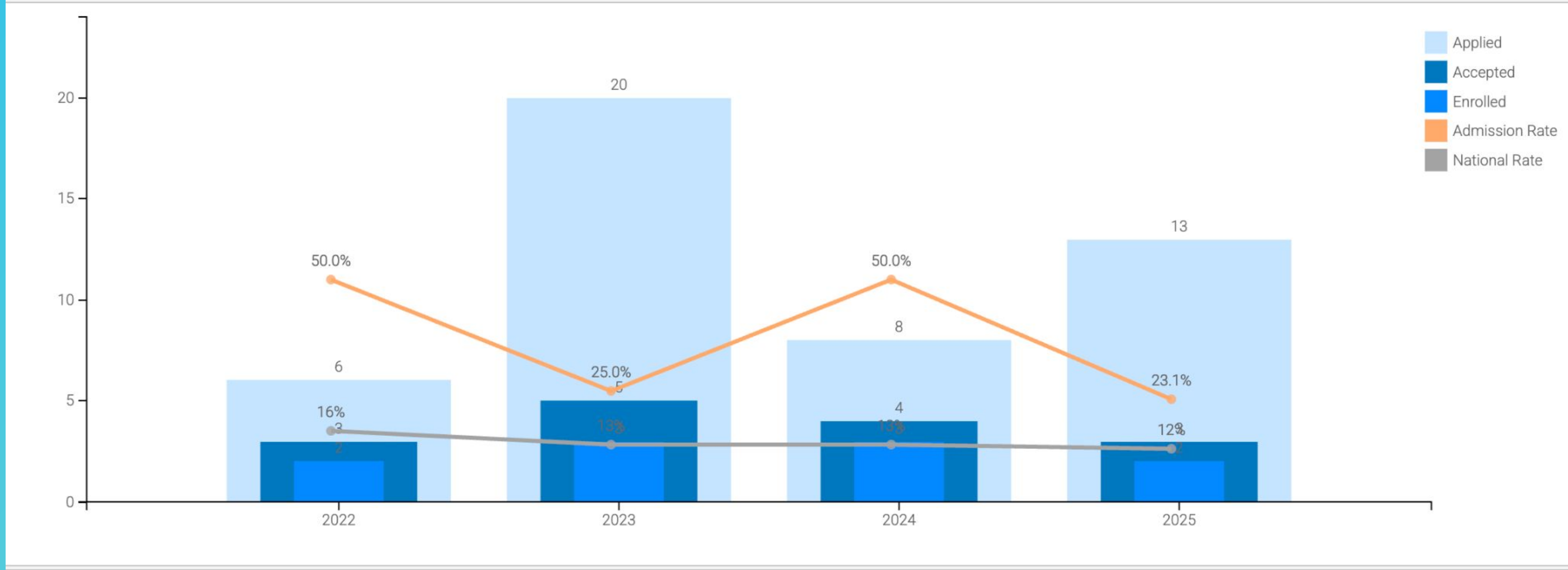
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Issue #1: Clustering

“Top 25” Liberal Arts Colleges

0.47 apps/yr each

HISTORICAL ADMISSION TRENDS



Selected Group: Top 25 NAT/LAC
 Selected Institutions: Barnard College, Bates College, Bowdoin College, Carleton College, Claremont McKenna College, Colgate University, Grinnell College, Hamilton College, Harvey Mudd College, Haverford College, Middlebury College, Pomona College, Smith College, United States Air Force Academy, United States Military Academy, United States Naval Academy, University of Richmond, Vassar College, Washington and Lee University, Wellesley College, Wesleyan University
 Selected Classes: ALL
 Selected Plan Types: ALL

	2022	2023	2024	2025	OVERALL
Class Size	151	144	153	137	585
Applied	6	20	8	13	47



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Issue #1: Clustering

ISB's Unclustered Class of 2026

Class (Size)	Colleges with 20+ Apps
2022 (161)	11
2023 (153)	13
2024 (158)	7
2025 (149)	11
2026 (172)	2



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Issue #1: Clustering

ISB's Unclustered Class of 2026

Boston University	18
Northeastern University	20
Purdue University	12
UC, Davis	10
UC, San Diego	21
University of Washington	15

Average: 16 each



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Issue #1: Clustering

ISB's Unclustered Class of 2026

Dartmouth College	3
Duke University	8
Georgetown University	3
Johns Hopkins	2
University of Notre Dame	3
Vanderbilt University	8

Average: 4.5 each



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Issue #1: Clustering

ISB's Unclustered Class of 2026

Remember those LACs?

51 planned applications before
Early Decision—more than double
the previous high—with five ED
commits

Average: 2 each



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Issue #1.1: Community Clustering

A Deeper Look深度解析

U.S. News Top 50

Admit Rate录取率

Details 详情

88% of US applications were to US News Top 50 Universities
88%的申请者申请了排名前50的大学。

Of those applications, 33% were admitted
在这些申请中，33%获得了录取。

Of 107 applications, 2 were to LACs; 1 was admitted and enrolled ED
在107个申请中，2个申请了文理学院(LACs);其中1个是ED录取



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Issue #2: Limited ED Applications

Strategy

- **Community education and adding College Kickstart**
- **Show the Data**
 - **Admit rates (ED vs. RD)**
 - **Increase in percent of class**
 - **Low ISB utilization**



Issue #2: Limited ED Applications

**A history of
underutilization**

Class	ED % of US App
2018	21%
2019	24%
2020	25%
2021	29%
2022	32%



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Issue #2: Limited ED Applications

- Filtering for truly serious applicants
- Eases the pressure on predictive modeling for class size
- Higher yield leads to higher ranking

Changes in How Many Students Are Admitted Early Decision

This chart shows the 13 heaviest users of early decision in 2022, measured as the number of applicants admitted through early decision divided by the number of students in the freshmen class.

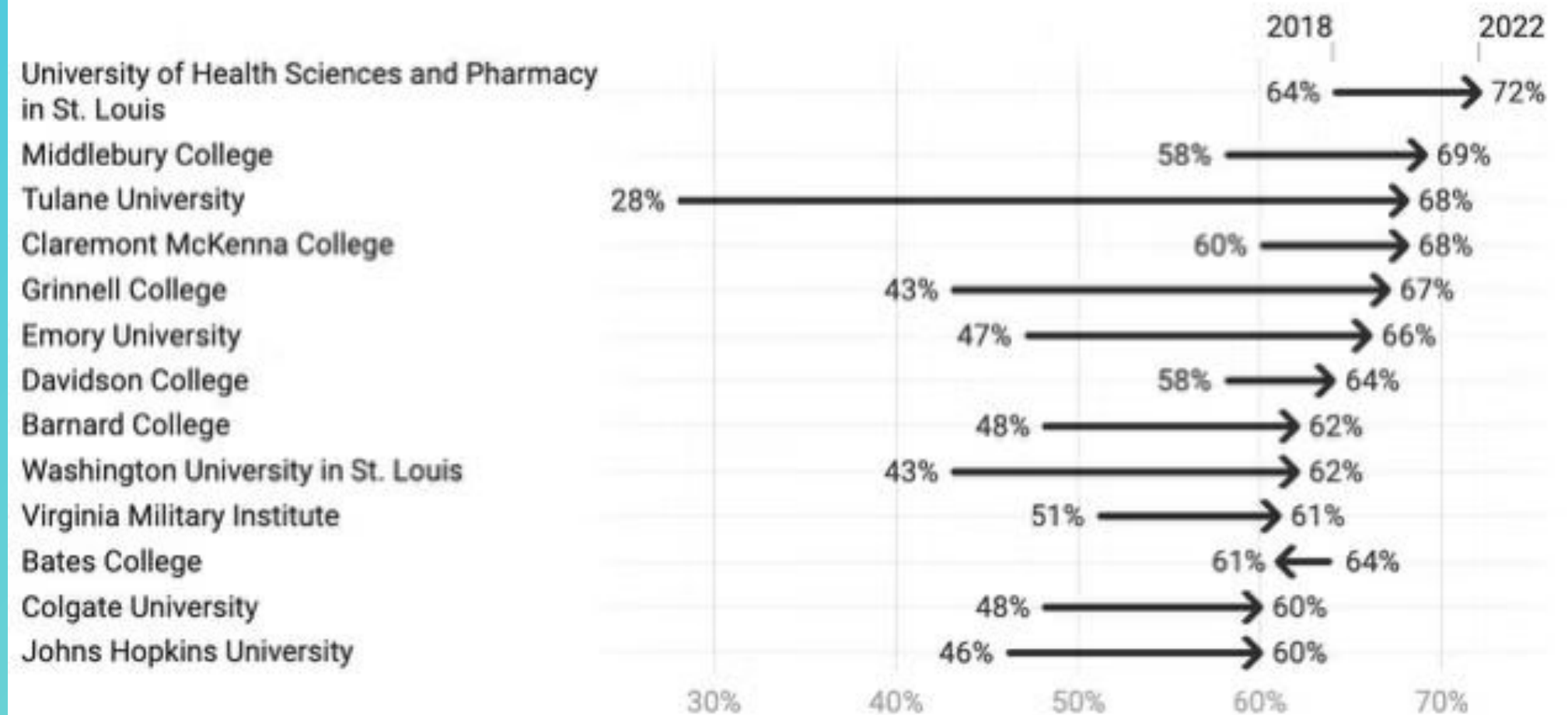


Chart: Education Reform Now • Source: Common Data Set • [Get the data](#) • Created with [Datawrapper](#)



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Issue #2: Limited ED Applications

Colleges that admit more than half of their classes through Early Decision

Class of 2028				ED Admits as %	
School	ED Admit %	RD Admit %	ED/RD Ratio	of Freshman Class	Overall Yield %
Davidson	32%	10%	3.2	69%	48%
Middlebury	30%	8%	3.8	68%	45%
Claremont McKenna	23%	7%	3.3	67%	54%
Lehigh	45%	24%	1.9	66%	27%
Wash U St. Louis	25%	10%	2.5	66%	50%
Grinnell	34%	13%	2.6	65%	28%
Tulane	59%	11%	5.4	63%	40%
Bates	27%	12%	2.3	63%	34%
Colorado College	32%	13%	2.5	61%	27%
Barnard	26%	6%	4.3	61%	69%
Wesleyan U	38%	14%	2.7	61%	35%
Washington and Lee	34%	12%	2.8	61%	41%
Colby	22%	6%	3.7	60%	45%
Johns Hopkins	12%	5%	2.4	59%	47%
Boston U	28%	9%	3.1	59%	43%
Denison	18%	17%	1.1	57%	24%
Pitzer	42%	23%	1.8	57%	29%
Haverford	29%	10%	2.9	57%	45%
Northwestern	23%	6%	3.8	56%	55%
Smith College	38%	19%	2.0	55%	39%
Northeastern	43%	4%	10.8	54%	54%
Columbia	13%	3%	4.3	54%	61%
Bowdoin	13%	6%	2.2	53%	54%
Brown	14%	4%	3.5	52%	73%
U Penn	14%	4%	3.5	52%	69%

Data for the class of 2028

Source: <https://www.bigjeducationalconsulting.com/resources>, CDS

<https://www.ivywise.com/blog/college-yield-rates/>

Issue #2: Limited ED Applications

Choosing wisely is crucial

Department Goal of 40% for Class of 2025 and beyond

Class	ED % of US App	% Admitted	ED Apps/College
2022	32%	33%	1.67
2023	44%	31%	2.37
2024	34%	37%	1.61
2025	46%	25%	1.95
2026	50%	46%	1.62



Issue #2: Limited ED Applications

Department Goal
of 40% for Class
of 2025 and
beyond

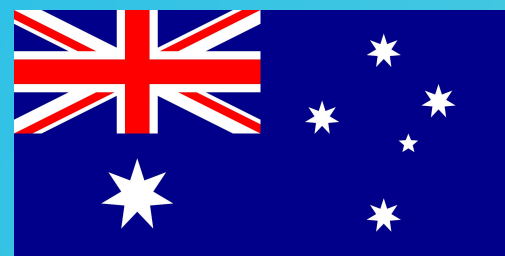
Class	ED % of US App
2018	21%
2019	24%
2020	25%
2021	29%
2022	32%
2023	44%
2024	34%
2025	46%
2026	50%



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Suggestion: Have Command of Your Data

Inform and defend your program goals and how you spend your time in both front and back of the house activity—comparison and longitudinal data is key



86%



88%



85%

“We had as many students in the fifth quintile enroll to Top 50 QS universities as any other quintile.”



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What is preventing you from more effectively using data (micro/macro) in your counseling practice and program?

Q & A



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Thank you!

Your partners,

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